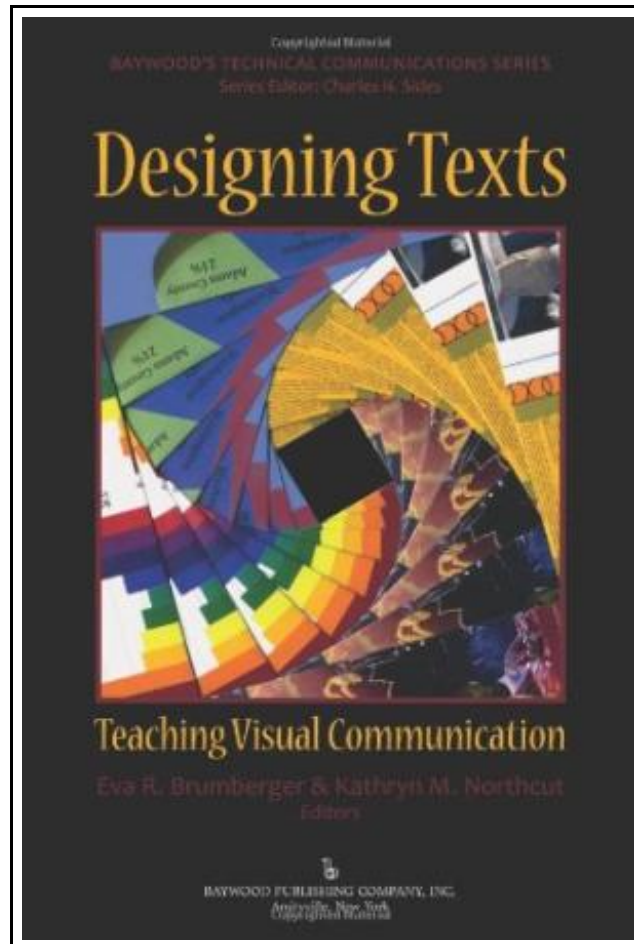# Designing Texts: Teaching Visual Communication (Hardback)

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Reviews

Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think.
(Felicia Nikolaus)

DESIGNING TEXTS: TEACHING VISUAL COMMUNICATION (HARDBACK)

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Baywood Publishing Company Inc, United States, 2013. Hardback. Book Condition: New. Revised ed.. 224 x 150 mm. Language: English . Brand New Book. ABOUT THE BOOK Designing Texts is an edited collection dedicated to teaching visual communication in non-visual disciplines, with a particular focus on the fields of technical and professional communication, rhetoric, and composition. The collection offers readers theoretically motivated, research-supported, classroom-tested insights on the teaching of visual communication.Visual literacy entails looking, seeing, thinking, and producing, and Designing Texts reflects these areas, with sections dedicated to visual thinking and problem solving; contexts for teaching and learning; evaluation and assessment; and tools and technologies. Each section includes an introduction that relates the individual chapters to one another and to the teaching of visual communication more broadly; additionally, the contributors draw attention to the connections among the chapters. The chapters demonstrate a diversity of perspectives and approaches that characterizes visual communication, integrating Gestalt Psychology, rhetoric, and aesthetics, and spanning disciplinary boundaries rather than reinforcing them. Throughout, readers will find material focused on both theoretical and practical issues that they can apply directly to their own teaching of visual communication. Included are assignment suggestions, sample evaluative rubrics, and numerous visual examples that illustrate the authors points. The collection concludes with an annotated list of resources that readers will find helpful for learning more about the teaching of visual communication.Intended Audience: The primary intended audience is instructors of undergraduate courses that include visual communication either as one component among many or as the primary content for the course. In particular, the collection addresses instructors in two disciplines that have traditionally not been visually oriented: technical/professional communication and composition. The book may also attract readers from other disciplines in which visual communication is assuming greater importance, such as communication studies, rhetoric, information science, information...

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