

# Dr. Spencer Barnes

## Assistant Professor

School of Media and Journalism  
Campus Box 3365  
University of North Carolina at Chapel Hill  
Chapel Hill, NC 27599  
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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  
GPA: 4.0

Master of Industrial Design (terminal), North Carolina State University, May 2007  
Thesis: The Efficacy of Blended Learning for Industrial Design Education  
GPA: 4.0

Bachelor of Graphic Design, Minor in Spanish, North Carolina State University, May 2004  
Cum Laude  
GPA: 3.274

## 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

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.

Barnes, S. (2017). Examining the processes involved in the design of journalistic information graphics: An exploratory study. Submitted for review.

Sontag, J., & **Barnes, S.** (2017). Narrative structure as an infrastructure for the visual framing of graphics used in preventative health digital news packages. Revision submitted.

Barnes, S. (in press). Studies in the efficacy of motion graphics: The relation between expository motion graphics and the presence of naive realism. *Visual Communication*.

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). <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/> <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. (2017). Towards the cumulative effect of expository motion graphics: How visual explanations resonate with audiences. In B. Stone & L. Wahlin (Eds.), *Kinetic Emergence*. Champaign, IL 61820: Common Ground Publishing.

#### Refereed Conference Papers

Barnes, S., & Sontag, J. (2017). *Pathways to transition: How narrative structure enables the integration of visual explanations into broadcast news stories*. Paper published for MODE '17 (Motion Design Education Summit), Columbus, OH.

Sontag, J., & Barnes, S. (2017). *The effects of motion graphics and strategic graphics placement in health-related digital news packages*. Paper published for MODE '17 (Motion Design Education Summit), Columbus, OH.

Barnes, S. (2016). *Towards an association between expository motion graphics and the presence of naïve realism*. Paper submitted to 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., & Ruel, L. (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, internal document). *UNC Women's Basketball Team media readiness handbook*. 6 pages.

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.

Barnes, S. (2011). *Helping students understand hierarchical patch modeling for automotive design*. Retrieved August, 2, 2011. At [http://aliasdesign.autodesk.com/learning/resources/details/Helping\\_Students\\_Understand\\_138901/](http://aliasdesign.autodesk.com/learning/resources/details/Helping_Students_Understand_138901/)

Barnes, S. (2009). *Students learn digital prototyping by combining Autodesk products*. Retrieved June, 15, 2009. At [http://aliasdesign.autodesk.com/learning/resources/details/Students\\_Learn\\_Digital\\_134691/](http://aliasdesign.autodesk.com/learning/resources/details/Students_Learn_Digital_134691/)

Barnes, S. (2009). *Action figures come to life with the help of Autodesk software*. Retrieved Jan. 22, 2009. At [http://students4.autodesk.com/?nd=m\\_newarticle\\_detail&article\\_id=3428&use\\_filter=m\\_articles&return\\_nd=m\\_articles&use\\_community\\_filter=Industrial%20Design](http://students4.autodesk.com/?nd=m_newarticle_detail&article_id=3428&use_filter=m_articles&return_nd=m_articles&use_community_filter=Industrial%20Design)

Barnes, S. (2008). *AliasDesign :: Bringing Action Figures to Life*. Retrieved Dec. 15, 2008. At [http://aliasdesign.autodesk.com/learning/articles/details/Bringing\\_Action\\_Figures\\_to\\_Life\\_133411](http://aliasdesign.autodesk.com/learning/articles/details/Bringing_Action_Figures_to_Life_133411)

Barnes, S. (2008). *NCSU students give character to designs with Dimension 3D printer*. Retrieved Nov. 15, 2008. At <http://www.dimensionprinting.com/successstories/successstoryview.aspx?view=5&title=NCSU+Students+Give+Character+to+Designs+with+Dimension+3D+Printer>

Barnes, S. (2008). Striking a pose at NCSU: Class uses multiple software packages to design action figures. *Design Perspectives*, 26(1), 10.

Barnes, S. (2007). *Innovation in action at North Carolina State: Industrial Design department uses today's best tools to foster leaders of tomorrow*. Retrieved June 22, 2007. At <http://usa.autodesk.com/adsk/servlet/item?siteID=123112&id=9809002&linkID=8392772>

Barnes, S. (2007). NC State program blends lessons in digital product modeling. *Design Perspectives*, 25(3), 10.

## Teaching Activities

University of North Carolina at Chapel Hill

Spring 2017

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

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

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

Fall 2016

MEJO 585-001, Introduction to Graphic Design, 13 students

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

Summer 2015

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, 3D 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, 3D 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, 3D 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, 3D 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, Introduction to Graphic Design, 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

Guest lecturer, MEJO 102 Exploring the Visual World, Fall 2016 and Spring 2017

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 Softball Team 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

PI, Reynolds Journalism Institute Fellowship, University of Missouri, \$20,000 (Unfunded)

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, 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, *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*

Ad-hoc Reviewer, *Visual Communication Quarterly*

Reviewer, *Research Papers, Visual Communication Division, Association for Education in Journalism and Mass Communication*, 2014

### University Service

Member, Student-Athlete Academic Process Review Group, 2015-present

Member, Fixed-Term Faculty Committee, 2015-present

Special Effects Designer and Engineering Graphics Designer, UNC 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, Research Center Advisory Board, 2014-present

Member, Subcommittee on Assessment, 2014-present

Member, Search Committee for Assistant Professor of Advertising, 2013



Member, Administrative Board, 2013-present  
Faculty Advisor, Kappa Tau Alpha, 2013-present  
Member, Assessment Planning Committee, 2012-present  
Member, Diversity Activities Committee, 2012-present  
Member, Hearst Contest Advisers (Multimedia), 2012-2015  
Member, Local Review Committee on Research Using Human Subjects (IRB), 2012-2015  
Member, Scholarships Committee, 2012-2013

#### 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  
Online News Association  
Society of News Design  
Epsilon Pi Tau Honorary Society  
Phi Kappa Phi