

### Selected Publications

Some interesting documents selected from probably thousands produced using cutting-edge technology in more than sixty years of writing, graphic design, and systems invention. In some cases, the author developed the technology to meet the need for specialized digital publishing. Several of these document paradigms resulted in typographic encoding which later supported desktop publishing systems.

1998-2005

See Contra Cabal Contents.

1985-1997 Doctoral Dissertations

### Grünewald Paradigm

Publication withheld through UW machination.

The increased volume of messages and new communication techniques have required almost all communicators to become dependent on, and involved with, technology and applications development. Message creation, transmission, and presentation have become major industries supporting large segments of the economy. Words, pictures, and interpreted ideas and images, have a stronger influence on the beliefs, attitudes, and behaviors of more people than ever before. Transmitters and receivers of messages need increasingly versatile and effective media for handling the complex interactions and information on which contemporary society depends. Consequently, technologists constantly create new communications tools to deliver messages in multiple modes and media. The new media, new message forms, new persuasion techniques, and new ways of analyzing and strategizing for various audience types require a new approach to rhetorical theory.

### Rebus Principle

Database containing text and graphics removed by UW administrators.

Rebuses may convey direct meaning, especially to inform or instruct non-literate people, or they may deliberately conceal meaning to inform only the initiated. Rebuses, then, constitute part of visible language since rebus signs primarily represent phonetic sounds, not by abstract alphabetic signs, but by graphics of the word or words that the sound signifies. Many represent the sound of one word by the graphic representation of another, and although a rebus may represent several words, it remains as a representation of the words describing itself. Conversely, the alphabet, although it probably derives from graphics, has lost all connection with words as artifacts, and represents sound, by transforming evanescent sound into typographic images in permanent space.

1997

Socrates and Kinetography: Secondary Orality and the Rebus Principle  
The Korean Journal of Thinking and Problem Solving 7:(2), 49-76, 1997  
Spring 1997 [18:22] Peer-reviewed edition.

1996

Socrates and Kinetography: Secondary Orality and the Rebus Principle  
16th International Conference on Critical Thinking and Educational Reform  
Center for Critical Thinking and Moral Critique  
Sonoma State University, Rohnert Park, California  
July 1996 [18:22] Original publication and presentation.

Technocratic Despotism: Incognito and Safe from the Vexation of Thinking  
The National Council of Teachers  
Assembly for Computers in English Newsletter (ACE) Vol. X, No. 1  
Summer 1996 [14:22]

Womynx: She who Lies with the Dogs, Riseth with Fleas  
Womens' Freedom Network Newsletter  
[14:22] Commissioned, accepted for publication, then PC spiked by womyn.

1994

Editorial  
C. G. Jung Society, Seattle  
January 1994 [18:22]

Let's Make it Clear  
TypoGraphic News 70: Society of Typographic Designers and Association  
Typographique Internationale  
May 1994 [17:22]

1993

From Obscurity: A Definitive Workshop  
IEEE PCS Newsletter  
January/February 1993 [17:22]

Let's Make it Clear  
IEEE PCS Newsletter  
January/February 1993 [17:22]

Multivariate Media Complexes: Parallelism in Verbal and Visible Rhetoric  
International Society for the History of Rhetoric  
Conference Paper, Palazzo delle Facoltà umanistiche, Turin, Italy  
July 1993 [16:22]

1992

Parallel Multivariate Media Complexes:  
Codirectionality in Verbal and Visible Communication  
IPPC-92 Sante Fe, Conference Record, IEEE  
September/October 1992 [16:22]

Techniques Papetieres et Graphiques  
IEEE PCS Newsletter  
July/August 1992 [17:22]

The IPPC-92 Sante Fe, Conference Record (Editor-in-Chief)  
Piscataway, NJ: Institute of Electrical and Electronics Engineers  
September/October 1992 [11:24]

Implicit Language Codes: Theory and Practice  
IPPC-92 Sante Fe, Conference Record, IEEE  
September/October 1992 [16:22]

The Two-day PCS Siege of Leningrad  
IEEE PCS Newsletter  
January 1992 [17:22]

1991

Gutenberg and Itten Revisited . . . a letter to Johannes from Johannes  
IEEE Transactions on Professional Communication 34(3): 151-52  
September 1991 [17:22] Reprint of award winning essay.

Revisitation . . . A Quantum Leap  
Professional Printer 35(6): 12-13  
November/December 1991 [17:22] Institute of Printing Silver Medal.

Shape Concept: Color Percept . . . Graphics, Geometry, and Gestalt  
IEEE Transactions on Professional Communication 34(3): 174-79  
September 1991 [17:22] Associate Editor for Graphic Design

1990

Laurels  
San Jose, CA: School of Humanities and The Arts, San Jose University  
September 1990 [18:21]

1988

Rhetoric + Typography: Creative Interaction in Modern Communication  
IEEE Transactions on Professional Communication PC31(3): 124-129  
September 1988 [17:22] Associate Editor for Graphic Design

1987

Reader Showcase: How They Achieved Results  
Kodak Magazine for the Graphics Professional 7(1987): 7,9  
July 1987 [17:22]

35th Technical Writers' Institute Promotion  
Troy, NY: Rensselaer Polytechnic Institute  
July 1987 [18:11]

To See or Not to See . . . The Other Rhetoric  
IEEE Transactions on Professional Communication PC30(1): 30-31  
March 1987 [17:22] Associate Editor for Graphic Design

1986

A Case Study of Online Information:

Second Generation Systems Design

IEEE Transactions on Professional Communication PC29(4): 81-86

December 1986 [17:23] Associate Editor for Graphic Design

1985

Commencement '85 Program

Fitchburg, MA: Fitchburg State College Press

[18:27]

Excellence in Action

Fitchburg, MA: Fitchburg State College Press

[18:21]

Index: Student Handbook

Fitchburg, MA: Fitchburg State College Press

[18:24]

Under Milk Wood (Series)

Fitchburg, MA: Fitchburg State College Press

[18:21]

1984

Admissions Viewbook

Fitchburg, MA: Fitchburg State College Press

[18:21]

Amerikay (Series)

Fitchburg, MA: Fitchburg State College Press

[18:21]

Commencement '84 Program

Fitchburg, MA: Fitchburg State College Press

[18:27]

Czeslaw Milosz: Poet Laureate (Series)  
Fitchburg, MA: Fitchburg State College Press  
[18:21]

Edwin Pettet as GBS:  
My Specialty is being Right when Other People are Wrong (Series)  
Fitchburg, MA: Fitchburg State College Press  
[18:21]

Euthanasia and Respect for Persons (Series)  
Fitchburg, MA: Fitchburg State College Press  
[18:21]

Keats and Shakespeare: The Freedom to Create (Series)  
Fitchburg, MA: Fitchburg State College Press  
[18:21]

Let us educate you . . .  
Fitchburg, MA: Fitchburg State College Press  
[18:21]

Self-Study Report to the National League for Nursing  
Fitchburg, MA: Fitchburg State College Press  
[15:21]

Undergraduate Catalog 1984-85  
Fitchburg, MA: Fitchburg State College Press  
[18:27]

1983  
Typography and Graphic Design  
Boston: Northeastern University  
[18:22]

Your Bridge to the Future . . .  
Boston: University of Massachusetts  
[18:21]

1982

National Collegiate Athletic Association  
Women's Swimming and Diving Championships  
Boston: University of Massachusetts/NCAA  
[18:21]

Health Service: We Serve Your Health  
Boston: University of Massachusetts  
[18:21]

Henry IV, Part I,  
Critical Ingenuity, Shakespearean Ingenuity, Max Bluestone and Me  
Boston: University of Massachusetts/University of California at Berkeley  
[18:21]

National Association of Student Personnel Administrators  
National Convention (Series)  
Boston: University of Massachusetts/NASPA  
[18:21]

1981

A Catalog of the Cary Collection of Playing Cards (Four Volumes)  
New Haven, CT: Yale University Library  
[11.27]  
Kristin Sue Hammond Memorial Scholarship  
Somers, CT: Hammond  
[11.21]

1978

Africa in Antiquity: The Arts of Ancient Nubia and the Sudan- (Two Volumes)  
Brooklyn: The Brooklyn Museum, Brooklyn Institute of Arts and Sciences  
[11.21]

A New Use for an Old Mill  
Somers, CT: The Somersville Crafts Community  
[11.22]

1977

The Meat Board Meat Book  
New York: McGraw-Hill Book Company  
[11:21]

1976

American Mensa Register 1976-77  
New York: American Mensa Ltd.  
[12:27]

A System for Involute Spur and Helical Gears Molded of the Plastics  
Manchester, CT: ABA Tool & Die Company, Inc.  
[13:27]

1975

Capture Keystrokes  
Windsor, CT: Fotospectra International  
[11:22]

Cartoon: A Celebration of American Comic Art  
New York: Artrend Foundation  
[11:21]

The Heritage of American Art:  
Paintings from the Collection of The Metropolitan Museum of Art (Series)  
New York: The American Federation of Arts  
[12:21]

Three Centuries of Craft Excellence combined with . . . Minicomputer Technology  
Windsor, CT: Fotospectra International  
[11:22]

1974

George Bernard Shaw:

A quite phonetic British alfabet (sic) is impossible because the vowels of British speakers differ as their fingerprints do.

Mensa Bulletin 175: 1 (April 1974)

[17:23]

1971

J. S. Bach Cantatas

Boston: Emmanuel Music Program

[11:21]

Emmanuel presents Marion Williams

Boston: Emmanuel Music Program

[11:21]

1970

The Year of the Child (Series)

Boston: Department of Mental Health, Commonwealth of Massachusetts

[18:21]

Wellesley College Catalog

Wellesley, MA: Wellesley College

[12:27] Published at the Graduation of Hillary Clinton.

1969

Film-Loops Catalog (Series)

Cambridge, MA: The Ealing Corporation

[12:27]

Optical Services Catalog

Cambridge MA: The Ealing Corporation

[12:27]

Science Teaching Catalog

Cambridge, MA: The Ealing Corporation

[12:27]

Starting Tomorrow Teaching Aids (Series)  
Cambridge, MA: The Ealing Corporation  
[12:21]

Telescope Catalog  
Cambridge, MA: The Ealing Corporation  
[12:21]

1965

Public Relations:  
The deliberate, planned and sustained effort to establish and maintain mutual understanding  
between an organisation and its public.  
London: Paul Trummel & Associates Ltd.  
[11:22]

1964

The Modular Directory of Building Components  
London: The Modular Society  
[12:24]

1961

Aluminium Windows Catalog  
London: Williams & Williams Ltd.  
[12:21]

1960

Standard Steel Windows Catalog (Series)  
London: Williams & Williams Ltd.  
[12:21]

1957-64

Designing and writing construction industry publications for Jewish immigrant architects and  
engineers - several of them concentration camp survivors - who had difficulty writing English as  
a second language. That writing, and other technical communications, qualified the author for  
membership in the National Union of Journalists.

1947-1956 (except for combat duty)

Primarily concerned with reproduction of legal transcripts for the High Courts of Justice, London, and journals for Royal Institute of Arts, London.

1944

First published at age 11 in a grammar school (high school) self-produced satirical magazine. Lampooning caused consternation among both administrators and faculty members. On reflection, the master allowed publication to continue in the interest of academic freedom - a school tradition that dated back to Thomas Macauley and William Wilberforce as the author pointed out to him at the time.

Key (10:20)

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Creative and Administrative Roles 20

Art Director and Graphic Designer 21

Author 22

Coauthor 23

Editor 24

Ghostwriter 25

Management Consultant 26

Systems Analyst and Typographer 27

Technical Communication Specialist 28

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(PhD-RPI ABD/PhD-UW ABD)

Special Doctor of Philosophy Program (SPhD)

College of Engineering, University of Washington

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Feedback: [Webspinner@ContraCabal.org](mailto:Webspinner@ContraCabal.org)