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Preface to the JPC Special Issue on Art/Science Hybrids

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ABSTRACT

The preface, acknowledgements and description of the peer review process of issue 3(2) of the Journal of Professional Communication. The Editor-in-Chief of the Journal describes how this is the first time that the Journal has produced an issue focussed on the creative and design communities. This issue focuses on art/science hybrids, that is the site where art and science come together to influence and shape one another.

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When we launched JPC in November of 2011, our vision was of a journal that integrated perspectives from all of the disciplines of professional communication: journalism, public relations, advertising, marketing and the creative arts. We believe that the future of communications practice both in Academe and in application lies in the converging waters of integrated communication. Governing an organization's integrated communications effort would be the discipline of communications management, which would oversee all of functions just listed. Thus far, JPC has examined examples from all of these perspectives, with the notable exception of the creative arts.

When Steve Gibson and Stefan Müller Arisona suggested that they guest edit an issue of JPC under the banner of Art/Science Hybrids - I was thrilled to agree. The papers that have earned a place in this issue demonstrate the growing essential relationship of "design thinking" to scientific work, as well as the importance of taking into account the communicative power of data when

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putting together a research design. They approach the challenges of blending art and science methods from critical, technical and artistic perspectives. Truly, we live in a new era of communication, where digital communications and information technology have made connectivity, sharing and crowdsourcing important realities that the arts and sciences ignore at their peril.

This issue of JPC approaches these new transdisciplinary arts/science vistas from several different perspectives including, *inter alia*: aesthetics, music, geographic information systems, forestry, robotics and cognition. It is an exciting emerging relationship reminiscent of the close relationship between art and science found in the work of Renaissance artist-scientists such as Michelangelo, where art and science informed and supported one another to produce discoveries and innovations in art, medicine, engineering and architecture, among many others.

This is the first in a series of issues that we hope to dedicate to the creative arts in the years to come. I hope you enjoy reading it as much as I have enjoyed working with our guest editors to produce it.

Acknowledgements

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All articles in this issue passed anonymous peer review by two reviewers, as well as review by the guest editors, our assistant editor and myself.