

Laurel “Laurie” Ralston, Ed.D.
Curriculum Vitae

Chair, Graphic Information Technology
Lecturer Principal
Ira A. Fulton Schools of Engineering
The Polytechnic School
Arizona State University

EDUCATIONAL HISTORY

2003 Ed.D. - Educational Technology, Pepperdine University
2021 M.A. – Narrative Studies
1994 M.Ed. - Educational Media & Computers, Arizona State University
1988 B.A. - Broadcast Production, Arizona State University

CHRONOLOGY OF PROFESSIONAL EMPLOYMENT AND ACTIVITIES

Current Area of Teaching and Research

Lecturer Principal in Graphic Information Technology

Areas of Specialization: Print and Digital Design, Video Production, Branding, Career Development, Research Methods, Graduate Writing (see last page for all courses taught)

Director of the Make Media Lab, a video and photo production studio for the students, staff and faculty of the Polytechnic campus

Academic Experience

2021 - Arizona State University, Lecturer Principal
2017- 2021 Arizona State University, Lecturer Senior
2011 – 2017 Arizona State University, Lecturer
2010 – 2010 Arizona State University, Faculty Associate
2005 – 2010 Arizona State University, Associate Instructor of Law & Practice

Industrial Experience

2010 – 2012 Arizona State University, Co-PI and Project Coordinator
2006 – 2010 Arizona State University, College of Law, Director of IT
2004 – 2005 Arizona State University, Instructional Technologist

Laurel “Laurie” Ralston, Ed.D.

Curriculum Vitae

2004 – 2004	Southwest Student Services, Instructional Designer
2000 – 2003	Arizona State University, College of Ed., Asst. Project Manager
1998 – 2000	Creighton School District, Technology Manager
1995 – 1998	Creighton School District, Audio Visual Specialist
1994 – 1995	Phoenician Resort, Audio Visual Manager
1988 – 1993	Phoenician Resort, Audio Visual Technician

HONORS/DISTINCTIONS

Visiting Professor Program Alternate
Advertising Educational Foundation, Spring 2015

President’s Medal for Social Embeddedness
Recognition for part in Protect the Vote for Native Americans, Arizona
State University, April 2009

Service Commendation
ASU Academic Senate, Fall 2006

PUBLICATIONS AND PRESENTATIONS

Presentations

Ralston, L. CALI 2010 – Computer-Assisted Legal Instruction Conference,
Rutgers School of Law, Camden, NJ, June 22, 2010. *Technology
Use Practices Revisited: the Results.*

Ralston, L. CALI 2008 – Computer-Assisted Legal Instruction Conference,
University of Maryland School of Law, Baltimore, MD, June 2008.
*Technology Use Practices and Desires of Students - What do they
really want?*

Ralston, L. and Jackson, D. CALI 2007—Computer-Assisted Legal Instruction
Conference, University of Nevada - Las Vegas School of Law, Las Vegas,
NV, June 2007. *Online Learning in Law Schools Show & Tell.*

Ralston, L. Microcomputers in Education, - Arizona State University, Tempe,
AZ, March 2005 - *Digital Literacy in Law School: Beyond the Socratic
Method.*

Ralston, L. NECC 2003— National Educational Computing Conference, Seattle,
WA, June 2003. *Using Video Cases to Promote Reflective Thinking in
Teacher Education.*

Laurel “Laurie” Ralston, Ed.D.

Curriculum Vitae

Ralston, L. SALT Education Conference 2002, Arlington, VA, July 2002.
Interactive Web-Based IT Skills Training.

Ralston, L. NECC 2002— National Educational Computing Conference, San Antonio, TX, June 2002. *Learning Computer and Networking Skills with Interactive Online Modules.*

Ralston, L. SITE 2002-- Society for Information Technology & Teacher Education International Conference, Nashville, TN, March 2002. *The IT Fundamentals Curriculum - Online Interactive Technology Skills Modules.*

Ralston, L. Microcomputers in Education, Arizona State University, Tempe, AZ, March 2002. *The e-Learning Network Project – Teaching IT skills through online interactive modules.*

Ralston, L. Guest Speaker, EMC598 Implications of Technology Integration, Arizona State University West, July 2001. *Communities of practice in education.*

Ralston, L., Internet Savvy Teacher Conference, Maricopa Think Tank, Phoenix, AZ, April 2001. *National picture of web-based education.*

Ralston, L. Microcomputers in Education, Arizona State University, Tempe, AZ, March 2001. *The future of web-based education.*

Invited Presentations

Byrd, C., Corey, K., and Ralston, L. LSAC Electronic Services Conference 2010 - Las Vegas, NV, April 2010. *What Do Applicants Use? How Do We Leverage It?*

Publications

Ralston, L. M. (2003). *Online Video Cases: Encouraging Reflective Thinking in Teacher Education Students.* Dissertation, Pepperdine University.

Ralston, L. (2002). The IT Fundamentals Curriculum - Online Interactive Technology Skills Modules. In D. Willis, J. Price & N. Davis (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2002* (pp. 446-447). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).

Laurel “Laurie” Ralston, Ed.D.

Curriculum Vitae

SPONSORED RESEARCH PROJECTS

- | | |
|----------------|---|
| April 2014 | Co-PI and Faculty Advisor - Advanced Vehicle Technology Competition EcoCAR 3. 2014-2018, project year 1 award \$280,754. Project 4 year total with in-kind est. \$62,000,000. |
| June 2013 | Contributor – Global Guiding Principles of Life Cycle Assessment Data and Database Training Kit – Society of Environmental Toxicology and Chemistry: United Nations Environment Programme. |
| March 2013 | Instructional Designer and Web Developer - Rapid Response and Community Education to Prevent PM-2.5 Emissions, Arizona Governor’s Office of Energy Grant Project: Arizona Energy Assurance. Project total \$86,000. |
| July 2010 | Co-PI and Project Coordinator – Campus Public Emergency Communications Training – Dept. of Homeland Security, FEMA. Project Total \$301,602 (2008-2012). |
| July 2000 | Asst. Project Manager and Instructional Designer – The E-Learning Network: Department of Education, FIPSE. Project Total \$ 1,953,172.00. |
| September 1998 | Technology Coordinator – Project Venture, Department of Education: National Technology Innovations Challenge Grant. Project Total \$5,000,000. |

MASTER’S DEGREE RESPONSIBILITIES

Chair for approximately 80+ Master’s degree candidates from 2012 to 2021.

Sample listing of Research Projects and Thesis – served as Chair:

- Justin Kaminsky – Application of Commercial Animation Techniques December 2018
- Erin Moses – Perspectives of Graphic Design Students on Designing for Charity December 2018
- Nate Finden – Comparing Serif and San Serif Typeface Combinations on Maps, April 2018
- Daniel Finkenbinder – Influence of Graphical Representation on Knowledge Retention April 2018
- Patrick Molter – A Study on Post-secondary Curriculum Focusing on UX and Responsive Web Design, April 2018
- Dasnyl Miller – Influencing Women to Pursue Stem Careers: A Website of

Laurel “Laurie” Ralston, Ed.D.

Curriculum Vitae

- Female STEM Leaders
- Cassidy Arias – Project Management Information System Recommendations for Start-up Agencies in the Graphics Industry, November 2017
- Blythe Anderson - Designing a New Interface for Blackboard’s Student To-Do List Feature, July 2017
- Daniel Kwon - Developing Motion Graphic Digital Branding Guidelines For Sun Devil Athletics, April 2017
- Tracy Phalen - Digital Book Publishing: How Disruptive Technology Serves the Niche of Self-Publishing, April 2017
- Alex Kolody - Analysis Of Web Performance And Its Effect On E-Commerce, November 2016
- Sam Vastine - Perceived Effects of Moral Choice in Video Games on Gamers, November 2016
- Kyle Gray - Effects Of Mobile-Friendly Web Design On Businesses And End Users, April 2016
- Joseph J. Pruskowski, The Impact of Visualization of Data Sets on Viewer Perception, April 2016
- Hailee Wilson, Barriers Preventing Consumer Adoption of 3D Printers, April 2016
- Michael Bail, Usability Evaluations of the Great Basin College (GBC) Website, December 2015
- Nicholas Stuart - Heuristic Evaluation of an Interactive E-book Website, April 2015
- Kari Christie – The Implementation of Web Standards to Improve Arizona State University’s Digital Ecosystem, March 2015
- Tessa Menken, A Comprehensive SEO Audit, completed December 2014
- Michelle D’Souza, Study of Wayfinding Design Process in the Revitalization of an Active Adult Community, completed December 2014
- Scott Whitford, - Skills Assessment and Development of a Training Resource for Effective Courtroom Graphics, May 2014

Overall Masters Committee Work

In addition to serving as chair for 10-15 students an academic year, I serve as second committee member for an additional 3-5 each year.

Other GIT Master’s Program Duties

- I serve with the program chair and Deborah Prewitt on the GIT Masters Faculty Committee, charged with making decisions about the program overall.
- I approve and make recommendations to the Polytechnic School Director for new admissions.
- I serve as the lead of the graduate program, speaking with prospective students, as well as advising them in the students’ initial completion of their iPOS forms.

Laurel “Laurie” Ralston, Ed.D.

Curriculum Vitae

- I teach one required course for all GIT master’s students.
- I redesigned the two required graduate courses, with the goals of familiarizing students with GIT topics and academic writing, as well as helping them through their course choices for their iPOS forms, and familiarizing them with basic graduate research methods.

PROFESSIONAL COMMITTEE SERVICE

- University Film and Video Association 2020 Conference Proposal Reviewer
- Educause Learning Initiative Conference 2018 Proposal Reviewer
- AACE eLearn 2016 Conference Proposal Reviewer
- Judge for CoDIE Awards, Software & Information Industry Association (SIIA), 2008, 2009 & 2012.
- Judge for Skills USA High School Web Design Competition, 2012 & 2013
- Conference submission reader, Association of Internet Researchers (AoIR) 2002
- Field grant reader for Community Technology Centers Program, Office of Vocational and Adult Education, U.S. Department of Education, 2001

MEMBERSHIPS IN PROFESSIONAL SOCIETIES

- University Film and Video Association, 2019-2021
- EDUCAUSE & EDUCAUSE Learning Initiative, 2006-2019
- Online Learning Consortium (OLC, formerly the Sloan Consortium), 2003-2020
- Adobe Education Exchange, 2012-2021
- American Institute of Graphic Arts (AIGA) 2014-2018
- Association for the Advancement of Computing in Education (AACE) 2006-2012, 2017-2021
- New Media Consortium, 2003-2017

COMMUNITY SERVICE

- Fulton Schools of Engineering E2-Camp for freshman – 2014, 2016, 2019, 2020 (hosted panel in 2020)
- ASU Preparatory Academy Elementary School – STEM class and yearbook 2013-2016
- Homeward Bound – Holiday Card Project, with GIT Club, 2015
- ICAN Youth Program – Photographer for the Festival of Trees, 2014
- UPI International Youth Program – Media Consultant 2013-2014

Laurel “Laurie” Ralston, Ed.D.

Curriculum Vitae

ARIZONA STATE UNIVERSITY COMMITTEE SERVICE

Member – The Polytechnic School Director Search Committee 2021
Member – The Polytechnic School Advisory Committee 2021
Chair – GIT Lecturer Search Committees 2021
Member – ASU Mentor Network 2020
Member – Fulton Academic Integrity Committee 2019-2021
Member – GIT Faculty Graduate Committee 2015- 2021
Member – GIT Scholarship Committee 2015, 2018, 2021
Member – ASU LMS Review Group 2016-2018
Member – ASU Instructional Designers Group 2006-2021
Member – ASU Online Graduate Program Leads 2015-2021
Member – CTI Marketing and Recruiting Committee 2013
Member – Desktop Conferencing Committee, 2008-2009
Member – CTI Study iProject Process Committee 2012

COURSES TAUGHT

- JMC 305 Online Media
- GIT 210 Creative Thinking and Design Visualization
- GIT 215 Introduction to Web Authoring
- GIT 230 Digital Illustration in Publishing
- GIT 303 Digital Publishing
- GIT 315 Digital Video Techniques*
- GIT 413 Professional Portfolio Design and Presentation
- GIT 415 Advanced Digital Video Techniques*
- GIT 450 Digital Workflow in Graphic Industries
- GIT 493 Honors Thesis*
- GIT 494/598 EcoCAR Communication, Marketing and Outreach
- GIT 494/598 Digital Publishing Seminar
- GIT 494 Advanced Visual Production*
- GIT 494 Book Design
- GIT 494 Structural and Aesthetic Package Design*
- GIT 495 Internship*
- GIT 499 Individualized Instruction (Independent Studies)*
- GIT 500 Research Methods*
- GIT 537 Cross Media Production
- GIT 590 Reading and Conference*
- GIT 592 Research (Project)*
- GIT 593 Applied Project*
- GIT 599 Thesis*

* Currently teaching