Sheridan

VDES25892 Visual Design 2: Visual Rhetoric
Winter 2020 / Bachelor of Interaction Design

Neutrally Undecided:
Rhetoric + Research = Persuasion
project 3 / worth 35% of your course grade / due week of April 17th

Overview

- This project is about exploring the use of targeted messaging to persuade people on social media. In this project students will create a personas and persuasive social media posts using their topic and stance from Project 2.

- Students experience in Conceptual Processes 1 & 2, Typography, Visual Language, Interaction Design 1 & 2, and Visual Design 1 will be leveraged and expanded upon. Students may select and use tools appropriate to the demands of their project to complete this project, but recommended project workflow and tools will be provided by the instructor.

- Students will work individually using the same topics and stances as assignment 2. This assignment does not include a process case study.

Deliverables

Fill in the web page template with the below deliverables, upload the page your firebird server and submit the link on SLATE.

Persona (25% of the project grade)
Create a 'persuadable' persona that you will attempt to persuade with your social media posts. Your persona must include a 150-word explanation as to why they are neutrally undecided.

Social Media Posts & Rationale (3 @ 25% each)
Working individually create 3 image or video social media posts that aim to persuade the personas your team has created of your stance while following the brand guidelines you created as a team. Embed the social posts on a single web page and for each post, include a 150-word rationale that explains the choices you made for:
- Messaging
- Visual design choices
- Choice of social media platform
- Why the above would persuade your target audience

Policy on Use of Sourced Materials

Students are to use the provided HTML/CSS template and fill it in with the assets created for their project. Audio clips can be sourced from existing materials. All art direction should be original and of the student's own creation. Remix culture/memes are permitted so long as they are original and of the students own creation. Research and inspiration may take many forms and are permitted for inclusion in the process document but must be credited using Chicago style citation. Consult the librarians for any specific queries regarding citation methods, and your instructor for any other matters. All submissions must be created in accordance with Sheridan's Academic Integrity Policy.

Delivery Format & Instructions

PDF with link to firebird page is to be submitted to SLATE.

Schedule

wk11: project brief, define target audience + selecting a social platform

wk12: how to craft targeted messages

wk13: final critique of draft posts

wk14: project due for submission

Project Learning Outcomes

To achieve the critical performance, students demonstrate the ability to:

1. Develop critical frameworks for the analysis and interpretation of 2D/3D design based on knowledge of visual tropes their role in our visual culture.

2. Integrate critical understanding of visual rhetoric in the production of persuasive visual communication.

3. Apply typographic skills and knowledge to the creation of original designs which exploit codes of meaning in visual communication.

4. Visualize concepts with clarity and economy.

5. Organize and present conceptual processes, design exploration and development.

6. Articulate processes, goals and rationales at each stage of the development of design solutions.

7. Integrate knowledge of terminology and theories of rhetorical tropes in visual communication in the development of design solutions.

8. Exhibit professional behaviours and attitudes including: - openness to peer critiques - acceptance of differing viewpoints - willingness to work collaboratively - commitment to meeting project due dates - responsibility for self direction - commitment to the responsible use of reference materials.

Evaluation Criteria

Project to be evaluated using these criteria, rubric criteria will be provided:

- **Persona,** 25% of project grade

- **Social Media Posts,** 3 @ 25% each