**Course Description:**
ENGL 305 is an introduction to visual rhetoric as applied to the design of documents. It covers the fundamental concepts and practices of visual design in professional communications for both digital and print media. As you move from the black-on-white page to the webpage and from the long-document layout to the full-color infographic spread, you will learn how thoughtful visual design carries meaning and supports the purpose of documents. You will be guided throughout by the three means of rhetorical persuasion—*ethos*, how the meaningful design of a document reflects its authority; *logos*, how your design makes explicit the underlying structure of a text; and *pathos*, how typography, composition, and colour can influence a reader’s perception of your document’s purpose. Using Microsoft Office and the Adobe suite of professional design tools (InDesign, DreamWeaver, Illustrator, and PhotoShop), you will learn to work efficiently with advanced formatting techniques. A review of the mechanics of visual perception will inform your use of these tools in the pursuit of visually expressive documents. By the conclusion of the course, you will have been exposed to common design problems and potential solutions and you will have a better understanding of the constraints and requirements of visual design tasks. This knowledge will enable you to create better documents and to communicate effectively with graphic designers in collaborative environments.

**Proposed Assignments:**
- html and paper resumé (20%)
- document layout (20%)
- infographic (20%)
- design portfolio (40%)

**Proposed Texts:**
- no assigned texts