Daocheng Lin

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https://dclin.me

EDUCATION

Ph.D.	Rhetoric and Professional Communication, Iowa State University Minor in Linguistics	2024–2029
MFA	Modern Illustration, Guangxi Art University, China	2016–2019
B.A.	Illustration and Book Design, Guangxi Art University, China	2012–2016

RESEARCH FIELDS

Data Visualization, Human-AI Interaction, Digital Rhetoric, Multimodality, Figurative Language

APPOINTMENTS

2026 **Graduate Research Assistant**, Iowa State University
NSF-funded project: A Disaster Multiplayer Online Game (DMOG)

- Generate cutscene video assets for the game.
- Collaborate with colleagues to develop workflows and techniques using generative AI models such as Nano Banana Pro and Veo 3.
- Write the project manuscript for academic publication.

2024–Present **Instructor of Record**, Iowa State University

- Deliver lectures for foundational composition courses.
- Lead class discussions.
- Provide feedback and manage grading.

2019–2024 **Lecturer**, Visual Communication, Huizhou University

- Developed curricula for visual communication courses.
- Taught visual communication courses.
- Conducted pedagogical research.

2019–2022 **Instructor**, Illustration, Zhijian Between Workshop

- Taught an online illustration course.
- Provided feedback and reviews to students.

2019 **Teaching Assistant**, Digital Design, Guangxi Arts Institution

- Assisted with lectures and discussions in a typography course.

PUBLICATIONS

Journal Articles

2026 **Lin**, **D.**, Wang, Y., Yang, Y., & Lan, X. (2026). Unveiling the visual rhetoric of persuasive cartography: A case study of the design of octopus maps. *IEEE Transactions on Visualization and Computer Graphics*, *32*(1), 156–166. https://doi.org/10.1109/TVCG.2025.3634776

Conference Proceedings

2026 **Lin**, **D.** (2026). Emotional appeals of emerging scientific visualization genres in academic journals of the digital age. *2026 IEEE Professional Communication Conference (ProComm)*, 110–118. https://doi.org/10.1109/ProComm69759.2026.00026

RESEARCH PROJECTS

2026–Present **AI-Fluency Writing Course Development**
Research Assistant, Supervised by Dr. Abram Anders

- Assist with the development of the course, Artificial Intelligence and Writing.
- Develop AI-Fluency Dashboard for the reflection section.

2025–2026 **A Disaster Multiplayer Online Game (DMOG)**
Research Assistant, Supervised by Dr. Abram Anders
Funded by the U.S. National Science Foundation (NSF)

2022 **Research on Transmedia Storytelling in Visual Communication Education of Local Arts**
Investigator with Dr. Jingqiu Zhang, Prof. Guancong Wu
Huizhou University, Huizhou

2022–2024 **A Visual Study of Historic District in Huizhou: A Visual Ethnographic Perspective**
Leading Investigator with Dr. Ziyao Huang, Dr. Jiawei Xu, Ms. Yixuan Xie
Funded by Humanities and Social Science Research Projects in Huizhou (Key Program), Huizhou, Guangdong

2021–2023 **Teaching Visual Rhetoric in Illustration Courses with Gamification**
Leading Investigator with Dr. Jingqiu Zhang, Prof. Guancong Wu
Huizhou University, Huizhou, Guangdong

CONFERENCE PRESENTATIONS

2026 "AI Video Generation for Emergency Management Training Games: A Design Process Case Study," 43rd ACM International Conference on Design of Communication (SIGDOC). Minnesota, United States. With Dr. Abram Anders and Trishala Jain. October 23–24, 2026

2026 "Emotional Appeals of Emerging Scientific Visualization Genres in Academic Journals of the Digital Age," IEEE Professional Communication Society Conference. Virtual panel, July 12–14, 2026

2026 "Visual Rhetoric of Automated Data Visualization: A Case Study of AI-Assisted Time-Tracking Application," 43rd ACM International Conference on Design of Communication (SIGDOC). Minnesota, United States. With Dr. Eric York, Haley Greer, and Isaac Ewuoso. October 23–24, 2026

2026 "Visualizing Cosmotechnics: Exploring a Modernized Worldview Through Chinese Cultivation Games in the Algorithmic Era," 2026 Association of Teachers of Technical Writing (ATTW). Virtual panel. April 17–18, 2026

2026 "Teaching Intercultural Communication through Data Visualization: Towards an Aesthetic Pedagogy Approach," The Conference on College Composition and Communication (CCCC) 2026 Convention. Cleveland, United States. Individual Presentation. March 4–7, 2026

2025 "Unveiling the Visual Rhetoric of Persuasive Cartography: A Case Study of the Design of Octopus Maps," IEEE VIS 2025. Vienna, Austria. With Yifan Wang, Yutong Yang, and Xingyu Lan. November 2–7, 2025

2025 "Emotional Appeals in Election System Data Visualizations on Digital Platforms: A Case Study of 2024 Global Election Videos on YouTube," 2025 Association of Teachers of Technical Writing (ATTW). Missouri, United States. Individual Presentation. June 14–15, 2025

TEACHING EXPERIENCE

2024–Present **Instructor of Record**, Department of English, Iowa State University
Independently teach two undergraduate English multimodal composition courses, taking full responsibility for delivering lectures, designing engaging class activities, facilitating meaningful discussions, and providing thoughtful feedback to support student learning and development.

2019–2024 **Lecturer**, Visual Communication Design, Huizhou University
Designed 3 curriculums of New Media and Visual Design; gave lectures for over 500 students, wrote feedback & graded. I got positive feedback from the students, with an average teaching evaluation score: 98.35/100, which is considered high.

2019–2022 **Lecturer**, Illustration, Zhijian Between Workshop
Co-design curriculums of Illustration online course, gave lectures for over 500 students, wrote & graded.

2019 **Teaching Assistant**, Digital Design, Guangxi Arts Institution
Gave lectures on Computational Graphic Design, grade students' assignments.

AWARDS & GRANTS

Awards

2026 W.Paul Jones Scholarship in the Rhetoric and Professional Communication Program, $500

Grants

2026 Small Grants of Rhetoric and Professional Communication, Iowa State University, $350

2025 Small Grants of Rhetoric and Professional Communication, Iowa State University, $350

2025 Department of English at Iowa State University, Travel Grant, $500

INDUSTRIAL COLLABORATION

2022 **Exhibition Design for Alumni Association of the University of Electronic Science and Technology of China**, $5,000
Main Designer, supervised the project, designed the materials, and communicated with the company.

2022 **Artistic Design Projects for Exxon Mobil Huizhou (2022HX052)**, Collaboration: ExxonMobil (Huizhou) Chemical Co. Ltd., $4,000
Principal Investigator, supervised the project and communicated with the company.

SERVICE

Peer Reviewer

CHI 2027

Annual Technology for Second Language Learning Conference (TSLL) 2026

IEEE VIS 2026

IEEE VIS Sci-Fi Workshop 2026

IEEE Professional Communication Society

International Communication Association (ICA)

ACM Special Interest Group on Design of Communication (SIGDOC)

IEEE VIS Alt.VIS Workshop

Membership

2024–Present **Phorum**
Member, participates in daily activities and decisions of the student organization of the Department of English: Phorum.

Volunteer

2025 **IEEE VIS Student Volunteer**
Student Volunteer, assisting with various conference tasks.

2022–2024 **ADHD Reading Club**
Member & Website Designer, deploy, design, and maintain the website with WordPress on Ubuntu, and participate in weekly discussions of various books.

For the University, College, and Department

2022 **Mural Painting at Huizhou University**, $3,000
Main Designer, created the mural painting and supervised the team collaboration.

2021–2022 **Scientific Picturebook of Huizhou University**, $4,000
Main Designer, book design, and illustration creation collaborate with professors from the biomedical college at Huizhou University.

2020–2024 **Scientific Illustration Contest of Psychological Knowledge Council**
Member of The Review Board, review the artworks and grade.

INVITED LECTURES

2022 Oral Presentation "The Visual Narrative Structure of Scientific Picture Books: From A Multimodal Perspective", 13.07.22, Huidong Primary Teacher's Workshop

2022 Oral Presentation "A General Introduction to Scientific Picture Books", 15.06.22, Huidong Primary Teacher's Workshop

SKILLS

Generative AI Tools: Claude Code, Nano Banana Pro, Veo 3

AI Methods: Retrieval-Augmented Generation (RAG)

Web Development: HTML, CSS, JavaScript

Programming: Python

Data Visualization Tools: R, Tableau, QGIS

Corpus Analysis Tools: LancsBox, AntConc

Video Editing Tools: Adobe Premiere Pro

Languages: Chinese, English

REFERENCES

Available upon request