VIEWPOINTS

The official newsletter of the visual communication division of AEJMC

Visit the website at aejmc.net/viscom



FROM THE EDITORS

Getting Started with VisCom

The profile of our discipline has risen considerably since the mother of anthropology Margaret Mead found film a useful tool in recording the habits of the South Sea islanders she studied and James Elkins cast a skeptical eye on the emerging field of what he called "visual studies."

At that time, Visual Communications was considered the redheaded stepchild of the English department, the Art department, or even the Anthropology department. Now, a number of schools have accredited departments or colleges in the subject. Our division of the AEJMC has some 160 members, both faculty and graduate students. We were represented by 23 research papers at the conference in St. Louis (15 faculty and eight student), with acceptance rates of 50% for faculty and 57% for students.

We also co-sponsored several sessions, such as a "Teaching Marathon" (with the Magazine division) in which members such as Larry Dailey, Renee Martin-Kratzer, and Sheila Webb shared pedagogical tips and tricks. These were in addition to the "Home Grown Photojournalism" luncheon session and a long night at BB's Jazz Blues and Soups, in which some of our more lively conventioneers closed the joint.

There are public signs as well in this time of tabletization and the ubiquitous cell-

phone camera. Apple's design standards and Google's doodles have made the word "logo" a common household term. Heated Internet controversies have been stirred by a change in the Gap logo and are still brewing over the logos designed for both the forthcoming Olympics in London and Rio.

Films like *Helvetica* and the Milton Glaser retrospective *To Delight and Inform* have enjoyed limited theatrical release and wide classroom use. Not everybody knows the name of Jim Nachtwey, but they certainly know his pictures. Not everybody knows the name of Mario Garcia, but it's quite likely they've read a newspaper designed by him (he seems to have designed every newspaper in the world at least once and maybe two or three times), and Scott Daditch, the *Wired* "wizard," is bringing Conde Nast and consumer magazines into the App-o-sphere.

Business schools are touting their D-School approach. A recent issue of the New York Times Book Review was fronted by a piece on Errol Morris' new book on photography, a thought-provoking contemporary successor to Susan Sontag's and Michael Foucault's views, and the "gray lady" often features witty observations on even the most mundane visual metaphors

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INSIDE

Letter from the division head 2012 logo contest winner 2011-12 VisCom officers

AEJMC 2011 By the Numbers

Faculty research paper submissions and acceptances: **30, 15**

Student research paper submissions and acceptances: **14, 8**

Number of paper reviewers: **30** (17 female; 13 male)

Papers reviewed per judge: 3

Division members: 160

Administrative positions filled by co-chairs: 3

Number of grad student liaisons: 4

Length of business meeting (in hours): 1



Submit your story ideas to us at **bob.britten@mail.wvu.edu** or **netmyludwig@yahoo.com**



FROM THE VISCOM DIVISION HEAD

Preparing for a year of expansion

Over the next year VisCom will continue to reflect the changes the journalism industry is undergoing. Photographers, designers and graphic artists have always been the first journalism practitioners to embrace new technologies and methodologies. Academia is no different. The division is expanding its scope to include the areas our members and students are exploring. This means continuing to hold true to our core values like photography, page design and informational graphics but also looking at new topics and subjects like documentary videography, gaming, human centered design, human computer interaction and usability.

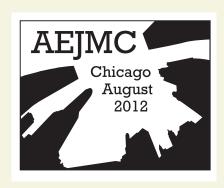
We also aim to expand the divisions membership. Help us spread the division's message to potential new members, both graduate students and instructors. If you have ideas for how to continue building our membership let us know. The division is also undertaking a variety of other projects, including re-launching our website, redesigning our newsletters, rebuilding our social media presence and revisiting our mission statement. And. of course, we have a new editor of *Visual Communication Quarterly*.

We hope you'll join us helping with any of these initiatives, that you will help us propose and execute programming for the national convention in Chicago, participate in the Winter Meetings in Norman, OK, and keep the list-serv lively.

I look forward to a great year,

Jeremy Gilbert

VisCom Division Head



2012 LOGO COMPETITION

We have a winner!

The winning entry from the student logo contest has been selected. This year's winner is Cara Chandler, and the professor submitting the work is Michael O'Donnell, both of the University of St. Thomas in St. Paul, MN. A complete profile will be featured in the next edition of this newsletter.

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by Steven Heller of New York's School of Visual Arts.

The Wall Street Journal has reviewed Paul Shaw's Helvetica and the New York Subway System and Michael Hoskin's work on William and Carolina Herschel, the pioneering astronomers. It's also offered an article on the imagery that may have birthed Alice and Wonderland and, most recently, an essay on "typomania" by Simon Garfield. The writings of Rick Poynter and Ellen Lupton are themselves bursting through the academic and trade bubbles

Imagery has always been a part of our collective consciousness and has become even more powerful since the "living room war," the 9/11 debacle, the "shock and awe" campaign in Iraq and other visually startling events. so much so that recent studies have been demonstrating that some focus group respondents consider night vision more realistic than traditional color photography, even when the former has been Photoshopped as "an extra added ingredient." Website and eReader design is returning reading is returning to its ancient roots of scrolling.

We're being seen and noticed. Probably won't be long before the public is discussing the differences between Didot and Bodoni.

Though the idea of a newsletter might seem a bit quaint in the iAge, we hope to make this a useful product: A place to post ideas, find resources and inspiration, provide quick takes and hot shots, showcase your students' work, track developments, and reward interesting work.

Our next issue will come in late fall, and we welcome your thoughts and contributions. Please keep an eye on us.

Myles Ludwig & Bob Britten

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ELECTIONS

2011-12 Vis Com officers

Ordinarily, our division's listing of newly appointed officers appears on the front page of the fall newsletter. This year, however, turned out to be the year of the co-chair (including us, your co-editors). In the interest of giving all our new officers adequate space, we've brought the list inside and included the contact information available on our division website. Feel free to contact us - we're always looking for content.

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