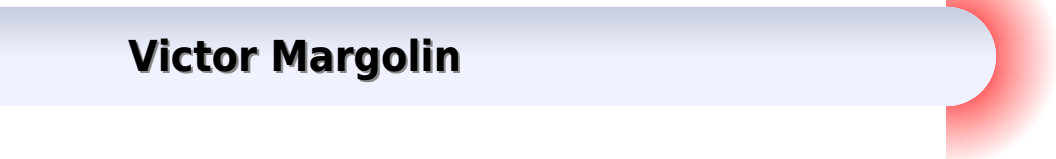


RHETORIC AND THE ARTS OF DESIGN

David S. Kaufer
Brian S. Butler

Rhetoric And The Arts Of Design

Victor Margolin



Rhetoric And The Arts Of Design:

Rhetoric and the Arts of Design David S. Kaufer, Brian S. Butler, 2013-11-26 The design arts from the design of buildings and machines to software and interfaces are associated with types of knowledge and performance thought to be structured modular and systematic Such arts have become increasingly prestigious in our technocratic society Since Aristotle the art of rhetoric was conceived as a loosely structured practical art thought to be limited in the extent to which it could mimic more precise subject matters The art of rhetoric has been controversial since classical times but its status has sunk even lower since the industrial revolution a point when civic cultures began to cede authority and control to the cultures of specialized experts Many sympathizers of rhetoric have resisted its decline by calling for a civic art of public discourse to stand in opposition to a technocratic specialized discourse that has come increasingly to disenfranchise the ordinary citizen This is the first book to question the rhetoric technical knowledge split from a more fundamental perspective To get some perspective on what is at stake in rhetoric's traditional classification as a practical art the authors explore the distinction between practical and design arts enumerate the various criteria cited in the literature for qualifying a cluster of knowledge and performative skills to count as an art of design show how the knowledge and performative skills associated with the art of rhetoric meet the major requirements of design knowledge propose a general architecture of rhetorical design one descriptive both of civic address and specialized academic argument turn to the Lincoln Douglas debates to embody and provide some empirical support and illustration for their architecture demonstrate how Lincoln and Douglas can be thought of as expert designers whose rhetoric is highly structured and modular and explain how the rhetoric of both rhetorical agents can be represented in the layers and modules that one needs to display plans for buildings software or other design artifacts These layers and modules are not just post hoc annotations of the debates they also illuminate new and systematic ways for viewing the debates and by implication other specimens of rhetoric in terms of strategies of artistic production Kaufer and Butler conclude their presentation by citing some of the research and educational implications that follow from housing rhetoric within the family of design arts

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Humanizing Visual Design Charles Kostelnick, 2019-03-28 This book analyzes the role that human forms play in visualizing practical information and in making that information understandable accessible inviting and meaningful to readers in short humanizing it Although human figures have long been deployed in practical communication their uses in this context have received little systematic analysis Drawing on rhetorical theory art history design studies and historical and contemporary examples the book explores the many rhetorical purposes that human forms play in functional pictures including empowering readers narrating processes invoking social and cultural identities fostering pathos appeals and visualizing data The book is aimed at scholars teachers and practitioners in business technical and professional communication as well as an interdisciplinary audience in rhetoric art and design journalism engineering marketing science and history

Designing Interactive Worlds With Words David S. Kaufer, Brian S. Butler, 2000-04 This book offers a theory of writing as representational composition identifying fundamental elements which underlie all principles of writing and textual composition For students of writing in all areas as well as writers at all levels

Rhetorical Hermeneutics Alan G. Gross, 1997-01-01 Examines the nature of rhetorical theory and criticism the rhetoric of science and the impact of poststructuralism and postmodernism on contemporary accounts of rhetoric

The Oxford Handbook of Rhetorical Studies Michael J. MacDonald, 2017-09-20 Featuring roughly sixty specially commissioned essays by an international cast of leading rhetoric experts from North America Europe and Great Britain the Handbook will offer readers a comprehensive topical and historical survey of the theory and practice of rhetoric from ancient Greece and Rome through the Middle Ages and Enlightenment up to the present day

Design Discourse Victor Margolin, 1989-09-15 The editor has gathered together a body of writing in the emerging field of design studies The contributors argue in different ways for a rethinking of design in the light of its cultural significance and its

powerful position in today's society The collection begins with a discussion of the various expressions of opposition to the modernists' purist approach toward design Drawing on postmodernist theory and other critical strategies the writers examine the relations among design technology and social organization to show how design has become a complex and multidisciplinary activity The second section provides examples of new methods of interpreting and analysing design ranging from rhetoric and semiotics to phenomenology demonstrating how meaning is created visually A final section related to design history shifts its emphasis to ideological frameworks such as capitalism and patriarchy that establish boundaries for the production and use of design

Rhetoric, Theatre and the Arts of Design Clare Lapraik Guest, 2008

Qualitative Research Methods in Education and Educational Technology Jerry W. Willis, 2008-10-01

Qualitative Research Methods in Education and Educational Technology was written for students and scholars interested in exploring the many qualitative methods developed over the last 50 years in the social sciences The book does not stop however at the boundaries of the social sciences Social scientists now consume and use research methods from many fields The rich resources of research methods and theories from both the humanities and philosophy are also covered in this book It explains why postpositivist quantitative research should not be the only game in town and provides solid theoretical foundations beginning with the positions of Plato and Aristotle for broadening our horizons about what warrants our attention Using Aristotle's concept of *phronesis* the author shows why methods such as narrative research and storytelling hermeneutic inquiry literary theory philosophical inquiry and much more have important applications in education and educational technology On those foundations the author also builds a framework for doing many types of research from participatory action research to content analysis to postmodern case studies to empowerment research and philosophical inquiry He accomplishes this through a combination of original text summaries of exemplary research in education and educational technology and suggested readings that are annotated and introduced at the end of each chapter Many of these readings are available online and they extend the discussion of research methods or serve as exemplars of a particular type of educational technology research There are open ended and conceptual questions for each reading and developing your own answers to them is one way you can extend your depth of understanding about qualitative research methods in education and educational technology

The Routledge Companion to Criticality in Art, Architecture, and Design Chris Brisbin, Myra Thiessen, 2018-10-03

The Routledge Companion to Criticality in Art Architecture and Design presents an in depth exploration of criticism and criticality in theory and practice across the disciplines of art architecture and design Professional criticism is a vital part of understanding the cultural significance of designed objects and environments that we engage with on a daily basis yet there is evidence to show that this practice is changing This edited volume investigates how practitioners researchers educators and professionals engage with think about and value the practice of critique With contributions from a multi disciplinary authorship from nine countries the UK USA Australia India Netherlands Switzerland South Africa Belgium and Denmark this

companion provides a wide range of leading perspectives evaluating the landscape of criticality and how it is being shaped by technological and social advances Illustrated with over 60 black and white images and structured into five sections The Routledge Companion to Criticality in Art Architecture and Design is a comprehensive volume for researchers educators and students exploring the changing role of criticism through interdisciplinary perspectives

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