

University of Wisconsin-Stevens Point
Department of Art & Design and Department of Geography & Geology

WINTERIM 2017

ART 398 SPECIAL TOPICS, SUBTITLE:

Representations of Place

DATES/TIMES: January 3–20, 9:00am–12:30pm MTWRF + 1 Saturday (online)
LOCATIONS: NFAC 190, SCI D336
INSTRUCTORS: Diana Hoover, Art & Design: NFAC 181 | dhoover@uwsp.edu | 715-346-4556 (instructor of record)
Keith Rice, Geography & Geology: SCI 307B | krice@uwsp.edu | 715-346-4454 (guest lecturer)
Christine Koeller, Geography & Geology: SCI 343B | ckoeller@uwsp.edu | 715-346-2677 (guest lecturer)

“In cartography, as in medicine, art and science are inseparable. The perfect map blends art and science into an effective tool of visual communication.”

—Dr. Keith Harries, *Mapping Crime: Principle and Practice*

COURSE OVERVIEW

Maps combine the skills of the geographer and the artist-designer and serve the needs of a specific audience. This interdisciplinary, team-taught course provides an opportunity for students in diverse disciplines to collaborate through the art and science of mapmaking.

Our focus will be on how we and other humans know and create representations of place. We will see how memory and intention can transform space and inform how it is portrayed.

We will study historic frameworks for mapping, explore social, political and creative motivations behind mapmaking, investigate data collection strategies and learn to locate and use existing base maps. Additionally, we will identify key design principles functioning in cartographic applications and apply them to our own project work.

Your major project will be researching, designing and building a Story Map about a specific location within Stevens Point, Central Wisconsin or another agreed upon place. Working in teams is expected.

At the conclusion of this winter term you will present your projects to the class. All student work will be displayed at a research symposium on campus in conjunction with the interdisciplinary colloquium, COFAC Creates: Expressions of Place in March and April 2017. You will also have the opportunity to present about your research during this larger public forum.

LEARNING OBJECTIVES — After taking this class you should be able to:

- articulate and apply aspects of visual design principles used in mapping
- synthesize concepts of human geography with personal experience of place
- document the unique features of place through construction of a Story Map
- present research about geographic identity and locational affinity through creative map design and production

COURSE CONTENT

This is an interdisciplinary, team-taught class developed by faculty in the departments of Art & Design and Geography & Geology. The course content is presented by experts in the areas of Geographic Information Sciences / Cartography and in Graphic Design / Visual Communication. Instructors will address the course ideas from their own perspectives adding dimension to the content. Course material will be delivered through lectures, discussions, demonstrations, class activities and assigned readings/viewings.

COURSE REQUIREMENTS

ATTENDANCE & PARTICIPATION — 13 scheduled classes

- Your attendance to all scheduled classes is mandatory and your participation in all classroom and online activities is required.
- Excused absences due to illness must be communicated to the instructors prior to class and must be accompanied by a legitimate doctor's note.
- Any missed in-class activity must be made up and turned in to receive credit.

GRADES

- Your course grade will be determined by attendance and participation in all in-class activities and assignments (50%).
- Completion and presentation of your main Story Map project (50%).
- Your main Story Map project will be graded according to the completion of each element described in the rubric, and the overall level of engagement in the project.
(A Project Description and rubric outline will be provided.)
- Each unexcused absence will reduce your course grade by a grade step.
- Any incomplete activity or assignment will reduce your grade by a half-step.

COURSE CALENDAR — (see Daily Schedule on following pages)

SYNOPSIS OF WEEKS

WEEK 1: Exploring perceptions of space/place; Surveying the range of possibilities for mapping;
Learning about Story Maps; Selecting teams and developing proposal for main Story Map project

WEEK 2: Studying technical processes for Story Map making; Developing project concepts; Creating content;
Gaining knowledge of essential map design elements; Applying analytical skills during class critiques

WEEK 3: Revising design and usability of Story Maps; Editing and refining content; Acknowledging community and
context; Finalizing projects; Publishing and presenting Story Maps; Reflecting on learning

SPECIAL FOR WINTER TERM

Research Symposium display/presentation of work will take place in April 2017.

If you have any concerns about meeting the requirements of this class, please contact the instructors immediately.

“When our maps do not fit the territory, when we act as if our inferences are factual knowledge, we prepare ourselves for a world that isn’t there. If this happens often enough, the inevitable result is frustration and an ever-increasing tendency to warp the territory to fit our maps. We see what we want to see, and the more we see it, the more likely we are to reinforce this distorted perception, in the familiar circular and spiral feedback pattern.”

—Professor Harry L. Weinberg, *Levels of Knowing and Existence: Studies in General Semantics*

DAILY SCHEDULE REPRESENTATIONS OF PLACE **WEEK 1**

DATE	TIME	LOCATION // FOCUS	DETAILS / ACTIVITIES & ASSIGNMENTS
1/3 Tues	9:00	NFAC // Course Overview and Introductions	Faculty intros, class requirements, opportunities, Basecamp
	10:00	Picturing Stevens Point	ACTIVITY: drawing mental maps
	10:30	Share Mental Maps	ACTIVITY: present personal perspective on 'place'
	11:30	Defining Place: Sense, Identity, and Geography	LECTURE/DISCUSSION: representations of place
	12:15	1-minute essay	ACTIVITY: write and turn in essays <i>Assignment: 1. Write 1 page about what you did, what you liked, where you went as a kid, when you were eight (8) years old.</i>
1/4 Wed	9:00	NFAC // Turf Maps and Cognitive Mapping	ACTIVITY: make turf maps
	9:30	Share Turf Maps	ACTIVITY: present self-defined geography of Place
	10:00	Cultural and Cognitive Maps	LECT/DISC: maps, purpose, audience, language
	11:30	Principles of 2D Design and Map Communication	LECT/DISC: visual communication practices <i>Assignment: 1. Watch assigned video & take notes</i>
1/5 Thurs	9:00	NFAC // Story Mapping and Personal Geographies	LECT/DISC: deconstruction; exploration and Geo experiences
	10:00	The Wisconsin River Flowage Map	PRESENTATION: WI River flowage mapping project ACTIVITY: paper map deconstruction
	10:45	Share paper map deconstruction work	ACTIVITY: compare / contrast deconstructions
	11:00	Radical Cartography	LECT/DISC: on-screen deconstruction
	11:30	What does a Story Map need?	DISCUSSION: building the Story Map rubric
	12:00	Begin work on Assignment	 <i>Assignment: 1. Story map deconstruction; 2. Come up with 1-2 ideas for your main Story Map project to share</i>
1/5 Fri	9:00	NFAC // Mapping the Unknown: Artifacts & Cartouches Historical Perspectives and Influences	LECT/DISC: maps, history, politics, propaganda
	10:15	Inventing your own Cartouche	ACTIVITY: drawing personal cartouche
	10:45	Present story map deconstruction assignments	DISCUSSION: options for multimedia integration
	11:30	Share ideas for main Story Map project	ACTIVITY: form teams, develop Story Map concepts <i>Assignment: 1. Complete personal Cartouche — scan & upload 2. Teams write proposals for main Story Map project, include media you may use (photos, video, audio, etc.) style, voice — upload</i>
1/6 Sat		ONLINE // Video: "The Naming of America" Reading: Mapping the Sacred Landscape	ACTIVITY: Viewing / Reading <i>Assignment: 1. Take notes on the video and readings 2. Write a reflection paper (500-800 words) for each part</i>

DAILY SCHEDULE REPRESENTATIONS OF PLACE **WEEK 2**

DATE	TIME	LOCATION // FOCUS	DETAILS / ACTIVITIES & ASSIGNMENTS
1/9 Mon	9:00	SCI // Gathering & Acquiring Mappable Data Many ways to Story Map / ArcGIS online Story Maps	LECT/DEMO: using base maps and data sets; Google Maps, Bing Maps, .gov sites, etc. LECT/DEMO: storyboarding, mapping your story
	10:30	Teams Share Story Map Proposals with Instructors Develop concepts	ACTIVITIES: Teams will—> — refine proposal for Story Map — build storyboard/map for project — wireframe/sketch visual layout for screens — plan how to and who will obtain or create design, content — construct project calendar <i>Assignment:</i> <i>1. Teams will complete the above activities — upload</i>
1/10 Tues	9:00	SCI // Storyboards, Plans, Visual Layouts Teams present concepts for Story Maps	ACTIVITY: class feedback on projects
	10:30	— > Develop Story Map design/content	ACTIVITY: Teams develop Story Map content <i>Assignment:</i> <i>1. Teams develop Story Map design/content</i> <i>2. Add to online discussion several frustrating wayfinding events</i>
1/11 Wed	9:00	SCI // Orientation, Directionality, Wayfinding	LECT/DISC: maps, spatial transformations
	10:00	Wayfinding Physical Challenge Activity	ACTIVITY: real experience and problematic design
	11:00	Share experiences with wayfinding	
	11:30	User Experience = Digital Wayfinding	LECT/DISC: mapping user experiences <i>Assignment:</i> <i>1. Assess wayfinding/usability — online discussion</i>
1/12 Thurs	9:00	SCI // Map Semiotics and Graphic Hierarchy	LECT/DISC: symbols, signs, Bertin’s Visual Variables
	10:00	Physicality of Maps	ACTIVITY: Tour UWSP Map Center
	11:00	Defining Symbolism	ACTIVITY: Identify and compare symbols used in maps
	11:30	— > Develop Story Maps	ACTIVITY: Teams develop Story Maps <i>Assignment:</i> <i>1. Teams prepare projects for in-progress critique</i>
1/13 Fri	9:00	SCI // Typography and Mapping	LECT/DISC: fonts, conventions, legibility/readability/clarity
	10:00	Spotting Problem Typography	ACTIVITY: Analyze type used in maps
	11:00	Present Progress on Story Map projects	ACTIVITY: class in-progress critique <i>Assignment:</i> <i>1. Teams complete majority or all content for Story Map projects</i>

DAILY SCHEDULE REPRESENTATIONS OF PLACE **WEEK 3**

DATE	TIME	LOCATION // FOCUS	DETAILS / ACTIVITIES & ASSIGNMENTS
1/16 Mon		— <i>No class</i> — Martin Luther King Jr. Birthday celebrated	
1/17 Tues	9:00 10:00 11:00	SCI // Customizing Story Map Design & Layout Work on projects Groups Review Story Map — design needs	LECT/DEMO: accessing options for design, organization, style ACTIVITY: Teams develop design options ACTIVITY: Team critiques — evaluate each other’s work
1/18 Wed	9:00 10:00 11:30	SCI // Mapping the Community Tapestry COFAC Creates: Expressions of Place Develop Story Maps: Teams work with Community	LECT/DISC: connecting to something greater, crowd sourcing LECT/DISC: creative expression, cultural perspectives, research presentations ACTIVITY: share feedback, develop projects <i>Assignment:</i> 1. Finalize Story Map Conceptual Goals, Processes for Presentations
1/19 Thurs	9:00 10:30	SCI // Preparing Story Maps for Publishing Prepare Story Maps for Publishing	LECT/DEMO: steps in the process for online publishing ACTIVITY: Teams refine design, content, organization of Story Maps as needed <i>Assignment:</i> 1. Publish final work online
1/20 Fri	9:00 12:15	NFAC // Teams Present Published Story Maps Concluding Comments	ACTIVITY: present work ACTIVITY: peer feedback — written comments ACTIVITY: course feedback — reflections & course evaluations