

**IPCC**  
**2012**

COMMUNICATING  
VISION



**OCTOBER 8 - 10, 2012**

**ORLANDO, FL**

**[PCS.IEEE.ORG](http://PCS.IEEE.ORG)**



# AGENDA AT A GLANCE

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## Monday, October 8

|                      |                       |
|----------------------|-----------------------|
| 7:00AM - 4:00PM      | REGISTRATION          |
| 8:00 - 9:00AM        | KEYNOTE               |
| 9:15 - 10:30AM       | M2: BREAK OUT SESSION |
| 10:45AM - NOON       | M3: BREAK OUT SESSION |
| <b>NOON - 1:30PM</b> | <b>LUNCH</b>          |
| 1:30 - 2:45PM        | M4: BREAK OUT SESSION |
| 3:00 - 4:15PM        | M5: BREAK OUT SESSION |
| 4:30 - 5:30PM        | M6: PLENARY           |

## UCF Student Union

|                                    |
|------------------------------------|
| 2ND FLOOR/KEY WEST 230A            |
| CAPE FLORIDA 316                   |
| KEY WEST 218A/218B, EGMONT KEY 224 |
| KEY WEST 218A/218B, EGMONT KEY 224 |
| <b>CAPE FLORIDA 316</b>            |
| KEY WEST 218A/218B, EGMONT KEY 224 |
| KEY WEST 218A/218B, EGMONT KEY 224 |
| CAPE FLORIDA 316                   |

## Tuesday, October 9

|                      |                         |
|----------------------|-------------------------|
| 7:00AM - 4:00PM      | REGISTRATION            |
| 8:00 - 9:00AM        | T1: PLENARY             |
| 9:15 - 10:30AM       | T2: BREAK OUT SESSION   |
| 10:45AM - NOON       | T3: BREAK OUT SESSION   |
| 1:00 - 2:15PM        | T4: BREAK OUT SESSION   |
| 2:30 - 3:45PM        | T5: BREAK OUT SESSION   |
| 4:00 - 5:00PM        | T6: PLENARY             |
| <b>6:00 - 8:00PM</b> | <b>AWARDS RECEPTION</b> |

## UCF Student Union

|                                    |
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| 2ND FLOOR/KEY WEST 230A            |
| CAPE FLORIDA 316                   |
| KEY WEST 218A/218B, EGMONT KEY 224 |
| CAPE FLORIDA 316                   |
| <b>UCF FAIRWINDS ALUMNI CENTER</b> |

## Wednesday, October 10

|                |                       |
|----------------|-----------------------|
| 7:00 - 8:00AM  | REGISTRATION          |
| 8:00 - 9:00AM  | W1: PLENARY           |
| 9:15 - 10:30AM | W2: BREAK OUT SESSION |
| 10:45AM - NOON | W3: BREAK OUT SESSION |

## UCF Student Union

|                                    |
|------------------------------------|
| 2ND FLOOR/KEY WEST 230A            |
| CAPE FLORIDA 316                   |
| KEY WEST 218A/218B, EGMONT KEY 224 |
| KEY WEST 218A/218B, EGMONT KEY 224 |



## **Welcome to the IEEE International Professional Communication Conference 2012 in Orlando, Florida!**

We are delighted that you are here.

The theme of this year's conference is Communicating Vision. We are pleased that you have joined this distinguished international group of technical communicators and managers as we share our knowledge and learn from each other. As you enjoy excellent presentations and special events, we hope you will take time to get to know each other and communicate your vision of professional communication.

We are delighted with the quality of speakers and the breadth of topics covered in our technical program. Special thanks go to Manuel Lima, who brings our keynote address on the power of networks; to a wonderful group of invited speakers who bring their special expertise to us; and to all those who are presenting. You will find many new topics among the offerings, and we invite you to step outside your comfort zone to acquaint yourself with new subjects and points of view.

The Conference Committee is very grateful to Martin Malpica and the University of Central Florida Division of Continuing Education for handling local arrangements and registration. We hope that you will enjoy the charm of autumn in Orlando and the informal campus environment.

Though I cannot hope to list all those who have helped make IPCC 2012 possible, I do want to extend special thanks to these:

- Rich House, whose outstanding work has made the program successful beyond our wildest imaginings, and to his outstanding Program Committee
- Sandy Bartell, the Proceedings chair who has given help and advice on many tasks, and her committee
- Nicole Amare, who with her committee has made our student poster competition so successful
- Madelyn Flammia, who secured our keynote speaker and worked with the UCF Division of Continuing Education to coordinate our local arrangements
- Julia Williams, who coordinated our outreach to conference sponsors
- Patricia Cruz, who worked hard to publicize the conference, especially in the Orlando and Tampa Bay areas
- Suguru Ishizaki, Professional Communication Society webmaster

Welcome to Orlando; we hope that you have a wonderful time!

*George F. Staylor*

# PLANNING COMMITTEE MEMBERS

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## **Program Chair**

Richard A. House  
Rose-Hulman Institute  
of Technology



## **Proceedings Chair**

Alexandra Bartell  
The Boeing Company



## **Local Arrangements Chair**

Madelyn Flammia  
University of Central  
Florida



## **Student Poster Competition Chair**

Nicole Amare  
University of South  
Alabama



## **Publicity Chair**

Patricia Cruz  
Consultant



## **Sponsorships Chair**

Julia M. Williams  
Rose-Hulman Institute  
of Technology



## **Chair, PCS Meetings Committee**

Marie Paretti  
Virginia Tech



## **Logistics Coordinator**

Martin Malpica  
University of Central  
Florida

## **Program Committee Members**

Alexandra Broillet  
Kevin Novak  
Drew Paine  
Anneliese Watt

## **Proceedings Committee Members**

Caroline Labun  
Brian Traynor  
Darlene Webb

## **Student Poster Competition Committee Members**

Jean-luc Doumont  
Matthew McCool  
Alan Manning  
Kathy Northcut

# CONFERENCE SPONSORS

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University of Central Florida College of Arts & Humanities

University of Central Florida Department of English

Rose-Hulman MACH Conference

Auburn University Master of Technical and Professional Communication

RosEvaluation Conference 2013

Carnegie Mellon University Department of English

Virginia Tech Engineering Communication Center

Rose-Hulman Department of Engineering Management

## **Radisson Hotel Orlando—UCF**

The Radisson Hotel Orlando—UCF is the conference hotel. The Alafaya Garden Bar and Bistro is the hotel's onsite bar and restaurant. Conference attendees should receive a coupon at check-in good for a 10% discount on dinner at the Bistro, Sunday through Saturday, from 5:00 to 10:00 p.m.

The Radisson's amenities include free Wi-Fi access throughout the hotel, both public areas and guest rooms. The hotel also offers an outdoor pool and state-of-the-art fitness center, as well as a business center that provides complimentary printing and fax service to guests.

## **University of Central Florida Student Union**

The UCF Student Union, located at the center of the campus, features meeting rooms on the 2nd and 3rd floors where various conference events will be held. All rooms have free Wi-Fi access. In addition, the Student Union provides a variety of fast food restaurants on the 1st floor, as well as the campus bookstore, five ATMs, and other services.

## **Parking**

UCF campus parking passes are available at the conference registration desk for \$1 per day.

## **Conference Registration**

Registration will be open from 7:00 a.m. until 4:00 p.m. on Monday and Tuesday, and from 7:00 a.m. until 8:00 a.m. on Wednesday at the registration desk located in the Key West Prefunction Area 230A on the 2nd floor of the Student Union.

## **Shuttles**

The conference will provide a free shuttle between the hotel and the Student Union before and after each day's conference sessions, as well as to and from the Tuesday evening Awards Reception at the UCF Fairwinds Alumni Center.

The shuttle will depart from the Radisson each day at 7:45 a.m. for the Student Union. The Radisson also offers complimentary hotel shuttle service. Hours are Mon-Fri 8 a.m.-5 p.m. within a three-mile radius of hotel.

## **UCF Fairwinds Alumni Center**

Tuesday evening's Awards Reception will be held in Ballroom A and on the adjacent lawn at the UCF Fairwinds Alumni Center. Entertainment will be provided by the UCF Jazz Band.

The UCF Fairwinds Alumni Center, is dedicated to the generations of alumni, faculty and staff of the past, present and future, who have made UCF a part of their lives.

## **Conference Bookstore**

The UCF campus bookstore will make copies of speakers' books available for purchase at a table in the Key West Prefunction Area on the 2nd floor of the Student Union. The bookstore will be open at the following days and times:

Mon: 8:00 a.m. - 5:15 p.m. | Tues: 8:00 a.m. - 5:15 p.m. | Wed 8:00 a.m. - 1:00 p.m.





# UCF COLLEGE OF ARTS & HUMANITIES

*The College of Arts and Humanities embodies the heritage of human learning and is committed to advancing knowledge in the visual and performing arts and humanities. Its central goal is to help students develop their talents to pursue a lifetime of learning.*

## KEY INITIATIVES

### **School of Performing Arts**

New facilities for music and theatre will position UCF as a global destination for applied study and research in performing arts

### **School of Visual Arts and Design**

The new school, combining traditional art with emerging media, will contribute to local simulation and gaming industries

### **Public History and RICHES Initiative**

These programs unite the academic community and local organizations to preserve and interpret the region's cultural heritage

### **Center for Humanities and Digital Research**

CHDR supports interdisciplinary research to further understanding of cultures and ideas in our society and around the globe

### **Writing Across the Curriculum**

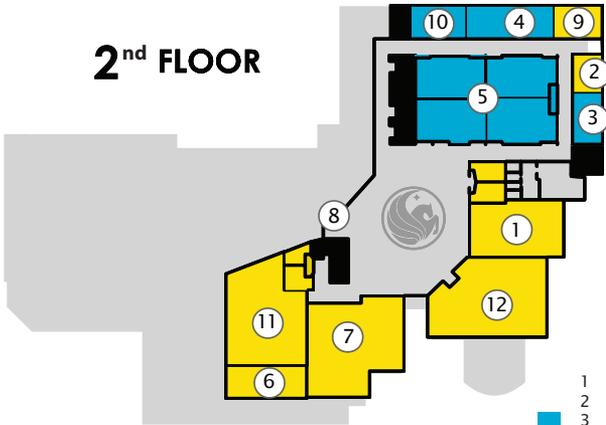
The Department of Writing and Rhetoric provides a national model for university writing programs

**[WWW.CAH.UCF.EDU](http://WWW.CAH.UCF.EDU)**



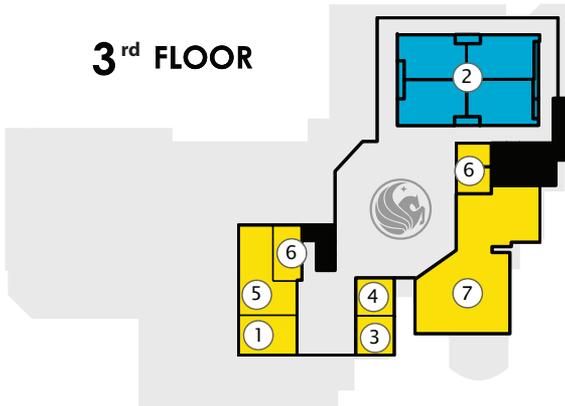
# STUDENT UNION MAP

## 2<sup>nd</sup> FLOOR



- 1 Activity and Service Fee Office 215
- 2 Cedar Key 223
- 3 Egmont Key 224
- 4 Garden Key 221
- 5 Key West 218
- 6 Lead Scholars 208
- 7 Office of Student Involvement 208
- 8 Order of the Pegasus Lounge
- 9 Pensacola 222
- 10 Sand Key 220
- 11 SGA Computer Lab 209
- 12 Student Government Association 214

## 3<sup>rd</sup> FLOOR



- 1 Campus Ministries
- 2 Cape Florida 316
- 3 Conference Study Lounge
- 4 Knights View
- 5 Maintenance and Operations
- 6 Restrooms/Water
- 7 Student Union Administration 312

**Manuel Lima** is a Senior UX Design Lead at Microsoft Bing and founder of VisualComplexity.com, a visual exploration on mapping complex networks. He is also a Fellow of the British Royal Society of Arts and was nominated by *Creativity* magazine as “one of the 50 most creative and influential minds of 2009.”

Prior to joining Microsoft, Manuel worked as a senior user experience designer at Nokia and senior interaction designer at the leading digital agency, R/GA. He holds a BFA in industrial design and an MFA in design and technology from Parsons School of Design, New York. During the course of the MFA program, Manuel worked for Siemens Corporate Research Center, the American Museum of the Moving Image, and Parsons Institute for Information Mapping in research projects for the National Geo-Spatial Intelligence Agency.



Manuel is a leading voice on information visualization and a frequent speaker in conferences and schools around the world, including TED, Lift, OFFF, Reboot, VizThink, IxDA Interaction, the Royal College of Art, NYU Tisch School of the Arts, ENSAD Paris, the University of Amsterdam, and MediaLab Prado Madrid.

He recently published *Visual Complexity: Mapping Patterns of Information* (Princeton Architectural Press, 2011).

We are honored to have Manuel join us as the conference keynote speaker. His talk is entitled “The Power of Networks.”

## AWARD WINNERS

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**The Alfred N. Goldsmith Award for Distinguished Contributions to Engineering Communication** has been given by the IEEE Professional Communication Society since 1975. Dr. Goldsmith was editor of the Institute of Radio Engineers (a predecessor of IEEE) *Proceedings* from 1912 to 1954, and was a founding member of the IRE Professional Group on Engineering Writing and Speech, forerunner of the IEEE Professional Communication Society (PCS).



**Charles Kostelnick**, this year's honoree, is a professor in the English Department at Iowa State University, where he has taught business and technical communication, as well as a graduate and an undergraduate course in visual communication in professional writing. He is the co-author of *Shaping Information: The Rhetoric of Visual Conventions* and co-author of *Designing Visual Language: Strategies for Professional Communicators*. A former editor of the *Journal of Business and Technical Communication*, he has been published in a variety of

journals and has made presentations at numerous conferences. Much of his work has focused on visual communication in professional writing.

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**The Emily K. Schlesinger Award for Distinguished Service to the Professional Communication Society** has been given by the Society since 1995. A member of PCS since 1964 and a Senior Member of IEEE, Dr. Schlesinger was president of the Society in 1976 and 1977. During that time, she regularized publication of the IEEE *Transactions on Professional Communication*, and, when she could find no one to edit the Newsletter, took on the job herself. She widened the sphere of the Society to include those who communicate in English as a second language and helped the PCS Education Committee to launch home study, conference, and workshop writing courses.



**Muriel Zimmerman**, this year's award winner, served on the IEEE Professional Communication Society Administrative Committee for more than 20 years, as secretary, awards chair, and founding editor of the Wiley-IEEE PCS book series. She was founding director of the Writing Program at the University of California, Santa Barbara, and taught engineering writing at the Massachusetts Institute of Technology. She edited the journal *Energy Review* from 1974 to 1982 and is co-author of *The MIT Guide to Science and Engineering Communication*. Her articles

appear in journals and as chapters in books, and she has presented papers at numerous conferences. Her work has focused on evolving roles for writers in the computer industry and on best practices in engineering education.

**The Rudolph J. Joenk, Jr. Award recognizes an outstanding article published in the preceding year's *IEEE Transactions on Professional Communication*.**

This award has been given since 1975 and was re-named to honor Rudolph J. Joenk, Jr., in 2000 to acknowledge and honor his extraordinary contributions to the *Transactions*. Dr. Joenk served as editor of the *IEEE Transactions on Professional Communication* for eight years, beginning in 1977.



**Suguru Ishizaki**, this year's honoree, is an associate professor of rhetoric and communication design in the Department of English at Carnegie Mellon University. He is being recognized for his article, "Assessing Typographic Knowledge Using Timed Tests, which appeared in the June 2011 issue of the *Transactions*. His current research interests cover a broad range of questions surrounding the pedagogy of multimodal communication skills.

**The Ronald S. Blicq Award for Distinction in Technical Communication Education** was first awarded in 2001. The Blicq Award recognizes innovative educators

who have influenced the ways that technical communication is taught—in pre-college settings, in undergraduate and graduate university degree programs, and in professional life through workshops and seminars. In naming the award for Ron Blicq, PCS acknowledged his extraordinary impact on technical communication education at all levels through his textbooks, videos, and workshops. Ron has been a member of IEEE and PCS (and its predecessor organizations) since 1958, and has been developing and teaching courses for the IEEE and PCS since 1974. We are honored that Ron will be on hand to present the 2012 Blicq Award.



**Kirk St. Amant**, this year's winner, is a professor of technical and professional communication and international studies at East Carolina University. His research focuses on how cultural and linguistic factors can affect online communication practices and online education, and he has taught face-to-face, online, and hybrid courses for universities in the United States, Belize, Denmark, Finland, and Ukraine. He has recently published the co-edited books *Culture, Communication, and*

*Cyberspace, Globalization and the Digital Divide*, and *Computer-Mediated Communication Across Cultures*.

## AWARD WINNERS

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### The James M. Lufkin Award recognizes the best paper published in *IPCC Proceedings*.

The award was given irregularly for many years but was reinstated and named in honor of James M. Lufkin in 2008. Lufkin served multiple terms on the PCS Administrative Committee and multiple terms as Society president. In 1975, he received PCS's first Alfred N. Goldsmith Award for outstanding achievement in engineering communication, and he was awarded an IEEE Millennium Medal in 2000. The achievement the Society particularly honors in naming the best conference award for him is his core role in chairing a series of conferences (1973, 1975, 1977) on the future of scientific journals.



**Jon Leydens**, this year's honoree, is an associate professor in the Division of Liberal Arts and International Studies at the Colorado School of Mines, USA, where he has been since 1997. From 1997 to 2011, he served as Writing Program Administrator. His research and teaching interests include rhetoric, communication, and social justice. Dr. Leydens is a co-author of *Engineering and Sustainable Community Development* (2010), which among other topics focuses on the role of listening in engineering education and in sustainable community development contexts. He recently served as guest editor of a theme issue on engineering communication for *Engineering Studies* and designed a course on rhetoric, energy, and public policy.

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### Student Poster Competition Winners

**First Place:** Justin Parmer (University of South Alabama), "Attic vs. Asiatic, Explained through Apple Advertising"

**Second Place:** Bryan Schottman (Avila University), "Cotton: From Plant to Product"

**Third Place:** Allison Chan, Christopher Lim, Ray Nosari, and Prahlad Srinivasan (Georgia Tech), "Label Redesign for the Gatorade G series Nutrition Bar"

**Fourth Place:** Jane Darrah (Avila University), "Chew on This: Reasons to Be Vegan"

**Fifth Place:** Richard Otis, Jeremy Alexander, Julie Champion, and Stephanie Chan (Georgia Tech), "Fruit Nutrition Labels: A Consumer-Centered Approach for Young Women"

**8:00 - 9:00 AM**

### **M1.1 THE POWER OF NETWORKS**

*Keynote by Manuel Lima*

**M1: KEYNOTE**

**CAPE FLORIDA 316**

**9:15 - 10:30 AM**

### **M2.1 WRITING, CODE: SOFTWARE DESIGN AND DOCUMENTATION**

*Moderator: Suguru Ishizaki, Carnegie Mellon University*

**M2: BREAK OUT SESSION**

**KEY WEST 218A**

*"Metadata Database Design as an Aid to Scientific Discovery" - Karen Remick, International Arctic Research*

*"Small Texts, Big Effects: How a Technical Communicator Used Writing to Influence Design Decisions in a Software Firm" - Stewart Whittemore, Auburn University*

*"On the Similarities and Differences Between Program Documentation and Test Documentation" - Scott Tilley, Florida Institute of Technology*

### **M2.2 VISUAL GENRES FOR ENGINEERING STUDENTS**

*Moderator: Hazel Sales, University College Plymouth*

**KEY WEST 218B**

*"Assessing Visual Literacy: the Case of Poster Presentations" - Andreas Karatsolis, Carnegie Mellon Qatar*

*"Aligning Trends in Mainstream Media and Data Visualization to Teaching Practice in Engineering Communication" - Alan Chong, University of Toronto*

*"How Do Engineering Students Work with Photographs to Address Authentic Socio-Technical Problems in a Globalized World?" - Annette Berndt, University of British Columbia*

### **M2.3 WORKSHOP: POWER PRESENTING FOR COGNITIVE RETENTION AND ORGANIZATIONAL LONGEVITY**

*Traci Nathans-Kelly, Cornell University; Christine G. Nicometo, University of Wisconsin-Madison*

**EGMONT KEY 224**

**10:45 AM - 12:00 PM**

### **M3.1 RESEARCH METHODS AND BEST PRACTICES: RISK, CONSENT, AND LEARNING**

*Moderator: Marie Paretti, Virginia Tech*

**M3: BREAK OUT SESSION**

**KEY WEST 218A**

*"Redesigning Consent Forms for Specific Research" - David Wright, Missouri University of Science and Technology*

*"Managing Risk in Internet-based Research" - Alexandra Bartell, Boeing Corporation; Jan Spyridakis, University of Washington*

*"Developing Best Practices for API Reference Documentation: Creating a Platform to Study How Programmers Learn New APIs" - Robert Watson, University of Washington*

# MONDAY SCHEDULE

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**October 8**

**M3.2 EXPLORING ELECTRONIC SPACES AND ARTIFACTS WITH VISUAL RHETORIC**

**KEY WEST 218B**

*Moderator: Richard House, Rose-Hulman Institute of Technology*

*"Visual Rhetoric and Cultural Expectations: An Online Perspective" - Kirk St.Amant, East Carolina University; Madelyn Flammia, University of Central Florida*

*"Visual Rhetoric in Electronic Food Journaling Communications" - Meghan Griffin, Daytona State College*

*"Seeing Typeface Personality: Emotional Responses to Form as Tone" - Nicole Amare, University of South Alabama; Alan Manning, Brigham Young University*

**M3.3 PANEL: TECHNICAL COMMUNICATION EDUCATION IN A DIGITAL, VISUAL WORLD**

**EGMONT KEY 224**

*Panel: Dawn Armfield, Laura Gurak, Joe Weinberg, and Trent Kays, University of Minnesota*

**12:00 - 1:30 PM**

**LUNCH**

**CAPE FLORIDA 316**

**1:30 - 2:45 PM**

**M4: BREAK OUT SESSION**

**M4.1 NEW VISIONS: VISUALIZING DATA AND CONCEPTS**

**KEY WEST 218A**

*Moderator: Sandy Bartell, Boeing Corporation*

*"Re-visioning the Evolutionary Tree: A Map-based Visualization for Communicating Evolution" - Sonia Stephens, University of Central Florida*

*"Pictogram Network: Evaluating English Composition Skills" - Sayuri Yoshizawa-Watanabe, Hoshi University; Masaaki Kunigami; Satoshi Takahashi, Tokyo Institute of Technology; Takao Terano, Tokyo Institute of Technology; Atsushi Yoshikawa, The Japan Institute for Educational Measurement*

*"Visualizing Data, Encouraging Change: Technical Interventions in Food Purchasing Decisions" - Donnie Sackey, Michigan State University; Noah Ullmann, Michigan State University*

**M4.2 DELIBERATIVE GENRES AND COMMUNITY DECISION-MAKING**

**KEY WEST 218B**

*Moderator: Julia Williams, Rose-Hulman Institute of Technology*

*"Towards a New Disaster Management Approach Through Effective Communication" - Ilmar Woldring, Maastricht School of Management; Jan Ulijn, Open University*

*"Design of the Environmental Impact Statement" - Robert Evans, Texas Tech University*

*"Envisioning Sustainable Community Decision-Making" - Hillary Hart, University of Texas*

**M4.3 WORKSHOP: 8TH INTERNATIONAL WORKSHOP ON GRAPHICAL DOCUMENTATION: DOCUMENTING SOA-BASED SYSTEMS**

**EGMONT KEY 224**

*Scott Tilley, Florida Institute of Technology*

**3:00 - 4:15 PM**

**M5.1 TEACHING, THEORY, PRACTICE**

*Moderator: Nicole Amare, University of South Alabama*

“Customer-Focused Documents: Engineers’ Use of Visuals to Support Product Descriptions”  
- Hazel Sales, University College Plymouth

“Feminine Language Strategies as Effective Persuasion Techniques for Online Technical Editors” - Myles Cryer, Auburn University

“Blending Theory – In the Classroom” - Stephen Markve, Michigan Technological University

**M5.2 STUDIES OF COMMUNICATION IN INDUSTRY**

*Moderator: Alan Chong, University of Toronto*

“The Benefits of Communicating and Collaborating in a Real-Time Enterprise Social Network”  
- Sabine Bennett, Salesforce.com

“A Survey on Personnel Development at Small and Medium Sized Manufacturing Companies in Tokyo from the Viewpoint of Global Communication” - Atsuko Yamazaki, Shibaura Institute of Technology

“A Visual Lingua Franca: Communication in the Oil and Gas Industry” - Maria Lombard, Qatar University

**M5.3 PANEL: BEYOND THE LAB REPORT: THE PLACE OF STUDENT-DESIGNED RESEARCH AND VISUAL COMMUNICATIONS IN A MECHANICAL ENGINEERING FUNDAMENTALS COURSE**

*Panel: Jane Kokernak, Barbara Hughey, and Thalia Rubio, Massachusetts Institute of Technology*

**EGMONT KEY 224**

**4:30 - 5:30 PM**

**M6.1 THE R.A.F.T. MODEL OF INTERNATIONAL IMAGE DESIGN**

*Kirk St. Amant, recipient of the Blicq Award*

**M6: PLENARY**

**CAPE FLORIDA 316**

# TUESDAY SCHEDULE

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**October 9**

**8:00 - 9:00 AM**

**T1.1 THE EMERGENCE OF EMOTIONAL APPEALS IN DATA DESIGN:  
RHETORICAL INNOVATION IN INTERACTIVE DATA VISUALIZATION**

*Charles Kostelnick, recipient of the Goldsmith Award*

**T1: PLENARY**

**CAPE FLORIDA 316**

**9:15 - 10:30 AM**

**T2.1 THE EYE OF THE BEHOLDER: STUDYING VISUAL JUDGMENTS**

*Moderator: Peter Weiss, University of Toronto*

*"Why Should I Listen?: The Ethos of Science Magazine Covers" - Carolyn Glasshoff, University of Central Florida*

*"Well, 'Technically' It Is Communicating: An Ethical Critique of a Celebrix Ad" - Paul Dombrowski, University of Central Florida*

*"Attic vs. Asiatic, Explained Through Apple Advertising" - Justin Parmer, University of South Alabama*

**T2: BREAK OUT SESSION**

**KEY WEST 218A**

**T2.2 SEEING GREEN: VISION AND ENVIRONMENTAL COMMUNICATION** **KEY WEST 218B**

*Moderator: Richard House, Rose-Hulman Institute of Technology*

*"Placards and Hazard Alerts: Adding Visual Communication to an Environmental Communication Class" - Thomas Moran, Rochester Institute of Technology*

*"Availability and Uses of Sensitive Visual Information: Protecting *Diceros bicornis* in South Africa" - Kathy Northcut, Missouri University of Science and Technology*

*"Give Us This Day: The Grain Meme in Environmental and Food Justice Discourse" - Beth Jorgensen and James Gault, Saginaw Valley State University*

**T2.3 WORKSHOP: TEACHING TEAMWORK AND COMMUNICATION  
IN ENGINEERING: STRATEGIES AND OPPORTUNITIES** **EGMONT KEY 224**

*Marie Paretti, Holly Matusovich, Andrea Motto, and Kelly Cross, Virginia Tech*

**10:45 AM - 12:00 PM**

**T3.1 IMAGE-POWER: USING VISUAL SOFTWARE TOOLS**

*Moderator: Aimee Whiteside, University of Tampa*

*"Slideware: Text or Visuals?" - Ruth Vanbaelen and Jonathan Harrison, Nihon University*

*"Shaping Organizational Image-Power through Images: Case Histories of Instagram" - Brian McNely, Ball State University*

*"Presentation Software Supporting Visual Design: Displaying Spatial Relationships with a Zoomable User Interface" - Joshua Bean, University of Washington*

**T3: BREAK OUT SESSION**

**KEY WEST 218A**

### T3.2 NAVIGATING THE WEB: DESIGN EXPERIMENTS

KEY WEST 218A

Moderator: Julia Williams, Rose-Hulman Institute of Technology

"InfoPlanet: Visualizing a Semantic Web to Improve Search Results Through Exploration and Discovery" - Laura Li, University of Washington

"From Web Designer to Researcher: Using Experiment Patterns to Research Web Design Decisions" - Elisabeth Cuddihy and Jan Spyridakis, University of Washington

"Mega-Church Website Design: Faith-based Expressions of Organizational Identity and Purpose" - Susan Codone, Mercer University

### T3.3 WORKSHOP: "RAPID PAPER PROTOTYPING: 100 DESIGN SKETCHES IN 10 MINUTES, 18 DESIGNS PRESENTED, 6 PROTOTYPES TESTED, STUDENT ENGAGEMENT - PRICELESS!"

KEY WEST 218B

Brian Traynor, Mount Royal University

"The Benefits of Communicating and Collaborating in a Real-Time Enterprise Social Network" - Sabine Bennett, Salesforce.com

"A Survey on Personnel Development at Small and Medium Sized Manufacturing Companies in Tokyo from the Viewpoint of Global Communication" - Atsuko Yamazaki, Shibaura Institute of Technology

"A Visual Lingua Franca: Communication in the Oil and Gas Industry" - Maria Lombard, Qatar University

### 1:00 - 2:15 PM

### T4: BREAK OUT SESSION

#### T4.1 INNOVATION IN EDUCATIONAL MATERIALS

KEY WEST 218A

Moderator: George Hayhoe, Mercer University

"Aesthetic Concepts for Educational Tools and Materials" - Jonathan Harrison and Ruth Vanbaelen, Nihon University

"Developing a Dramatized Interactive Learning Program" - Ronald Blicq

"Information Comics: An Overview" - Joshua Caldwell, Brigham Young University

#### T4.2 THE NAE GRAND CHALLENGES FOR ENGINEERING: UNDERSTANDING THE ROLE FOR COMMUNICATION IN EDUCATING STUDENTS ABOUT THIS NEW VISION

KEY WEST 218B

"Rhetorical Analysis of the Grand Challenges Website" - Anneliese Watt, Rose-Hulman Institute of Technology

"The Grand Challenges Within Technical Communications" - Jessica Livingston, Rose-Hulman Institute of Technology

"Grand Challenges and Communication: Developing Technical Solutions in Context" - Julia Williams, Rose-Hulman Institute of Technology

# TUESDAY SCHEDULE

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**October 9**

**T4.3 WORKSHOP: ADJUSTING THE FOCUS: USABILITY STUDY  
ALIGNS ORGANIZATION VISION WITH COMMUNITY NEEDS**

**EGMONT KEY 224**

*Featured speaker: Carol Barnum with Jay Jones, Laurie Bennett, and John Weaver*

**2:30 - 3:45 PM**

**T5: BREAK OUT SESSION**

**T5.1 STRATEGIC VISIONS FOR MANAGING PROFESSIONAL  
COMMUNICATION CURRICULA**

**KEY WEST 218A**

*Moderator: Anneliese Watt, Rose-Hulman Institute of Technology*

*"Branding, Defining and Belonging: Creating an Identity for the Engineering Communication Program" - Peter Weiss and Raj Grainger, University of Toronto*

*"Merging Territories, Part II: Assessing the Success of a New Information Design Baccalaureate Degree" - Brian Traynor, Mount Royal University*

*"Envisioning Career Paths in Technical Communication: A Survey of Participants in a Technical Communication Graduate Program" - Janel Bloch, Northern Kentucky University*

**T5.2 STATE OF PLAY: GAMES AND LEARNING**

**KEY WEST 218B**

*Moderator: Kevin Novak, American Institute of Architects*

*"Evolution of Discourses Along Human-computer Interaction Throughout Computer Game-based Teaching Technology" - Sabine Emad, Haute Ecole de Gestion—Geneva; Alexandra Broillet, Haute Ecole de Gestion—Geneva; Wade Halvorson, UWA Business School, Australia*

*"Using Badges for Shaping Interactions in Online Learning Environments" - Rudy McDaniel, Robb Lindgren, and Jon Friskics, University of Central Florida*

*"High Concept and Design Documentation: Using Prezi for Undergraduate Game Design" - Brian Ballentine, West Virginia University*

**T5.3 WORKSHOP: EMULATING FIELD RESEARCH IN THE  
USABILITY LAB: LESSONS LEARNED FROM STAGE DESIGN**

**EGMONT KEY 224**

*Featured speaker: Stephanie Rosenbaum*

**4:00 - 5:00 PM**

**T6: PLENARY**

**T6.1 ASSESSING TYPOGRAPHIC KNOWLEDGE USING TIME TESTS**

**CAPE FLORIDA 316**

*Suguru Ishizaki, recipient of the Joenk Award*

**8:00 - 9:00 AM**

**W1.1 WHAT DOES PROFESSIONAL COMMUNICATION RESEARCH HAVE TO DO WITH SOCIAL JUSTICE? INTERSECTIONS AND SOURCES OF RESISTANCE**

*Jon Leydens, winner of the Lufkin Award*

**W1: PLENARY**

CAPE FLORIDA 316

**9:15 - 10:30 AM**

**W2.1 LEADERSHIP COMMUNICATION AND ORGANIZATIONAL CHANGE**

*Moderator: Nicole Amare, University of South Alabama*

**W2: BREAK OUT SESSION**

KEY WEST 218A

"Organizational Change in a Public Housing Foundation: The Crucial Importance of Discourse and Language" - *Jos Pieterse, Fontys University; Jan Ulijn, Open University; Andreas Wagenberg, Office for Human Environments*

"Visualizing an Iterative, Dynamic Model for Improving Leadership-Employee Communication in the Organizational Change Process" - *Constance Kampf, Aarhus University; Alexandra Broillet, Haute Ecole de Gestion-Geneva; Marian Barchilon, Arizona State University*

"The Rose-Hulman Leadership Advancement Program: Preparing Engineering, Math, and Science Students for Effective Communication as Technical Leaders" - *Julia Williams, Rose-Hulman Institute of Technology*

**W2.2 PANEL: THE EFFECTS OF CLOUD AND MOBILE COMPUTING ON THE WORKPLACE**

*Panel: Amelia Anderson, Rachel Astorino, Jeffrey Graham, Jeffrey Huset, Heidi Leonard, Emmilee Mercer, Kimberly Morgan, Doris E. Pavlichek, Meagan Sadler, Linda Samens, and Tiffany Tolbert, Mercer University*

KEY WEST 218B

**W2.3 WORKSHOP: BEST TOOL FOR THE JOB: HOW TO SELECT AN APPROPRIATE EBOOK FORMAT**

*David Hailey and Rebecca Walton, Utah State University*

EGMONT KEY 224

**10:45 AM - 12:00 PM**

**W3.1 SPANNING THE GLOBE: INTERCULTURAL COMMUNICATION**

*Moderator: Constance Kampf, Aarhus University*

**W3: BREAK OUT SESSION**

KEY WEST 218A

"Distance Education in a Global Age: An International Perspective on Online Learning in Professional Communication Education" - *Kirk St.Amant, East Carolina University; Madelyn Flammia, University of Central Florida*

"Multilingual Websites: An Experience Report from the 24th IEEE International Conference on Software Maintenance in Beijing" - *Scott Tilley, Florida Institute of Technology*

"Teaching Usability in a Technical Communication Classroom: Developing Competences to User-test and Communicate with an International Audience" - *Felicia Chong, Michigan Technological University*

# WEDNESDAY SCHEDULE

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**October 10**

**W3.2 PANEL: INFORMATION OVERLOAD: AN INTERNATIONAL  
CHALLENGE TO PROFESSIONAL ENGINEERS AND  
TECHNICAL COMMUNICATORS**

*Panel: Judith Strother, Florida Institute of Technology; Zohra Fazal, Florida Institute of Technology; Jan Ulijn, Open University*

**KEY WEST 218B**

**W3.3 WORKSHOP: ISO STANDARDS FOR SOFTWARE  
USER DOCUMENTATION**

*George Hayhoe, Mercer University*

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