

# St.Amant Webinar

**Title:** Cognition, Recognition, and Visual Design

**Instructor:** Kirk St.Amant, Louisiana Tech University and University of Limerick

## **Overview:**

Effective visual design involves recognition. If we can recognize what something is, we know how to use it to achieve an objective. If we recognize where we are, we know how to behave and what to expect in that setting. By understanding how such cognitive factors work, we can create visual designs that individuals more easily recognize. We can also create visual designs that triggers certain patterns of behavior in a particular context. An understanding of such cognitive factors can thus be a powerful tool for creating designs intended to prompt certain reactions and responses. This class introduces participants to cognitive aspects that affect how we visually recognize objects and spaces and how such factors influence our behavior.

## **Content:**

The examines how the cognitive concepts of schemas, prototypes, and scripts and our perceptions of designs and influence how individuals perceive, understand, and respond to different designs. Specifically, the class will cover

- What these cognitive concepts are and how they are formed
- How such cognitive factors influence our perceptions and behaviors in relation to designs
- How such concepts can guide research on audience expectations and design development

The class will use a mix of readings, videos, and online activities to introduce participants to such concepts and allow them to practice applying what they have learned.

## **Objectives:**

The objective of the class is to provide participants with a foundational understanding of what these cognitive factors are and they can be used to create designs that meet the expectations of different audiences. Specifically, participants will learn to

- Identify certain cognitive factors affecting perceptions of designs
- Use such factors to determine how individuals perceive and respond to different designs
- Apply this understanding to research audience expectations associated with designs
- Use related research results to create designs that meet the expectations of different audiences

Ideally, participants will be able to apply what they learn to assess the effectiveness of various designs and to create designs for different audiences.

## **Instructor Profile:**

Kirk St.Amant is a Professor and the Eunice C. Williamson Endowed Chair in Technical Communication at Louisiana Tech University (USA), and he is also an Adjunct Professor of International Health and Medical Communication with the University of Limerick (Ireland). He is the Director of the Health and Medical Communication Center and the Director of the Usability Research Center at Louisiana Tech University and is on the steering committee for Louisiana Tech's Visual Integration of Science Through Art (VISTA) program. His main research interests are in international communication with a focus on globalization and the design of online education and on designing health and medical communication for international audiences. He has taught on-site, online, and hybrid courses for universities in Belize, China, Denmark, Finland, Ireland, Qatar, Ukraine, and the United States. His recent publications include

the books *Online Writing Practices in Global Contexts: Reflections on Research and Teaching in Writing Studies in the Age of the Global Web* (2018, Utah State University Press – co-edited with Rich Rice) and *Teaching and Training for Global Engineering: Perspectives on Culture and Professional Communication Practices* (2016, Wiley-IEEE Press – co-edited with Madelyn Flammia).

#### Websites

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