



VisCom The 21th Visual Communication Conference

Estes Park, Colorado • June 13-17, 2007

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Previous conferences:

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Park City, UT

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North Shore, Tahoe
Truckee, CA

VisCom 5, 1991
Breckenridge, CO

VisCom 6, 1992
Flagstaff, AZ

VisCom 7, 1993
Jackson Hole, WY

VisCom 8, 1994
Feather River
Graeagle, CA

VisCom 9, 1995
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VisCom 11, 1997
Jackson Hole, WY

VisCom 12, 1998
Winter Park, CO

VisCom 13, 1999
Lakeland Village,
South Lake Tahoe, CA

VisCom 14, 2000
Chico Hot Springs,
MO

Program

Below is the schedule of presentations for the conference as of March 28, 2007.
(Link to the original [Call for Papers](#))

WEDNESDAY - June 13, 2007

07:30 -09:00 PM **Welcome Reception**

Introductions and Renewing Friendships

THURSDAY - June 14

09:00-10:30 AM **IN THE CLASSROOM**

- Moderator: **Don Barth**
- **Roxanne O'Connell**, Roger Williams University - "Putting the visual into a cultural context."
- **Marilyn Terzic**, McGill University - "Understanding television: mind over matter."
- **Marc Leverette**, Colorado State University - "Producing rhetoric: Visual literacy and/as critical pedagogy."
- **Paul Lester**, California State University-Fullerton - "Can you see me now? Teaching the art of seeing."

10:30-10:40 AM Stretch break

10:40-12:00 PM **WAR AND DISASTER**

- Moderator: **Carol Schwalbe**
- **Diana Waggner**, University of Wyoming - "Photographs of war: from the Crimean to Vietnam."
- **Tracilee Hoffman**, University of Nevada Las Vegas - "Image manipulation: past methods, present implications, future progress. A synthesis using Iraq war imagery."
- **Bob Britten**, University of Missouri-Columbia - "Collective memory and sense of place in September 11 anniversary photographic coverage."
- **Emily Knight**, University of Wyoming - "Hurricane Katrina: photographs versus captions."

12:00-01:10 PM LUNCH

01:10-02:40 PM **PHOTOS OF PLACES AND NATURE**

- Moderator: **Craig Denton**
- **Brian Rusted**, University of Calgary - "The art of the Calgary

VisCom 15, 2001
Flying M Ranch,
Yamhill, OR

VisCom 16, 2002
Paradise Shores
Holcombe, WI

VisCom 17, 2003
Sandpoint, ID

VisCom 18, 2004
Asilomar
Monterey, CA

VisCom 19, 2005
Banff, Canada

[VisCom 20, 2006](#)
Midway, UT

[Viscom 21, 2007](#)
Estes Park, CO

[Viscom 22, 2008](#)
Lake Tahoe

[Viscom 23, 2009](#)
Jackson Hole, WY

Viscom 24, 2010
Portland, OR

Stampede.”

- **Diane Hope**, Rochester Institute of Technology - “Selling the land of sunshine: advertising, visual propaganda and the degradation of Florida's Everglades.”
- **Deni Elliot**, University of South Florida - “Crossing the natural divide: media presentations of human connection with nature and other species.”
- **John Craft**, Arizona State University - “From the hashknife to the Interstate: a pictorial evolution of horsehead.”

02:40-02:50 PM Stretch break

02:50-04:00 PM **ARTISTIC IMAGES**

- Moderator: **Virginia Kidd**
- **Thomas Riis**, University of Colorado - “Picturing ethnic performances: Images and themes on American sheet music covers, 1890-1920.”
- **Jaleen Grove**, “The modern art of illustration: a case study of the Island Illustrators Society of Victoria, Canada.”
- **Erik Palmer**, University of Oregon - “How to read Richard Avedon and why.”

04:00-04:10 PM Stretch break

04:10-05:30 PM **INTEGRATING THEORY AND HANDS-ON PRACTICE IN THE INTRODUCTORY VISUAL COMMUNICATION COURSE**

- Moderator: **Pete Seel**, Colorado State University.
- **Pete Seel**, Colorado State University.
- **Jean Trumbo**, Universty Nevada Reno.
- **Rosa Martey**, Colorado State University.
- **Rick Williams**, Lane Community College

05:30 PM DINNER BREAK

07:30-09:30 PM **EXHIBITIONS**

- **Don Barth**, University of South Carolina - “Memory Jar” (30 minutes)
- **Hans Rosenwinkel** University of Colorado - “Filming endangered species for national geographic.” (30 minutes)
- **Holland Wilde**, University of Calgary - “James Joyce TV: difficult images and feelful thinkamalinks.” (60 minutes)

FRIDAY - June 15

09:00-10:30 AM **ONGOING PROJECTS, WORKS IN PROGRESS, FEEDBACK NEEDED**

- Moderator: **Julianne Newton**
- **Christine Miller**, California State University-Sacramento - “Software development for young adult cancer patients.”
- **Karen Kaminski**, Colorado State University - “Curriculum off

the walls: hidden and unintended messages."

- **Ron Osgood**, Indiana University - "The making of 'My Vietnam Your Iraq' - part II."
- **Sandra Moriarty & Dennis Dunleavy**, University of Colorado - "Iconic Photos of the 20th century: Part III."

10:30-10:40 AM Stretch break

10:40-12:00 AM **THE FOREIGN BUREAU**

- Moderator: **Karla Berry**
- **Yu Lu**, University of Wyoming - Dragon images in Chinese and western cultures: a cross-cultural comparison.
- **Mary Gatua**, University of Wyoming - "A portrait of Africa from American news magazines."
- **Alexandra Sukhomlinova**, University of Wyoming - "The image of Russia represented through photographs in major American newspapers."
- **Conrad Smith**, University of Wyoming - "East European tabloids and the decline of journalism."

Afternoon - FREE TIME. Explore THE ROCKIES!

08:00-09:45 PM **SCREENING ROOM**

- **Dan Miller**, University of Oregon - Making Pictures, documentary (50 minutes)
- **Karla Berry**, University of South Carolina - Four Children of Tander, USC film project. (50 minutes)

SATURDAY - June 16 (Bloom's Day!)

09:00-10:20 AM **THE FEMININE**

- Moderator: **Ann Marie Barry**
- **Lawrence Mullen**, University of Nevada, Las Vegas - "Las Vegas Cheesecake."
- **Anne Funk**, University of Wyoming - "Stereotyping and the women of Vogue."
- **Cindy Price**, University of Wyoming - "A case study of South Dakota's abortion commercials."

10:20-10:30 AM Stretch break

10:30-12:00 PM **PANEL PRESENTATION: "Historical Photos"**

- Moderator: **Paul Lester**
- **Ronald E. Ostman**, Cornell University & **Harry Littell**, Tompkins Cortland Community College - "Contemporary audience/researcher interaction regarding photographs of north

central Pennsylvania logging camps and communities circa 1897-1910.”

- **Damian Kostiuk**, University of Missouri-Columbia - “A case study of organizational dynamics at play during the Associated Press' decision to copy then destroy their glass negative collection.”
- **Alex Cohn & Berkley Hudson**, University of Missouri-Columbia - “Keep. Do Not Sell': The Birmingham News as a reluctant visual witness to the tumultuous Civil Rights movement of the 1950s and 1960s.”

12:00-01:10 PM LUNCH

01:10-02:40 PM **FRAMING VISUALS**

- Moderator: **Georgette Page**
- **Marjorie Yambor**, Western Kentucky University - “Contesting capitalism: the gallant grotesque of *Fight Club*.”
- **Julie Newton** - University of Oregon. “Looking beyond mirrors and windows: expanding the frame in visual communication.”
- **Herb Zettl**, San Francisco State University - “New Vistas: too big for the kitchen, too small for the bus. A media-aesthetic analysis of HDTV and mobile video displays.”
- **Eric Wiltse**, University of Wyoming - “Newspaper flags from western newspapers: a semiotic analysis.”

02:40-02:50 PM Stretch break

02:50-4:20 PM **EXPLORING NEW MEDIA**

- Moderator: **Marilyn Terzic**
- **Cary Berry**, University of Wyoming - “Second life: A view from the inside.”
- **Carol Schwalbe**, Arizona State University - “Interactive behaviors of the millennial generation.”
- **Scott Schamp**, University of Georgia - “The personal public service announcement project.”

04:20-04:30 PM Stretch break

04:30-06:00 PM **MEMORY**

- Moderator: **Gretchen Barbatsis**
- **Sheree Josephson**, Weber State & **Michael Holmes**, Ball State University - “An eye movement study of the cross-race effect in eyewitness identification.”
- **Ann Marie Barry**, Boston College - “The role of memory in visual perception.”
- **Chuck Young & Amy Shea Hall**, Ameritest - “Flow of attention and long term brand image.”

06:30 PM

'TIL THE COWS COME HOME
Reception, Barbeque, Sing-along

SUNDAY - June 17

09:00-10:00 AM **POTPOURRI**

- Moderator: **Tracey Patton**, University of Wyoming
- **Trischa Goodnow**, Oregon State University -
- **Gregory Gutenko**, University of Missouri Kansas City - "Seeing outside the box: reframing the world."

10:10 AM **TOWN HALL MEETING**

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