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NEWSLETTER

Important Registration Dates!

It's that time of the year again! Registration begins the first week of November. Graduate advisors should be receiving advising materials by **Oct. 23rd**, and sign up sheets should be posted on your advisor's door by **Oct. 27th**. Advising starts on **Oct. 29th**, and grad students may begin registration on **Nov. 3rd**. See the available MAPC seminars on the back of this newsletter!

MAPC Online

There are quite a few interesting web pages floating around the College of Architecture, Art, and Humanities' little acre of web space. Check them out!

hubcap.clemson.edu/aah/mmug/muindex.html

Clemson University's Multimedia User's Group (MMUG) has its own web page with tons of links to really cool multimedia and web related resources. This is also a good place to find out when MMUG's members will be conducting presentations in the MATRF. Faculty and Graduate students are welcome to drop in on these events.

hubcap.clemson.edu/aah/mir/

Mirare, the newspaper representing the College of Architecture, Art, and Humanities is online. This is a great place to see some of the interesting and innovative things happening in the college. Take a look at what some of your colleagues are doing!

hubcap.clemson.edu/aah/engl/mapc/home.html

The MAPC homepage is not only the place to get information on the program, it also contains the online archive of the MAPC Newsletter and the famous fantasy quest. Meet dragons and wizards in a desperate struggle to reach the tree of knowledge. This isn't your dad's introduction to the MAPC program!

The Pearce Center?

The Pearce Center for Professional Communication helps bridge the gap between the University and industry by providing both faculty members and students with the opportunity to interact with industry professionals. The Pearce Center provides forums, workshops, symposiums, and technology that help prepare Clemson's professional communicators for the realities of the corporate world. The Center sponsored the recent symposium featuring industry representatives from IBM and NCR, as well as Clement Mok, Director and Information Architect at Studio Archetyp. For more information regarding the Pearce Center, contact Dr. Carl Lovitt at 656-1520 or e-mail at lcarl@clemson.edu.

Time Warner Collaboration

Students in Dr. Tharon Howard's summer session Usability Testing class had a chance to put the skills they learned in the classroom to work on a collaborative project with Time Warner. The Clemson students designed their own usability studies on Time Warner's website "Pathfinder" in response to Time Warner's request for an investigation into the site's efficiency and approachability. Time Warner was so please with the students' efforts that the company awarded a cash gift to the MAPC program. The students designed studies using volunteers, tested the ease of navigating through the site and finding information, and interpreted the results of their studies in final reports prepared for Time Warner. For example, Katalin Beck, one of the students in the class, studied the appeal of the "Pathfinder" site to an international audience; she investigated the ease with which German test subjects could locate specific information about Germany that was available on the site.

Though the project was designed, in part, to fulfill Time Warner's need for website consultation, several students in the class agree that the study was about more than just doing a job. MAPC student Kelly Barnes says of the "practical lessons" she learned from the project, "I've used the terms and concepts that I learned in that class every day since."

Did someone say seminars?

The seminar offerings for the Spring 1998 semester have arrived. Extended descriptions of course content will be available in the very near future. Drum role, please...

850 Research/Studies in Scientific, Bus & Tech Writing	4-6:30 Tue.	Dr. Howard
852 Rhetoric & Professional Comm.	7-9:30 Tue.	Dr. George
853 Visual Communication	7-9:30 Wed.	Dr. Hilligoss
856 Workplace Communication	5-7:30 Mon.	Dr. Longo
886 TA Practicum	11-12:15 Tue.	Dr. Jacobi