



IVSA 2012

Dates: July 9, 10, 11

Location: St. Francis College • Brooklyn Heights • New York

RE-VISUALIZING THE CITY

For centuries, images of the city have been recorded and inscribed in our memory by artists, historians, ethnographers, and cartographers who have left an extensive visual repository for our exploration and interpretation. Drawing on a variety of methods, this year's conference theme aims to explore an array of **CONTEMPORARY VISUALIZATIONS OF THE "CITY"** and re-imagine it as a social-scape with transformative potential. To that end, the call for submissions encourages a broad assortment of **VISUAL RESEARCH AND/OR PRESENTATIONS** that represent a range of disciplinary leanings, interpretations, creative juxtapositions and analogies. Submissions are therefore invited from **ARTISTS, PRACTITIONERS, and SCHOLARS** with concentrations in the field of art history, communication arts, cultural geography, cultural studies, design and architectural studies, education, emergency and disaster management, film and media, history, photography, sociology, urban anthropology, urban planning, and visual anthropology. Submissions by authors at all stages of their professional life and visual work are welcome.

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THEMATIC FRAMEWORKS

Proposals that creatively intersect with the primary theme of the conference are encouraged and may include, but are not limited to the following sub-themes:

Artificial and celluloid urban landscapes
Arts, culture, media, and the genre of the city film
Cities and security, disaster planning /disaster management for urban areas
Cities and social differentiation
Cities and structural equality and inequality
Cities as history-making arenas
Cities as sites of resistance/activism, occupation, uprising, counter-hegemonic stories of the city

Cities demonized and mythologized
Cities in turmoil /ethnic and political conflicts, urban politics
City billboards and storytelling
City travelogues and documentaries
City voices/narratives
Creative urbanization, cities/cityscapes of the future
Cross-national comparisons
Culture, diversity, communities/neighborhoods, domestic spaces/private spheres/aspects of city dwelling
Data-scapes/visual data-tracking technologies in urbanism/GIS mapping
Ethnographies of infrastructure

Ideological aspirations of modernism, city planning, regeneration, and urban sustainability
Innovations/novel technologies/intelligent utilities and the functioning of city systems, video documentaries about solutions in action
Landscape architecture/capital projects/urban design experiments
Public spaces at risk
Radical visions of the city
Representations of anti-urbanism/historic preservation and urban pioneering
The city as classroom
The city as filmic terrain
The pre and post industrial city

The provincial city
The virtual city
Transformative potential of modern cities, reclaiming public spaces, the common good, and democracy
Urban agriculture
Urban alienation
Urban education
Urban insiders and outsiders
Utilization of space
Visions of urban utopias/cities on canvas

SUBMITTING A PROPOSAL

To submit a proposal, please complete the **ONLINE FORM** located at this URL:

<http://bit.ly/ivsabstract>

You will be asked to enter the following information into the fields provided:

- ◆ Last name
- ◆ First name
- ◆ Current title
- ◆ Institutional affiliation
- ◆ Email address
- ◆ Mailing address
- ◆ Presentation title
- ◆ Three relevant keywords that describe the work
- ◆ Presentation format/method
- ◆ Media to be used
- ◆ Special requests
- ◆ Consent to publish contact info in program
- ◆ Consent to record presentation

In addition to the above information, all submissions should include a **150-200 WORD ABSTRACT** that can be word processed then pasted into the text box under the

All abstracts should identify a) the rationale and motivation for the proposed topic; b) a description of the visual research and/or visual presentation that will be delivered at the conference; and c) the significance of the work and how the audience's understanding will be extended.

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If you encounter any problems in submitting your proposal using this system or have questions about the suitability of your work in view of the primary theme of the conference, please do not hesitate to contact Dr. Marina Gair, conference organizer, by email to mgair@sfc.edu. For tracking purposes, please enter the following information in the **SUBJECT LINE OF YOUR EMAIL INQUIRY: IVSA 2012-Format Choice-Last Name** (e.g. IVSA2012-

Poster-BobDylan).

PROPOSAL SUBMISSION DEADLINE

Proposals will be accepted through **MARCH 15TH**. All submissions will be examined through a peer-review process and shortly thereafter authors will be notified via email regarding the acceptance of their proposal.

CONFERENCE FORMATS

CONVERSATION "CAFÉ"

The conversation café method is a flexible format similar to a round-table discussion, but with greater emphasis placed on powerful questions, spirited conversation, brainstorming, stirring participants to take action, as well as meeting new people, building professional relationships – and yes - coffee. Materials such as flip charts, butcher paper, flip cameras, and other recording devices necessary to create group memory will be provided by the conference site. If you are interested in submitting a proposal to host a conversation café, your proposal should include the key questions, wonderings, dilemmas, or curiosities around which the dialogue will be organized. For more information on hosting a conversation café, please contact the conference organizer or visit the following website: <http://www.conversationcafe.org/hostVideoTraining.htm>

EXHIBITION • MULTIMEDIA • POSTER SESSION

A poster is a graphical presentation that will be displayed in a designated area throughout the conference and presented in a special poster session. Presenters will be asked to be available at the poster session to answer questions from other conference delegates and will be informed of the format and size of the poster when the presentation is accepted. Other media (e.g., digital and other graphic displays, photo exhibition, etc.) fall into this category and should be specified in the online submission form.

INDIVIDUAL PAPER

A paper is a presentation lasting 20 minutes with 10 minutes allotted for audience questions and discussion. Papers will be scheduled in 120 minute sessions which will normally include 4 papers on similar themes; in exceptional cases, 4 papers may be combined. A paper is submitted by one author with no more than 4 co-authors; two of the authors can be listed as presenting authors.

PRE-CONSTITUTED PANEL

Pre-constituted panels are formed in advance by a team of 3-4 individuals who present their individual work under a unifying thread, leaving 30-45 minutes of the session for questions and discussion.

WORKSHOP

A workshop focuses on methodological topics and may involve practical activity. Workshops are submitted by one primary author with no more than 4 co-authors.



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Proposals for workshops should include the 150 word abstract noted above as well as a succinct and focused lesson plan that lists the following information:

- a) Title of the workshop
- b) Facilitating team (title, affiliation, and contact information for primary and co-facilitators)
- c) Intended audience
- d) Performance objectives - outcomes that participants should be able to demonstrate upon completion of the workshop
- e) Lesson content - what is to be taught
- f) Instructional procedures - methods that will be used to teach and engage participants
- g) Participation - the hands-on activities that will be organized for the participants
- h) Verification/evaluation procedures - how the outcomes to determine if the material has been learned will be measured
- i) Materials - the resources and printed materials that will be supplied
- j) Attendance cap - the ideal number of participants
- k) Length of the workshop
- l) Space requirements - the desired type of classroom space

PRESENTATION ETIQUETTE

There is a presentation etiquette and other courtesies that an audience appreciates at a professional conference. For instance, presenters are strongly discouraged from reading their papers verbatim and are better received when they can **SPEAK EXTEMPORANEOUSLY** during the course of a presentation.

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A more engaging and effective presentation is also one in which the author gets to the **HEART OF THE MATTER** and spends more time on the most compelling aspects of the work. In some cases, an inordinate and unnecessary amount of time is exhausted on aspects such as the theoretical framework or review of the literature. Rest assured that the audience is almost always more interested in the data displays.

PowerPoint slides should be used to help carry the narrative, not as detailed speaker notes from which one reads. Furthermore, slides with visuals, graphics, symbols, and key words are most effective at communicating information and emphasizing key points. However, when it

is necessary to use text slides, they should be limited to **32-40 WORDS PER SLIDE** -

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with at least a 32 point type font. It is also important to keep in sync with the audience and one way to do so is to speak to one idea at a time by revealing one bullet point at a time. For further reading, see *The Cognitive Styles of PowerPoint*.

Timing and pacing are important to a seamless presentation. Presenters ought to bring their talk to an **ELEGANT CONCLUSION** and leave the audience with something memorable rather than rushing to conclude, rapidly advancing through remaining slides, simply stating "I'm out of time," or continuing to speak when a conference moderator has held up the "out of time"

card for several minutes.

Finally, authors are expected to present to their audience the visual work of which they speak. In other words, please **"SHOW, DON'T SIMPLY TELL."**

IVSA respectfully requests that presenters take these expectations into consideration when preparing for and organizing their presentation.

If you have any questions about this year's conference, please feel free to contact any of the following IVSA board members serving on this year's local planning committee:

Dr. Marina Gair – mgair@sfc.edu

Dr. Jerry Krase – jkrase@brooklyn.cuny.edu

Dr. Francesco Lapenta – francescosmail@gmail.com

Authors are expected to ... "show, don't simply tell."

IVSA and the St. Francis College community look forward to your arrival.
