Core Course Review Documentation

Foundational Component Area: COMMUNICATION

Component Area Option? Yes. Undergraduate Inquiry & Creativity

Proposed Course: English 2123: Rhetoric of Visuals and Infographics

Credit Hours: 3.0

Proposed by: Sally Henschel

Date: Feb. 11, 2013

Please document how the proposed course meets each of the following requirements. (You may provide a written explanation or copy and paste the appropriate information from the syllabus.)

Content: *Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively.*

> **ENGL 2123 Rhetoric of Visuals and Infographics** is a theoretical and practical inquiry into the rhetoric of visuals and infographics, the visual display of information. Students learn how images are used to communicate and persuade and how culture influences the creation, delivery, and interpretation of visual messages. They apply this knowledge to the design, creation, and delivery or display of visual information, data, and evidence.

SKILLS: *Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.*

> In ENGL 2123 students will:
> * learn the principles of the visual rhetoric
> * synthesize course readings into an expression of their approach to visual rhetoric and the display of information
> * critically examine and evaluate visual information and the sources of this information
> * understand many of the ethical, legal, cultural, and economic issues that impact the creation, interpretation, and use of visual messages
> * research and create effective, clear, cogent, and ethical visual arguments
> * analyze, articulate, and justify design decisions
> * participate, communicate, collaborate, and problem solve effectively in teams
> * develop and apply team building, design, and management skills to evaluating, researching, creating, and presenting visual information and arguments

ASSESSMENT OF CORE OBJECTIVES: *Assessments should be authentic, intentional and direct. The following four Core Objectives must be addressed in each course approved to fulfill this category requirement:*

> ENGL 2123 is an analysis- and production-intensive course that will prepare students to critically examine and evaluate visual information and the sources of this information; to research and create effective, cogent, and ethical visual arguments ; and to justify design decisions. **Students will be assessed on critical thinking, communication, personal responsibility, and team work skills in a major team project (see attached assessment).**

Critical Thinking Skills - *to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.*

> *Learning activities and measurements:* students will synthesize course readings, discussions, and assignments in a team project that includes writing a proposal to research and create an infographic that provides a visual solution to a problem; identifying issues of communication, audience, and context that will shape the design of the infographic; incorporating sources based on the contextual goals for the project; designing an infographic that successfully and aesthetically communicates meaningful information; and evaluating their work in an end-of-project report.

Communication Skills - *to include effective development, interpretation and expression of ideas through written, oral, and visual communication*

> Learning activities and measurements: Students will synthesize and apply course readings in rhetorical theory, visual communication, and intercultural communication in team discussions and the completion of the team project that includes a written project proposal and end-of-project report, an infographic based on the contextual goals for the project and the team's research, and an oral presentation.

Teamwork - *to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal*

> *Learning activities and measurements:* Students will employ skills in team building, design, and management in the team project. Students will collaborate on selecting the project topic, writing the research proposal and end-of-project report, designing an infographic, and presenting their results to the class.

Personal Responsibility - *to include the ability to connect choices, actions and consequences to ethical decision-making*

> *Learning activities and measurements:* Students will learn many of the ethical, legal, cultural, and economic issues that impact the creation, interpretation, and use of visual messages. They will analyze any effects or consequences of the communication products that they create: written, visual, and/or oral. All sources students incorporate into their team project assignments will be evaluated for authority, objectivity, currency, and scope and be correctly referenced.

ADDITIONAL INFORMATION: Provide any additional information supporting course inclusion in the core (optional).

PLEASE ATTACH THE FOLLOWING
1. Syllabus (ENGL 2123 VR Syllabus)
2. Assessments (ENGL 2123 VR Assessments)
- Critical Thinking Skills
- Communication Skills
- Teamwork
- Personal Responsibility