In synthesizing what has come before us, today, Dr. Beard pulls the powerful work in scientific communication, in cultural studies of visual communication, and in literary studies of visual aesthetics, into a narrative of the unique trajectory of visual rhetorical studies in the American academic context. The paper will demonstrate the American reinvention of the history, theory and practice of visual communication in 4 brief case studies:

1. The American reinvention of the Laokoon by Frank Egbert Bryant

2. The American discovery of the history of science from the Visual Communication perspective by William Ivins

3. The American invention of the Industrial Designer in Raymond Loewy and Paul Rand

4. The American invention of the Comic Book -- like Jazz, one of the few uniquely American art forms, as theorized by Scott McCloud.

Like the UMC campus, the study of visual communication in the United States in the last 100 years is interdisciplinary. It crosses the humanities, social and physical sciences, and applied disciplines. It pulls the painter into contact with the marketer, the literary critic into debate and concord with the hospitality management faculty member, and the scientist into dialogue with the designer.