1. Record Nr. UNINA9910823070403321 Autore Brumberger Eva **Titolo** Designing Texts [[electronic resource]]: Teaching Visual Communication: Teaching Visual Communication Amityville, : Baywood Publishing Company, Inc., 2013 Pubbl/distr/stampa **ISBN** 1-351-86813-6 0-89503-787-4 Descrizione fisica 1 online resource (341 p.) Altri autori (Persone) NorthcutKathryn Disciplina 302.2/2 Soggetti Interdisciplinary approach in education Visual communication -- Study and teaching (Higher) Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. ""Designing Texts: Teaching Visual Communication""; ""Cover""; ""Title Nota di contenuto Page""; ""Copyright Page""; ""Table of Contents""; ""Introduction: Meeting the Challenge of Teaching Visual Communication": ""PART 1 Visual Thinking and Problem Solving""; ""CHAPTER 1 How to Read Landscapes: A Method for Integrating Visual Communication in the Technical Communication Classroom""; ""CHAPTER 2 Design as Problem Solving""; ""CHAPTER 3 Designing a Visual Argument Course in an Era of Accelerating Technological Change"": ""CHAPTER 4 Teaching Form and Color as Emotion Triggers" ""PART 2 Contexts for Teaching and Learning"""CHAPTER 5 Teaching Visual Communication Through Community-Based Projects": ""CHAPTER 6 Teaching Visual Communication Online: Methods for a Changing Classroom""; ""CHAPTER 7 Integrating Visual and Verbal: A Framework for Teaching and Assessment""; ""PART 3 Evaluation and Assessment"": ""CHAPTER 8 Evaluating Visual Communication""; ""CHAPTER 9 A Practical Guide to Classroom Assessment in Visual Communication Design""; ""CHAPTER 10 Evaluating and Assessing Designed Documents: Assignments, Projects, Portfolios, and More"" ""PART 4 Tools and Technologies"""CHAPTER 11 Balancing Act: A Guide to Analyzing Context and Developing a Technologically Appropriate

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