

PERSPECTIVES

College of Fine & Applied Arts
APPALACHIAN STATE UNIVERSITY

A publication by the Dean's Office for the faculty and staff of the College of Fine & Applied Arts

Volume VII Issue 3

A Message from the Dean



Words cannot express sufficiently the appreciation I have for the kindness you have shown me during the difficult passing of my

Daddy. Whether you sent a card, flowers, plants, or prepared a meal, I am eternally grateful. It reminded me of why I love to work at Appalachian State University and for the faculty in the College of Fine & Applied Arts. It is in difficult times that you as always show me once again why I am proud to be a member of this university and college. You are simply the best!

With loving appreciation,

Glenda

Theatre & Dance Presents

Spring Appalachian Dance Ensemble
February 26-March 1

Love's Labour's Lost
March 19-23

Kiss Me Kate
April 11-13

The Adventures of Don Quixote
April 25-27

For more information visit www.td.appstate.edu

Faculty & Staff News



Brooke Hofsess (ART) recently received the 2014 Elliot Eisner Doctoral Research Award in Art Education from the National Art Education Association. She has been invited to give a lecture on her work at the NAEA Annual Conference in San Diego, CA

next month.

Jeana Eve Klein (ART) has several current, recent and upcoming exhibitions: “Innovations in Fiber Art VI” in Sebastopol, CA; “From These Hills: Contemporary Art in the Southern Appalachian Highlands,” William King Museum, Abingdon, VA; “Artist as Quiltmaker XVI” in Oberlin, OH; and “Digital Technology/Traditional Techniques” at East Carolina University, Greenville, NC, where her piece, “Harvest,” pictured below, was awarded Best in Show.



Mark Nystrom (Art) held his first solo exhibition, “Coded Responses,” at the Cary Arts Center in Cary, NC from November 27, 2013 to January 26, 2014. The artworks in the exhibition were translations of natural forces and data he has collected over the years. In addition to prints of wind drawings and drawings based on some of Beethoven’s symphonies, “Coded Responses” featured two works that use data collected during the exhibition. “The Political Reporter,” a new media project that creates original statements using words found in online news stories, gathered its data from websites for national and state-level political parties, the president of the United States, the governor of North Carolina, local and national news organizations, and partisan bloggers. “Air Current(s),” a live, real-time wind drawing generated with data collected on the roof of the Cary Arts Center was shown as a floor-to-ceiling projection. Wind data gathered in during the exhibition will be used to generate future artworks.

In 2009, Nystrom was invited to interpret a month of weather data for SP Weather Station, an interdisciplinary project that collects weather data and produces weather-related events, publications, and exhibitions. Six years of SP



Mark Nystrom's solo exhibition “Coded Responses” at the Cary Arts Center



Detail of “Air Current(s)” in Mark Nystrom's solo exhibition “Coded Responses” at the Cary Arts Center

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Faculty & Staff News Continued

Weather Reports, including Nystrom's, are now on view as a Featured Artist Project at the Center for Book Arts in New York. On February 21, Nystrom will join two other participating—Rena Leinberger and Chad Stayrook—for a panel discussion moderated by Don Russell, Executive Director of Provisions Library in Washington, DC.

Jody Servon (ART) will be participating in {Re}Happening, an annual experiential event organized by Black Mountain College Museum and Art Center and Media Arts Project. This event will occur on the original campus of Black Mountain College in April 2014. In addition, Servon's work with writer Lorene Delany-Ullman is featured in an exhibition at Orange Coast College in Costa Mesa, CA and included in a group exhibition at South Shore Art Center in Cohasset, MA.

John Stephenson (ART) presents a show in honor of Nelson Mandela's passing, ML King Day, and Black History Month. The exhibit, on the third floor of Wey Hall, displays over 80 pieces, chiefly vintage press photos, antique prints and memorabilia, and including an



original of the 1994 ballot that made Mandela the first black president of South Africa. The material is divided into three main topics: images illustrating and celebrating the life of Nelson Mandela, facsimiles of vintage South African posters protesting against apartheid, and images illustrating the history of race relations in the country. Separate displays celebrate the life of Martin Luther King, and explore events in North Carolina race history that parallel events in South Africa. Focusing on the role of the Klu Klux Klan in North Carolina, and specifically race relations in Greensboro, this section culminates in the 1979 Greensboro massacre, when 5 unarmed protesters against the Klan were murdered- leading to the formation of a truth and reconciliation commission modeled on that of post apartheid South Africa. The show is on display from Jan. 13- Feb 28, 2014.

Jim Toub's (ART) manuscript "Biophilic Design, A Pattern Language and the Education of Artists," has been accepted for publication in Volume 35 of the peer-reviewed journal *FATE in Review*.

Tricia Treacy (ART) recently obtained the 2013 micro-grant from a national non-profit online blog dedicated to contemporary print practice, Printinteresting (printeresting.org) for my collaborative project, [in code] with members of the collective, Shift-lab. This project took place in January 2014 in Salt Lake City, Utah and will re-occur again in San Francisco during the SGC conference in March 2014. More about this collaborative project can be read on the website: www.shift-lab.org

Treacy was also recently interviewed by a design blog out of Chicago, Design Feast. The interview can be read online.

<http://designfeaster.blogspot.com/2014/01/to-point-of-collaboration-tricia-treacy.html>



Ed Brewer (COM) presented "Second Life and 3D Worlds in Organizational Life: Virtual Reality with Real Ethical Implications" at the 98th annual National

Communication Association conference in Washington, D.C. on November 22, 2013.

Lynn Gregory (COM) was asked to turn an article written for *Communication Teacher* into a more popular article for *Communication Currents*, both National Communication Association publications. The article, "Mapping expectancy violations: Self-reflection and planning for better communication," aims to help teachers use theory to encourage students to understand themselves better as communicators and to use that knowledge in planning successful communication.



Ginger Loggins (COM) was invited to present her rubric for Broadcast News Writing (COM 2612) at the Broadcast Education Association's national conference this April in Las Vegas. The conference will

feature an Assessment Boot Camp with a panel on "Using Rubrics for Course Assessments."

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Faculty & Staff News Continued

Ginger's rubric for TV News package scripts was one of three submitted news rubrics selected for presentation at the workshop.



Shanshan Lou (COM) was one of 25 professors across the country to be awarded the NATPE's prestigious faculty fellowship for 2014. The fellowship allowed Lou to attend the NATPE convention in January and join discussions with television industry executives and other educators

about the future of media industry.

NATPE's annual conference is one of the most important television programming conventions. The conference gave Lou an opportunity to deepen her knowledge of the media market and bring real life advice and case studies to her teaching.

Dr. Lou was also selected to attend 2013 Time Warner College Professors Thought Leadership Seminar to observe Time Warner Medialab in New York City. These two professional conferences allowed Lou to build relationships with media professionals and set up speakers for her classes.

Dr. Lou will be holding a workshop on academic application for communicating in the digital age for faculty and staff on March 5th 2014. The goal of the workshop is to share experience and knowledge on how to incorporate the interactive nature of social media to communicate with students in and out of the classroom.



Tina McCorkindale (COM) was elected to be a trustee for the Institute for Public Relations, an independent nonprofit foundation that

focuses on research that matters to the practice by providing insights and intelligence. The Board of Trustees is composed of public relations leaders from top companies; only six academics serve on the 48-member Board.

In November, McCorkindale presented, "How the public identifies truth and fact online" at the IPR's annual symposium in New York City. Her paper co-authored with Hilary Fussell-Sisco (Quinnipiac University), "Communicating 'pink': An analysis of the communication strategies, transparency, and credibility of breast cancer social media sites" was published in the *International Journal of Nonprofit and Voluntary Sector Marketing*. She also presented two papers co-authored with Marcia DiStaso (Penn State) at the PRSA International Conference in Philadelphia, Pa. "America's most admired companies social media industry divide" was presented in the "Best of Miami" session, and "A Benchmark Analysis of the Strategic Use of Social Media for Fortune's Most Admired U.S. Companies on Facebook, Twitter, and YouTube" was presented in the "Best of PR Journal" session. Finally, she presented a webinar about using social data to drive insights for Visible Technologies, "2013 holiday shopping season: A look back at the social trends and what they mean for 2014."



Thomas Mueller (COM) was invited to participate as an advisory board member for SAGE Publications and its new online content and instructional design initiative, targeted for ease of integration into most learning management systems

(LMS). The SAGE advisory board will be adding input on products related to research methods courses across the social sciences.

"I am highly engaged in online teaching and want to contribute to how our learning tools adapt to the Internet marketplace," said Mueller. "I am an advocate of browsers, interactive activities, learning modules and quizzes that will embed within AsU Learn and give students a seamless transition to each online class experience. This is an exciting project and I'm pleased that I was invited to participate."

In December 2013, **Chris Yang (COM)** published his research paper entitled "Prior Negative Experience of Online Disclosure Privacy Concerns, and Regulatory Support in Chinese Social Media" in Chinese Journal of Communication and he also published "A Cross-Cultural Study of Market Mavenism in Social Media: Exploring Young American and Chinese Consumers' Viral Marketing Attitudes, eWOM Motives, and Behavior" in the International Journal of Internet Marketing and Advertising. In January, 2014, one of his most recent studies, "Young Chinese Consumers' Online Privacy Concerns and Privacy Protection Intent in Social Media" was published in the International Journal of China Marketing.

Faculty & Staff News Continued



In the Fall of 2013, **Michael Rall (TED)** licensed his design to Mustard (Viral Brands). The design is for an ironing board cover (image below) that graphically indicates where to place each part of the shirt for

the best results. The step-by-step instructions are always front and center, to reduce the confusion while completing this arduous chore. The design was recently released in Europe and the US at annual gift shows like NYNOW in New York City and Maison & Object in Paris, France.



John Craft (TED) and Tom Spotts of Ball State University presented research findings at the Association of Technology, Management, and Applied Engineering Conference in New Orleans in November. Their case-study research of the Metropolitan Printing Company, a commercial

printing company located in Bloomington, Indiana examined the characteristics of a contemporary printing company in the United States in order to establish a model of a transformed printing company. They interviewed Mark Leggio, president of Metropolitan, who has insight on the print market and is familiar with the oligopoly structure of the print industry. In the United States, there are 26,000 printing companies that are affected by changes in digital technology causing demands for new services or graphical projects that exceed the capabilities of a traditional printing company. Using data collected from traditional print companies, such as Metropolitan and Wentworth Printing in Columbia, South Carolina, transformed by innovations such as cross media, a model for a new printing industry would serve as a guide for graphics media educators involved with curricular development.

John Latimer (TED), coordinator of Commercial Photography so far this year has secured a \$25,000 donation of printers from Canon, a \$115,000 loan for the year of cameras and lenses from Nikon, an \$8,000 loan of video lighting gear from MacGroup/Limelite, and a \$32,000 loan of photographic lighting gear from Profoto this year. The Nikon and Profoto loans are the second year in a row these industry partners have helped equip the students of the Commercial Photography program. In the previous two years John also received \$50,000 in donations of cameras from Hasselblad, \$60,000 in donation of software from NIK, \$10,000 in donation of lighting gear from BronColor, and a loan of additional gear totaling roughly \$30,000 from Bron. These loans and donations

all come from successful industry relations that also include on site demonstrations from the manufactures on the APP campus. As a result of his success in working with industry partners, John will be heading a panel discussion on “industry relations with academia” at the national Society of Photographic Education conference in March to be held in Baltimore.

Jack Martin (TED) completed the “Solar Business Basics” Certificate from the NC Solar Center at NC State in October. In November, Martin presented the concept of the STEMcycle Challenge during the annual EV Challenge Benefit Breakfast held in November.

Ray Miller and Paulette Marty (TD) co-directed a staged reading of Ayad Akhtar’s Pulitzer Prize winning play, *Disgraced*, as part of his residency at Appalachian State University in September as part of the Summer Reading program regarding his novel, *American Dervish*.

Miller also directed a production of *The Trojan Women* in November as a part of the Theatre Season for the Department of Theatre and Dance.

Ray Miller delivered a paper entitled “Digidance, Interdisciplinarity and the ‘Present Shock’ of Dance Studies in a Post-Google World” at the joint Congress on Research in Dance and the Society of Dance History Scholars’ conference at UC Riverside in November.

UPDATE: Community Garden in Lenoir



In the Fall of 2012, Lillian Goudas' First Year Seminar Class in Art, Religion, and Society, which makes up half of the student of the RLC Art Haus worked on a service-learning project with the City of Lenoir.

The class traveled to Lenoir and helped at the community garden that had just been started there. The project was inspired by the Summer Reading book Farm City by Novella Carpenter. Over the following year, Goudas worked with the art teachers at two elementary schools that are closest to the community garden, Davenport A+ and West Lenoir Elementary. Both have over a 85% reduced or free lunch student population and one is located in a food desert. The goal of the project was to get the families involved in the community garden to promote better food choices, healthier living, and good nutrition for the families nearby.

Goudas wrote and was awarded a \$2,000 grant

from the Caldwell Country Education Foundation to create a 125 foot long mural with tiles made by every single child who goes to each school to involve the children in the beautification of the garden and give them a sense of ownership and place there. Community members were also invited to create a tile for the mural. The grant was titled, "As We Grow: Bringing a Community Together through Art and Food."

The tiles are now complete and will be installed this spring. A celebration event is scheduled for April 8 from 3:30-6 pm. For more information, contact Lillian Goudas at goudasln@appstate.edu

Photo: Each child has written his or her name under the pattern of circles. The circles are a reference to the newest and largest sculpture in Lenoir-Thomas Sayre's "Across the Grain."

Grants

Dean Mundy (COM) was awarded \$1,500 by the Pennsylvania University Arthur W. Page Center's Page and Johnson Legacy Scholar Grant Competition for From principle to policy to practice? Evaluating diversity as a driver of ethical internal and external stakeholder engagement.

Anne Fanatico (SD) was awarded \$1,287 by the USDA Agricultural Research Service for Integrating Free-Range Poultry with Ruminant and Agroforestry Production in a Systems Approach.

Donald Corey (TED) was awarded \$18,000 by Toter, LLC for ASU Industrial Design and Toter LLC Sponsored Studio.

Jeanne Mercer-Ballard (TED) was awarded \$6,250 by The Planning and Visual Education Partnership Helping Hands Grant for RETAIL Retail Environmental Teaching Adaptable Illumination Lab.

Charles Perry (TED) was awarded \$37,500 by the Z. Smith Reynolds Foundation NC Energy Efficiency Alliance for Enhancing Market Structure for Energy Efficient and Sustainable Buildings.

Appalachian State University 8th Annual Chair Competition

By Derek Elliott (TED Alumni)

Submitted by Richard Prisco (TED)

On Saturday, January 18th a crowd of people stood in a room full of unique chairs at the Appalachian State University Chair Competition. The event that took place at the Turchin Center for the Visual Arts was the 8th annual competition challenging students from across the nation to design and build a chair for a particular category. This year's category, "New", emphasized using innovative manufacturing techniques and material applications to bring to life a chair that has a real-world marketplace application. The competition aims to discover and showcase young designers that represent both design innovation and an understanding of product and market.



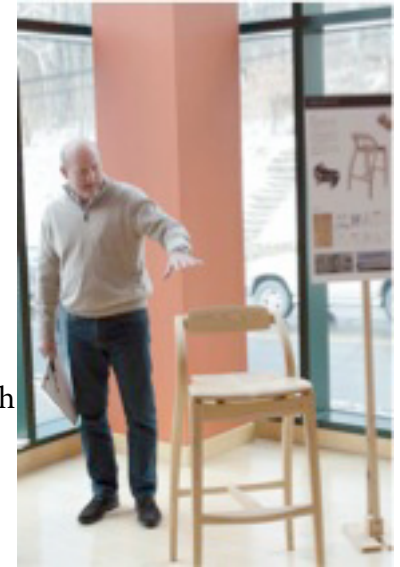
Professor Richard Prisco organizes the event with the Industrial Design program at Appalachian State and every year the stakes get higher with awards for first, second and third place. This year \$6,000 and an automatic entry in to ICFF studio were up for grabs. ICFF studio, sponsored by Bernhardt Design, is

a platform for young designers to showcase their prototypes to manufacturers, retailers and the media. ICFF studio has been a career catalyst for many past participants.

Armed only with a 20" x 30" presentation board and a deep knowledge of their own concept, eight students presented their prototypes to this year's panel of judges. Todd Campbell, design director for Bernhardt Design, Kelsey Keith, senior editor at Dwell Magazine, and Greg Saul, president of Tolleson Saul Design watched (and sat) with great attention as each finalist sought to wow them with their concept. After each presentation the judges had an opportunity to ask more questions about design decisions, concept directions, etc. Both critical and informative, many of the judges' comments were directed at all finalists in order to make the event a valuable learning experience for everyone.

After several anxious hours of deliberation the judges announced the winners starting with third place, given to Byron Conn of Rochester, NY for his Calligraphy Stool. Byron's stool took inspiration from the swift movement of Chinese calligraphy to create a timeless Scandinavian appeal that makes use of modern day CNC machining. Second place was awarded to James Ellis of Boone, NC for his chair "Maximilian". James' chair features a removable leather seat pad and a spacious back to allow the user to feel open and relaxed. The top award was given to

Felicia Dean of Greensboro, NC for "Beekeeper". Felicia's creative and innovative use of fabric provided a both eye-catching and tactile experience for viewers and users alike. Though Felicia described the process to create the fabric for Beekeeper as very precise, Todd Campbell commented that sometimes it's designers with new ideas that drive innovation in production and manufacturing.



*Todd Campbell judging
Byron Conn's Calligraphy
Stool*

All eight chairs will be on display along with their associated concept board until February 8th at the Turchin Center for the Visual Arts in Boone, NC. For more information about the Industrial Design program at Appalachian State University visit <http://industrialdesign.appstate.edu/> and for more information about ICFF studio visit http://bernhardtdesign.com/discover/icff_studio.html To learn more about the Turchin Center for the Visual Arts and stay up to date on all events keep an eye on their web page at <http://tcva.org>

Felicia Dean with Beekeeper

DATES & DEADLINES

March 4	First-half of semester ends
March 5	First-half semester exam day (MWF classes) (Full semester classes meet as usual)
March 6	First-half semester exam day (TR classes) (Full semester classes meet as usual)
March 7	Second-half of semester begins
March 10-14	University Break
March 24	Last day to drop a full semester class; last day to withdraw without academic penalty
April 14	Last day to drop a second half class
April 21-22	State holidays
May 2	Last day of formal class meeting pattern
May 3	Reading day
May 5-9	Final Examination period
May 9-11	Commencement ceremonies
May 10-11	Faculty grading period
May 12	Last day to submit final grades

PERSPECTIVES

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PERSPECTIVES

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Thank you to everyone who submitted information and stories for this publication!