

Can we add to this list? What if visual rhetorics are entirely in the light?

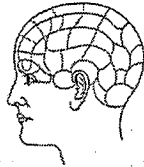
Where are visual rhetorics *sensorially*?



All of the above.

Introductions – Head Map

How wee is too wee?



We introduced ourselves, selectively referencing head maps we labeled and colored with pencils or water paint. Some heads were brimming!

**Visual Rhetoric Defined**

This was an emergent, dynamic definition, shape-giving and subject to adaptation, rather than a fixed or strictly anchored definition.

- > Study of images, graphics, and visuals, how and why they are made, what are their effects, and how they circulate.
> But "study" is dissatisfying because rhetoric requires action and "study" hints at knowing too passively.

**Brf hstry of vsl rhtrc**

- Photography in 1980 vs. 2000
Material transformation
Economic accessibility
Graphical user interface (GUI) (1984)
Graphical web browser (Mosaic, 1993)
An expanding domain of images

How much should a definition evolve in fifteen weeks? How deeply rooted should a definition become?

How many typefaces are too many typefaces for a scribe notes document?

**1..2..3.. Domains of Images**

- 1. Cultural – broadest and most general, theoretical
E.g., iconic images of war, poverty, government, or advertising
2. Applied – Situated in specific, often technical, contexts
E.g., medium-scale and local instances, such as sports uniforms, organizational design consistency
3. Personal – operating powerfully but sometimes at private or small-public level
E.g., family photos, tattoos, iconic totems (i.e., images of identification)

**Rhetoric as heuristic**

- Popularized in early 1970s by Young, Becker, and Pike as part of "new rhetorics." Heuristics provide ways of navigating problems that learns as it goes and is, therefore, accumulating practical wisdom.
• Further popularized by Janice Lauer, Invention in Rhetoric and Composition (2004).
= algorithmic = aleatory

**On Abstraction**

When we give attention to images, we often register impressions along a spectrum of abstract (or general) and real (specific and singular). The spectrum has been ordered hierarchically, such as by S.I.



Hayakawa in Language in Thought and Action, which was rooted in the General Semantics movement. But this ladder has also been debunked being too hierarchical and rationalist (see Berthoff and more recently Haynes).

Names blinking in here and there: Young, Becker, Pike; Lauer; Hayakawa; Berthoff; Haynes; McCloud.

Snacks: Tangerines, cheese and crackers, salt and vinegar potato chips. Sign up!

Do this: A first blog entry
Hello World! and/or
Head Map and/or
VizRhet Definition

For January 23:



Read Barthes. Read Sontag. Attempt first sténopés.

Q: Can you pick out the following typefaces: Papyrus, Helvetica, Gill Sans, Giddyup, Avenir Book?

Q: What would you put in the extra column I didn't have room for?