**RESEARCH** *Examples of significant research*

[1] See *Significance of grants and awards*, p.4 [Link]

My research approach allows me to have an impact on both public and academic communities on an international scale. In total, my work has been used by more than **100 million people** [1].

In the examples of **peer-reviewed scholarship** below, I will demonstrate the significance of this work through two lenses. First, **practice-driven scholarship** is directly informed by individual projects where I take on a funded UI design project and respond directly to a novel process or outcome that resulted from the work. Second, **theory-driven scholarship** is disseminated to reflect broadly on contemporary design practice. In these examples, the scholarship is not tied directly to one project. Rather, it is informed by the sum of my experiences as a practitioner.

## 1. PRACTICE-DRIVEN SCHOLARSHIP

The examples in this section involve three phases: being awarded UI design project funding, creating a functioning product that is used by an active audience, and producing scholarly dissemination that reflects on my design process or output. Within this cycle, my work is validated or reviewed at each phase: the proposal for work is reviewed and accepted by either **internal or external funding opportunities**, the viability of the design is validated by **usage statistics**, and the scholarship is **peer-reviewed or refereed**.

### PLAN 2020 BICENTENNIAL IMPLEMENTATION DASHBOARD

| USERS (UNIQUE)* | SESSIONS* | FUNDING | FUNDING SOURCE |
|---|---|---|---|
| 26,837 | 51,296 | $20,000 | Indianapolis CityCorps Fellowship |

| | |
|---|---|
| LINK | http://plan2020.com/ |
| ROLE | Primary Investigator |
| DATES | Website launched in June 2016 and is still active (9 months) |
| SUMMARY & IMPACT OF PROJECT | I was selected to design a web portal for Plan 2020 through a refereed process. The web portal connects 40 partner agencies with the citizens of Indianapolis. This site creates access for citizens to become engaged with over 200 initiatives around the city to improve Indianapolis in measurable ways before 2021. The Plan 2020 initiative is an innovative approach to city planning and was recently awarded the *Silver 2017 National Planning Achievement Award for Best Practice* from the American Planning Association. |
| IMPACT OF SCHOLARSHIP | Insights from this project were shared with the Indianapolis community at the 2015 CityCorps Fellowship Symposium. My presentation, *Visualizing Progress: Designing a people-centered Implementation Dashboard for Plan 2020* [Link] (CV p.7) used this project as a case study to discuss why it is important to keep users in mind when designing websites. The presentation is available widely online. |

## *Examples of significant research (continued)*

### ONLINE COMPUTER LIBRARY CENTER (OCLC): WORLDCAT DISCOVERY

| USERS (UNIQUE)* | SESSIONS* | FUNDING | FUNDING SOURCE |
| --- | --- | --- | --- |
| ~3,000,000 | unavailable | $45,000 | Online Computer Library Center |

LINK — https://ucla.on.worldcat.org

ROLE — Consultant

DATES — Worked on live product between Aug 2012–May 2015, (2 years, 9 months)

SUMMARY & IMPACT OF PROJECT — I was selected to act as an expert consultant, embedded in a larger design team at OCLC. I assisted the team in defining a new visual design system for library search engines[2] that are used by over 16,000 libraries worldwide.

IMPACT OF SCHOLARSHIP — Through working on this project, I was able to disseminate reflections about the role of visual design in large web development teams in a journal article, *OCLC on the Responsive Web* [Link] (CV p.10), and a national presentation, *From Content to Code: How Responsive Design Supports the Core Business* [Link] (CV p. 8). Both venues have national reach and can be accessed online.

[2] See visuals in *Research Appendix/Additional Evidence/Evidence of Creative and Professional Activity,* p.14 [Link]

### IU SCHOOL OF MEDICINE WORK/LIFE BENEFITS PORTAL

| USERS (UNIQUE)* | SESSIONS* | FUNDING | FUNDING SOURCE |
| --- | --- | --- | --- |
| 479 | 1261 | $7,500 | IUSM, American Council on Education & Alfred P. Sloan Foundation |

LINK — http://faculty.medicine.iu.edu/worklife/

ROLE — Consultant, Student Mentor (PI: Krista Hoffmann-Longtin, Ph.D., IU School of Medicine)

DATES — Launched in Feb 2015 and is still active (2 years, 2 months)

SUMMARY & IMPACT OF PROJECT — This project improves work-life balance of IUSM faculty and staff by enabling them to access their benefits more easily. I led a team of undergrad VCD students to plan and design a web portal that is publicly available and actively used by IUSM employees.

IMPACT OF SCHOLARSHIP — The process that was used to design this website was presented at a medical conference in 2015. The presentation, *The Work/Life Portal: An Innovative Tool for Faculty Benefits & Policies* [Link] (CV p.8) is available online for designers working in healthcare to learn from my process.

## *Examples of significant research (continued)*

## 2. THEORY-DRIVEN SCHOLARSHIP

Some of the scholarly output I have generated is informed broadly through practice and other traditional research activity. This scholarship involves a reflection of contemporary process or a projection of future design ability. The examples below illustrate the impact of this scholarship.

### ON WEB BRUTALISM AND CONTEMPORARY WEB DESIGN

AUTHORSHIP
: *Aaron Ganci, MFA* and Bruno Ribeiro, MFA (California Polytechnic State University)

VENUE
: *Dialectic: A scholarly journal of thought leadership, education and practice in the discipline of visual communication design* [Link]

FORMAT
: Journal Article

DATE
: 2017

SUMMARY
: This paper was the result of extensive practice-based creative work. As a practitioner, I study contemporary trends of visual design in digital user interfaces. In this paper, my co-author and I reflect on dramatic shifts in these trends and outline recommendations around them for the visual design community.

IMPACT
: Dialectic is a new journal from AIGA, the leading design organization in the United States. This paper was peer-reviewed and selected to be a part of the inaugural issue. The article is openly available online to add to the public discourse about the role of visual design on the web.

### RETHINKING VISUAL LANGUAGE IN THE DIGITAL FUTURE

AUTHORSHIP
: *Aaron Ganci, MFA*

FORMAT
: Book Chapter (in *Spellbound: Rethinking the Alphabet by Craig McDaniel and Jean Robertson)* [Link]

DATE
: 2015

SUMMARY
: I was invited to contribute a chapter to this book about visual language. In it I use my expertise in digital design trends to speculate on how visual communication might evolve in the near-future.

IMPACT
: The book was published by Intellect Ltd in the UK and is distributed by University of Chicago Press in the US. It is widely available in domestic and international venues. This chapter adds to an ongoing theoretical discourse about the role of visual design—and designers—within emerging media.