

Conference Plan

Wednesday, April 06

10.00 am – 10.30 am	PD Dr. Olaf Kramer, Dr. Thomas Susanka Conference opening
	Session 1 Rhetoric and Design Chair: Markus Gottschling
10.30 am – 11:15 am	Prof. Dr. Richard Buchanan Rhetoric and the Dimensions of Human Interaction: The Expanding Art of Rhetoric in New Design Practices
11.15 am – 12:00 pm	Bárbara Emanuel Finding Rhetoric in Graphic Design
12.00 pm – 12:45 pm	PD Dr. Olaf Kramer Form Follows Function? Knowledge Design between Rhetoric and Aesthetics
12.45 pm – 2.15 pm	Lunch break

2.15 pm – 3.00 pm	Dr. Thomas Susanka Designing Evidence
3.00 pm – 3.45 pm	Prof. Dr. Joachim Knape Persuasion by Design? Design Theory Between Aesthetics and Rhetoric
3.45 pm – 4.15 pm	Coffee break
	Session 2 Creating Evidence: Visualization in Scientific Discourse Chair: Friederike Gräßer
4.15 pm – 5.00 pm	PD Dr. Zsuzsanna Kondor The Nature of Representation – Cognitive Theories and Brain Imaging
5.00 pm – 5.45 pm	Timothy Samara Dualities of Visualization: Form as Function, Form as Narrative
5.45 pm – 6.30 pm	Molly Hartzog (collaborative paper with Prof. Dr. Carolyn Miller) On the Origin of Evolutionary Tree Diagrams: The Role of Visualizations in Scientific Thinking about the Natural World
8.00 pm	Reception at the Kleiner Senat in the Neue Aula

Thursday, April 07

	<p>Session 2 (continued) Creating Evidence: Visualization in Scientific Discourse</p> <p>Chair: Thomas Susanka</p>
09.00 am – 9.45 am	<p>Simone Heekeren (in German)</p> <p>Visuelle Evidenzverstärker. Graphic Design als semiotische Ressource in der Wissenschaftsvermittlung</p>
09.45 am – 10.30 am	<p>Prof. Dr. Jürgen Spitzmüller</p> <p>(De)signing Authority: The Indexical Dimension of Scientific Graphic Design</p>
10.30 am – 11.00 am	Coffee break
11.00 am – 11.45 am	<p>Prof. Dr. Hartmut Stöckl</p> <p>Multimodality in a Diachronic Light. Tracking Changes in the Text-Image-Relations of Popular Science Writing</p>
11.45 am – 12:30 pm	<p>Jana Pflaeging (collaborative paper with: Prof. Dr. Stefan Hauser and Prof. Dr. Martin Luginbühl)</p> <p>How to Picture an Argument: New Visual Approaches to the Description of Argumentative Competence in Conversation Analysis</p>
12.30 pm – 2:00 pm	Lunch break

2.00 pm – 2:30 pm	Alexandra Hamann, Marc Schleunitz (collaborative project with Prof. Dr. Reinhold Leinfelder and Jens Kirstein) Communicating Science Through Comics
	Session 3 From Speech to Presentation: Rhetoric in the Visual Domain Chair: Prof. Dr. Dietmar Till
2.30 pm – 3.15 pm	Fabienne Kilchör (collaborative paper with Prof. Dr. Arne Scheuermann; in German) Die visuelle Rhetorik von Präsentationsfolien in den Archäologischen Wissenschaften
3.15 pm – 4:00 pm	Prof. Dr. Hans-Jürgen Bucher Visualizing Knowledge: A Plea for a Multimodal Rhetoric in Science Communication
4.00 pm – 4.30 pm	Coffee Break
4.30 pm – 5.15 pm	Prof Dr. Jaap de Jong Look and behold! Visual Props in TED Talks
5.15 pm – 6.00 pm	Prof. Dr. Jens Kjeldsen Knowledge Design as Persuasive Design. The Rhetoric of Digital Presentation Tools in Politics
6.15 pm	Guided Tour
8.00 pm	Conference Dinner (at the Wurstküche)

Friday, April 08

Session 4 Knowledge on Display. Illustration and Effect Chair: PD Dr. Olaf Kramer	
9.00 am – 9.45 am	Prof. Eva Vitting (in German) Infografische Interfaces zur Deutung von Daten.
9.45 am – 10.30 am	Prof. Dr. Jakob Steinbrenner (in German) „I“ „N“ „F“ „O“ „S“ sortieren
10.30 am – 11.00 am	Coffee break
11.00 am – 11.45 am	Julius Wiedemann How Less Might Be More
11.45 am – 12.30 pm	Dr. Willem Koetsenruijter When Attractiveness and Comprehensibility Collide: Classifying Suitable Information for an Infographic
12.30 pm – 2.00 pm	Lunch break

2.00 pm – 2.45 pm	Gavin Ambrose, Luke Pendrell A World in Vertigo
2.45 pm – 3.30 pm	Prof. Ralph Tille From Image Characters to Infographics: Why Emojis Can't Explain Everything
3.30 pm – 4.00 pm	Final Plenary Session Chair: PD Dr. Olaf Kramer, Dr. Thomas Susanka
4.00 pm	Conference ends