

From: Linda Driskill <driskila@RUF.RICE.EDU>
Subject: **Re: assessment criteria for visual rhetoric**
Date: April 4, 2006 11:32:53 AM MDT
To: WPA-L@asu.edu
Reply-To: Writing Program Administration <WPA-L@asu.edu>

For the past three semesters I have used the IX Visual Exercises CD that Cheryl coauthored, and it introduces students to a set of criteria that all of the freshmen, regardless of majors, found interesting and productive for writing about visual arguments. I proposed that these features constituted an argument (in itself) about what a visual argument is, and then we took a "field trip" to the campus gallery that is devoted to installation art. The purpose of the trip was two-fold:

- to determine what other criteria had to be added to permit interpretation and analysis of an installation where one can walk around, hear music, and experience changes in lighting and perspective..
- to analyze the current exhibit.

The idea that criteria are not absolute but can be argued about went over exceedingly well and provoked great discussions. I urge you to consider the disk and to think about criteria in this way. The disk can be bundled with other Bedford St.. Martins texts.

Linda Driskill

On Apr 2, 2006, at 11:21 AM, Cheryl E. Ball wrote:

On Apr 2, 2006, at 5:36 AM, George Meese wrote:

The several texts by Edward Tufte, while dated, still have wonderfully useful criteria.