In Writing 4030, we’ll discuss theories of visual perception and rhetorically analyze different types of persuasive texts—including comics, short films, advertisements, journalistic photographs, web sites, and graphs & charts. You’ll examine the kinds of visual arguments used in your own discipline, as well as compose your own information visualization texts.

Signification, or meaning, of any text is made up not only of its verbal but also its visual elements—layout, color, typography, illustrations, etc. These elements contribute to the text’s argument and the ways that it is interpreted by audiences.