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

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: Quingjiang (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
- 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
- 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
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