

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 conventioners 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

See **FROM THE EDITORS**, page 2

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.

FROM THE EDITORS

from page 1

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

Co-Editors

netmyludwig@yahoo.com

bob.britten@mail.wvu.edu

ELECTIONS

2011-12 VisCom 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.

Division Head

Jeremy Gilbert
Assistant Professor
Northwestern University,
Medill School of Journalism
1870 Campus Dr.,
McCormick Tribune Center 4-125
Evanston, IL 60208
Phone: 847.467.0874
Email: jgilbert@northwestern.edu

Vice-Head & Program Chair

Bruce Thorson
Associate Professor
College of Journalism and
Mass Communication
University of Nebraska-Lincoln
234 Anderson Hall/PO Box
880474
Lincoln, NE 68588
Phone: 402.472.8279
Email: bthorson2@unl.edu

Second Vice-Head

Byung S. Lee
Associate Professor
School of Communications
Elon University
216-C McEwen Communications/
2850 Campus Box
Elon, NC 27244
Phone: 336.278.5675
Email: byunglee@elon.edu

Research Chair

Robert Peaslee
Assistant Professor
College of Mass Communications
Texas Tech University
Box 43082
Lubbock, TX 79409
Phone: 806.742.6500, Ext. 283
Email: robert.peaslee@ttu.edu

PF&R Chair

Denise McGill
Assistant Professor
School of Journalism and Mass
Communication
University of South Carolina
Coliseum 4005E
Columbia, SC 29208
Phone: 803.777.8707
Email: mcgilld@mailbox.sc.edu

Teaching Chair

Mary Bock
College of Visual and
Performing Arts
Kutztown University
Rickenback Learning Center
PO Box 730
Kutztown, PA 19530
Phone: 484.646.4319
Email: bock@kutztown.edu

Best of the Web Chair

Kim Komenich
Assistant Professor
School of Journalism & Mass
Communications
San Jose State University
One Washington Square
San Jose, CA 95192-0026
Phone: 408.924.3268
E-mail: kkomenich@casa.sjsu.edu

Creative Projects Co-Chairs

Michael Cheers
Associate Professor
School of Journalism and
Mass Communications
San Jose State University
One Washington Square
San Jose, CA 95192-0055
Phone: 408.924.3259
Email: mcheers@casa.sjsu.edu

Craig Herndon
Assistant Professor
School of Communications
Howard University
525 Bryant Street NW, Rm. C252
Washington, DC 20059
Phone: 202.806.7856
Email: cherndon@howard.edu

Logo Chair

Brian Cannon
Assistant Professor
Department of Communication
Hawaii Pacific University
1132 Bishop St. FC-101
Honolulu, HI 96813
Phone: 808.544.0836
Email: bcannon@hpu.edu

Membership Chair

Yung Soo Kim
Assistant Professor
School of Journalism and
Telecommunications
University of Kentucky
222 Grehan Building
Lexington, KY 40506
Phone: 859.257.9466
Email: kim.s.eye@uky.edu

Graduate Student Liaisons

Carolyn Yaschur
School of Journalism
1 University Station A1000
University of Texas
Austin, TX 78712
Email: cyaschur@yahoo.com

Matt Haught
College of Mass Communications
& Information Studies
University of South Carolina
Columbia, SC 29208
Phone: 803.777.9620
Email: haught@email.sc.edu

Victoria Bemker LaPoe
Manship School of Mass
Communication
and Public Affairs
Louisiana State University
1375 Aster St.
Baton Rouge, LA 70803
Phone: 225.578.7096
Email: vbemke1@lsu.edu

Liz Lance
School of Journalism
University of Missouri
Columbia, MO 65211
Phone: 573.777.0328
Email: elizabeth.a.lance@mail.missouri.edu

Visual Communication Quarterly Editor

Berkley Hudson
Associate Professor
School of Journalism
University of Missouri
321B Lee Hills Hall
Columbia, MO 65211-1370
Phone: 573.882.4201
Email: hudsonb@missouri.edu

Newsletter Co-Editors

Bob Britten
Assistant Professor
School of Journalism
West Virginia University
1511 University Ave.
Morgantown, WV 26505-6010
Phone: 304.293.8710
Email: Bob.Britten@mail.wvu.edu

Myles Ludwig
Assistant Professor
College of International
Communication
Lynn University
3601 N. Military Trail
Boca Raton, FL 33431
Phone: 561.237.7429
Email: mludwig@lynn.edu

Co-Webmasters

Keith Greenwood
Assistant Professor
School of Journalism
University of Missouri
106 Lee Hills Hall
Columbia, MO 65211-1370
Phone: 573.882.4867
Email: greenwoodk@missouri.edu

Quint Randle
Assistant Professor
College of Fine Arts and
Communications
Brigham Young University
322 Brimhall
Provo, UT 84602
Phone: 801.422.1694
Email: quint_randle@byu.edu