

Dr. Spencer Barnes

Assistant Professor

School of Media and Journalism

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University of North Carolina at Chapel Hill

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Education

Doctorate of Education (Ed.D.), North Carolina State University, August 2011

Specialization: Engineering Education

Dissertation: The Effects of Worked Examples on CAD Performance and Learning Efficiency

Master of Industrial Design (terminal), North Carolina State University, May 2007

Thesis: The Efficacy of Blended Learning for Industrial Design Education

Bachelor of Graphic Design, Minor in Spanish, North Carolina State University, May 2004

Cum Laude

Professional Experience

Assistant Professor, School of Media and Journalism, University of North Carolina at Chapel Hill
2012-present

Lecturer, School of Media and Journalism, University of North Carolina at Chapel Hill
2011-2012

Adjunct Assistant Professor, College of Design, North Carolina State University
2007-2010

Instructor, College of Design, North Carolina State University
2006-2007

Honors

Recognized as "Most Valuable Professor" by the UNC Women's Lacrosse Team and UNC Athletic Department, University of North Carolina at Chapel Hill, 2016

ACAAGS Teaching & Tutorial Award, North Carolina State University, 2007

ACAAGS Student of the Year Award, North Carolina State University, 2006

ACAAGS Student of the Year Award, North Carolina State University, 2005

Certifications

Mentoring and Teaching Practicum (MATP), North Carolina State University, 2010

Mentor: Dr. Haywood Brown, Chair of Obstetrics and Gynecology, Duke University

Certificate of Accomplishment in Teaching (COAT), North Carolina State University, 2007

Bibliography

Refereed Journal Articles (published or in press)

Barnes, S. (2017). Studies in the efficacy of motion graphics: The relation between expository motion graphics and the presence of naïve realism. *Visual Communication*. <http://dx.doi.org/10.1177/1470357217739223>.

Barnes, S. (2017). Examining the processes involved in the design of journalistic information graphics. *Journal of Visual Literacy*. <http://dx.doi.org/10.1080/1051144X.2017.1372088>.

Sontag, J., & **Barnes, S.** (2017). Narrative structure as an infrastructure for the visual framing of graphics used in preventative health digital news packages. *Journal of Visual Communication in Medicine*. <http://dx.doi.org/10.1080/17453054.2017.1366824>.

Barnes, S. (2017). Studies in the efficacy of motion graphics: The impact of narrative structure on exposition. *Digital Journalism*. <http://dx.doi.org/10.1177/1746847716637823>.

Barnes, S. (2016). Appearance and explanation: Advancements in the evaluation of information graphics. *Journal of Visual Literacy*, 35(2), 167-186. <http://dx.doi.org/10.1080/1051144X.2016.1278109>.

McIntyre, K., **Barnes, S.**, & Ruel, L. (2016). The effects of online news package structure on attitude, attention, and comprehension. *Electronic News*, 10(3), 178-193. <http://dx.doi.org/10.1177/1931243116656718>.

Barnes, S. (2016). Studies in the efficacy of motion graphics: The effects of complex animation on the exposition offered by motion graphics. *Animation: An Interdisciplinary Journal*, 11(2), 146-168. <http://dx.doi.org/10.1080/21670811.2017.1279020>.

Barnes, S. (2016). Studies in the efficacy of motion graphics: How the presentation of complex animation implicates exposition. *Journal of Entertainment and Media Studies*, 2(1), 37-76.

Barnes, S. (2008). The context and experience of the critique: A qualitative study. *The International Journal of the Arts in Society*, 3(2), 1-6.

Refereed Book Chapters

Barnes, S. (2018). Towards the cumulative effect of expository motion graphics: How visual explanations resonate with audiences. In B. Stone & L. Wahlin (Eds.), *The Theory and Practice of Motion Design: Critical Perspectives and Professional Practice* (pp. 30-47). New York City, NY 10017: Routledge.

Manuscripts Under Review

Barnes, S. & Sontag, J. (2018). On the use of narrative structure and encapsulation for health-related stories contained within digital news packages. Submitted for review.

Sontag, J. & **Barnes, S.** (2017). Visual narrative structure for determining visual framing and positioning of health-narrative graphics: Effects on cognition and comprehension. Submitted for review.

Published Refereed Conference Proceedings

Barnes, S., & Sontag, J. (2017). Pathways to transition: How narrative structure enables the integration of visual explanations into broadcast news stories. In A. Murnieks & R. Tegtmeyer (Eds.), *Motion Design Education Summit 2017 Edited Conference Proceedings*. New York City, NY 10017: Focal Press.

Sontag, J., & **Barnes, S.** (2017). The effects of motion graphics and strategic graphics placement in health-related digital news packages. In A. Murnieks & R. Tegtmeier (Eds.), *Motion Design Education Summit 2017 Edited Conference Proceedings*. New York City, NY 10017: Focal Press.

Refereed Conference Papers

Barnes, S. (2016). Towards an association between expository motion graphics and the presence of naïve realism. Paper published for the 99th Annual AEJMC Conference, Minneapolis, MN.

Ranney, L., Jarman, K., Huang, L., Ruel, L., **Barnes, S.**, Noar, S., & Goldstein, A. (2015). Eye tracking evaluation of a federal tobacco control communication campaign. Paper published for the 2015 National Conference on Health Communication, Marketing, & Media, Atlanta, GA.

Barnes, S. (2015). Appearance and explanation: Advancements in the evaluation of information graphics. Paper published for the 98th Annual AEJMC Conference, San Francisco, CA.

McIntyre, K., **Barnes, S.**, & Ruel, L. (2014). The effects of online news package structure on attitude, attention, and comprehension. Paper published for the 97th Annual AEJMC Conference, Montreal, Canada.

Rankin, T., Shaw, D., **Barnes, S.**, Terry, T., Kirk, K., Hayes, B., and Von Stein, P. (2011). A disappointed lion withdraws from a sheepfold: Turning points in history – was Gettysburg one?. Paper published for the Symposium on the 19th Century Press, the Civil War, and Free Expression, Chattanooga, TN.

Barnes, S., Wiebe, E., & Branoff, T. (2011). The effects of worked examples on CAD performance: An application of the Four-Component Instructional Design Model to CAD instruction. Paper published for the 118th ASEE Annual Conference & Exposition, Vancouver, Canada.

Barnes, S. (2010). Are designers investing in creativity? Applying the framework of the Investment Theory of Creativity to designers. Paper published for the 2010 IDSA International Conference and Education Symposium (DIY Design: Threat or Opportunity), Portland, OR. Retrieved from <http://www.idsa.org/sites/default/files/AreDesignersInvestinginCreativity.pdf>

Barnes, S. (2008). Being critical of the critique in Industrial Design education: A qualitative study. In L. H. Hoffer (Ed.), 2008 Eastman/IDSA National Education Symposium Proceedings (pp. 15-22). Phoenix, AZ: Industrial Design Society of America.

Barnes, S. (2007). The efficacy of learning in a blended learning environment for Industrial Design education. In C. Cullen (Ed.), 2007 Eastman/IDSA International Education Symposium Proceedings (pp. 33-40). San Francisco, CA: Industrial Design Society of America.

Other Publications

Barnes, S., & Straughan, D. (2013). UNC Women's Basketball Team media readiness handbook.

Barnes, S., & Ruel, L. (2012). A review of Alberto Cairo's "The Functional Art: An Introduction to Information Graphics and Visualization". *Visual Communication Quarterly*, 19(4), 257-259.

Teaching Activities

University of North Carolina at Chapel Hill

Spring 2018

MEJO 596-083, Individual Study, 1 student

MEJO 182-004, Introduction to Graphic Design, 20 students

MEJO 182-001, Introduction to Graphic Design, 20 students

Fall 2018

Finalist for UNC Board of Governors' Award for Excellence in Teaching

MEJO 585-001, 3-D Design Studio, 18 students

MEJO 182-001, Introduction to Graphic Design, 20 students

Summer 2017

MEJO 182-001, Introduction to Graphic Design, 14 students

Spring 2017

MEJO 992-069, Non-thesis Option, 1 student

MEJO 182-004, Introduction to Graphic Design, 20 students

MEJO 182-001, Introduction to Graphic Design, 20 students

Fall 2016

MEJO 585-001, 3-D Design Studio, 13 students

MEJO 182-001, Introduction to Graphic Design, 21 students

Summer 2016

JOMC 182-001, Introduction to Graphic Design, 15 students

Spring 2016

Recognized as "Most Valuable Professor" by the UNC Women's Lacrosse Team and UNC Athletic Department

JOMC 992-083, Individual Study, 1 student

JOMC 692H-083, Honors Essay, 1 student

JOMC 182-004, Introduction to Graphic Design, 21 students

JOMC 182-001, Introduction to Graphic Design, 21 students

Fall 2015

JOMC 992-083, Individual Study, 2 students

JOMC 585-001, 3-D Design Studio, 15 students

JOMC 182-001, Introduction to Graphic Design, 21 students

Summer 2015

JOMC 182-001, Introduction to Graphic Design, 16 students

Spring 2015

JOMC 296-083, Individual Study, 1 student

JOMC 182-002, Introduction to Graphic Design, 22 students

JOMC 182-001, Introduction to Graphic Design, 19 students

Fall 2014

JOMC 585-001, 3-D Design Studio, 17 students

JOMC 296-069, Individual Study, 1 student

JOMC 182-001, Introduction to Graphic Design, 21 students

Summer 2014

SPCL 395-317, Advanced Projects, 1 student

JOMC 182-001, Introduction to Graphic Design, 15 students

Spring 2014

JOMC 992-069, Non-thesis Option, 1 student
JOMC 182-002, Introduction to Graphic Design, 21 students
JOMC 182-001, Introduction to Graphic Design, 21 students

Fall 2013

JOMC 992-069, Non-thesis Option, 1 student
JOMC 900-083, Reading & Research, 1 student
JOMC 585-001, 3-D Design Studio, 12 students
JOMC 182-001, Introduction to Graphic Design, 21 students

Summer 2013

JOMC 182-001, Introduction to Graphic Design, 13 students

Spring 2013

JOMC 182-002, Introduction to Graphic Design, 21 students
JOMC 182-001, Introduction to Graphic Design, 20 students

Fall 2012

JOMC 585-001, 3-D Design Studio, 7 students
JOMC 182-001, Introduction to Graphic Design, 21 students

Summer 2012

JOMC 182-001, Introduction to Graphic Design, 13 students

Spring 2012

JOMC 182-002, Introduction to Graphic Design, 20 students
JOMC 182-001, Introduction to Graphic Design, 21 students

Fall 2011

JOMC 585-001, 3-D Design Studio, 4 students
JOMC 182-003, Introduction to Graphic Design, 20 students

Spring 2011

JOMC 182-002, Introduction to Graphic Design, 17 students
JOMC 182-001, Introduction to Graphic Design, 17 students

Other

Instructor, Chuck Stone Program, July 2017-present
Developer and Presenter, Autodesk Maya & 3D Printing Seminar, Research Hub @ Kenan Science Library, UNC University Libraries, University of North Carolina at Chapel Hill, March 2015
Developer and Administrator, Media readiness seminars for the UNC Athletic Department coaching staff and players, University of North Carolina at Chapel Hill, 2012-present
Guest lecturer, JOMC 581 Multimedia Design, Fall 2013 and Spring 2014
Guest lecturer, JOMC 705 Theories of Mass Communication, Fall 2013
Instructor, CABJ High School Minority Workshop, February 2012

Grants

Co-PI, Tobacco Centers of Research Pilot Grant, UNC Lineberger Comprehensive Cancer Center, \$33,474 (funding originated from FDA/NIH grant entitled "Effective Communication on Tobacco Product Risk and FDA Authority" for \$19,522,148)

PI, Macromedia Breeze (Adobe Acrobat Connect Professional, non-monetary), Adobe, 2006-2007

Service

Community Service

Reviewer, 2018 AIGA Raleigh Annual Student Portfolio Review at PointSource, April 2018
Reviewer, 2017 AIGA Raleigh Annual Student Portfolio Review at Centerline Digital, April 2017
Reviewer, 2016 AIGA Raleigh Annual Student Portfolio Review at Citrix, April 2016
Reviewer, 2015 AIGA Raleigh Annual Student Portfolio Review at Red Hat, March 2015
Panelist and Reviewer, IDSA Portfolio Review + Networking Event, November 2012
Instructor, CABJ High School Minority Workshop, February 2012

Professional Service

Advisory Board Member (Editorial Board), Visual Communication Quarterly, 2016-present
Site Team Member (Visual Communication), ACEJMC, 2015-present
Ad-hoc Reviewer, Animation: An Interdisciplinary Journal
Ad-hoc Reviewer, Information Visualization
Ad-hoc Reviewer, Journalism and Mass Communication Quarterly
Ad-hoc Reviewer, Journalism and Mass Communication Educator
Reviewer, Research Papers, Visual Communication Division, Association for Education in Journalism and Mass Communication, 2014

University Service

Member, Student-Athlete Academic Process Review Group (Provost-Appointed), 2015-present
Member, Fixed-Term Faculty Committee, 2015-present
Special Effects Designer and Engineering Graphics Designer, 2015 Chancellor's Innovation Summit, 2015
Member, Selection Committee for the Carolina Family Scholarship, 2015
Member, Search Committee for Project 3 Program Manager, Center for Regulatory Research on Tobacco Communication, 2013
Member, Search Committee for Lead Digital Media Producer, Morehead Planetarium and Science Center, 2013
Member, UNC Women's Basketball Team Fans in the Stands Committee, 2012-present
Member, Leadership Advantage Advisory Board, 2012

School and Department Service

Member, Search Committee for Associate Teaching Professor of Broadcast Journalism, 2018-present
Faculty Advisor, Kappa Tau Alpha, 2013-present
Member, Diversity Activities Committee, 2012-present
Member, Research Center Advisory Board, 2014-2017
Member, Subcommittee on Assessment, 2014-2017
Member, Search Committee for Assistant Professor of Advertising, 2013
Member, Administrative Board, 2013-2017
Member, Assessment Planning Committee, 2012-2017
Member, Hearst Contest Advisers (Multimedia), 2012-2015
Member, Local Review Committee on Research Using Human Subjects (IRB), 2012-2015
Member, Scholarships Committee, 2012-2013

Invited Guest Speakers

Jackie Jones, Marketing and Communication Manager, BMW Group DesignWorksUSA, 2013
Matthew Rhoades, Global Director for Athletic Training and Team Sports, NIKE, 2012
Chris Rhoades, Chief Designer, Mercedes-Benz North America, 2011

Graduate and Undergraduate Student Committees

Chair, Aleah Howell, Observing the Pain of Others: Using Visual Communication and Interactive Media to Educate and Activate Audiences (Master's thesis), Completion date: April 2017

Chair, Crystal George, Non-profit Digital Advocacy: Creating Non-profit Advocates by Building Relationships and Engagement with Digital Media (Master's thesis), Completion date: April 2016

Chair, Keely McKenzie, The Right Type: An Examination of Typography and Gender Stereotypes in Sports Advertising (Honor's thesis), Completion date: April 2016

Chair, Miranda Dotson, Divematch: Connecting Scuba Divers to a Broader World (Master's thesis), Completion date: November 2015

Committee Member, Karen McIntyre, Constructive Journalism: The Effects of Positive Emotions and Solution Information in News Stories (Doctoral dissertation), Completion date: April 2015

Chair, Priscilla Tsai, Establishing a Graphic Design Company Through Branding and Website Creation (Master's thesis), Completion date: May 2014

Professional Affiliations

Accrediting Council on Education in Journalism and Mass Communication

Association for Education in Journalism and Mass Communication

Society of News Design

Epsilon Pi Tau Honorary Society

Phi Kappa Phi