

# My Favorite Assignment Supplemental Teaching Materials

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## Stimulus and Discussion Materials

[Online Discussion Post in preparation for in-class discussion]

### INSTRUCTIONS:

The Visual Communication Guy states:

*Whenever we look at something, visual rhetoric is in play. We look at the way things are designed and we make judgments about them. Our judgments come as a result of our past experience, education, age, and life experience. But our judgments are also affected by timing. If you watch a comedy about a funeral, it may be funny until you have a loved one die. The movie may suddenly become offensive. Your judgment has been shifted by life experience. ([www.thevisualcommunicationguy.com](http://www.thevisualcommunicationguy.com))*

Essentially, visual rhetoric refers to how we interpret and make meaning out of anything. After you have read the articles in the Module, answer the questions below. Use full sentences and paragraphs to answer these questions:

1. How does context influence visual rhetoric and how we view something? Give an example.
2. How can something visual persuade you to "do something"? Give an example.
3. How might the visual rhetoric of a thing change meaning over time? Give an example.