

Shawn P. Apostel

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Education

Doctor of Philosophy in Rhetoric and Technical Communication, Michigan Technological University (expected May 2009)

Masters of Arts in Professional Communication *Honors*, Clemson University (2004)

Bachelor of Arts *Magna cum Laude*: Journalism, Toccoa Falls College (1999)

Graphic Design Technology, Miami-Dade College (1995-1997)

Commercial and Advertising Art, Miami Lakes Technical Institute (1993-1994)

Music and Video Business, Art Institute of Fort Lauderdale (1991-1992)

Employment Record

Graduate Teaching Instructor, Michigan Technological University, MI (2004-Present)

Revisions: Oral, Written, and Visual Communication, a second year composition course designed to help students learn to enhance/complement writing with visual and oral forms of communication; understand and experience the composing process in written, visual, and oral communication; acquire extensive practice in revising written, visual, and oral communication; experience a range of written, visual, and oral genres and understand how a writer's purpose and sense of audience shape these genres; experience both the personal and social/collaborative dimensions of learning and communicating; acquire practice in rhetorical analysis and critical reasoning; and learn how to conduct, communicate, and document research for a substantial piece of argumentative writing.

Publication and Information Management, a course designed to cover the principles of information selection, editing, layout, and graphics essential to the scheduling, budgeting, and production of various print and digital publications.

Graphic and Information Design, a computer-intensive introduction to the principles for creating clear, effective graphic communication. Students critique the work of other designers in terms of the work's audience and intended effect, and they construct and critique their own design projects as well.

Visual Media Analysis (team-taught with Dr. Diana George), a course designed to introduce students to ways of thinking, talking, and writing about visual media-photography, advertising, television, film, comics, and other visual media.

Graduate Research Assistant, Art Young, Campbell Chair in Technical Communication and Professor of English and Engineering, Clemson University, SC (2002-2004)

Assisted Dr. Young in his research and teaching in professional/technical communication; communication across the curriculum; writing in the disciplines; electronic communication; poetry across the curriculum; the history, theory, and practice of rhetoric and composition; and the transition from writing in college to writing in the workplace; also responsible for compiling and publishing class and project booklets, proofing manuscripts and letters, website design and maintenance, promoting special events relating to his work, and ordering books.

Communication Consultant, Class of 1941 Studio for Student Composition, Clemson University, SC (Spring 2004)

Consulted students working with and transferring information between different forms of communication, including handouts, interviews, PowerPoint, posters, oral presentations, written text, and digital portfolios – under the direction of Dr. Kathleen Yancey.

Public Information Coordinator, City of Toccoa, GA (2001-2004)

Responsible for preparing press releases; advising the City Manager and department heads regarding media and public protocol and information dissemination techniques; maintaining and updating www.cityoftoccoa.com, www.jamesanealtraining.com, www.mainstreetoccoa.com, www.toccoanaturalgas.com, and the city's cable channel; notifying the media of public meetings; serving media through the acquisition of information; writing and designing city newsletters, brochures, flyers, and advertisements; photographing city events and scenic views for use in the city calendar and other promotional material.

News Editor, *The Toccoa Record*, Toccoa, GA (1999-2001)

Reported city, county, criminal, and court news; produced feature and enterprise stories; photographed news, features, and sporting events; handled special requests and worked with the public on news releases; edited for factual, grammatical, and stylistic errors; helped the publisher with newspaper design and web site maintenance; trained and managed other beat reporters.

Adjunct Professor and Advisor, Toccoa Falls College, Toccoa, GA (2000-2001)

Introduction to Journalism, Editing and Design, and Newspaper Practicum; trained *The Talon* staff to use Quark, digital cameras, and digital photo-editing programs to produce the school's biweekly paper; advised the editorial board of *The Talon*.

Graphic Designer, Toccoa Falls College, Toccoa, GA (1997-1999)

Designer and Assistant Editor for *The Forester*, Toccoa Falls College's yearbook; responsibilities included meeting tight deadlines, teaching editors the Quark program, and giving graphic design and production advice to the editor.

Pre-press Manager, Graphic Images, Inc., Opa-locka, FL (1994-1997)

Assisted the art director; aided with the design and layout of printed material; assigned jobs to printers; kept production and shipping at efficient levels; trained pressmen and day-laborers.

Publications

"First Phase Information Literacy on a Forth Generation Website: An Argument for a New Approach to Website Evaluation Criteria," co-authored with Moe Folk, *Computers and Composition Online*, Spring 2005.
http://www.bgsu.edu/cconline/apostelfolk/c_and_c_online_apostel_folk/apostel_folk.htm

Assistant Editor, *Language and Learning Across the Disciplines*, June 2003, Volume 6, No. 2

Editor, "Oh that Wonderful Stuff": Selected Poetry by College and Middle School Students," *Language and Learning Across the Disciplines*, June 2003, Volume 6, No. 2

Pending Publication or Under Review

"Shifting Trends in Evaluating the Credibility of CMC," co-authored with Moe Folk, in the *Handbook of Research on Computer Mediated Communication*, Idea Group Reference, publication scheduled for May 2008.

"Ubiquity ---- Novelty: The Negotiated Tension Approach to Website Evaluation," co-authored with Moe Folk, in *Digital Contexts: Studies of Online Research and Citation*, edited by Joyce R. Walker, James P. Purdy, Douglas Eyman, and Colleen Reilly, under review by SIU press.

"Old World Successes and New World Challenge: Reducing the Computer Waste Stream in America," co-authored with Kristi Apostel, in *Technological Ecologies and Sustainability: Methods, Modes, and Assessment*, Danielle DeVoss, Heidi McKee, & Dickie Selfe (Eds.), under review by *Computers and Composition Online Digital Press*.

"Thinking Through Persuasive Play: Encouraging a Reflective Gaming Experience," in *Computers and Composition Online*, "Reading Games" edited by Richard Colby and Rebekah Shultz Colby, proposal accepted -- webtext under review.

Scholarly Presentations

"YouTube your I-Search: Online Multimodal Research Presentations," in the full-day workshop "Student Voices and Sites of Production for Electronic Written, Aural, Visual Expressions" (E-WAVE), chaired by Drs. Lillian Bridwell-Bowles and Dickie Selfe, Conference on College Composition and Communication, scheduled for April 2, 2008.

"I-Search ... We Find: Written, Aural, and Visual Arguments for Discovering Problems and Proposing Solutions," in the half-day workshop "Electronic Written, Aural, and Visual Expressions" (E-WAVE), chaired by Dr. Dickie Selfe, Conference on College Composition and Communication, March 21, 2007.

"From I-Search to a Community of Learners: Students Across the Disciplines Engage in Problem-Solving Groupwork in a Composition Centered Course," in the panel "Consensus Across the

- Curriculum: Using WAC to Develop Interdisciplinary Communication within Groupwork," Panel 3.2, Writing Across the Curriculum Conference, May 2006.
- "Disciplining Design in/of the Composition Classroom," with Moe Folk, at the Research Network Forum at the Conference on College Composition and Communication, 2006.
- "First Phase Information Literacy on a Forth Generation Website: An Argument for a New Approach to Website Evaluation Criteria," with Moe Folk, at the Research Network Forum at the Conference on College Composition and Communication, 2004.
- "Visualizing Military Service: How the Army, Navy, Air Force, and Marines use Human Images to 'Sell' Military Service," PCA/ACA Conference, April 2004.
- "Visualizing the Marines: How Military Service is Visually Represented on the U.S. Marine Corps Recruitment Website," Panel 47, PCAS/ACAS Conference, October 2003.
- Visually Evoking Transformation and the Process of Learning, chaired by Dr. Susan Hilligoss, C.31, Conference on College Composition and Communication, March 2003.
- "Transforming Possibilities: A Vision of New York," program cover design, exhibited at the New York Hilton, New York City, March 19-22, 2003, during the annual meeting of the Conference on College Composition and Communication.

Pedagogical Publications and Presentations

- Assistant Instructor, *EDU 202 Digital Portfolio*, at Finlandia University (Spring 2008)
- Guest Speaker, *Introduction to Visual Rhetoric*, at the Graduate Teaching Assistant Workshop, Michigan Technological University (August 2007)
- Instructor, *Video Production: Documentaries*, a one week course for Michigan Technological University's Summer Youth Program in which students filmed and edited short documentaries (July 2007)
- Production Coordinator, *Blue Ice Anthology*, edited by Randy Freisinger, (Spring 2007)
- Army Women*, Documentary short presented at the Northern Lights Film Festival (Spring 2006)
- Editor, *I Want to be Made an English Teacher: A collage by students of English 485/685 Composition for Teachers* (2003)
- Editor, *Reflections on The Victorian Age, Fall 2003: A collage of poetry and artwork by the students in English 417/617* (2003)
- "Visualizing the Marines: How military service is visually represented on the U.S. Marine Corps recruitment website," poster design and mini-talk, Focus on Research Week, Clemson University, April 9, 2003.
- "Can't Stop Now," Photograph in *Semantics*, Clemson's Premiere Art and Literary Magazine, Fall 2003.
- "Losing the Beard," Photograph in *Semantics*, Clemson's Premiere Art and Literary Magazine, Fall 2003.

"Untitled," Poem in *Semantics*, Clemson's Premiere Art and Literary Magazine, Fall 2002.

"I Know!," Photograph in *Semantics*, Clemson's Premiere Art and Literary Magazine, Fall 2002.

Editor, *Teaching Metaphors: a collage by the students in English 485/685: Composition for Teachers, Fall 2002 (2002)*

Projects and Responsibilities

Chair, Natural and Historic Resources Committee, Vision 2020, Toccoa-Stephens County Comprehensive Plan Update (2003)

Website Designer for Dr. Art Young's Website: <people.clemson.edu/~apyoung> (2003)

Event Coordinator, Earth Fest 2003, Henderson Falls Park, Toccoa, GA (2003)

Secretary, Keep Toccoa-Stephens County Beautiful (2000-2003)

Graphic Designer and Website Design Advisor, Blue Ridge Outdoor Education Center (2002)

Event Coordinator, Earth Fest 2002, Henderson Falls Park, Toccoa, GA (2002)

Website Designer for The City of Toccoa's Official Website: <www.cityoftoccoa.com> (2002)

Website Designer for Toccoa Natural Gas' Official Website: <www.toccoanaturalgas.com> (2001)

Website Designer for Toccoa Main Street's Official Website: <www.mainstreettoccoa.com> (2001)

Stringer, The Associated Press (2000-2001)

Promotions Director, Earth Fest (1999-2000)

Promotion Assistant, Georgia Wildlife Federation, Internship (1999)

Co-host, *The Newser News Hour*, a radio show on The Eagle 89.7 FM (1999)

Senior Editor, *The Talon*, Toccoa Falls College student newspaper (1999)

Production Manager and Graphic Designer, *Epicentre*, a literary magazine at Toccoa Falls College (1997-1999)

Graphic Designer, *The Talon*, (1997-1999)

Publicity Assistant for Toccoa Falls College's Student Government Association (1997-1998)

Technical Director, *Tell me that you love me, Junie Moon*, Toccoa Falls College (1998)

Honors and Recognition

First place, Feature Writing in 2000, Georgia Press Association (2001)

Third place, Feature Photograph in 2000, Georgia Press Association (2001)

First place, News Photograph in 2000, Community Newspapers Inc. (2001)

The Toccoa Record Journalism Scholarship (1999)