



August 1-August 14 1977

GARC, Graphic Arts Technical Foundation commence negotiations for merger

Negotiations have begun to merge an international graphic communications organization based in Pittsburgh, Pennsylvania, with a similar body at RIT.

William J. Mariner, president of the Graphic Arts Technical Foundation, and Dr. Paul Miller, president of RIT, announced last week that studies are being pursued relative to a potential merger of the foundation and the Graphic Arts Research Center, a part of RIT.

Mariner indicated that preliminary data were reviewed with the executive committee of the foundation at a meeting in Pittsburgh,

and further investigation was endorsed. To conduct the analysis and develop a plan, a group was appointed composed of leading industry members of the foundation.

No timetable has been set for the merger, but it is hoped that all avenues can be explored and a future program developed in the next two or three months.

The foundation is a member-supported, non-profit scientific, technical and educational organization serving international graphic communications industries. Through research, educational and technical services,

and technical information programs, the foundation addresses many graphic arts processes and applications in its world-wide activities.

RIT's Graphic Arts Research Center, part of the College of Graphic Arts and Photography, serves the printing and graphic communications industries through research, education and the dissemination of information. Since its establishment in 1951, the center has assisted industry groups and companies in materials testing, seminars and the application of technology to improve graphic arts methods.

Prime named vice president



JON L. PRIME

Jon L. Prime, director of Business Services since 1971, has been appointed vice president for Finance and Administration. He succeeds James R. Buchholz, who recently became vice president for Administrative Affairs for the University of Missouri system. Prime's appointment is effective immediately.

Announcing the appointment, President Paul A. Miller said, "As staff director for the Economic Study Commission, Mr. Prime played a key role in identifying and analyzing the economic factors that will contribute to the Institute's planning for the eighties. I know every member of the Institute community joins me in applauding his readiness to accept this new challenge."

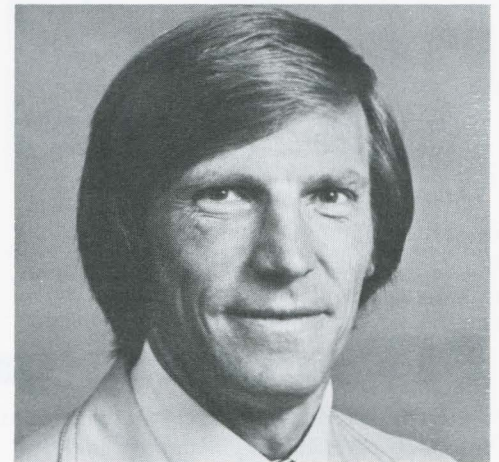
Prime sees the "stop-and-go turbulence" forecast by the commission's report and by the Institute Advancement Commission's study, as "an imperative to planning."

"Over the next year, my efforts as vice president for Finance and Administration will be to assist in planning for a decade of uncertainty," Prime said.

Prime joined the Institute in 1970 as an evening college instructor in business policy and managerial accounting. He became director of Management Analysis and Audit later that year. Since 1971 he has been director of Business Services.

Before coming to RIT Prime was business manager of McQuaid High School, Rochester.

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FRED SMITH

Smith chairman of RMSC board

Dr. Fred Smith, vice president for student affairs and dean of complementary education, has been chosen as chairman of the Rochester Museum and Science Center's Board of Trustees. Dr. Smith has been a member of the RMSC board for the past four years and last year served as board president.

As chairman, Smith holds the chief leadership position on the board and conducts the monthly meetings and chairs the board's executive committee. The 26 member board oversees the use of the five divisions of the Rochester Museum and Science Center.

RIT will change its telephone prefix from 464 to 475 December 17, 1977. This summer and fall, Rochester Telephone Corporation servicemen will attach to each telephone on campus a dial disc with the new exchange number and a sticker bearing the current number. The sticker can be peeled off December 17.

Centrex numbers, the last four digits of the telephone number, will not be affected. For 90 days after the change-over, any call made to the old exchange will be intercepted and the caller informed of the new number.

Prime *con'd from p. 1*

Previously he had been senior internal auditor in the University of Rochester's Office of University Audit and manager of the Burşar's Office. He also worked as a staff auditor for the Rochester accounting firm of Naramore, Niles and Company.

Prime received a BS in business administration and accounting from Bradley University, Peoria, Illinois in 1962. In 1968 he received an Ed.M. from the University of Rochester in educational administration.

Prime, his wife Celeste and their daughters Sarah, Melissa and Cynthia reside at 63 Potter Place, Fairport.



SAC ARTIST

Yaffa Sikorsky, a recent graduate of the School for American Craftsmen, has an exhibit of her hand-blown glass in the College of Fine and Applied Arts through August 26.



OUTSIDE STORY

The practical value of wood is apparent in the cedar exterior of Energy House.

Energy House relies on wood

Wood is a renewable resource found in nature. As the principal construction material in Energy House, it offers several advantages.

One of these is a primary energy conserving feature of the house—the "Arkansas Wall." Named after an experiment in building conducted in Arkansas, the so-called "Arkansas Wall" is essentially a method of widening a building's framing cavity so that more insulation can be placed in the home.

Energy House is built of 2x6 wood studs on 24 inch centers. Conventional framing consists of 2x4 studs placed 16 inches on center. The natural strength of wood allows Energy House to have effective support while widening the distance between studs. What that means in terms of energy conservation

is that Energy House's frame is wide enough to allow for six inches of insulation rather than the more conventional three inches. The increased insulation will help keep the house warmer in winter and cooler in summer with less energy consumption than a home built in a more common style.

Wood's practical value is apparent in the exterior of the home which is natural cedar siding, a covering that requires virtually no maintenance and is noted for its endurance in all sorts of weather. Wood's aesthetic appeal was also considered in designing Energy House.

Energy House is a shared effort of RIT, Rochester Gas and Electric Corporation, and Rochester Home Builders' Association. It will be open for viewing in the fall.

RIT receives graphic arts industry funds

RIT is receiving funds designed to acquaint the graphic arts industry with the significant student research work being conducted here, and to increase overall interaction between RIT students and industry.

The agreement was formulated with the National Association of Printers and Lithographers (NAPL) and the Printing Industries of America, Inc. (PIA)—co-sponsors of GRAPH EXPO—to receive educational funds that will enable the Graphic Arts Research Center staff to aid the student research and thesis program at RIT in 1977, and to make the results more accessible for use in the graphic arts industry.

GRAPH EXPO has provided these funds to GARC, whose staff members serve as graduate student thesis advisors. The GARC advisors assist and supervise the students in all phases of research project and thesis preparation and execution, including presentations

at technical meetings. Published reports are available through the GARC Information Services to the entire graphic arts industry and some have appeared in various technical publications.

Student research is an integral part of graphic arts education at RIT. Much of it has been of extremely high quality and applicability to industry, but the expense of publication and distribution has prevented the wide dissemination of these reports. RIT student theses prepared in conjunction with GARC advisors have been published in GARC Reports.

Thanks to the sponsorship of GRAPH EXPO, the industry is now offered a greater opportunity to acquaint itself with student thesis work relating to graphic arts. Interested parties will be able to choose from a

wealth of these materials by RIT graduate students who spent months and sometimes years completing their researches. A selected bibliography of these materials will be issued by GARC.

Monies contributed for the sponsorship of this program will be made through receipts taken from the NAPL/PIA GRAPH EXPO trade show, the official annual exhibit of the graphic arts industry.

Last year's show held in New York City, registered a record number of exhibitors and the highest attendance ever.

GRAPH EXPO '77 will be held October 10-13 at McCormick Place, Chicago, Illinois. Advance registration for this year's show points to another record attendance and number of exhibitors. It is expected that more than 25,000 people will view the 1,000 tons of equipment from 300 leading manufacturers in the graphic arts industry.

HEOP program's special focus: disadvantaged

"Basically, what we're doing is making it possible for disadvantaged students to come to college. Without HEOP, these students wouldn't have been offered acceptance to RIT."

Kristin Alexander speaks with pride about RIT's Higher Education Opportunity Program, of which she is director.

"The students in the program not only have financial difficulty, but also have not excelled in school," Alexander explained. "However, it's had nothing to do with academic potential. They've had problems historically with lack of encouragement from guidance counselors, poor schools, younger sisters and brothers to take care of, time-consuming jobs—any number of things. It's not that these students aren't college material, it's just that they're under-prepared."

"HEOP's responsibility is to help them to reach and maintain academic competence."

Many of the students who are in RIT's HEOP are deficient in essential math and verbal skills. But they're competing with students who have been nurtured in supportive environments and have graduated from competitive schools. And professors are rarely aware that a student is in HEOP.

"They take math and remedial reading as necessary. But everyone has to take Introduction to Psychology, which prepares them for the real thing. The instructor tries to incorporate different facets of a college course, such as a research paper, a personal opinion paper and different types of tests," Alexander said.

"They learn to use the library, organize a paper, read a textbook effectively. The instructor also comments on individual behavior, allowing us to pinpoint individual problems, such as poor attendance, or lack of assertiveness."

In the seven years of its existence, HEOP has graduated 75 students, many of whom have landed excellent jobs. Graduates in technical fields have the highest success rate, according to Alexander. "It's not quite as easy for a social worker right now. But the fact that these students have graduated from college, considering their initial academic weaknesses, is a tremendous accomplishment."

Every student admitted into HEOP must be both academically and financially disadvantaged. They are all provided with full financial support, which is provided jointly by RIT, state and federal money. Up to a year's supplemental grant is available to any student who may need extra time to complete his or her program of study.



GIFTING GUEST

Mrs. Edith Neblette was guest of honor at July 6 unveiling of a plaque honoring her late husband, Carroll B., dean of the College of Graphic Arts and Photography 1960-67. Her gift to RIT of \$100,000 will establish his memorial library fund. Left to right: Dr. Lothar Engelmann, dean of the college; Mrs. Neblette; Alfred Davis, administrative secretary to the Board of Trustees; and President Paul Miller.

Siegfried wins Goudy award

Laurance B. Siegfried, professor emeritus of Graphic Arts at Syracuse University, has been named 1977 recipient of RIT's Frederic W. Goudy Award.

Siegfried will accept the award and deliver the annual Frederic W. Goudy Distinguished Lecture in Typography at RIT October 14.

Siegfried, former editor of *The American Printer* and a nationally recognized figure in American typography, has been active in printing and publishing since his graduation from Harvard in 1913.

As early as 1919, after serving as C.O. of a subchaser during the first world war, he became associated with his cousin, type designer and graphic artist William A. Dwiggin. The two collaborated in the production of a satirical pamphlet entitled *An Investigation Into the Physical Property of Books*, which severely criticized the "manufacturing" approach to the design and production of books. The result of this publication was that Dwiggin turned from advertising to book design and emerged as one of the great artists of the book in this century, and Siegfried was fully launched in his graphic arts career.

During the 1920s, Siegfried worked in publishing and advertising with such firms as Mergenthaler Linotype, Bartlett Orr Press, American Type Founders and Continental Typefounders Association. He designed several type specimen books for Continental, then headed by Melbert B. Cary, Jr.

Siegfried became editor of *The American Printer* in 1930. During the decade he held that position he initiated many changes in this widely read printing trade periodical, making it the most innovative magazine serv-

ing the graphic arts. The typographic format was designed to introduce current trends and also served as the first showing for most of the new types which appeared during the thirties, including many designed by Goudy. Even the binding of the magazine—spiral—was unique.

It was during his tenure as editor of *AP* that Siegfried established his reputation as a lecturer on typography and as a juror in numerous exhibitions of printing. He served on scores of industry committees and became a member of the Board of Directors and vice president of the American Institute of Graphic Arts.

Siegfried left industry in 1940 to teach at Syracuse University. He also served as University Printer, manager of the Orange Publishing Company and founder of the Syracuse University Press. Eventually he became professor of graphic arts in SU's School of Journalism. He retired in 1961.

Siegfried has published dozens of articles, as well as a textbook, *Typographic Design in Advertising*. His Goudy Lecture will be highlighted with personal anecdotes from a career which spans 60 years of association with the leading figures of the graphic arts.

The Frederic W. Goudy Award is made possible by a grant from the Mary Flagler Cary Charitable Trust, to honor the friendship between Goudy and Melbert B. Cary, Jr.

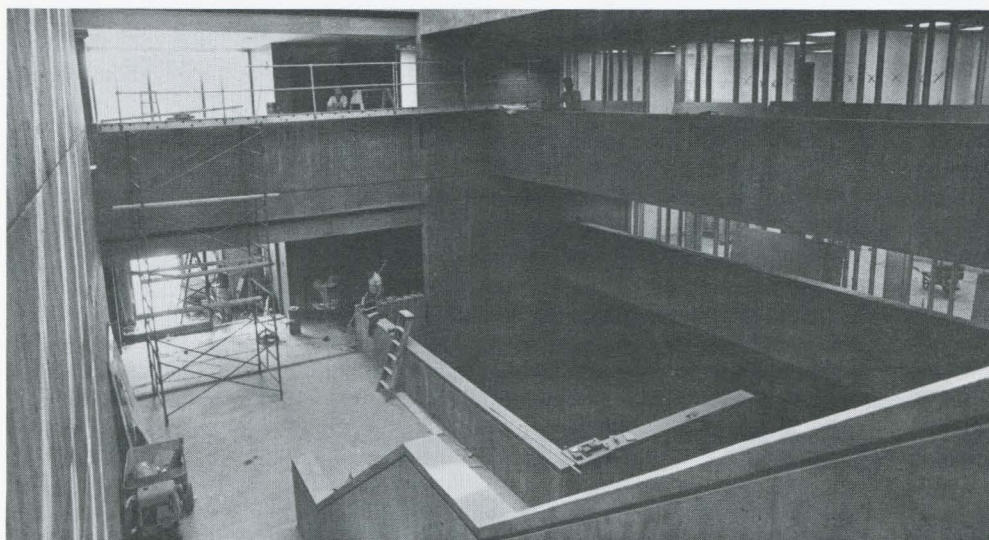
Past recipients of the award are Hermann Zapf, Warren Chappell, R. Hunter Middleton, Giovanni Mardersteig, Dr. Robert Leslie, P.J. Conkwright, Will Carter and Reverend Edward Catich.



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NEWS & NEWSMAKERS

Richard H. Marchand, counselor, Counseling Center, presented a talk, "Women Returning to Higher Education and/or the World of Work: A Challenge," at the Canadian Guidance and Counseling Association National Conference in Montreal.

Andrew Davidhazy, CCE chairperson of photography, served as guest lecturer at the regional conference of the Photographic Society of America, University of Massachusetts at Amherst. An associate of the Royal Photographic Society, he addressed the group of over 200 amateur photographers on streak photography and scanning photographic systems.

Robert Gilman, professor and chairperson of chemistry, College of Science, has been awarded a \$22,611 grant from the National Science Foundation's Pre-College Teacher Development in Science Program. Title of his project is "Mini-courses in Science and Mathematics for High School Teachers."

Franklin Schwaneflugel, associate professor of physics, has returned from a sabbatical year at Brown University where he studied physics in the arts, a topic he and Philip Bornarth, associate professor and chairperson of fine arts, developed into a course.

William D. Gasser, professor, College of Business, gave a presentation, "Guide to Unaudited Financial Statements," at the Annual Staff Study Conference of the New York Society of Certified Public Accountants at Skidmore College. He is currently a member of the faculty bank of the Foundation for Accounting Education, New York City.

Clint Wallington, chairperson, Instructional Technology, is an instructional developer for *Trustee*, the American Hospital Association's magazine for hospital trustees.

INSIDE STORY

Main lobby and CCE reception area of new classroom building, scheduled to open for Fall Quarter.

Foreign student fund begun

School of Photography faculty member Martin Rennalls has launched a fund drive to help financially hard-pressed foreign students. With the help of fellow faculty members Dr. Ronald Francis and Mohamed Abouelata, Rennalls has organized an RIT Foreign Students Scholarship Committee.

The first donation to the fund was made recently by the parents of an alumna, Maria Giron Lemus, Printing '77, from Guatemala. Ms. Lemus has agreed to become honorary president of the committee.

Rennalls, who come to RIT from Jamaica, says he hopes to establish enough funding so that "any worthy foreign student can continue at RIT and perhaps become a real light."

Currently, there is only one scholarship available to foreign students while more than 100 are available to American students. According to Rennalls, some foreign students have enough money to finish their first year, but then run into financial trouble which makes it impossible for them to complete their program. Difficulties in receiving money due to mail service and bank delays or exchange commission complications also beset students. These difficulties present a need for some system of short term loans to tide students over says Rennalls.

RIT has approximately 90 students

from 28 foreign countries and 40 faculty from 29 countries. Traditionally, RIT has expected foreign students to be self-financed.

In 1976-77, RIT received nearly 1,800 applications from abroad, but an estimated 25 per cent of these withdrew their application when the unavailability of scholarship aid was made known to them.

Rennalls' committee will work with RIT's Development Office to solicit funds from foreign alumni, multinational corporations, and local sources to establish a base of funding for students whose need becomes apparent after they are enrolled.

CONTINUING EVENTS

Public Affairs Gallery—"Me, the Designer," posters, identification systems and other examples of graphic design by David E. Barringer, through August 5. Administration building, rm 4000.

Bevier Gallery—Student Honors Show, through September 22. Gallery summer hours Mon.-Fri., 9 a.m. to 4:30 p.m.

Genesee Valley Antique Car Show—Parking Lots E, F, G, H and J, August 7, 6 a.m. to 6 p.m. Contact: Irving Hubbard, 671-7546.

Talisman Summer Cinema—

Lady Sings the Blues—Ingle Aud., August 3, 4:30 and 8 p.m., \$1.25.

The Adventures of Sherlock Holmes' Smarter Brother—Ingle Aud., August 10, 4:30 and 8 p.m., \$1.25.

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