



Pam Koger's mix | meld: words and images

Our May speaker catered for all present with a visual and verbal feast of words and images, plus a firm opinion about the virtues of Comic Sans. Pam Koger, a graphic designer at Queensland University of Technology, is an avowed lover of images, be they beautiful, powerful, serene, laughable, sad, challenging ... or any state in between. She is also; however, an appreciator of typography. How can these distinct forms harmonise in the graphic design mindset?

Easy: it's all a form of literacy.

There are words in all jobs, all professional pursuits, and they can work spectacularly well — in a visual sense — with images. A word like 'love' is immediately recognisable in its letter form. 'Love' as an image, or with an image? The image that is paired with 'love' can alter the feel of the word in numerous ways; start with a blank screen; add a flower and the word takes on one texture; add a grave site with mourners and the texture is radically changed. The image that is chosen is often the key to comprehending the text it accompanies.

The mix is very important. Pam is a fan of the work of both Tracey Moffat and István Orosz, two exponents of text as image: powerful, illusory (the image at right is by Orosz, a Hungarian graphic designer).

One of Pam's main roles at QUT is to support academics achieve their 'teaching and learning' goals (that is, deliver content effectively so that students learn well) and she does a lot of work with lectures in PowerPoint. Converts to Pam's PowerPoints initially thought that image-rich slides wouldn't help them to teach, but they were proved wrong by the supportive student feedback, which they often pass onto Pam. In her role Pam spends a good deal of time selecting appropriate images

that will be an aid to learning. The visual approach to content delivery in theory-intensive subjects such as law, management and nursing has students paying attention and lecturers breathing sighs of relief.

The right combination of type and image is vital. When constructing what will end up as an A0 poster Pam often spends comparable amounts of time selecting the type to both complement and enhance the image; when the mix is right both serve to add meaning to the content.

All good graphic designers say a comprehensive 'no' to boring clipart, MS wordart and Comic Sans (the world's most annoying and overused font in the eyes of graphic designers). Pam provided a few useful websites for us to investigate as we continue on our professional journey.

www.bluevertigo.com.ar (for copyright-free images)

www.woophy.com (for copyright-free photos; personal and non-commercial use only)

www.bancomicsans.com (for a different typographical viewpoint)

www.utisz.net/ (to explore more of István Orosz's professional output)

June meeting:

Legislative editing

Do you need to seek approval to delete that errant comma?

Will erroneously deleting that comma have dire consequences and send the office into a state of panic?

If 'no', then you need to try a little legislative editing.

The speaker at our 4 June meeting will be *Andrew Curran*. Andrew is a Legislation Program Officer (and IT whizz) at the Office of the Queensland Parliamentary Counsel. His extensive experience in OQPC, coupled with his sense of humour, should provide an entertaining insight into the myriad rules and restrictions involved in editing legislation.

- 6.30 pm for a 7 pm start
- Wednesday, 4 June 2008
- The German Club, 416 Vulture Street East, Woolloongabba

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IPEd notes: May 2008

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The inaugural meeting of the IPEd Council, held in Canberra in mid-April, appointed Virginia Wilton of the Canberra society as chair and Janice Bird of Tasmania as honorary treasurer until the annual general meeting later in 2008. Following consideration of a duty statement for the paid part-time position of secretary, Ed Highley, who has done a wonderful job as unpaid secretary since 2005, was appointed temporarily; the position will be advertised before the annual general meeting.

Each councillor has taken responsibility for a particular area: budget, finance and risk management, Virginia Wilton, Ed Highley and Janice Bird; website, communication and PR, Rosemary Luke; professional development and standards, Anne Surma and Robin Bennett, who is also on the Accreditation Board; policy development, Rosemary Noble; dispute resolution and governance, Michael Lewis, who is also Council representative on the Accreditation Board. Councillors will prepare issues papers on their respective areas for discussion at their next meeting in Adelaide at the end of May.

Conscious of their responsibilities under the Corporations Law, the councillors devoted a lot of time to IPEd's finances. They have set the annual levy for 2008–2009 at \$20 per society member, and agreed on policy and procedures for the costs of meetings. The Council will obtain advice on budgeting, taxation (particularly GST) and other financial matters from an

accountant with experience in not-for-profit organisations, and seek appropriate suppliers of banking and insurance by the end of May.

The Council commended the Accreditation Board on its remarkable progress in developing the accreditation scheme, particularly in managing the intense activity since the end of 2007. Councillors, having studied the board's budget, were concerned at the likely significant shortfall between revenue and costs for the first exam. They have begun work on a rigorous, revised budget and a broader business model for accreditation so that the examination can be offered at an acceptable fee without jeopardising IPEd's overall objectives and operations. As a result, the Council has reluctantly decided to postpone the first exam until later in 2008. It maintains the commitment to provide members with four months' notice of the date of the exam.

The Accreditation Board and the Assessors Forum have continued to hold teleconferences to discuss preparations for the exam. The board has appointed a team of highly experienced editors to develop the exam paper, with Meryl Potter as lead writer and Janet Salisbury, Shelley Kenigsberg and Stephanie Holt as reviewers. Alan Ernst as exam coordinator will oversee the conduct of the exam. The first priority is to revise the sample exam and post it on the website so that candidates will know exactly what to expect.

Contact points: SocEdsQ

Please visit our website at www.editorsqld.com for all contact details.

terminology' and 'more appropriate terminology', and sets out unsuitable words and their substitutes. The state's director of Aboriginal education Robert Somerville said [it] was an outdated term ... more like a fairytale than a cultural belief.

He said that, for the past 10–15 years, the term 'The Dreaming' had been preferred by members of Aboriginal communities consulted by the WA Department of Education and Training.

But indigenous leader and former ALP national president Warren Mundine said that, while The Dreaming had become a popular term in the past few years, he would still use the term Dreamtime in conversation.

'Most people I know would still use Dreamtime,' he said, adding he understood the word to have no negative connotations. 'I think people get a bit carried away with the words,' he said.

Australian anthropologist and author Roger Sandall said that, in sensitive areas of social sciences, particularly anything dealing with ethnicity or cultural groups, there was a tendency for 'periodic semantic readjustment'.

'In the social sciences, academics spend their time ranting desperately from one term to the next,' he said. 'As soon as one gets contaminated, or is seen as not being as respectful as it might be, then you have to junk it and find something else.'

Mr Sandall said this 'deranged obsession' with semantics increased over time.

[Thanks to Amanda Morgan for this contribution. Ed]

'Dreamtime' over in Aboriginal studies

By Justine Ferrari and Lauren Wilson [Extract from an article in the 12 May Australian]

'Dreamtime' is no longer an acceptable term to describe the collection of Aboriginal creation stories, and should be referred to as 'The Dreaming' or 'The Dreamings'.

And the structure of traditional Aboriginal society should not be described as primitive — but as complex and diverse, and the term 'native' should be replaced by 'indigenous groups' or 'language groups'.

Advice for teaching indigenous students, which has been prepared by the West Australian and South Australian education departments, contains lists of appropriate words to describe Aboriginal people and culture.

The West Australian document, part of its Aboriginal Perspectives Across the Curriculum project, contains the headings 'less appropriate