

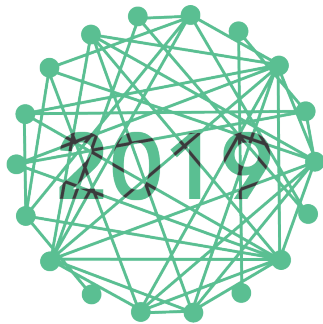
PROJECT TITLE

**2019 Visual Communication Symposium**  
Visualize Your Research!

PROJECT TAGLINE/CAPTION

The Visualize Your Research! symposium encourages all students, postdocs, and faculty to experiment with new approaches to visualization in their scholarship.

IMAGE



VISUAL  
COMMUNICATION  
SYMPOSIUM  
**Visualize your research!**

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Name of Group/Organization: Center for Written, Oral, and Visual Communication (CWOVC)



## PROJECT DETAILS

In today's digital world, readily accessible visualization tools can produce everything from interactive visualizations of multidimensional data to "Pixar quality" animations. Despite the widespread availability of these tools, however, researchers outside of visualization-centric fields typically receive little to no support related to the visualization process. The Program in Writing and Communication (PWC) seeks to change that, in part, by starting a conversation about data visualization and figure design in academic research with our inaugural Visual Communication Symposium.

Our 2019 Visual Communication Symposium: Visualize Your Research! brings together insight both from research in information visualization itself and from practical applications of visualization in research contexts. Hosted at the Moody Center for the Arts, this two-day symposium features presentations from 7 visualization experts and 3 faculty speakers. Additionally, attendees will have the opportunity to learn from the experts in hands-on visualization workshops. The symposium will also showcase specialist led tours of Rice Public Art, the Oshman Engineering Design Kitchen, and the Chevron Visualization Lab and conclude with a reception at the Moody's central gallery and lantern terrace. See the preliminary schedule below for additional details.

### Friday, February 8th

9:00 am	Registration and light breakfast	
9:30 am	Session 1 – Strategies for visualizing complex data <i>Lois Chiles Studio Theater</i>	
10:30 am	Coffee break <i>Creative Open Studio</i>	
11:45 am	Lunch <i>Creative Open Studio</i>	
1:00 pm	Session 2a – Skill-oriented visualization workshops (3 options) <i>Computer labs on campus</i>	
1:00 pm	Session 2b – Tours of visual facilities across campus	
	1:00 – 2:00 PM	Rice Public Art
	2:00 – 3:00 PM	Oshman Engineering Design Kitchen
	3:00 – 4:00 PM	Chevron Visualization Lab



## Saturday, February 9th

- 9:00 am Registration and light breakfast
- 9:30 am Session 1 – Keynote address  
*Lois Chiles Studio Theater*
- 10:30 am Coffee break  
*Creative Open Studio*
- 10:45 am Session 1 – Panel: Mapping and Modeling  
*Lois Chiles Studio Theater*
- 12:15 pm Lunch  
*Creative Open Studio*
- 1:30 pm Session 2a – Rice University Research Visualization Showcase  
*Lois Chiles Studio Theater*
- 1:30 pm Session 2b – Tours of visual facilities across campus
- |                |                                   |
|----------------|-----------------------------------|
| 1:00 – 2:00 PM | Rice Public Art                   |
| 2:00 – 3:00 PM | Oshman Engineering Design Kitchen |
| 3:00 – 4:00 PM | Chevron Visualization Lab         |
- 4:30 pm Closing reception  
*Central Gallery and Lantern Terrace*

**Timeline:** If the project will take place at a specific time and place, please give details. Is it a one-time event or a series?

The symposium is planned for the spring of 2019 (February 8 and 9) and is the first in an ongoing biennial series to be hosted by Rice University's Program in Writing and Communication (PWC).

**Audience:** Who is your target audience? (e.g. program-specific, interdisciplinary, or university-wide? Will undergraduates, faculty, staff, or postdocs be involved? Any off campus participants?)

The target audience for this symposium includes faculty, graduate students, and postdoctoral fellows from all Texas Universities. We also anticipate participation from other research-oriented communities like the Texas Medical Center.

How many people do you anticipate will participate?

We will advertise the symposium to a wide range of institutions that support research across Texas so we anticipate an audience of about 120 attendees (the maximum occupancy of the Moody's Lois Chiles Theater is 150 people).



**Marketing Plan:** How do you plan to publicize the project?

We will advertise the symposium using a combination of digital and print marketing.

#### *Digital*

- Dedicated symposium website
- Dedicated symposium Facebook page
- Twitter feed for the symposium (#RiceVisComm)
- Rice Calendar of Events
- Listservs (GSA, All Faculty, etc.)

#### *Print*

- 11" x 17" full-color posters will be displayed on campus
- Personal invitations to area faculty and professionals

In addition, we will introduce the symposium to the Rice community at an informal research mixer during the Fall 2018 semester. Graduate student leaders from across the university and select faculty members will be invited to the mixer to facilitate networking and incubate interest in the symposium.

## ADVANCEMENT

The overarching goal of our symposium is to encourage researchers to experiment with new types of visualizations – from interactive maps to beautifully rendered models – as a first step towards more effectively communicating their research. We also see our symposium as a platform to explore the multidisciplinary nature of visualization, emphasizing the visualization process as a common thread woven into every area of research.

We envision a dynamic schedule that balances discovery, skill building, and networking to promote excellence in scholarship, training, and professional development in the following ways:

- Expanding the visualization community at Rice.** From chemistry to data science to spatial humanities, the scholarly community at Rice is eager to learn how to visualize their research more effectively. The Visualize Your Research! symposium will strengthen ties among Rice graduate students, postdoctoral fellows, and faculty by bringing them together to discuss their shared interest in visualization. The symposium will also increase awareness of the diverse visualization resources spread across campus.
- Teaching visualization skills.** Our expert-taught workshops will introduce students to new visualization software and approaches, helping them to start developing skills that will directly benefit their future research. Tentative workshop topics include: *Data Visualization in R*, *Multidimensional Linked Data Exploration using Glue*, and *Visualization in ArcGIS*.

- C) **Encouraging interdisciplinary conversations.** Presenters and participants from disciplines as varied as anthropology, art history, bioengineering, and computer science, will come together to exchange ideas at the symposium. We will also intentionally promote an interdisciplinary atmosphere by inviting faculty and students from diverse departments at Rice to moderate sessions, present their research, or serve as discussants.
- D) **Facilitating networking opportunities.** The Visualize Your Research! symposium will offer participants several opportunities to explore Rice's unique features in small groups in order to promote networking in a casual setting that emphasizes shared discovery. In addition to the closing reception, these activities include workshops and tours of Rice's Public Art, the Oshman Engineering Design Kitchen, and the Chevron Visualization Lab.
- E) **Extending Rice's reach and impact beyond the hedges.** The Visualize Your Research! symposium increases Rice's visibility and engagement both within Houston and on a national level. The unique focus of the symposium – visualization in the context of academic research – will help to set Rice apart as an institution committed to innovation in every aspect of the research process.

If this is an existing project/event or a similar one exists, describe how the project/event is being expanded or enhanced.

Not applicable to this event.

If your proposal is for a pilot project, suggest how it might develop over a three-year period.

The Visualize Your Research! symposium is one component of a broader campus initiative led by the PWC to expand support for visual communication across campus. The Director of the PWC, Dr. Tracy Volz, is committed to the sustainability of this academic endeavor and has allocated professional staff assistance and dedicated funding to ensure its success for the next several years.

Describe how you will measure the success and impact of this project. Please, provide quantitative targets, if possible.

The registration form for the symposium will include short survey questions that assess attendees' starting attitudes towards visualization. Following the symposium, electronic surveys that revisit these attitudes and request feedback will be administered to all participants. The data from these surveys will be analyzed by the organizing committee and presented to the PWC administration to improve future symposia. As is the case with all conferences, there are also "intangible" benefits. We hope that the symposium will serve as a starting place for meaningful collaborations across locations, titles, and disciplines.

## BUDGET

### *Itemized Budget*

Item	Description	Cost
Keynote honorarium	Honorarium for keynote speaker	\$1,500
Speaker honoraria	7 speakers at \$1,000 each	\$7,000
Workshop instructor honoraria	3 proposed workshops: <i>Data Visualization in R</i> , <i>Multidimensional Linked Data Exploration using Glue</i> , and <i>Visualization in ArcGIS</i>	\$4,500
Campus visualization specialist honoraria	3 specialists will direct tours of visual facilities across camps	\$750
Travel	Travel expenses for 5 non-local speakers (estimated at \$1,030 each)	\$5,150
Venue	Moody Center of the Arts: Lois Chiles Studio Theater, Creative Open Studio, and Central Gallery and Lantern Terrace	\$9,470
Catering	Breakfast, lunch and coffee breaks for ~130 participants on 2 days	\$3,700
Reception	Drinks, appetizers, and event servers	\$2,825
Informal research mixer	Drinks and light appetizers	\$750
Printing and logistics	Program printing, name tags, folders, notebooks, and miscellaneous expenses	\$1,405
Event services	Rice shuttle services, event photographer (1 day), and support staff	\$1,300
Total Expenses		\$38,350

### **Specific amount requested from GradStarter: \$3,000**

We are specifically requesting GradStarter sponsorship to cover the instructor honoraria for two hands-on visualization workshops (\$1,500 each). Each workshop will provide ~30 participants with a practical introduction to cutting-edge visualization tools. In particular, funds will be allocated to workshops on *Data Visualization in R*, one of the most robust and adaptable approaches to data visualization available to date, and *Multidimensional Linked Data Exploration using Glue*, which is a tool designed by researchers to dynamically explore relationships within and between related data sets.



***Funds from other sources***

<b>Source</b>	<b>Status</b>	<b>Cost</b>
Program in Writing and Communication	Secured	\$35,000
Total Amount		\$35,000

If the project/event has been offered in the past, how was it supported?

Not applicable to this event.