

## Vita

Name: Robert Muffoletto, MFA, Ph.D.

Rank: Associate Professor

Department: Curriculum and Instruction  
College of Education  
Appalachian State University  
Boone North Carolina 28608

Home: 1178 Mtn. View Baptist Church Road  
Deep Gap, North Carolina 28618

Communications: (cell) (828) 406-0965  
(office) 828-262-2277  
(FAX-home) 828-262-0765  
(Skype address: robertomuffoletto  
AOL Instant Messenger: roberto-muffoletto  
(Internet) [muffoletto@appstate.edu](mailto:muffoletto@appstate.edu)  
URL: <http://muffoletto.us>

Current Position: Associate Professor of Educational Technology and Media Studies,  
Coordinator: Educational Media Graduate Online Program: New Media and  
Global Education (<http://edtech.ced.appstate.edu>)

### HIGHER EDUCATION

Date of Completion	Degree	Location
1984	Ph.D. in Education	University of Wisconsin at Madison
1974	MFA in Visual Studies	State University of New York at Buffalo
1969	BS in Education	State University of New York, College at Buffalo. (Elementary Education)

**TEACHING POSITIONS (Selected)**

Date	Position	Location
1998- present	Associate Professor	College of Education Appalachian State University Boone, NC
1998-99	Invited Lecturer	NOVA University, Fl Educational Technology Graduate Program
1990-1998	Associate Professor	College of Education University of Northern Iowa Cedar Falls, IA Awarded tenure 1993
1995	Fulbright Scholar	University of Iceland, Teachers College. Reykjavik (spring 1995)
1987-1990	Associate Professor	School of Education California State Polytechnic University at Pomona, awarded tenure, May 1990
1987-1988	Visiting Lecturer	Education Dept. Chapman College, Orange, CA
1986	Visiting Instructor	Center For Media Studies SUNY at Buffalo
1984-1987	Assistant Professor	School of Education California State Polytechnic University at Pomona, CA
1984	Visiting Lecturer	Department of Curriculum and Instruction, University of Wisconsin at Madison
1981-1983	Classroom Supervisor	Department of Curriculum and Instruction, Supervision of Student Teachers in Elementary Education and Seminar in Elementary Education. University of Wisconsin at Madison
1981	Lecturer	University of Wisconsin at Madison, Extension, Instructor in Photography
1980-1982	Lecturer	New York State Department of Education, Summer School for Film and Media. Center for Media Study, Buffalo, NY

1980	Lecturer	Department of Art, State University of New York at Buffalo
1971-1973	Teacher	School Without Walls, High School, Rochester School District, Rochester, New York
1970-1971	Teacher	Buffalo Public Schools, Buffalo, New York, sixth grade
1969-1970	Teacher	Santa Ana Public Schools, Santa Ana, California, sixth grade

**Professional and Administration Experience (selected)**

Date	Position	Location/Description
1998-present	Project Director, Cross-Cultural International Education Project	Adam Mickiewicz University, Poznan Poland and Appalachian State University Boone, NC USA.
1993-present	Book Series Editor	<u>Media, Education, Culture, Technology</u> A critical issues book series published by Hampton Press, N.J
2001	Planning Committee, International Conference Planning Committee	International Visual Literacy Assoc. Sweden.
1999-2001	Graduate Coordinator Educational Media Program	Appalachian State University Department of Curriculum & Instruction Boone, NC
1998-1999	International Symposium Committee	5 <sup>th</sup> International Visual Literacy Research Symposium, Stockholm, Sweden (Nov. 1999)
1997-1998	Acting Department Head	Department of Curriculum & Instruction, University of Northern Iowa
1994- 1997	Director/Board Chair	CedarNet, A community based non-profit computer information/communication network. <a href="http://www.cedarnet.org">www.cedarnet.org</a>
1995-1996	International Symposium Committee	4 <sup>th</sup> International Visual Literacy Research Symposium, Deventer, the Netherlands, May 1996
1992-1993	International Symposium Committee	3 <sup>rd</sup> International Research Symposium, "Visual Verbal Research," Delphi, Greece, June 1993

1991-1993	Coordinator of Speaker Series	“Critical Issues in Education,” 1992 speaker series, University of Northern Iowa. This included a monthly regional forum on educational issues in eastern Iowa
1991	Planning Committee	“Conference on Teacher Education Reform”, University of Northern Iowa
1984-1990	Coordinator Graduate Program	California State Polytechnic University, Pomona, School of Education. Designed and implemented a graduate certificate program in Educational Technology and Media Studies
1989-1990	International Planning Committee	1990 Symposium on Verbo Visual Literacy, London, England
1989	Consultant/Evaluator	California State Department of Education, Instructional Materials Evaluation Panel
1988-1993	Founding Board Member	AERA, SIG on Media, Culture and Curriculum
1988	Planning Committee	California Council on the Education of Teachers, 1988 fall conference
1987-1990	Editor	<u>FRAME/WORK</u> : A Journal on Images and Culture, Los Angeles Center for Photographic Studies
1987-1989	Researcher	Ford Foundation and Wisconsin Center for Educational Research, Urban Mathematics Collaborative Project
1986-1987	President	International Visual Literacy Association
1986-1987	Co-Chairperson	Symposium: Verbo Visual Literacy: Research and Theory, University of Stockholm, Sweden
1985-1990	Board Member	University Media Board, California State Polytechnic University. The Media Board is responsible for all university publication, budgets and staffing.
1987-1990	Chairperson	Cal Poly Conferences on Visual Literacy
1985	Chairperson	International Visual Literacy Conference, Claremont, CA Theme- Creating Meaning
1983-1984	Instructional designer	Annenberg Foundation, Teletext design for

		“Congress We The People,” Instructional Television program
1983-86	Board Member	International Visual Literacy Association
1979-1984	Editor/publisher	<u>Camera Lucida</u> : Journal of Photographic Criticism

### PROFESSIONAL ORGANIZATIONS

Association for Educational Communication and Technology  
North Carolina Middle School Association  
International Visual Literacy Association  
International Visual Sociology Association  
International Society for Technology in Education (SITE)

### MAJOR FIELDS OF INTEREST

Critical Theory and the Sociology of Knowledge  
Technology in Education and Culture  
Distance Education and Teacher Education  
Media Studies and Education  
Instructional Design

### AWARDS/VISITING SCHOLAR

**Visiting Scholar: University of Rhode Island** Fall 2001  
**Visiting Scholar:** University of Limerick, Ireland  
**Fulbright Scholar**, 1995 Distance Education, University of Iceland, Teacher’s college  
**Merit and Professional Promise and Performance Award**, CSU-Pomona, 1987 and 1989  
**Recognition Award:** Los Angeles County Art Education Council, 1988

### PUBLISHED WORKS

#### Editorial Experience

In-press	Editor, <u>Breaking the Classroom Walls: The internet, testing, and democratic practices.</u> Cresskill, NJ: Hampton Press.
1992-present	Series Editor, <u>Media, Education, Culture, and Technology.</u> Cresskill, NJ: Hampton Press.
2002-present	Editorial Policy Board. <u>Journal of Visual Literacy.</u>
2001	Editor, <u>Technology and Education: Reflective practices.</u> Cresskill, NJ: Hampton Press
1998	Invited editor, <u>Review Journal of Philosophy Social Science.</u>

- 1993 Co-Editor, Computers In Education: Social, Political, Historical Perspectives. R. Muffoletto & N. Knupfer (Eds.), Cresskill, NJ: Hampton Press
- 1986-1990 Editor, FRAME/WORK: A Journal on Images and Culture , Los Angeles Center for Photographic Studies, Los Angeles, CA.
- 1979-1984 Editor/publisher, CAMERA LUCIDA. The Journal of Photographic Criticism. Baumgartner Publications, Madison, Wi.

**Published Essays/Book Chapters, and Critical Reviews**

- Muffoletto, R. (2004). The end of education – the dawn of education. In W. Strykowski & W. Skrzydlewski (Eds.), *Media competences in the society of knowledge* (pp. 358-363). Poznan: Edukacyjna Wydawnictwa Press.
- Topol P., Muffoletto, R., & Gilbet, S. (2004). Polish-American student exchange project. In W. Strykowski & W. Skrzydlewski (Eds.), *Media competences in the society of knowledge* (pp. 296-302). Poznan: Edukacyjna Wydawnictwa Press.
- Muffoletto, R. (2004). The end of education as we know it. In D. Willis (Ed.), *Society for information technology & teacher education 2004 annual*. Norfolk: AACE.
- Muffoletto, R. (2003). Ethics: A discourse of power. *Tech Trends*, 62-66.
- Muffoletto, R. (2003). The potential of the internet to enhance the community in medical integrative medicine. In J. Janowiak (Ed.), *Integrative medicine: The mind-body connection* (2nd ed.). Pacific Grove: Wadsworth Pub. Co.
- Andersson, C., Griffin, R., Muffoletto, R., & Pettersson, R. (2003). Some experiences from teaching online: A virtual roundtable discussion. In R. Griffin, J. Lee, & S. Chandler (Eds.), *Changing tides* (pp. 25-34). Loretto, Pa: IVLA.
- Muffoletto, R. (2002). Collaboration as a response to individualism. In M. Driscoll & T. Reeves (Eds.), *World conference on e-learning in corporate, government and higher education*. New York: Allyn & Bacon.
- Muffoletto, R. (2002). Collaborative learning, the individual, and the internet. In W. Strykowski & W. Skrzydlewski (Eds.), *Media I edukacja*. Poznan: Adam Mickiewicza University Press.
- Muffoletto, R. (2001). An inquiry into the nature of Uncle Joe's representation and meaning. *International Reading Association electronic journal*. Retrieved 2001 from <http://readingonline.org/>
- Muffoletto, R. (2001). The need for critical theory and reflective practices in educational technology. In R. Muffoletto (Ed.), *Education & technology: Critical and reflective practices*. Cresskill, NJ: Hampton Press.
- Muffoletto, R., & Bokwa, A. (2000). The construction of awareness: Educational images of weather and climate from textbook to the internet. In B. Obrebska-Staskel (Ed.), *Images of weather and climate*. Krakow: Uniwersytetu Jagiellonskiego Press.
- Muffoletto, R. (2000). Distance education and interactive learning environments. In J. Morbitzer (Ed.), *Techniki komputerowe w orzekazie edukacyjnym*. Krakow: Wydawnictwo Naukowe Akademii Pedagogicznej.
- Muffoletto, R., & Wach, A. (2000). Teaching instructional design over the internet. In W. Strykowski (Ed.), *Media a edukacja*. Poznan: University of Adam Mickiewicza Press.
- Zygulski, K., Muffoletto, R., & Bokwa, A. (1999). Kształcenie na odleglosc. *Kwartalnik geograficzny*. NR 4(12).

- Muffoletto, R. (1999). The image. In T. Velders (Ed.), *Information design*. Deventer: Saxion University Press.
- Muffoletto, R. (1998). Technology, curriculum and knowledge. *Review Journal of Philosophy & Social Science*, 22(2).
- Muffoletto, R. (1998). Quest for knowing: Educational media and curricular representations. In R. Branch & M. Fitzgerald (Eds.), *Educational Media and Technology Yearbook* Englewood: Libraries Unlimited, Inc.
- Muffoletto, R. (1998). Re-thinking education, technology, and a democratic society. *Review Journal of Philosophy & Social Science*. 33(1 & 2).
- Smaldino, S., & Muffoletto, R. (1997). The educational media experience in teacher education. *Tech Trends*.
- Yeaman, A.R.J., Hlynka, D., Anderson, J., Damarin, S., & Muffoletto, R. (1997). Postmodern and poststructural theory. In D.H. Johassen, (Ed.), *The handbook of research and educational communication and technology* (pp. 253-295). New York: Scholastic.
- Muffoletto, R. (1997). Media education: Bringing someone's world into the classroom. In W. Strykowski (Ed.), *Media a edukacja* (pp. 21-27). Poznan: University of Adam Mickiewicz.
- Muffoletto, R. (1997). Reflections on designing and producing an internet-based course. *Tech Trends*, 42(2).
- Muffoletto, R. (1996). A discourse of benefit: Technology and school reform in the USA. *Journal of Information Technology for Teacher Education*. 5, (1 & 2).
- Muffoletto, R. (1996). Technology, curriculum, and knowledge. *Review Journal of Philosophy and Social Science*.
- Muffoletto, R. (1996). Media education as critical pedagogy. In T. Velders (Ed.), *Beeldenstorm in Deventer: Multimedia in praxis* (pp. 136-142). Deventer, Netherlands: Rijkshoeschool Ijselland.
- Muffoletto, R. (1995). Community, self, internet. *Critical Issues Concerning K-12 Internet Use*. A monograph of the Institute for Educational Leadership, University of Northern Iowa. 5, (3).
- Muffoletto, R. (1995). Thinking about diversity: Paradigms, meanings, and representations. In R. Martin (Ed.), *Practicing what we teach: Confronting diversity in teacher education*. New York: State University of New York Press.
- Muffoletto, R. (1994). The discourse of change: Technology and school reform. In Willis, Robin, Willis, (Eds.), *Technology and Teacher Education Annual - 1994*. Charlottesville: Association for the Advancement of Computing in Education.
- Muffoletto, R. (1994). Technology and restructuring education: Constructing a context. *Educational Technology*. 26(2).
- Muffoletto, R. (1994). Education and technology in a global society: Look for equity and social justice. In N. Metallinos (Ed.), *Verbo-visual literacy: Understanding and applying new educational communication media technologies*. Montreal: Concordia University.



- Muffoletto, R. (1994). The visual experience, the political moment. *Interface*, 9(1), 5.
- Muffoletto, R. (1994). Drawing the line: Questions of ethics, power, and symbols in state policy and the whittle concept. In A. DeVaney (Ed.), *Watching channel one: The convergence of students, technology, and private business*. Albany: State University of New York.
- Muffoletto, R. (1994). Something to consider: Critical pedagogy and media education. *Iowa English Bulletin*, 42.
- Muffoletto, R. (1993). Schools and technology in a democratic society: Equity and social justice. *Educational Technology*, 26(2).
- Muffoletto, R. (1993). Questions concerning Goodlad and educational reform. *A Dialog on Teacher Education Reform*. A monograph of the Institute for Educational Leadership, University of Northern Iowa, 3(1).
- Muffoletto, R. (1993). The machine as expert. In R. Muffoletto and N. Knupfer (Eds.), *Computers in education: A social foundation*. Cresskill: Hampton Press.
- Muffoletto, R., Pettersson, R., Metallinos, N., Muffoletto, R., Shaw, J., & Takakuwa, Y. (1993). The use of verbo-visual information in teaching of geography: Views from teachers. *Educational Technology Research and Development*, 41(1).
- Muffoletto, R. (1993). You, me, and them. *Visual literacy: A spectrum of visual learning*. Englewood Cliffs: Educational Technology Press.
- Muffoletto, R. (1991). Technology and texts: Breaking the window. In D. Hlynka & J. Belland (Eds.), *Paradigms redefined: The uses of illuminative, semiotic and post-modern criticism as modes of inquiry in educational technology*. Englewood Cliffs: Educational Technology Press.
- Muffoletto, R. (1991). Two teachers' perspectives: A case study from the Los Angeles urban mathematics/science/technology collaborative project +PLUS+. In T. Popkewitz & S. Myrdal (Eds.), *Case Studies of the Urban Mathematics Collaborative Projective: A Report to the Ford Foundation*. Wisconsin Center for Education Research.
- Muffoletto, R. (1990). Media education as critical pedagogy. *Journal of Thought*, 25(1 & 2).
- Muffoletto, R. (1990). Technology and texts: Breaking the window. In D. Hlynka and J. Belland (Eds.), *Paradigms regained: The uses of illuminative, semiotic and post-modern criticism in educational technology*. Englewood Cliffs: Educational Technology Publications.
- Muffoletto, R. (1989). Reflective teaching and visual literacy: Teacher intervention and programmed instruction. *Journal Of Visual Literacy*, 8(2).
- Muffoletto, R. (1989). Re-presenting curriculum representations. *The Cal Poly Scholar*, 1.
- Muffoletto, R. (1987). Technology and texts: Breaking the window. *Educational Media International*, 23(2).
- Muffoletto, R. (1987). The third person. In M. Douglass (Ed.), *Claremont Reading Conference, 51<sup>st</sup> Yearbook*, Claremont Graduate School: Claremont, CA.

- Muffoletto, R. (1987). Reading the visual text: Dancing to the music. In Braden, Beauchamp & Miller (Eds.), *Visible & viable: The role of images in instruction and communication*, Commerce: East Texas State University.
- Muffoletto, R. (1986). Reflective teaching and visual literacy: Teacher intervention and programmed instruction. *Journal of Visual Verbal Language*, 6(2).
- Muffoletto, R. (1984.) Visual literacy and teacher education. In Walker, Braden & Dunker (Eds.), *Visual literacy- enhancing human potential*. Blacksburg: Virginia State University.
- Muffoletto, R. (1982). Talking it over: Thoughts on photography and language. *Scree*, no.19-21.
- Muffoletto, R. (1981). Teaching photography. *Teaching Photography*.
- Muffoletto, R. (1981). Teaching photography. *Expsoure: Journal for the Society of Photographic Education*, 18(3).
- Muffoletto, R. (1981). The reading of pictures: Considerations for developing a critical model. In Braden and Walker (Eds.), *Television & Visual Literacy*. Bloomington: University of Indiana.
- Muffoletto, R. (1981). Significant variables: The teaching of photography. *Camera Lucida: The Journal of Photographic Criticism*. No. 4.

#### **SELECTED PRESENTATIONS/PAPERS DELIVERED AT PROFESSIONAL MEETINGS**

Date	Title/Where Presented
2004	The end of education as we know it, March 2004, Atlanta, Ga., SITE
	Developing an onlinemasters program: challenges and obstacles, March 2004, Charlotte NC., North Carolina Teaching and Learning Conference.
	Getting from the same old stuff to true innovartion – a panel discussion, March 2004, Charlotte NC., North Carolina Teaching and Learning Conference.
2003	“Some Experiences from Teaching Online: A Virtual round Table Discussion.” Internaitonal Visual Literacy Conference, New Port Beach, RI. (Co-authors: C. Anderson, M. Avgerinou, R. Griffen, R. Muffoletto, R. Pettersson)
	The challenge for visual literacy in an age of uncertainty, September, 2003, New Port Rhode Island, International vidual Literacy Association.
	Some experiences from teaching online: A virtual roundtable discussion, September, 2003, New Port Rhode Island, International vidual Literacy Association.
	“The challenge for Visual Literacy in an Age of Uncertainty.” Internaitonal Visual Literacy Conference, New Port Beach, RI.
	“Preparing Reflective Teachers to think about Technology in Education” Society for Information Technology & Teacher Education conference, Albuquerque, NM..

- “The Dialectics of the Individual and Community in Distance Education” Society for Information Technology & Teacher Education conference, Albuquerque, NM..
- “Breaking the classroom Walls: Using telecommunications to enhance diversity” North Carolina Middle School Association Conference, Greensboro, NC.
- 2002 "Collaboration as a Response to Individualism." World Conference on E-Learning in Corporate, Government and Higher Education. Montreal, Canada.
- "Digital culture and multicultural education: A potential for globalization." We the people, National Association for Multicultural Education, Washington, DC.
- "Coming to Terms with Definitions of Distance Education/Learning: A discussion on current meanings." Association for Educational Communications and Technology National Conference, Dallas, Texas. (Panel organizer).
- "Reflections on Computers in Education: A panel discussion looking behind and looking forward." Association for Educational Communication and Technology National Conference, Dallas Texas. (Panel organizer).
- 2001 "Teaching Instructional Design Over the Internet: Collaboration and Interaction." Media a edukacja, Poznan, Poland. Co-presented with A. Wach.
- (Keynote)** "To Teach or Not." Classrooms of the Future Conference, Minneapolis, MN.
- "Integrating the Internet and Collaborative Learning Environments." The World of the Middle School Conference, North Carolina Middle School Assoc. Annual Conference, Greensboro, NC.
- 2000 "The Construction of Awareness: Educational Images of Weather and Climate from Textbook to the Internet." Millennium: Images and Reconstructions of Weather and Climate Over the Last Millennium. Jagiellonian University, Crakow, Poland. Co-presented with A. Bokwa.
- "Designing Interactive Learning Environments on the Internet." North Carolina Educational Technology Conference, Greensboro, NC.
- "Internet Delivered Learning Environments." Technology and Best Practices Conference, Appalachian State University, Boone, NC.
- 1999 "The Image." 5<sup>th</sup> International Research Symposium, Sweden.
- "Appropriate Uses of the Internet for K-12 Learning Environments." Integrating Technology into the 21st Century Classrooms Conference. Appalachian State University, Boone NC.
- "Designing a Distance Learning Program." Association for Educational Communications and Technology (AECT), Houston, TX.
- 1998 "Designing Distance Education Learning Environments." North Carolina Educational Technology Conference, Greensboro, NC.

"Is Visual Literacy Dead?" a discussion with the author, International Visual Literacy Association Conference, Athens, GA.

- 1997      **(Keynote address)** Media Education Conference: "Media Education: Bringing someone's world into the classroom". Poznan, Poland: University of Adam Mickiewicz. (April 1997).

"Reflections on designing and producing an internet-based course at Association for Education Communications Technology International Meeting, New Mexico (Feb. 1997).

Designing a Distance Education Internet Course, Iowa Distance Learning Association Meeting, Des Moines, IA.

- 1996      Panel member: "Systematic Change and Educational Reform", Association for Educational Communication and Technology (AECT), Indianapolis, In.

"Media Education as Critical Pedagogy", 4<sup>th</sup> International Research Symposium on Visual Verbal Literacy. Ijselland, Rijkshogeschool, Deventer, Holland.

"Designing a Course on Visual Literacy for Teacher Education", International Visual Literacy Conference, Cheyenne, WY.

"Designing a Course for Delivery Over the Internet", Iowa Association for Educational Technology. Cedar Rapids, IA.

- 1995      "Considerations in Teaching Over an Interactive Video System: The Iowa Communication Network., Invited speaker: (Fulbright) University of Finland, Tempera, Finland.

"Distant Education: The Iowa Communications Network". Invited speaker (Fulbright), Rijkshogeschool, Ijselland, Deventer, Holland.

"Building a Community Computer Based Internet Network" Iowa Association for Supervision and Curriculum Development and Iowa Computer Using Educators Joint Conference, DesMoine, IA.

- 1994      Education and technology in a global society: Looking for equity and social justice, 1993 Research Symposium on Verbo-Visual Literacy, Delphi, Greece.

Beyond Chalkboard 101: Technology and teacher education, Association for Educational Technology. Knoxville, KY.

Critical literacy, media literacy, 1994 Beginning reading conference, University of Northern Iowa.

- 1993      "Schools and Technology in a Democratic Society: Equity and Social Justice", Association for Education Communication Technology, New Orleans.

"Education and Technology in a Global Society: Looking for Equity and Social Justice", 3<sup>rd</sup> Research Symposium on Visual Verbal Literacy, Delphi, Greece.

- 1992            “Restructuring and Media Technology”, American Education Research Association Meeting, San Francisco.
- “Ethics Scenarios: A Critical Theory Symposium”, Association for Educational Communication and Technology, Washington, D.C.
- “Researching Channel One: A Project Report”, Association for Educational Communication Technology, Washington, D.C.
- “Educational Computing: Social Considerations” (Symposium), Association for Educational Communication and Technology, Washington, D.C.
- 1991            “Machine As Expert”, American Education Research Association Meeting, Chicago, IL.
- “The Teaching Machine As Expert”, Association for Educational Communication Technology, Orlando, FL.
- “Channel One Project” Report on current research on Channel One., Association for Educational Communication Technology, Orlando, FL.
- 1990            “Media Education As Critical Pedagogy”, Iowa Educational Research and Evaluation Association, 1990 Conference, Des Moines, IA.
- “Teaching Teachers Visual Literacy”, workshop/presentation, New Directions in Media Education, University of Toulouse, Toulouse, France, UNESCO meeting.
- “Teacher Education-Media Education”, American Educational Research Association, Boston, MA. An extended version was presented at the second research symposium on Verbol-Visual Literacy: Mapping the Field, University of London, Institute of London, London, England.
- “Representation and Meaning in Education”, American Educational Research Association, Boston, MA.
- 1989            “Media, Messages and Education: Constructing Teachers as Subjects”, American Educational Research Association, San Francisco, CA.
- “Two Case Studies: Urban Mathematics Collaborative”, American Educational Research Association, San Francisco, CA.
- 1988            “Reading the Visual Text: Structuralist to Post-Structuralist Analysis”, International Visual Sociology Conference, Rochester, New York.
- “Educational Technology: Another Look”, California Council on the Education of Teachers, Irvine, CA.
- 1987            “Teaching Visual Literacy To Teachers” International Visual Literacy Conference, Tulsa, OK.
- “The Third Person” Claremont Reading Conference, Claremont Graduate School, Claremont, CA.

- “Critical Viewing-Critical Thinking: Reading The Visual Text” Symposium on Verbo Visual Research, University of Stockholm. (extended paper from art education conference).
- “The Third Person” Trialog 87, Sullentuna, Sweden, Keynote address. (An extended paper from the Claremont Reading Conference).
- 1986 “Critical Viewing-Critical Thinking: Reading the Visual Text” California Art Education Conference, Fresno, CA.
- “Effective Utilization of Technology/Media in Teaching Critical Thinking” California State Board of Education and California Association of County Superintendents of Schools Conference on Staff Development and Curriculum, Asilmar, CA.
- “System Thinking and Critical Inquiry: Teacher Education and the New Technologies” Association for Educational Communication Technology, Las Vegas, NV.
- “Photographer Socialization” Society for Photographic Education National conference, Baltimore, MD.
- “Re-presenting Curricular Representations” American Educational Research Association, San Fransisco, CA.
- 1985 “The Making of Photographers: A Socialization Process”, Western Regional Society For Photographic Education Conference, Los Angeles, CA.
- “Stimulating Visual Thinking” Issues In Education Symposium, Otis Parsons School for Design, Los Angeles, CA.
- “Understanding Photographs: Recoding Reality” American Psychological Association, Los Angeles, CA.
- “The Socialization of Photographers”, Panel moderator, Society For Photographic Education, National Conference, Minneapolis, MN.
- “Reflective Teaching and Visual Literacy: Teacher Intervention and Programmed Instruction”, Association for Educational Communications and Technology, Anaheim, CA.. A revised paper was presented at the 1984 International Visual Literacy Conference, Baltimore, MD.
- 1984 “A Pedagogic Strategy for Visual Literacy”, presented at the Association for Educational Communications and Technology Conference, Dallas, TX. (a version of this paper was presented at the IVLA Conference in Bloomington, IN.
- 1983 “Visual Literacy and Teacher Education: A Pedagogical Strategy”, International Visual Literacy Conference, Bloomington, Indiana.
- “Photographic Education: A Technological Paradigm”, Society for Photographic Education, National Conference, Philadelphia, PA.
- 1982 Coordinator of criticism tract and a panel member on photographic education. Society for Photographic Education Regional Conference, University of Wisconsin at Green

Bay.

“A Model for Critical Dialogue: A Study For Enhancing Student Response To Visuals”, co-authored with Ann De Vaney Becker (Univ. of Wisconsin), presented at the Association for Educational Communications and Technology Conference, Dallas.

“MEDIA EDUCATION: The Curriculum Reform That Failed”, at the Humanizing Education Conference, Concord, N.Y.

1981 “Refrigerators Don’t Make Ice: A Model for Critical Dialogue” at the International Visual Literacy Association Conference, Lexington, KY.

1980 Panel, Society for Photographic Education National Conference, Concord, N.Y.

1980 Panel, Society for Photographic Education, Northeast Regional Conference, Rochester, N.Y.

1978 “Photo-Transformations of Lucus Samaras: The integration of color as content” at the Third Conference on Photographic Criticism, Apeiron Workshop, Millerton, N.Y.

1977 “A Basis for the Criticism of Photography” at the Second Conference on Photographic Criticism, Rochester, N.Y.

### **PUBLICATION OF MEDIA WORK**

- 1982        “The Taking of Niagara: A History of the Falls in Photography. (Ed) Anthony Bannon, Media Study- Buffalo.
- 1979        The North American Review, September 1979, cover and story illustration.
- 1977        Buffalo Evening News, 2 July 1977, half-page devoted to work of a single artist.
- 1975        Wild Dog of Heath Street, self-published photography series, includes postcards, photo- buttons, calendar and prints.
- 1972        Metaphor I, self-published book of photographs. 1972 Visual Studies Workshop Portfolio, Rochester, N.Y., hand-printed letter press publication.

### **EXHIBITIONS OF MEDIA WORK**

- 1995        Stella’s, Cedar Falls, Ia.: Paintings by Joe Orffeo and Photographs by Robert Muffoletto.
- 1987        California State University-Pomona, Hallway Gallery, invitational.  
Brea Civic and Cultural Center Gallery; “Reflections”, invitational
- 1986        Spiva Art Center, Joplin, Missouri; “Photospiva 86”, invitational.  
Tzavta Gallery, Los Angeles, CA.; “The Photograph as Document”, invitational.
- 1982        Media Study-Buffalo, Buffalo, New York; “Contemporary Views of Niagara Falls”, invitational.  
Beloit College, Beloit, Wis., one person exhibition.  
Buscaglia-Castellani Art Gallery, Niagara University, “The Taking of Niagara: A history of the Falls in Photography”.
- 1981        Union Gallery, Carol College, Waukesha, Wis., one person exhibition.  
Media Study-Buffalo, Buffalo, New York
- 1980        Michigan State University, Light Fantastic Gallery, one person exhibition.  
Cleveland Photographic Workshop, Cleveland Heights Ohio.
- 1979        THE ARTS GALLERY, Milwaukee, Wisconsin.  
“Accumulated Congregations”, One-person exhibit, Hayes Gallery, Shorewood, Wisconsin.  
Water Street Art Center, Milwaukee, Wis., “The Muffoletto Look-Alike Contest Winners”.



- 1978            Museum of Art, University of Oregon, Eugene, Oregon.
- “Midwest Photographers”, invitational, John Michael Kohler Arts Center, Sheboygan, Wis.
- Photoworks Gallery, Boston, MA., one person exhibit.
- “Wisconsin Men and Women in the Arts, 1978”, juried, West Bend Fine Arts Gallery, West Bend, Wis.
- “Artwords-Bookworks”, Los Angeles Institute of Contemporary Arts, Los Angeles, CA.
- Union Gallery, Carroll College, Waukesha, Wis.
- “Documenta”, Water Street Arts Center, Milwaukee, Wisconsin.
- Faculty Exhibition, Department of Art, University of Wisconsin-Milwaukee
- Perihelion Photographic Gallery, Milwaukee, Wis.
- 1977            Artist Committee Gallery, Buffalo, New York
- Albright-Knox Art Gallery, Members Gallery, Buffalo, New York.
- Fine Arts Gallery, Pennsylvania State University.
- Faculty Exhibition, Daemen College, Amherst, New York.
- International Cultural Exchange Exhibition, Dortmund, Germany.
- Hallwalls Gallery, Buffalo, New York.
- Faculty Exhibition, CEPA Gallery, Buffalo, New York.
- Association of American Artist Gallery, one person exhibition, Buffalo, New York.
- 1976            Metro-Bus Exhibition, City of Buffalo, Buffalo, New York.
- New York State Bicentennial Barge Exhibit.
- Gallery Wilde, one person exhibition, Buffalo, New York.
- “PHOTO 76”, ERIE COUNTY EXHIBITION, Buffalo, New York.
- 1975            Rosary Hill College, Snyder, New York.
- Albright-Knox Art Gallery, “Western New York Exhibition”, Buffalo, New York.,invitational.
- Visual Studies Workshop, Thesis Exhibition, Rochester, New York.
- 1972            Centaur Gallery, Montreal, Canada.

- 1970 Lime Light Gallery, one person exhibition, Buffalo, New York.
- 1969 South Bay Club Gallery, one person exhibition, Newport Beach, California.