

Lou Tetlan's interest in the neurobiology of learning led her to focus on creating formats based on how the brain processes information. In pursuit of this focus she has developed CID®, Cognitive-based Information Design.

She is a published researcher as well as a national & international speaker. Lou was an Honorary Fellow at the University of Wisconsin School of Medicine & Public Health, serving in the Neuroradiology Lab on fMRI studies of the brain from 2009-2015. In addition she taught at Universities on a contractual basis while giving workshops and presentations on CID®. In the fall of 2016 she initiated The CID Group, LLC in order to advance public awareness of CID and its potential to create more effective visual communication.

She received her Ph.D. in Curriculum & Instruction/ Art Education from the University of Wisconsin Madison, as well as her Masters Degree from the UW Graduate School of Business. She holds a BFA in Art History with a minor in Linguistics from Drake University & a VIS Certification in Art History & Studio Arts from the Venezia Isola di Studi, Venice, Italy.

Lou's experiences transverse varied fields of knowledge giving her the ability to apply multiple perspectives to topics & situations. She has spent the past 15 years researching how the brain processes information. Her research has focused on the science of reading & the effect format design has on engagement, understanding & recall.

Prior to earning her PhD she worked with numerous service institutions nationwide in developing cultural & educational programs along with developing materials for local communities & schools. She worked over 15 years in the business field ranging from smaller to major fortune 500 corporations.

Her career in education, business & government has led to the development of skills in management, collaborative leadership & effective methods for redesigning 2 dimensional visual communication.

PAPERS

- Tetlan, W. L. and Marschalek, D. (2016). How Humans Process Visual Information: A focused primer for designing information. Fall 2016, Visible Language Journal.
- Tetlan, W. L. (2013). Applying Design to Learning: Cognitive Science Research Supports Visual Language Principles in the Design of Effective Educational Reading Materials. DRS//Cumulus 2nd International Conference for Design Education Researchers.

- Tetlan, W.L. (2009). "The Influence of Textbook Format On Postsecondary Proficient and Remedial Readers: Designing Information Using Visual Language," Ph.D. Dissertation, University of Wisconsin.
- Tetlan, W.L., "Using Brain Imaging Techniques and Visual Language Research to Identify Instructional Formats That Enhance Reading and Comprehension Skills for Postsecondary Remedial Readers, in collaboration with Wisconsin Center for Education Research, 2008.
- Tetlan, W.L., "Brain Responses to Visual Arts Stimuli," Marilyn Zurmuehlen Working Papers in Art Education, Spring 2007.

PRESENTATIONS

- Paranet Member Day Event. Introductory Workshop for Cognitive-based Information Design [CID®]. Presented 6 hr workshop to 70 manufacturing executives. Milwaukee, WI, Dec 2016.
- AIGA Wisconsin, Introduction to Cognitive-based Information Design [CID®]. Milwaukee, WI Oct 2016.
- Marquette University, Center for Teaching and Learning. "Creating Great PowerPoints and the Theory Behind it." Milwaukee, WI, May 2014.
- DRS//Cumulus 2nd International Conference for Design Education Researchers. "Applying Design to Learning: Cognitive Science Supports Visual Language Principles in the Design of Effective Reading Materials", Oslo, Norway, May 2013. Invited to present.
- Wisconsin Alumni Research Foundation (WARF), "Breaking the Code of Creative Collaborations" Wisconsin Institute for Discovery (WID), Madison, WI, March 2013.
- National Art Education Association (NAEA), "A Primer on Cognitive-based Information Design (CID®) Formats", Ft. Worth, TX, March 2013.
- Wisconsin Alumni Research Foundation (WARF), "Designing Academic Posters" Wisconsin Institute for Discovery (WID), Madison, WI, January 2013.
- American Institute of Graphic Arts, "Introduction to CID® Formats", Madison, WI, 2012.
- WARF Discovery Challenge Poster Symposium, "Creating Cognitive Accessibility to STEM Knowledge for Marginalized Students." WID, Madison, WI, May 23, 2012.

- Oregon Arts Education Association's Fall Conference, Master Workshop "Applying Cognitive Research Findings to Graphic Design", Eugene, OR, October 2011.
- University of Wisconsin, "Applying Cognitive Constructs to Information Design", 2011.
- National Council of Teachers of English, "Identifying the Relevance of Visual Language in the Language Arts Classroom," San Antonio, TX, November 2008.
- National Council of Teachers of Mathematics, "Creating Games That Develop Mathematical Conceptualization," Atlanta, GA, March 2007.