Political Technical Communication and Ideographic Communication Design in a Pre-digital Congressional Campaign

Ryan Cheek

This article examines the 1994 Coray for Congress campaign as a case study to argue in support of a formal disciplinary commitment to political technical communication (PxTC). It closely analyzes the ideographic communication design of pre-digital PxTC artifacts from the campaign archive. The implications of four dominant ideographs are analyzed in this case study: <jobs>, <communities>, <families>, and <temporal>. Key takeaways for PxTC practitioners, educators, and scholars are discussed.

Prototyping and Public Art: Design and Field Studies in Locative Media

Brett Oppegaard

This experience report shares lessons learned from a multi-staged prototyping process, over a five-year period, that involved the creation and iterative development of a mobile platform and dozens of prototype examples of interactive locative-media artifacts, including locative journalism. Thematically linked to a public art collection, the mobile app was designed as a research instrument aimed at an external audience of passersby, actively using smartphones. This paper documents and outlines key decisions made about the platform and content in response to observed experiences. It also identifies emergent areas of research potential intertwined in the undertaking of such a prototyping process.

Using Bayesian Induction Methods in Risk Assessment and Communication

J.D. Applen

Bayes's theorem allows us to use subjective thinking to find numerical values to formulate assessments of risk. It is more than a mathematical formula; it can be thought of as an iterative process that challenges us to imagine the potential for “unknown, unknowns.” The heuristics involved in this process can be enhanced if they take into consideration some of the established risk assessment and communication models used today in technical communication that are concerned with the social construction of meaning and the kairos involved in rhetorical situations. Understanding the connection between Bayesian analysis and risk communication will allow us to better convey the potential for risk that is based on probabilistic assumptions.

Implementing a transactional design model to ensure the mindful development of public-facing science communication projects

Claire Lauer

The article introduces the concept of transactional design to demonstrate how techncomm and UX designers & researchers can play an essential role in helping scientists cultivate meaningful relationships with members of the public and make scientific content more accessible and actionable.