

The

The AI Tide

The current boom in generative artificial intelligence prompts us – as thinking, creative, engaged intelligent actual human beings – to understand its significance and where it is headed.

For some time already, the digital realm has been a reality that exists within, and coexists with, the “real world” in which we work, play, eat, sleep, move, live and die. As educators, we must understand how best to prepare our students for successful lives as individuals, professionals and citizens in a rapidly changing world in which generative AI tools can be applied in many different ways – many productive, but many potentially destructive, as well.

We have identified the core competencies that we focus on cultivating in our students: critical thinking, ethical reasoning, creativity and innovation, communication, writing and research, civic and community engagement, diversity and global understanding, technology and media literacy, leadership and teamwork, and career development and professionalism. Working with AI most obviously falls in the category of technological literacy, though AI clearly affects the other competencies, as well, perhaps most significantly career development and professionalism.

So, let's start with that: We know the generative AI is “helping” students complete assignments, but to the degree that it can bypass skill building and tempt them to present the work of “others” as their own, it doesn't do our students any favor

rather than substitute for it. As an academic community, we need to sustain conversation around how generative AI is affecting the teaching and learning process, especially as its outputs become increasingly impressive at replicating the

work of humans.

But we must engage a deeper discussion, as well, one that considers the impact of information technology more broadly on our lives, our work and our society. So far, we can tell pretty quickly when a company's



International Internship Spotlight: Barcelona, Spain

I am currently in Barcelona, Spain, completing a full-time internship as part of an exchange program. As an art - graphic design major with a minor in Spanish, this opportunity has allowed me to merge my academic background with practical experience in the professional world.

My internship with La Comet, a Barcelona-based brand, has been an incredible chance to immerse myself in branding, digital content creation and design in a city renowned for its artistic influence.

At La Comet, I've been exposed to a fast-paced and creative environment, contributing to visual campaigns and video branding projects. The team has fully integrated me into the creative process, encouraging my input and ideas.

I've worked on digital content creation and developed new branding concepts, gaining insight into how a successful brand thrives in the competitive fashion and design industry. It has been empowering to see how my contributions shape the company's identity and marketing strategies.

Beyond work, life in Barcelona has been equally enriching. The city's blend of modern and traditional elements has been a constant source of inspiration.

From Gaudi's architecture to the vibrant streets of the Gothic Quarter and the artistic energy of neighborhoods like El Born, Barcelona's culture has deeply influenced my

design sensibilities. Living in such a creatively rich environment has pushed me to be bolder and more innovative, incorporating the city's unique charm into my projects.

Immersing myself in a Spanish-speaking environment also has been invaluable for

improving my language skills. Conversing with colleagues and navigating daily life in Barcelona have strengthened my fluency and deepened my appreciation for local culture. This linguistic immersion has not only enhanced my Spanish proficiency but also helped me better understand the cultural design trends here.

One of the most rewarding experiences has been collaborating with other local brands through video projects. Each project has provided fresh insight into how a city's character and culture influence branding and design.

The creative community I've connected with is passionate and dynamic, and working alongside other designers has broadened my perspective.

While I've already learned a lot, there's still much more to explore, both in Barcelona and in the design field. There are many hidden gems in the city that I hope to discover, which will continue to inspire my work. I also plan to further refine my video branding skills and build more connections within Barcelona's vibrant design community.

My time here has been transformative, and I'm excited for the experiences and growth that lie ahead.



Departmental Reports

ART

Maly BdsBa Baoh
DayCand MinWahl
exhibited their work at Salisbury Art Space and Ocean City Art League. **Bds** received first place at the Salisbury Art Space juried show with her painting "Better Tomorrows." Advanced Painting class students are encouraged to apply to local juried shows.

Kim (B.F.A. '05, painting) had a new body of work chosen for a grand opening exhibition at the Museum of Eastern Shore Culture. Additionally, he recently held a solo exhibition at the Bishop Stock Gallery in Snow Hill.

John (B.F.A. in new media),
Rach Cabd (B.F.A. in painting),
Ada Gbr (B.F.A. in photography),
MaGay (B.F.A. in graphic design),
LatHat (B.A. in visual communications),
An Pat (B.F.A. in painting),
MinWahl (B.F.A. in painting) and
CaB/Wahl (B.F.A. in glass) showcased their work at the 71st Biannual Senior Art Exhibition, titled Stargazers. These talented students have mastered various media, including painting, drawing, sculpture, photography, glass and digital art. The exhibition is in the SU Downtown Art Gallery, November 11 -December 15.

John Kim participated in two group exhibitions at Salisbury Art Space in downtown Salisbury, where he has been serving on the board of directors since 2019.

6 The Exchange

Nabb Hartman attended the Themed Entertainment Association's (TEA) Storytelling, Architecture, Technology and Experience (SATE) Conference at Dollywood to explore how Fulton can prepare students for careers in themed entertainment – an industry covering theme parks, immersive experiences, museums, etc. He aims to start a TEA student chapter to connect students with industry professionals and eventually bring them to the conference. Hartman's public radio show, The Sound of Cinema, has returned for its second season on WSCL 89.5FM, playing Saturdays at 5 p.m. The show explores film scores, with this season having Halloween- and Christmas-themed episodes, as well as ones on samurai films, heist movies and the music of the Looney Tunes.

Cassidy COMM 411 (511) Managerial Communication course partnered with the Nabb Center on original research projects examining leadership discourse throughout Salisbury University's history. Students investigated various topics, including gender equality, presidential departures, the history of building names and the winning organizational culture of the lacrosse program.

CONFLICT ANALYSIS & DISPUTE RESOLUTION

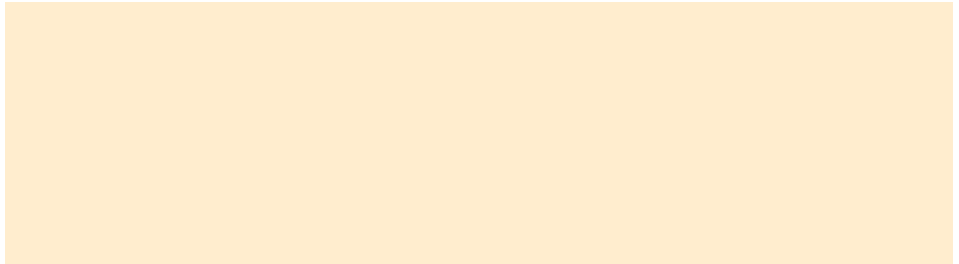
Barry co-authored an article on "Two Applications of the Consensus Solutions Process With Collaborative Modeling For Management of a Contentious Oyster Fishery" in October in *Frontiers in Marine Science*, Volume 11. It showcases the effective management of oyster populations in the Chesapeake Bay using consensus building processes.

Iqbal participated as a panelist in an online discussion, titled "Catch-All Parties and Voter-Party Nexus in Sri Lanka," on October 30. The London School of Economics South Asian Center organized the international panel.

ENGLISH

Dave recently presented his paper, "Four Ways of Thinking About Moonage Daydream (2022, dir. Brett Morgen)," at the annual Literature/Film Association conference at York College of Pennsylvania.

Britt and former Academic Program Specialist **Spencer** published their article, "Our Assessment, Ourselves: Results and Lessons from Assessment Using Institutional Data," in



Three Fulton Departments Earn Certification

Three Fulton School programs – art, English and philosophy – are the very first departments at Salisbury University to earn the Essential Employability Qualities

Welcome to the Fulton School

DEBORAH BLACK

Artistic Director
SU Dance Company

Fulton Faculty Grants

Fall for Fulton Showcases Fun, Opportunities

By Ella Messick

The annual Fall for Fulton event brought together Salisbury students, local high school students and community members on October 25 to enjoy all that the Fulton School has to offer.

Attendees explored an array of interactive tables hosted by Delmarva Public Media, the Institute for Public Affairs and Civic Engagement (PACE), the Glass Blowing Club, T-Shirt Printing, Giving Day, and more. Activities ranged from hands-on art experiences to live music and poetry readings, creating a lively atmosphere that celebrated creativity, community and the diverse programs within the Fulton School.

Many Fulton students were able to display their skills in a variety of fields, and others had the unique opportunity to assist in running the event, gaining hands-on experience in event coordination.

The event demonstrated Fulton's commitment to fostering a rich, engaging and educational atmosphere for all.

Sounds of the Holiday Season

The holidays at SU wouldn't be the same without our two-week music festival of events. We hope you will join us to usher in the holidays with fanfare and fair as we bring the spirit of the season to life.

December 3 – Salisbury Pops | 7:30 p.m. • Holloway Hall, Jackson Family Auditorium

December 5 – Jazz Ensemble | 7:30 p.m. • Holloway Hall, Jackson Family Auditorium

December 7 – Salisbury Symphony Orchestra | 7:30 p.m. • Holloway Hall, Jackson Family Auditorium

December 8 – Vox Concordia | 4 p.m. • Holloway Hall, Great Hall

December 10 – PRESTO Student Recital | 5 & 7 p.m. • Holloway Hall, Great Hall

December 11 – A Not-So-Silent Night | 7:30 p.m. • Fulton Hall, Black Box Theatre

December 12 – Salisbury Youth Orchestra | 7:30 p.m. • Holloway Hall, Jackson Family Auditorium

December 13 – Flute Ensemble | 7:30 p.m. • Holloway Hall, Great Hall

December 14 – Larum Voces | 7:30 p.m. • Holloway Hall, Great Hall

For tickets, visit:
[salisbury.edu/
performingarts](https://salisbury.edu/performingarts)

