

VISCOM26 2012 Program

Midway, Utah • June 20-24, 2012

2012-06-20 • Wednesday

06:30 PM – 08:30 PM

■ **Reception & Gathering of Friends:**

Greeting, meetings, and general good cheer accompanied by convivial consumption of liquids and desserts.

07:30 Announcements & self introductions

08:30 PM • Welcome

- Signs of Utah, **Craig Denton, University of Utah**
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2012-06-21 • Thursday

07:30 AM – 09:00 AM • Breakfast

09:10 AM – 09:50 AM • Watching the World: Digital Media and Global Citizen Journalism

Chair: Qingjiang (Q.J.) Yao, Fort Hays State University

- Culture jamming warfare on YouTube: Framing Haditha – **Sarah Merritt, American University**
- Interactive ethnography and the Belgian Congo – **Rulon Wood, Westminster College**
- Visual watching online: Approaching news video selection from behind the scenes – **Astrid Gynnild, University of California-Berkeley**

09:50 PM – 10:30 PM • Constructing Authority in the Media

Chair: Sheree Josephson, Weber State University

- Believe me, I'm a doctor: A visual analysis of credibility in "The Dr. Oz Show" – **Travis Cox, Oregon State University**
- The picture of parenthood presented by parenting publications – **Jessica Troilo, West Virginia University**

10:30 AM – 10:45 AM • Break

10:45 AM – 11:45 AM • Visual Memes

Chair: Stuart Kaplan, Lewis & Clark College

- Occupy Wall Street meets Occupy Iraq Internet Humor, Dissonance, Dissent, and Cultural Critique – **Stefka Hristova, Michigan Technological University**

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- The Officer Pike Meme as Postmodern Play in the Networked Condition – **Susan Sci, Regis University and Alexa Dare, Gonzaga University**
- “Scumbag Steve would never say that”: Visual policing on college meme pages – **Bob Britten, West Virginia University**

NOON – 01:00 PM • Lunch

01:30 PM – 02:50 PM • Reading Pop Culture

Chair: Bradford Mudge, University of Colorado-Denver

- Pop propaganda: The art and audience of Wang Guangyi – **Betsy Bruner, University of Utah**
- Trauma through an animated lens: “Waltz with Bashir” and “Crulic: The path to beyond” – **Debra Pentecost, Vancouver Island University**
- Investigating hybridity in Armenian music videos – **Michael O’Donnell, University of St. Thomas (MN)**
- Rei Toei lives!: Hatsune Miku and the design of the virtual pop star – **Thomas Connor, University of Illinois-Chicago**

02:50 PM – 03:00 PM • Break

03:00 PM – 04:00 PM • Visual Communication in the Digital Age

Chair: Kathryn Edwards, Weber State University

- Visual communication from a digital perspective – **Susan Barnes, Rochester Institute of Technology**
- An analysis of the digital communication courses – **Quingjiang Yao, Scott Robson, Alicia Coverdale, Ishaan Mishra, Kelsie Sorenson, Ashley Wiles, Fort Hays State University**
- Shadows at the speed of light: toward a rhetoric of the contemporary portrait – **Bradford Mudge, University of Colorado-Denver**

04:00 PM – 5:00 PM • Teaching Iconicity

Chair: Sandra Moriarty, University of Colorado-Boulder

- Talking (and teaching) “iconicity” – **Roxanne O’Connell, Roger Williams University; Bob Britten, West Virginia University; Trischa Goodnow, Oregon State University.**

06:00 PM – Bar opens and runs through dinner hour

07:00 PM – 08:15 PM • Dinner

08:30 PM – 10:00 PM • Night Viewing

Chair: Roxanne O’Connell, Roger Williams University

- Barrio Station: Oasis and smiles – **Louis Rumpf, National University**
- Overtown: Inside/Out – **Charles “Stretch” Ledford, University of Illinois**

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- Long lenses in landscape photography – **Conrad Smith, University of Wyoming**

2012-06-22 • Friday

07:30 AM – 09:00 AM • Breakfast

09:10 AM – 10:30 AM • Visual Dissent and Unrest

Chair: Michael E. Holmes, Ball State University

- “Undesirable”: The photography of Winthrop Davis – **Anthony Arrigo, University of Massachusetts-Dartmouth**
- Localized dissent: Place-based visual critique – **Aaron Phillips, University of Utah**
- Image and incivility in America: What visceral argument and visual reasoning contribute to visual rhetoric – **Heather Crandall, Gonzaga University**
- Subcultural rhetoric of refusal: Punk metaphors of class war – **Brett Delaney, University of Wyoming**

10:30 AM – 10:45 AM • Break

10:45 AM – 11:45 AM • Graphic Design

Chair: Kenneth L. Smith, University of Wyoming

- Using the structure of Chinese characters to create innovative grid for graphic design – **Yuequi Zhang, Purdue University-Calunet**
- Graphic design NOW: The deconstruction of deconstruction – **Nikki Arnell, Arkansas State University**
- Poetic narratives in three-dimensional design – **Ralph Ball, University of the Arts-London**

***** AFTERNOON AND EVENING OFF *****

2012-06-23 • Saturday

07:30 AM – 09:00 AM • Breakfast

09:15 AM – 10:15 AM • Human Bodies as Sites for Visual Representation

Chair:

- Not your average nudie mag: Complicating the image of the nude body – **Erin Potts and Megan McFarlane, University of Utah**

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- The body as art: visual communication through tattoo artistry in the twenty-first century – **Tracy Owens Patton, University of Wyoming; and Julie Snyder-Yuly, Iowa State University**
- Sequential vs. simultaneous lineup presentations: An eye-tracking comparison – **Sheree Josephson, Weber State University**

10:15 AM – 10:30 AM • Break

10:30 AM – 12:10 PM Session 2: Lightning Session

Chair: Sheree Josephson, Weber State University

- How visual images influence crisis communications and public opinion – **Marilyn Starrett, Metropolitan State College of Denver**
- Masculinity and toyification of heavy machinery – **Patrik Haggqvist, Luleå University of Technology**
- Visual characteristics of billboard advertisements: A study of preferences – **Jordan Smith, Weber State University**
- Androgyny and kawaii: Defining JRPG through visual gender tropes – **Douglas Schules, College of Business Rikkyo University**
- Q Method analysis of Web design – **Philip Loubere, Middle Tennessee State University**
- Consumer perceptions of the New Age of 3-D cinema: A survey of movie audience satisfaction – **Zachary Williams and Tamara Eppens, Weber State University**
- Visual radio – **Joseph Knevel, Luleå University of Technology**
- Navigational formats in a digital age – **Jane Petrillo, University of Vermont**
- Using video critiques in photojournalism class – **Michael O'Donnell, University of St. Thomas (MN)**

12:00 – 01:30 PM • Lunch

01:30 PM – 02:10 PM • Visual Representation of Politicians in the Media

Chair: Jane Petrillo, University of Vermont

- Framing the past and influencing the present: Perception and importance of international leaders in news magazines – **Emma Bloomfield, University of Southern California**
- From Eisenhower's "I Like Ike" to "Hope" and "Change" for Obama: A look at political TV commercials over the last 50-plus years – **Scott Campbell, National University**

02:10 PM – 02:30 PM • Break

02:30 PM – 03:30 PM • Symbols, Metaphors and Icons

Chair: Sandra Moriarty, University of Colorado-Boulder

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- Evolution's icon and iconic evolution – **Michael E. Holmes, Ball State University**
- The paradox of symbol co-optation: "Steal your face" literally – **Trischa Goodnow and Natalie Dollar, Oregon State University**
- A community reflects on loss: Visual metaphors in designs for a New York City AIDS memorial – **Stuart Kaplan, Lewis & Clark College**

03:30 PM – 03:45 PM • Break

04:00 PM – 4:40 PM • Design and Video Postcards

Chair: Susan B. Barnes, Rochester Institute of Technology

- Mobile augmented reality from a design perspective – **Daniel Cooper, Ball State University**
- Video postcards – **Michael Scully, Roger Williams University**

06:00 PM: Bar opens and runs through dinner hour

07:15 PM – 08:15 PM • DINNER

08:30 PM – 9:30 PM • Night Viewing

Chair: Bob Britten, West Virginia University

- Live multi-media blogging the subcontinent – **Jack Zibluk, Arkansas State University**
- If there were a project manager in fairy tale times – **Carrie McCloud, Cory Cunningham and Donna Hernandez, Weber State University**

2012-06-24 • Sunday

07:30 AM – 09:00 AM • Breakfast

09:00 AM – 10:30 AM

- **Town Hall Meeting**

CHECK OUT AT 12:00 PM