

Faculty Enhancement Opportunity (FEO) Application

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DUE to FEO Central Task Force by March 1, 2011 for awards in Summer/Fall 2011

NOTE: Given the volume of FEO applications being submitted, it will no longer be possible to return applications for budget corrections, failure to indicate Unit funding or missing a CV. Please carefully proof your final copy before submission. Unfortunately, the FEO Task Force cannot review incomplete or inaccurate applications and they will be rejected.

If you have questions, please call Ellen Sattler at 392-6004 for assistance prior to submitting your application. She will be happy to help you complete the application.

Name (last, first): Rogal, Maria

UF ID: 4831-4330 Email address: mrogal@ufl.edu

Type of Appointment (check): tenured tenure-track
 clinical track other ()

Date of Appointment to UF Faculty (month/year): August 2001

Date Tenure Awarded, if applicable, (month/year): July 2006

College: Fine Arts

Department: School of Art and Art History

Campus address: PO Box 115801

Department Fiscal Manager: Victoria Masters

Budget information (must match totals on Budget Worksheet on page 6):

Central FEO Funds Requested: \$32,622.26

*College/Department Funds to be Provided: \$-- *Must be included.

Other Funds to be Applied, if applicable: \$700, Latin American Ctr

GRAND TOTAL FOR FEO: \$33,322.26

FEO Activity Date: Start (mo/yr) May 2011 End (mo/yr) August 2011

Is this a reapplication? If yes, please indicate when you previously applied: Fall 2010

ABSTRACT: (Provide **one** paragraph describing your proposed FEO project in a way that can be understood by colleagues outside your discipline, alumni, and educated members of the general public.)

I propose to use this FEO to conduct and write an extensive literature review for a book that will introduce a new methodology into graphic design research and practice. This methodology grows out of my six-year research project, Design for Development (D4D), in which graphic design students and faculty work "in the field" with artisans, farmers, and organizers from marginalized communities to foster small businesses and create cultural programs. This emphasis on methodology is important and timely in a field that has heretofore focused largely on practical methods but now seeks scholarly and interdisciplinary foundations. Since 2006, my writing about D4D has resulted in conference papers, presentations, and published articles (see my CV for details) that already inform this book project. In 2008, I received the inaugural Design Research Grant from the American Institute of Graphic Arts to continue D4D project activities—an award that signifies the importance of this project by the one professional graphic design organization in the US. The literature review will contextualize D4D and provide the core material—approximately two to three chapters—for the book (see page 3 for the book outline). These chapters will detail key theoretical and extra-disciplinary frameworks, explaining their relevance and applicability to graphic design research. Examples of the methodology in action will come from the extensive fieldwork—and material outcomes—of more than ten projects that my students and I have carried out in partnership with people of indigenous communities in Mexico's Yucatán peninsula. My hope is to have the D4D methodology replicated by design educators, students, and practitioners.

Please submit a 2-4 page *curriculum vitae* / resume with your application. (Please do not submit a longer CV. Failure to include a CV or inclusion of a CV longer than 4 pages may disqualify you.)

GOALS FOR FEO:

(List 3 to 5 succinct goals)

1. Conduct and write a literature review of scholarship—in applied anthropology, ethnography, social entrepreneurship, and other fields—that can provide the theoretical foundation for a scholarly and interdisciplinary approach to graphic design research.
2. Write two to three chapters for a book that combines the results of this literature review with specific examples from D4D projects to establish a new methodology for graphic design research and to argue its urgency for the field's growth.
3. Submit a book proposal to a scholarly press.
4. Disseminate the D4D project at the XVII International Conference of the International Association for Intercultural Communication Studies.

FEO PLAN/ACTIVITIES/SCHEDULES:

(Describe in the space allotted on pp. 3-4 of this form; plan cannot exceed one calendar year for out of unit faculty; or 15 weeks for in-unit faculty.)

Between May and August 2011, I will conduct a comprehensive literature review, in the areas listed below, relevant to the theoretical underpinnings of Design for Development and its methodology. In conducting the literature review I will read books and journal articles, take notes, and write as I seek to understand materials on their own terms—i.e., in their field of origin—and relate them to my own research in the field of graphic design. My intent is to frame the concepts, theories, and methodology of the D4D initiative using the proposed book outline as a guide: Ch 1: Introduction to D4D; Ch 2, 3, 4: Theories and methods; Ch 5: Research and Process for Graphic Design; Ch 6: D4D project case studies with interviews and project materials; Ch 7: Afterword, future directions; Bibliography and Index.

May 10 — May 31

- Literature Review, topic: Applied Anthropology (including Cultural Anthropology)
- Identify scholarly press

June 1 – June 4

- Begin Literature Review, topic: Ethnography (including, but not limited to, Applied and Cultural Anthropology)
- Ethnography focus continues below

June 5 – June 11

- Conference Presentation: Present paper "Design for Development: Designing inter-culturally for empowerment and change" at the XVII International Conference of the International Association for Intercultural Communication Studies in San Cristobal de las Casas, Mexico. Presentation to and participation in this international, interdisciplinary group of scholars will inform my project through feedback and identification of new resources

June 12 — June 23

- Continue Literature Review, topic: Ethnography (including, but not limited to, Cultural Anthropology)

June 24 – July 6

- Literature Review, topic: Social Entrepreneurship (also in related areas of Economics and International Development)

July 7 – July 20

- Literature Review, topic: Design (including social design, architecture, product design, and graphic design relevant to D4D)

July 21 – August 10

- Review and revise writing for book chapters, incorporating specific examples from D4D projects

August 11 — August 14

- Finalize book proposal for submission to selected scholarly press (this will include a table of contents, sample chapters, along with other requisite information)

August 15

- Submit book proposal to selected scholarly press

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FEO PLAN/ACTIVITIES/SCHEDULES: (Continued: page 2 of 2)

OUTCOMES OF FEO: (Remember that you will be asked to submit a report of your accomplishments at the conclusion of the FEO. Please prepare this section with that report in mind.)

A. List specific outcomes of this FEO related to your own professional growth and development.

Completion of the book will allow me to:

1. Articulate the D4D methodology and theoretical framework as it relates to extra-disciplinary theory and methods.
2. Become a key figure in my field's quest for greater scholarly rigor and disciplinary stature.
3. Enhance my international reputation as a graphic design researcher and educator.
4. Position myself for promotion to full professor.

B. List specific benefits of this FEO to your department, college and/or the university overall.

1. Improve prospects for external funding by expanding the disciplinary boundaries of graphic design to include fields recognized by such entities as NEH, NSF, and the Social Science Research Institute, as well as private foundations such as the Rockefeller Foundation and Ashoka.
2. Increase the national and international reputation of the graphic design program (and therefore the School of Art and Art History, College of Fine Arts, and UF) by helping raise graphic design research to a new level of rigor and sophistication.
3. Enhance the visibility of the program to prospective—particularly international—students. (I have worked with twelve graduate students and 21 undergraduate students as we conducted fieldwork in rural communities in Mexico to inform our design practice. Several graduate students have received grants and three undergraduates have been University Scholars.)
4. Provide a way to more broadly understand graphic design, visual communication, and collaboration at the University of Florida and thus increase the potential for intra- and inter-departmental teaching and research collaborations, along with funding opportunities.

CHECK ONE: I agree () or I do not agree () that my proposal (WITHOUT budget information), if successful, can be shared with others applying for FEOs.