1.0 Course Description

In the contemporary city, we are surrounded by media and artifacts that attempt to persuade us to buy, believe or behave in certain ways. This course provides students with the analytical tools to understand the ways that text, image and sound work together to create persuasive objects. Using concepts from a wide range of theoretical frameworks related to communication, this course focuses on the design and use of media and messages in urban space and the ways that text, image, and sound interact to create meaningful urban experiences. **Lecture: 3 hours.**

**Prerequisite:** Only available to Professional Communication and Creative Industries

2.0 Course Objectives/Learning Outcomes

This course aims to

- Introduce concepts from communication studies that explain the ways that text, image and sound work together to create persuasion
- Introduce students to elements of sound and visual design
- Develop students’ capacities to create persuasive, multimodal texts
- Assist students to identify underlying social, political and ethical implications of persuasion

3.0 Topics Covered

3.1 Textual elements
   - 3.1.1 Types of argumentation
   - 3.1.2 Information structure
   - 3.1.3 Forms of textual analysis

3.2 Visual elements
   - 3.2.1 Types of signs
   - 3.2.2 Elements of design
   - 3.2.3 Strategies of visual representation
3.3 Sound elements
   3.3.1 Sound cultures and environments
   3.3.2 Sound and social relations
   3.3.3 Sound and technology

4.0 Course Management

4.1 Teaching Methods
Classes will consist of interactive lectures and workshops, in-class and on-line.

4.2 Evaluation Methods
Evaluation will be based on at least four assignments, of which one may be a multimodal presentation. Some assignments will require students to capture and edit sound and image. Students will have access to appropriate technology and software, as well as workshops introducing these tools.

5.0 Course Materials

A reader with material taken from various sources will support the course.

6.0 Course Policies

6.1 Students must adhere to university policies; see http://www.ryerson.ca/senate/policies. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #145 Course Management Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson’s Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.
6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.

Please note the following from Policy 145 Course Management Policy:

4.3.1.2 Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if an instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson’s Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the Courses @ Ryerson Privacy and Security website.