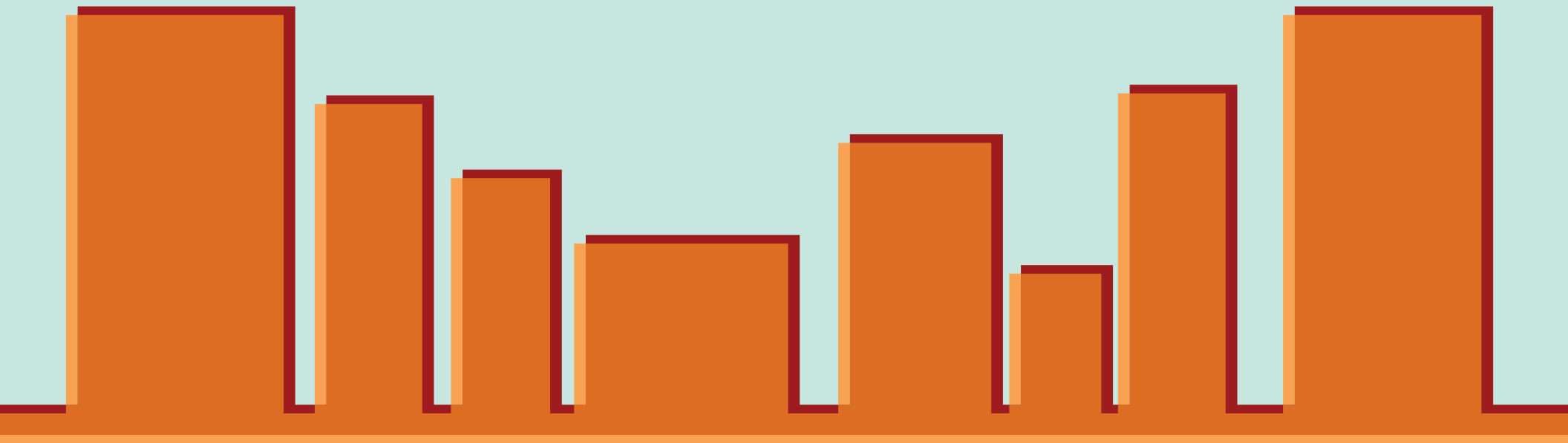




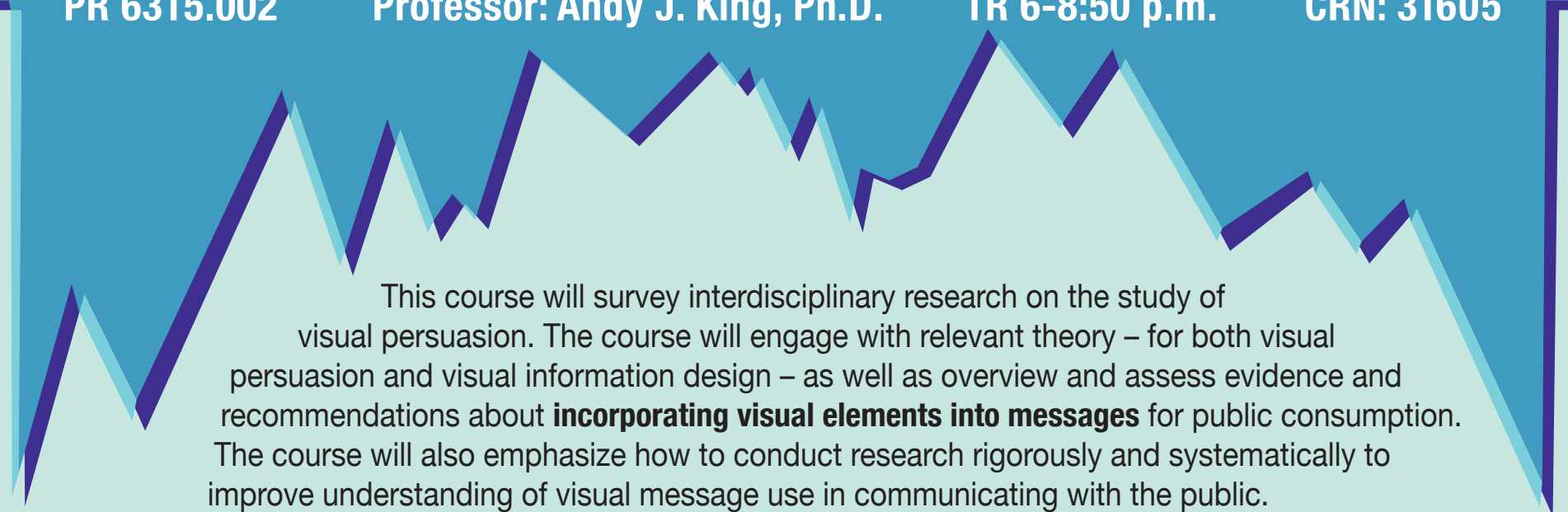
VISUAL PERSUASION

PR 6315.002

Professor: Andy J. King, Ph.D.

TR 6-8:50 p.m.

CRN: 31605



This course will survey interdisciplinary research on the study of visual persuasion. The course will engage with relevant theory – for both visual persuasion and visual information design – as well as overview and assess evidence and recommendations about **incorporating visual elements into messages** for public consumption. The course will also emphasize how to conduct research rigorously and systematically to improve understanding of visual message use in communicating with the public.