

Ethical Analysis of Visual Teaching Unit

1) R 2/2 Final drafts, Resume and Cover Letter Due. In class:

--Ethics exercise: List your values and situations where you anticipate they apply in the workplace.

--Ethics lecture.

--Assignment discussed: Ethical Analysis of Visual.

--In class and homework: Journal reflection: Determine whether teleological, deontological, or situation ethics best describes your approach.

2) T 2/7 Ch. 12: Creating Reader-Centered Graphics

--Discussion of Ch. 12: Creating Reader-Centered Graphics

--In textbooks, journals, or other publications related to your major, find and photocopy three photographs.

For each photograph, answer the following questions:

A. What does the photograph show, who is the intended audience, and how is the reader supposed to use or be affected by the photograph?

B. What angle of view has the photographer chosen, and why?

C. Is anything relevant missing from the photo; if so, what?

D. Are the labels helpful? Would additional ones be needed?

E. Has anything been done to eliminate detail?

F. Would a drawing or diagram work better than the photo? Explain.

3) R 2/9 Creating 11 Types of Reader-Centered Graphics, pp. 351-371.

--In-Class Exercise: In groups, choose the best visual for each of the listed situations. Put these on board.

--Ethics case study (handout): discussion in groups of best solution, categorize justifying ethical approach

4) T 2/14 Style, pp. 269-73,

-- Exs. 3 & 4 (in Blackboard)

--Vague reference, agreement handout proofreading exercises.

-- Ethics exercise (p. 349; review 347-8). Please turn this in as written/visual homework. Be prepared to discuss your problem and solution in class. For this exercise only, the misleading visual may be off an internet site analyzing such visuals. For your assignment, you must find a visual not on an internet site.

5) R 2/16 Rough Draft of Ethical Analysis of Visual Assignment due.

--Draft workshop.

--Proofreading exercise.

6) T 2/21 Ethical Analysis of Visual Assignment due. Introduction to Microsoft Publisher.