



Ethos, Logos, & Pathos:

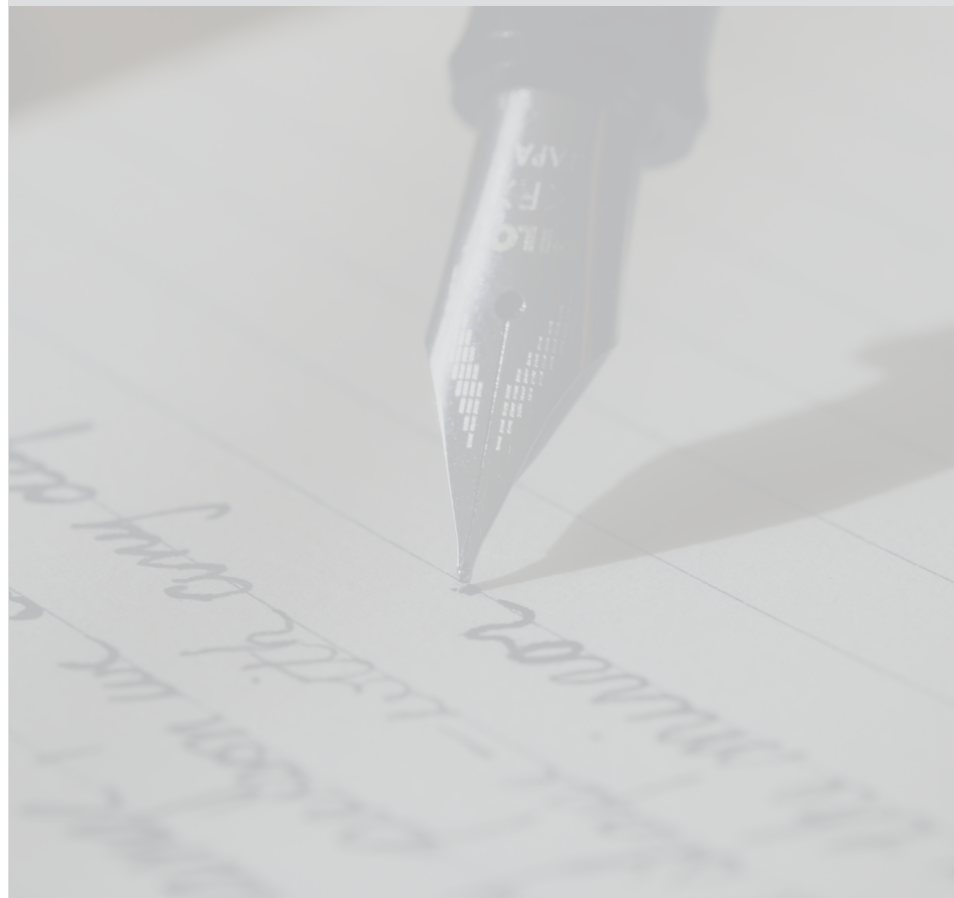
The Relevance of Rhetorical Appeals
Across the Disciplines

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Karen Shea, Ph.D., Professor - English

Johnson & Wales University, Providence, RI



Let's do some free writing!



- What does it mean to be credible and trustworthy in your area of expertise?
- If you were going to present at a conference on a topic related to your area of expertise, what kinds of materials would you use to support your main point?
- If you were going to present at a conference on a topic related to your area of expertise and wanted to move your audience emotionally, what would you do?

Ethos, Logos, & Pathos....

Whaaat?



- What does it mean to be credible and trustworthy in your area of expertise? (Ethos)
- If you were going to present at a conference on a topic related to your area of expertise, what kinds of materials would you use to support your main point? (Logos)
- If you were going to present at a conference on a topic related to your area of expertise and wanted to move your audience emotionally, what would you do? (Pathos)
- <https://www.youtube.com/watch?v=BpTb2RjbMn4&feature=youtu.be>

Common Ground:

Rhetorical Appeals in Graphic Design and English Composition

graphic design

Ethos: Designer is enhancing the experience of the audience

Logos: Designer presents and supports concepts logically

Pathos: Designer fosters an emotional connection with consumers

english composition

Ethos: Writer is credible and trustworthy

Logos: Writer organizes and supports ideas logically

Pathos: Writer fosters an emotional connection with readers

Collaborative Assignments

Research & Writing with Graphic Design Focus

- Rhetorical analysis assignment of article related to the design student experience
- Annotated bibliography for research paper on topic related to graphic design
- Research paper & presentation on topic related to graphic design
- Narrative essay focus on experience related to graphic design



**Let's look at some
student work!**

Research Paper Presentation

English Composition Assignment

CAREERS FOR GRAPHIC DESIGNERS

List and describe at least 8 careers that are available for professional graphic designers.

UNEXPECTED/LESSER KNOWN CAREERS FOR GRAPHIC DESIGNERS

List and describe at least 2 careers that may be slightly removed from the traditional graphic design career path (i.e. marketing, change management, google analytics etc.)

CAREERS FOR JWU GRADUATES

List and describe 4 job positions employers are looking to hire for when interviewing JWU grads.

EDUCATION/TRAINING

What kinds of education best prepares students for careers in graphic design?

SKILLS/TALENT

What sorts of skills and talents should an aspiring designer work towards? Please include those that are considered "soft skills" in addition to industry specific talents and tools (i.e. being bilingual, or having outstanding communication skills etc.).

TYPICAL DAY

Provide an outline demonstrating the typical day for TWO graphic designers in very different positions.

CAREER HIGHS & LOWS

Based on your research, what highlights and challenges do you expect a designer in any particular position might face over the course of their career?

CHALLENGES FACING DESIGN STUDENTS TODAY

What are some of the challenges facing design students today that could jeopardize his/her success academically and possibly even going forward into his/her career?

PASSION, PASSION, PASSION

Provide a summary of how passion helps advance a design student in school AND how it distinguishes successful designers from less successful designers in the field. Feel free to name past or current designers you have come across in your research.

(Evaluative) Annotated Bibliography

This assignment calls on you to create an evaluative annotated bibliography for 4 outside sources related to your research project. The purpose of an annotated bibliography is to “document your search efforts” and to “evaluate [your] sources” of information. Please read Chapter 15 carefully, paying particular attention to the difference between descriptive and evaluative annotated bibliographies. This assignment will be 10% of your final grade for this course.

First Draft (At least two sources): Tuesday, 10/15 to present to the class for feedback

Final Draft (At least four sources): Tuesday, 10/22 (rubric with your name on it, final draft, first draft, reaction to class feedback)

Your annotated bibliography will be graded according to the following:

Annotated bibliography is evaluative and not only descriptive _____ (20 pts.)

Organization _____ (30 pts.)

Evaluative annotations are formatted like those on pp. 190-191 (although length may differ)

Consistent content (length and depth)

Consistent format (MLA) / Alphabetical order

Content _____ (30 pts.) [see pp. 192-193 for a description of these components]

Concise description

Appropriateness

Credibility

Balance

Timeliness

Grammar and academic wording _____ (20 pts.)

No comma splices, fragments, run-ons, choppy sentences, stringy sentences

Consistent verb tenses

Academic wording

Appropriate use of transitions

Other

ENG 1020 Academic Research Project

Academic research assignments—of all sorts—are major parts of academic writing. Good research projects help you learn about the subjects of your courses, help your professors see what you have learned, and help you practice seeking answers so you can confidently find and assess information in your career after college. For this assignment, you will research an issue related to Graphic Design, present your sources in an annotated bibliography, and write about your findings in a 4-5 page paper (approximately 1,250 - 1,500 words, not including the Works Cited page). You are required to incorporate a minimum of four reliable and relevant sources to help you inform your readers on the issue (your sources can be the same as those on your annotated bibliography, or you can add new sources).

Questions to Get You Thinking:

You have already been thinking about your topics for a few weeks, since your topic is the same as the focus for your annotated bibliography.

A successful Academic Research Paper will:

- be 4-6 pages long (not counting the Works Cited page)
- answer a research question
- make a point and have a thesis statement
- explain the conversation surrounding the topics and inform readers of the significance of the topic
- include a minimum of four reliable and relevant sources
- use design / layout / organization thoughtfully and creatively
- be polished and professional with few or no grammatical or spelling errors
- document sources correctly and be formatted correctly (MLA format)
- also be presented visually, as a power point, prezi, or other presentation tool

Due dates:

Tuesday, October 16th: Outline due

Tuesday, October 23rd: First Draft due for peer conference

Tuesday, October 30th: Final Draft due (please include rubric with your name on it, final draft, first draft, outline, peer conference, and reaction to the peer conference, in that order, paper-clipped)

Week 9: Presentations of research projects with Professor McCarthy

ENG 1020 Research Paper

Outline (10%) _____

Essay Structure, Content & Organization (20%) _____

Title

Introduction: General Statements, Background Information, “The Conversation”

Thesis Statement with Predictor / Preview of Subtopics

Body: Topic Sentences

Transitions

Supporting details

Conclusion: Summary

Final Thought

MLA Format (20%) _____

MLA format throughout

IPQA

In-text citations (when necessary)

Works Cited page

Revision Process (10%) _____

1st draft

Final essay

Session with a Writing Coach and/or CAS tutor

Peer conference

Reaction to peer conference

Grammar & Mechanics (20%) _____

Narration (no shifting from 3rd to 2nd)

Punctuation, capitalization, and spelling

Fragments, Run-ons, Comma Splices, Choppy Sentences, Stringy Sentences

Singular – Plural agreement

Other

Visual Presentation / Visual Rhetoric (20%) _____

Title slide

No paragraphs or complete sentences on slides

Visual rhetoric / visual representations of research paper ideas throughout the presentation

Grammar and Spelling

Properly formatted Works Cited slide

ENG1020 RESEARCH PROJECT PRESENTATION RUBRIC

No more than 4 points per slide.

Relevant info & not overcrowded.

Good use color.

Alternate between light and dark slide backgrounds to keep visual interest.

Incorporate a few creative graphics and/or images to maintain visual interest or to emphasize certain ideas. ***Original or properly cited.***

Readable, well chosen fonts. No font stew.

Summarize. Don't read.

Design vocabulary! Summarize your paper and articulate your research in a way that maintains relevance to the graphic design issue you researched for this paper, using any design or industry terms you read or learned in your research.

TOTAL

MAX POINTS
5
10
10
10
20
20
5
20

100

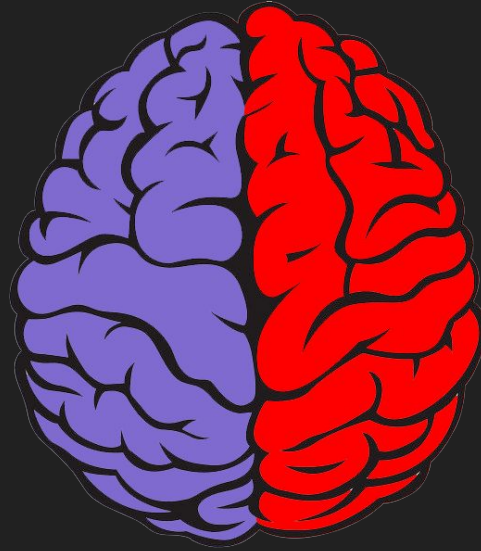
The Ups and Downs of a Career in Graphic Design



SHAYNE WALSH | ENG1020 | NOVEMBER 2018

Use Of Your Creative Side And Analytical Side

- Opposite functions of your brain
- Creative side
 - Colors
 - Patterns
 - Ideas
 - Drawing
 - Visual appeal
- Analytical side
 - Layout
 - Measurements
 - Scale
 - Problem solving



Plenty Of Career Options

- Graphic designer
- Creative Director
- Illustrator
- Web designer
- Industrial/product designer
- Marketing manager
- Multimedia artist/animator



Work May Not Always Be Appreciated

- Clients will sometimes not appreciate the time and effort
- Clients can give unrealistic deadlines
- Clients may want you to completely redo a project
- Clients don't see all of the time and thought you put into the project
- Beauty is subjective, so your client may not see something as you do (Elrick).
- Many clients think graphic design work is simple (Elrick).

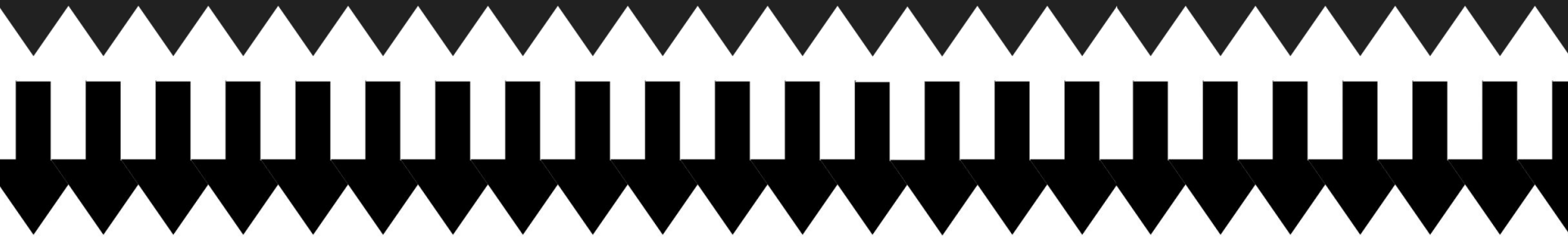


Not Easy To Find Work

- So many design students coming out of school looking for work
- Most companies already have a graphic designer
- Your work needs to really stand out
- Usually required to have experience
- You have to market yourself (Elrick)



Thank You



Works cited

Elrick, Lauren. "Lauren Elrick." *Rasmussen College - Regionally Accredited College*

Online and on Campus, 19 Sept. 2017,

www.rasmussen.edu/degrees/design/blog/pros-and-cons-of-being-graphic-designer/.



Branding & Package Design

Design Perspectives Assignment

BRAND IDENTITY CREATIVE BRIEF WORKSHEET

For this project, we will cover many relevant topics in class, but you will be expected to conduct **in-depth research** into the art of branding, identity and package design. You will need to explore various topics including, but not limited to the following:

- Basic history of packaging (watch video posted on ULearn)
- The definitions and differences between Brand, Identity and Logo (read articles posted on ULearn)
- Audience Identification & Competitive Research
- Creative Process: research notes, word lists, sketching and prototyping techniques for package design

Answer the following questions to maintain focus in your design direction.

Basic description of the sunscreen product you will be designing packaging for? _____

Who is your target audience?

What other brands/products or organizations are your main competition?

What differentiates your brand from the competition?

What tone or image should your brand identity elements convey?

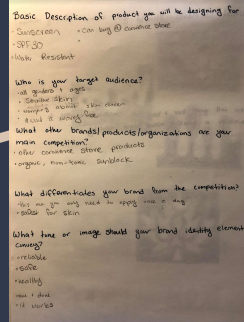
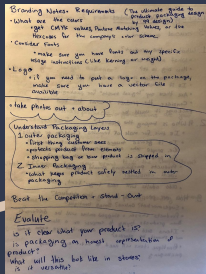
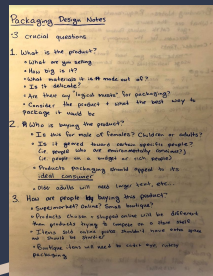
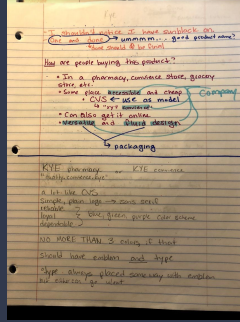
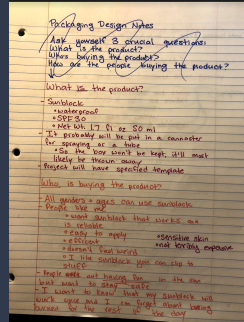
What elements/principles, design direction should your brand identity elements include?

How will your box and bag be connected visually to maintain a cohesive visual brand identity?

Sunscreen Branding Project

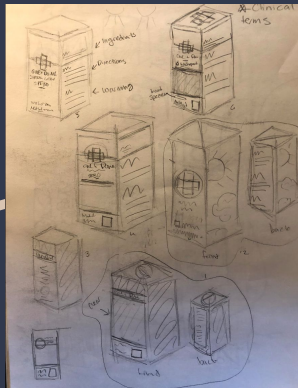
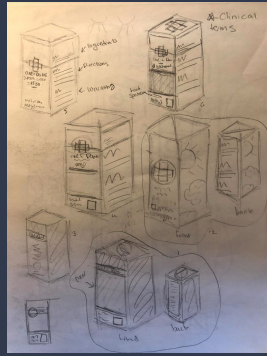
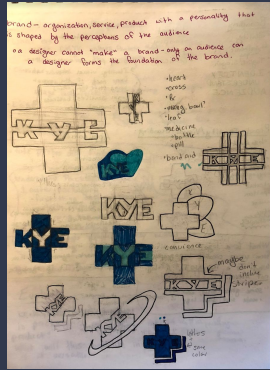
Katherine O'Brien
GDES - 1020
Gail McCarthy

Creating a Brand and Identifying a Target Audience



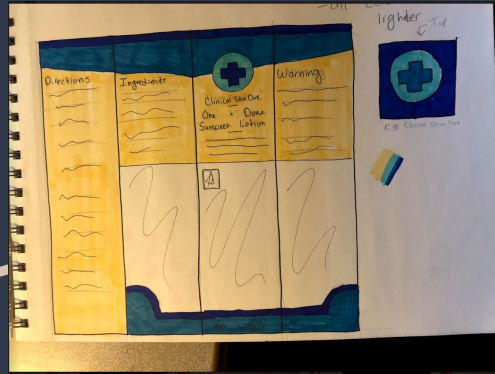
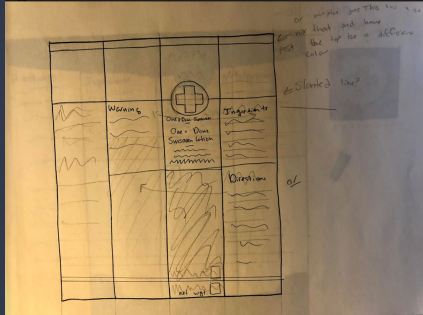
- My Process!
 - What is the Product
 - Who is buying the product?
 - How will they buy the product?
 - Going from there with notes, moodboards word lists
- Target Audience
 - Sensitive skin
 - Genetic predisposition to skin problems
 - Unsatisfied with normal sunscreen
- Clinical Brand
- Pharmacy
 - Applied at the beginning of the day and guaranteed to last the entire day, and to not irritate your skin.
- Would the target audience want to use it?

Branding Development



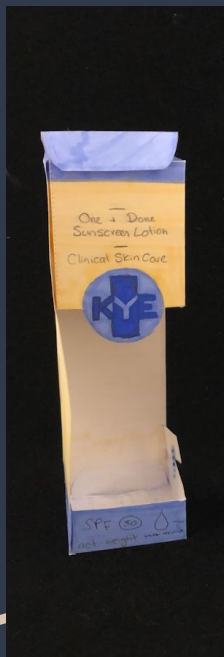
- What is the brand?
 - Started out as pharmacy where sunscreen is sold or picked up
 - Now it's the company that makes clinical skin care products
 - Maybe picked up at dermatologists
- Brand Name
 - Simple
 - Color schemes for Logo
- Logo Design
 - Cross Symbol
 - Figure Ground Reversal
 - Type
- Slogan
 - Efficiency
 - Ease
- How it applies to the brand
- Why this sunscreen stands out

Design Choices



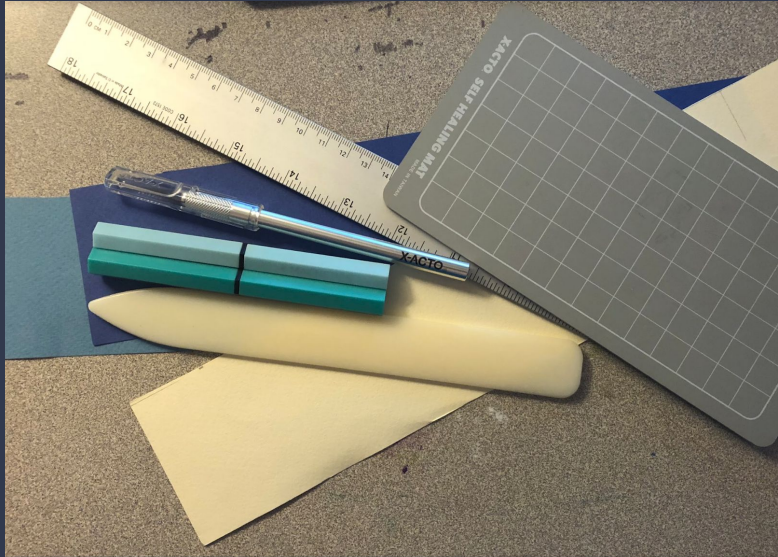
- Clinical = almost minimalistic, very simple
- Elements and Principles
 - Line
 - On the front
 - Separation
 - Body Copy
 - Bottom Segment
 - Shape
 - Logo
 - Bottom Segment
 - Squares and Rectangles (providing contrast)**
 - Space
 - Dye-Cut
 - Formulaic and Geometric
 - The bag
 - Color
 - 3 colors, simple
 - Unity between box and bag
 - Texture
 - Materials I used
 - Thinking about audience and brand
 - Dye-Cut on box

Design Choices, *cont.*



- Clinical = almost minimalistic, very simple
- Composition and Layout
 - Bag
 - Simple
 - Failed Pattern Design**
 - Corner instead of center
 - Still focal point
 - Box
 - Simple
 - Geometric
 - Clinical
 - Bottom portion
 - Focal Point
 - Where it leads your eyes
 - What I would do over again in terms of layout
 - Panels
- Typography
 - Sans Serif
 - Simple and clinical
 - Logo type
 - Illusion of "K"
 - Body Copy vs. Title

Materials



- Cardstock Paper
 - Texture
 - Color
- Fine-tip pens
 - Only for type
 - Why I chose to not draw most of it
- Precision
 - **X-Acto Knife!!!**
 - Ruler
 - Bone Folder





Pairing English with Courses in Other Majors

How might you pair courses across the curriculum at your institution with required English courses in order to highlight the contemporary significance of ancient rhetorical appeals in all majors?

Collaboration for Sanity's Sake



- **Professor McCarthy:** appreciated the focus on design projects without losing the benefits of having her students read relevant articles.
- **Professor Shea:** appreciated students' increased investment and interest in the course readings, which focused on issues related to graphic design.
- **Students:** supported each other during the drafting phase since they knew each other well; enjoyed focusing research projects on topics related to their chosen major
- **Unexpected Sanity Benefit:** Both professors enjoyed sharing best practices in classroom management

Student Testimonial

Regarding the collaborative research, I feel as if I learned much more focusing on my major/career path. Being able to work with my design peers in non-design related courses helped strengthen my ability to communicate with other designers and provide feedback much easier.

It would be wonderful to see this continued!

– Mason, Graphic Design Student, JWU –



Final Thoughts & Questions?

Gail McCarthy, Graphic Design & Karen Shea, English
Johnson & Wales University, Providence, RI