

Interdisciplinary Initiative Grant Application

Faculty Participants

- Dr. Amanda Rees, Professor of Geography, Department of History and Geography, College of Letters and Sciences (rees_amanda@columbusstate.edu)
- Professor Chuck Lawson, Adjunct Professor, Department of Art, College of the Arts (clawson67@yahoo.com)

Proposed Project

*Map Design and Heritage Tourism:
Real World Problem-Solving in Marion County, Georgia*

Project Description

With the opening of the visionary art environment known as Pasaquan in fall 2016, the site will become a powerful tourism resource for Marion County, Georgia. This small rural county of 8,700 with a 37.5% minority population (30% black and 7.5% Hispanic), plans to launch a new tourism program to support an expected rise in visitors. The Marion County Chamber of Commerce has requested that Columbus State University's [Columbus Community Geography Center](#) partner with Marion County's Tourism Committee to develop a county heritage map as their first priority. The Tourism Committee also envisages the map will have two goals: to engage tourists and inform community members of their cultural heritage. Dr. Rees's cultural geography class is well-positioned to work with the community using public participation strategies to identify the sites most important to the community, develop micro-histories for each site, and to create a map that accurately locates each heritage site. However, her class does not have the graphic design skills to create a camera ready map that will effectively communicate the cultural heritage of the county to its residents, and to visitors. A partnership with Professor Lawson's graphic design class is essential in creating an accurate yet engaging heritage tourism map to support community economic development. This proposal supports CSU's new QEP focus on 'creative real-world problem-solving' as students work to meet the needs of the tourism committee. Students will create a process to effectively engage the community in identifying local cultural heritage sites, heighten resident's awareness of cultural heritage sites, and create content and design a camera-ready map to support the county's tourism strategy. CSU's Pasaquan Advisory Board has identified five education goals including:

- Establish university-wide curricula that center on Pasaquan.
- Foster partnerships through comprehensive community outreach and service learning opportunities ([Pasaquan Education Goals](#))

This innovative, collaborative, problem-solving project joins two departments and two colleges in engaging Pasaquan in curriculum design. It offers service learning opportunities for geography and graphic design students, aligns with the QEP focus on creative, real-world problem-solving, and includes an evaluation process requiring students to reflect on their experiences.

Project Objectives (Goals for collaboration, including expected outcomes for faculty and student participants)

Student Outcomes

- Service learning experience for cultural geography students (GEOG 3108) and faculty will work with the community in a public participatory format to identify important heritage sites that engage a broad community.
- Service learning experience for graphic design students (ARTS 2021) who will work with the Chamber of Commerce to identify the audience and economic parameters of the project.
- Both groups of students will benefit from working together to produce a map that has real-world use to meet a real-world economic needs of a local rural county.
- Students and faculty will experience the process and challenges of making an accurate, inclusive and useable map ready for offset lithography printing drawing on GIS skills, history, and graphic design.
- Students will be asked to read and think critically about their work as historians and cartographers and participation in the work of heritage tourism.
- Students will be asked to read and think critically about the challenges of visual communication of spaces.
- Students and faculty will reflect on this “service learning” experience and share their personal responses at the close of the class.
- Students and faculty will reflect on the QEP focus on Real World Problem-Solving.

Faculty Outcomes

- Dr. Rees looks forward to the opportunity of combining cartographical and historical issues to designing an effective cultural resource map. As she has no background in graphic design she hopes to have a stronger understanding of the typographical and graphic elements in map production from her colleague Professor Lawson.
- She also looks forward to working with a new colleague to CSU (his first semester teaching at CSU).
- Professor Lawson looks forward to collaborative work in creating a ‘real-world’ experience, across disciplines, developing a graphic based on demographics, product reproduction and graphic production.
- He looks forward to engaging in the project as he has no experience in the area of Geography and cartographic design.

Interdisciplinary Grant Evaluation

Introduction: This project is an excellent fit for CSU’s QEP “Real World Problems Solving in its testing phase in spring 2016. This “service learning” project will offer a powerful, high impact teaching practice and with additional funding, students’ experiences will be enriched as they meet with the community members who they will be developing their project with and for. At several points in the semester students will communicate via blog and then face to face analyzing heritage tourism maps for positive and negative attributes sharing their findings, and

then on the field trip as they share their design and cultural geography processes. This project is an excellent fit with CSU's mission to support alternative pedagogical approaches to address the needs of millennial learners.

Evaluation Process

- Both classes will discuss the project and process at the end of the community workshop in Buena Vista and faculty will take notes which will be used for the final report.
- After completing the field trip and workshop students will be asked to complete a short reflection on the process. Faculty will use the first two questions of the QEP Real World Problem Solving Assessment to help focus students.
- Both classes will be asked to complete the QEP Real World Problem Solving Assessment at the end of the class and these documents will be used to assess the effectiveness of the process.

Project Timeline

Date	Event	Outcomes
November 23 2015 (Monday)	Faculty meet together to discuss syllabus design	<ul style="list-style-type: none"> • Identify methods of class-to-class engagement in the process
November 30th 2015 (Monday)	Faculty to meet with the Marion County Tourism Committee members	<ul style="list-style-type: none"> • Identify parameters of the project regarding graphic design and cost • Consider various strategies to engage a broad public in identifying key heritage sites for inclusion on the map (community workshop, working with social studies educators etc.)
December 14st 2015 (Monday)	Faculty meet together	<ul style="list-style-type: none"> • Confirm stages of the project and finalize due dates for the various stages and share syllabi to identify an additional possibilities for crossover between the two classes • Faculty will discuss piloting the "Real World Problem-Solving" QEP assessment tool
January 20th 2016 (Wednesday)	Debbie Ford, Chair of the Marion County Chamber of Commerce	<ul style="list-style-type: none"> • Students will be familiar with the mission of the community partner organization • Students will be familiar with the role their class project plays within that larger mission • Students will ask questions related to the production and the map
February 1 (Monday) 2016	Graphic Design students will have identified 30 examples of cultural tourism maps and will share them with the Cultural Geography class via a class blog.	<ul style="list-style-type: none"> • Graphic design students will identify and then analyze 30 examples of cultural heritage tourism maps and decide for themselves positive and negative attributes • Graphic design students will share their findings on the class-to-class blog

Date	Event	Outcomes
February 3 (Wednesday) 2016		<ul style="list-style-type: none"> • Cultural Geography students will identify and then analyze 30 examples of cultural heritage tourism maps (shared with them by the Graphic Design students) • Students will share responses on the blog • Cultural Geography students will assess and identify themes in both the Graphic Design students' responses and their own colleagues' responses to identify positive and negative attributes of a cultural tourism map
February 13th 8-6PM 2016 (Saturday)	<p>Field Trip and Community Workshop with both Graphic Design and Cultural Geography students</p> <ul style="list-style-type: none"> • 8AM: Pickup at CSU • 9AM: Arrive in Buena Vista and meet with local historians • 9-30-11.30AM: Tour Marion County major heritage sites including Tazewell, Mauk, Juniper, and Pasaquan (56 mile round trip) with local historians • 12-1PM: Lunch in Buena Vista • 1.30PM-3.30PM (Location (TBA): Community Workshop will identify important heritage sites in the county. • 4PM: Post workshop wrap-up to identify major sites from various workshop groups and discuss day's process with two classes. • 5PM leave Buena Vista • 6PM: Arrive at CSU 	<ul style="list-style-type: none"> • Geography students will become familiar with potential locations of heritage sites for inclusion on the map • Geography students will measure approximate distances/times between sites • Geography students will manage a public participation workshop for community members that engages residents in identifying important heritage sites in the county, and will share their community engagement process with the graphic design students • Graphic Design students will become familiar with Pasaquan (which will play an important part in the map design). • Graphic Design students will take photographs of various heritage sites for possible use in map design and share their process with the cultural geography students • All students will better understand the community and the county to which they are partnered
February 23 2016 (Wednesday)	<p>Chuck Lawson visits the cultural geography class</p>	<ul style="list-style-type: none"> • Geography students understand basic graphic design concepts that result in specific parameters of map design. This will then focus students on the level of detail in their research
February 23 2016 (Wednesday)	<p>Amanda Rees visits the graphic design class</p>	<ul style="list-style-type: none"> • Graphic design students will understand basic map elements and the role of maps in heritage tourism • Students will share examples of effective maps with Dr. Rees
March 15 2016 (Wednesday)	<p>Geography student representatives meet with graphic design students</p>	<ul style="list-style-type: none"> • Geography students share their content with graphic design students
April 11 2016 (Monday)	<p>Graphic design students share several designs with panel</p>	<ul style="list-style-type: none"> • Students share "roughs" (mockup of both graphics and typography) to a panel consisting of folks such as Mike McFalls (Director of Pasaquan), Amanda Rees (cultural geography professor), and

		representations of the Marion County Tourism Committee
April 13 2016 (Wednesday)		<ul style="list-style-type: none"> • Roughs will be shared with cultural geography students in class for comment
May 2 2016 (Monday)	Project completion	<ul style="list-style-type: none"> • Presentation of three camera-ready maps to the Tourism Committee for their review and choice. Cultural Geography students will be invited to attend the presentation
June 3 2016 (Friday)	Complete report	<ul style="list-style-type: none"> • Submission of final grant report

Individual Faculty Contributions to Project (duties and responsibilities of each member, with corresponding stipend request, not to exceed \$1000 per participant)

Amanda Rees: Stipend request \$1000

As a cultural geography, Dr. Rees has extensive background in cultural landscape interpretation; she has worked in this capacity for USDA Forest Service and Bureau of Land Management. As coordinator for the [Columbus Community Geography Center](#), she developed heritage tourism community partnerships with Talbot Chamber of Commerce and Columbus' Whitewater Express. Dr. Rees will:

- meet regularly with the Marion County Tourism Committee in Buena Vista (November, December, January, February, March);
- meet with Marion County social studies educators and local historians to develop a tour for students;
- direct the class field trip to Marion County and the community heritage workshop;
- edit student text;
- give a talk to graphic arts students about mapping concepts and impact of heritage tourism on local economies;
- review graphic arts students proposals;
- work with Chuck Lawson to complete the final map for submission to the Marion County Tourism Committee.

Chuck Lawson: Stipend request, \$1000

As an art professor, Chuck Lawson has extensive experience with graphic design, digital media and production. He is the founder and former coordinator of the BFA program in Digital Media at Georgia South Western State University. He has also taught Graphics at The American InterContinental University in Atlanta, Ga, Visual Communications at Chattahoochee Valley Community College and Computer Art and Digital Video production at Fayetteville Technical Community College. Professor Lawson will:

- meet with the Marion County Tourism Committee (November);
- meet with local printer to develop the project, negotiating prices on behalf of Marion County Chamber of Commerce, developing typographic requirements, color, paper weight requirements etc.;

- direct the class field trip to Marion County to collect images and become familiar with Pasaquan (post conservation);
- work with Amanda Rees to complete the final map for submission to the Marion County Tourism Committee.

Additional Requests (event spaces, materials, guest experts) with itemized budget

- \$300: Software for graphic design, using proprietary Map Icons, Fonts and 3-D Map Generator Pro.
- Lunch for students in Buena Vista 48 students (48 x 10) \$480.
- \$150: Transportation costs in personal car for two trips to Marion County to meet with meeting with Tourism Committee members and local historians/social studies teachers).
- \$207.90 travel to and from Buena Vista and tour of Marion County) 36 seater van rental (\$1.65 per mile x 126 miles).

Note: The cost of map printing will be borne by the Marion County Chamber of Commerce.

Total Additional Request: \$1137.90