

Prof. Charlie Kostelnick



Charlie Kostelnick is Professor of English at Iowa State University and has spoken to the Eastern Iowa STC Chapter on a previous occasion. He is a Fellow of STC and won the Ken Rainey Award for Excellence in Research in 2016.

The Revival of Emotional Appeals in Charts and Graphs

Tuesday, Nov. 15, 2016

We usually think of charts and graphs as purely rational and objective forms of visual communication. However, emotional appeals have long been associated with data design. In the later nineteenth century, many new varieties of charts and graphs were invented that included emotional appeals in the form of color, novelty, and lavish detail.

Although modernism largely expunged emotional aspects of data design, recent developments in data visualization have reintroduced emotion through color, novelty, and the personalizing effects of interactivity. In this presentation I will show the origins of emotional appeals and their recent resurgence in data visualizations.

WHEN

Tuesday, Nov. 15, 2016
5:30 pm Social Time and Networking
6:30 pm Dinner
7:00 pm Program

WHERE

Longbranch (Best Western)
Restaurant
Hotel and Convention Center
90 Twixt Town Road, NE
Cedar Rapids

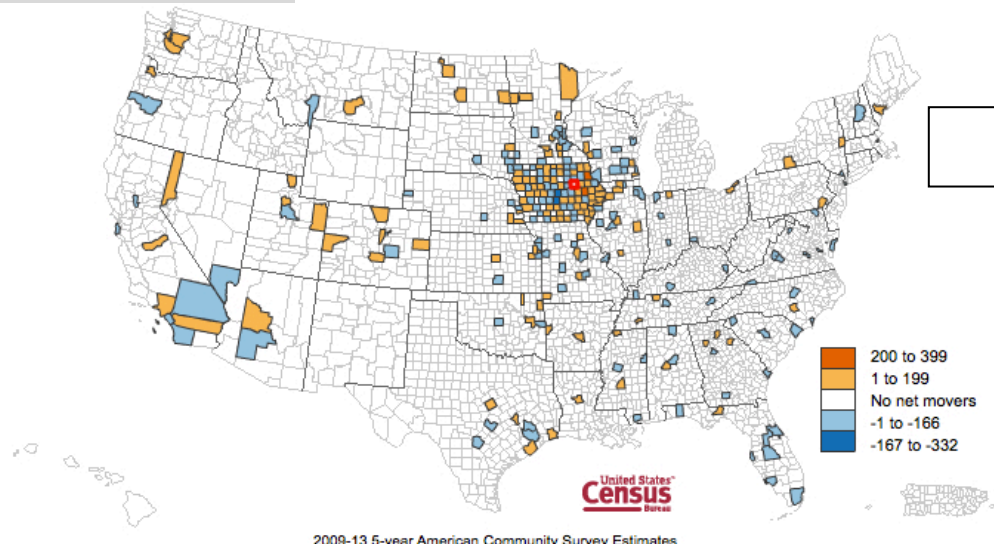
RESERVATIONS DUE:

Friday, Nov. 11, 2016

Reserve a spot by emailing Mark Sanfilippo at marksanfil@gmail.com or calling 563-663-0589.

COST: Chapter meetings are open to the public. STC members and students are asked to pay a \$5 program fee. Non-STC members are asked to pay a \$10 program fee. Attendees are responsible for their own dinner and beverage costs.

Total net migration flows for
Black Hawk County, Iowa



Source for U.S. Census map:

<https://flowsmapper.geo.census.gov/map.html>



Eastern Iowa Chapter
Society for Technical Communication
<http://www.stc-easterniowa.org/>