

Presentation:

(Break the presentation into three sessions, one thirty-minute and two twenty-minute, over three class meetings.)

First session, thirty minutes:

- Use slides 2-5 to develop class discussion about visual arguments. For each slide, guide with the following questions:
 - Does the image present an argument? How can you tell?
 - What is the argument? How can you tell?
 - Is the argument effective? Why do you think so?
 - Then, in groups, work to identify audience, purpose, and topic. (These may have already been discovered through class discussion.)
 - Class share
- Use slides 6-9 to provide overview of font
 - Font families
 - Consider readability
 - Adherence to style guide
- Use slides 10-13 to discuss color as a design choice
 - Know the way color may impact audience
 - Consider readability
 - Genre choice
- Use slides 14-18 to see how various uses of font and color choice impact design

Second session, twenty minutes:

- Use slides 19-24 to discuss visual expectations in messaging and argument
 - Evaluate the images on slides 20-23 to build rhetorical analysis of visual argument as a class
 - Identify audience, purpose, topic, and prototypical expectations
 - Rest on slide 24:
 - In groups, perform rhetorical analysis of one of the images
 - Class share and response to RAs

Third session, twenty minutes:

- Use slides 25-32 to discuss how to plan design decisions
 - Use first slide to provide overview of design principals
 - Use slides 27-29 to discuss design of information delivery
 - Use slides 30-31 to discuss development of appeal through design
 - Use slide 32 to evaluate combination