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As my fellow group members have established, political campaigns have begun to embrace technology on all fronts. This surge in internet usage has come with new challenges and problems for the designers working on these campaigns. Where as the print ads and TV commercials of past elections would only reach a geographical region they were crafted for, the expansion of advertising into technology means measuring audiences in the millions instead of thousands. The choices designers make for advertisements have a greater impact on the message conveyed than ever before. This power comes with the responsibility to be aware of how users interact and react to technology when consuming advertisements, political or commercial.

My Colleague’s plans for this summer revolve around the way in which discussion is impacted by media, like Google or Facebook, and the implications of this. I want to look specifically at the medium itself, and the methods used to craft discussion through social media. I have a working relationship with Willamette Academy, a not-for-profit after school program sponsored, but not funded, by the University. There is a direct comparison to the way in which a politician must craft an image through social media, and the way a not-for-profit organization must present themselves in a digital space. Over the summer, I will design and manage an Internet presence for Willamette Academy over a variety of media such as Facebook, Twitter, Youtube, and the WAcademy’s web page. Political campaign designers develop the web presence of a candidate such that the technology acts a tool for persuasion. In the same way, the overarching goal of my publicity project for WAcademy will be to persuade potential donors and sponsors. My campaign will establish credibility for Willamette Academy, a key aspect in persuading potential donors. For this project I will expand my own design experience beyond the print medium that I am accustomed to on campus and begin to think about the ways in which my work address the needs of a potential donor or sponsor.

A major benefit that the LARC program provides is the cooperation between faculty and student. As I progress with my design process, Professor Davisson will guide me on the theory behind visual rhetoric. One such concept as discussed by Robert R. Johnson in his book, *User-centered technology: a rhetorical theory for computers and other mundane artifacts* is the idea of the ‘Human Factors Spectrum.’ This is a key element in how a message is packaged for technology. When dealing with technology it is common for a designer simply to assume an understanding of the needs of a user. However to create a user-sensitive environment, a deeper understanding of theory in user interaction through technology is required. With Professor Davisson’s direction I will be able to better understand how the choices I make for a design will impact dialogue generated by it. There is a lot to be gained from the intersection of Art and Rhetoric, and I plan to maximize this collaboration with the goal of becoming a responsible designer as I pursue a future in advertising and design.