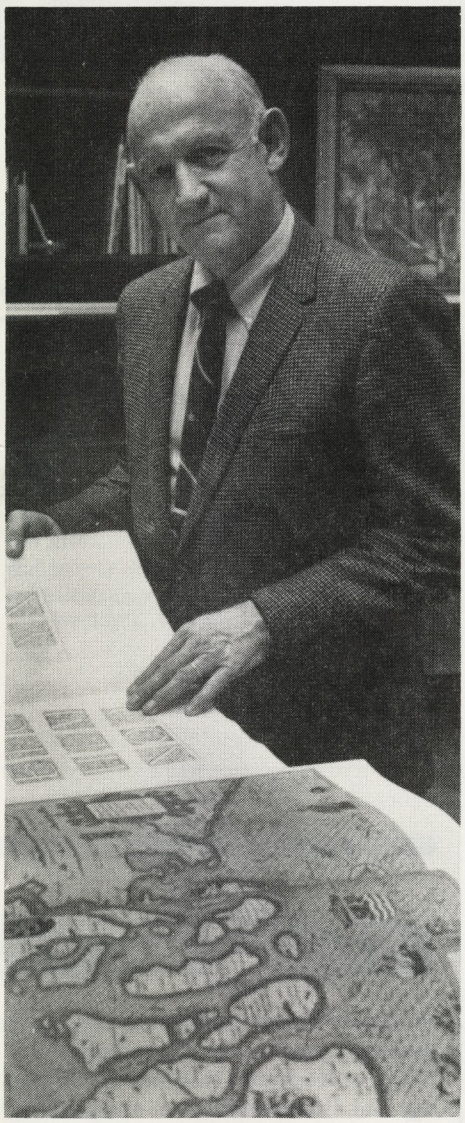
NEWS & EVENTS

Rochester Institute of Technology

Vol. II, No. 30—Sept. 20, 1979

Alexander S. Lawson to Recieve 1979 Goudy Award



Alexander S. Lawson

How do you honor a man who has spent 30 years of his life devoted to printing education? A man who has given of himself to inspire young people through his teachings and examples? A man who has influenced his fellow professional colleagues through his published works? And a man who was responsible for establishing a library of printing arts for all to share?

This year RIT's Professor Emeritus Alexander S. Lawson, the first Melbert B. Cary, Jr. Professor in Graphic Arts, will be presented the prestigious Frederic W. Goudy Award for 1979. The annual Goudy award was established in 1969 by RIT's School of Printing to honor the memory of one of America's greatest type designers.

Lawson, a native of Glasgow, Scotland, began his printing career at age 16 as a copy boy on the New York *American* newspaper. That was 1928, and it wasn't too long afterward that the young Lawson decided that printing was more attractive than news reporting. He went to work as an apprentice in the composing room of Guide Printing Company of Brooklyn where he eventually became a journeyman compositor.

In 1941, Lawson enlisted in the U.S. Navy and participated in the North African Campaign and several invasions in the Pacific. He was serving as captain of the seagoing tug, USS Ganadoga, when honorably discharged in 1945.

"After my Navy service," Professor Lawson states, "I decided that I wanted to get into printing production rather than work at the trade. The easiest way to do this was to go back to school." And so, in 1946, he enrolled as a student in RIT's Department of Publishing and Printing. His heart remained at RIT where he accumulated more than 30 years of outstanding service to RIT and the community. In 1947, Lawson began his teaching career, and in 1959, he was appointed professor in the School of Printing.

The year following his appointment at RIT as a teacher, Professor Lawson set about the task of fulfilling his dream of establishing a fine collection of printing works at RIT. In 1948, he drove to Utica, New York to visit the widow of Howard Coggeshall, the printer who had worked with the late Frederick W. Goudy. The visit paid off! Twelve years later Mrs. Goggeshall decided RIT was the right place for her valued Goudy materials."

In 1969, as a living memorial to Mr. Cary, the trustees of the Mary Flagler Cary Charitable Trust donated the Melbert B. Cary, Jr. Graphic Arts Collection and funded what is known today as the Melbert B. Cary, Jr. Library. Professor Lawson was instrumental in this effort and the same year was appointed the first Melbert B. Cary, Jr. Professor in Graphic Arts, a post he held until his retirement in 1977. Although retired, the devoted teacher instructs at least one course each fall on the History and Development of Printing.

In announcing the Goudy Award, School of Printing Director Dr. Mark F. Guldin said, "Professor Lawson has contributed more than thirty outstanding years to printing education both here at RIT and throughout the nation through his many books and articles. We feel extremely pleased to be able to honor one of our own faculty members who had such an important impact on the lives of many of America's printers."

The formal award ceremony will take place September 26, when Professor Lawson will deliver the Annual

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Distinguished Lecture in Typography at 7:30 p.m. in Webb Auditorium on the RIT campus. The lecture is open to the public.

Over the years, Professor Lawson has authored four books including the widely acclaimed *Printing Types: An Introduction* and *A Printer's Alamanac.* He has also edited the "Composing Room" Department for *Inland Printer* magazine and the *"Typographically Speaking"* Department for Printing Impressions magazine.

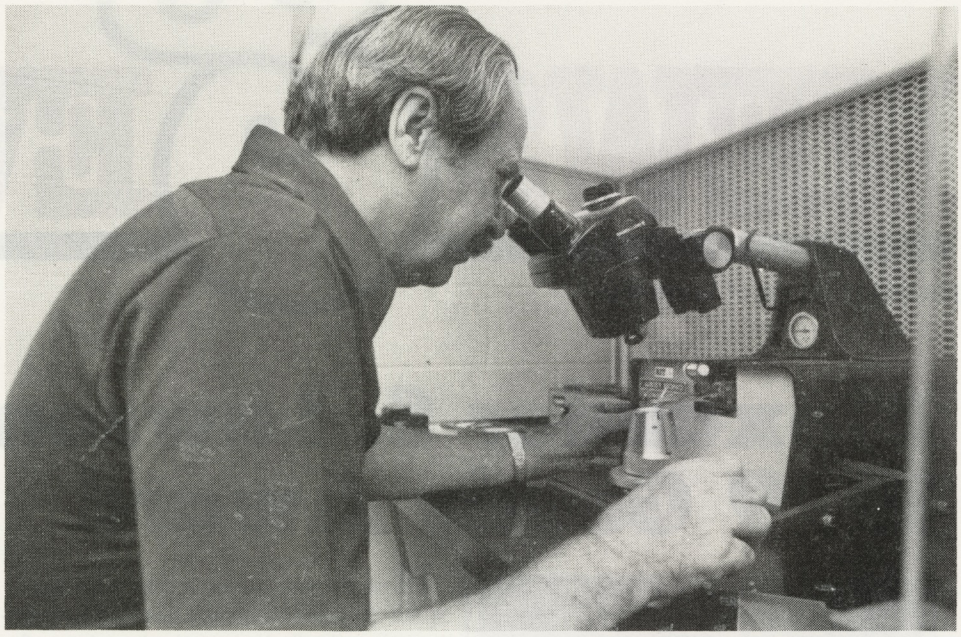
Professor Lawson has received many awards including the Golden Key Award from the International Club of Printing House Craftsmen, the Outstanding Teacher Award from RIT, the first Award for Distinguished Service to Typography presented by the National Composition Association of the Printing Industries of America, and the H.&W. Freidman Medal for Service to Printing Education presented by the New York School of Printing.

While Lawson is thankful for these many awards, he is "proudest," he says, "of the many fine young people who have received a 'spark' from him and have gone on to pursue careers in fine printing, typography, book designing, and writing on the History of Printing." He also feels the highlight of his RIT years was the establishment of the Cary Collection. "The library is a tremendous inspiration to students. It makes it easier to create a 'spark' if they can look at and handle these outstanding examples of the printer's art."

Lawson, and his wife Evelyn, are long-time residents of Pittsford, New York. They have two sons who are both RIT graduates engaged in the printing industry. Lawson's retirement is a busy one for he is working on several new books, but he still finds time to enjoy his main avocation–bird watching. He generally follows them South for the winter and returns to Rochester with them in the spring.

Previous Goudy Award winners are:

Hermann Zapf, 1969
Warren Chappell, 1979
Dr. R. Hunter Middleton, 1971
Dr. Giovanni Mardersteig, 1972
Dr. Robert L. Leslie, 1973
P.J. Conkwright, 1974
Will Carter, 1975
Rev. Edward Catich, 1976
Laurance B. Siegfried, 1977, and
Howard N. King, 1978



John E. Kotich, from K and M Electronics, West Springfield, Massachusetts, was one of the participants in the Thick Film Hybrid Microelectronics Seminar offered for the first time this summer in the College of Engineering. Taught by Professors Robert C. Baker and Lynn F. Fuller of the Electrical Engineering Department, the seminar drew participants from 10 states and Canada. RIT has been a pioneer in thick film hybrid design technology, offering courses in the electrical engineering program since 1969. Another seminar, Introduction to Microcomputers, was taught to people from area industries by Professors Edward Salem and George A. Brown.

DATEBOOK

September 20–Chemistry Department Seminar. "Solar Energy Conversion By Photo-Induced Electron Transfer Reactions." Speaker-Dr. George McLendon, University of Rochester, 12:00-1:00 in Room 12–1470.

September 27–Chemistry Department Seminar. "CIDNP in Photo Initiated Radical ION Reactions" Speaker–Dr. Heinz D. Roth, Bell Telephone Laboratories, 12:00-1:00 in Room 12-1470.

Talisman Film Festival (I)=Ingle Aud. (W)=Webb Auditorium

Foreign Correspondent–Sept. 20, 7:30 p.m. $1.50 (I).

Dream of Passion–Sept. 21, 7:30 p.m., and 10:00 p.m. $1.50 (I).

The Twelve Chairs–Sept. 22, 12:00 a.m., $1.50 (I)

Heaven Can Wait–Sept. 22, 5:00 p.m., 7:30 p.m. and 10:00 p.m. $1.50 (I).

Play Now, Pay Later–Sept. 23, 7:30 p.m., $1.50 (I).

Suspicion–*Sept. 27., 7:30 p.m., $1.50 (W).*

Getting Straight–Sept. 29, 12 a.m., $1.50 (W).

I Love You, Alice B. Toklas–Sept. 29, 7:30 p.m., $1.50 (I).

Zabriske Point–Sept. 30, 7:30 p.m., $1.50 (I).

NOTICE

The orientation and special programs office will no longer be handling the off-campus apartment bulletin board in the College-Alumni Union. This service has been centralized and is being handled by Ed Ingerick at Riverknoll–475-1290.

NEWS & EVENTS

Published weekly on Thursday during the academic year by the Communications Office at Rochester Institute of Technology and distributed free of charge to the Institute community. For information call 475-2750.

Space Colonization 'Guru' To Launch Institute Forum

Space colonies almost a mile in circumference and housing some 10,000 people will be a reality in the next 25 years, according to Dr. Gerard K. O'Neill, an internationally recognized expert on space colonization. O'Neill will present his views in a lecture entitled *"The Industrialization of Space,"* Thursday, September 27, at 7 p.m., in RIT's Ingle Auditorium.

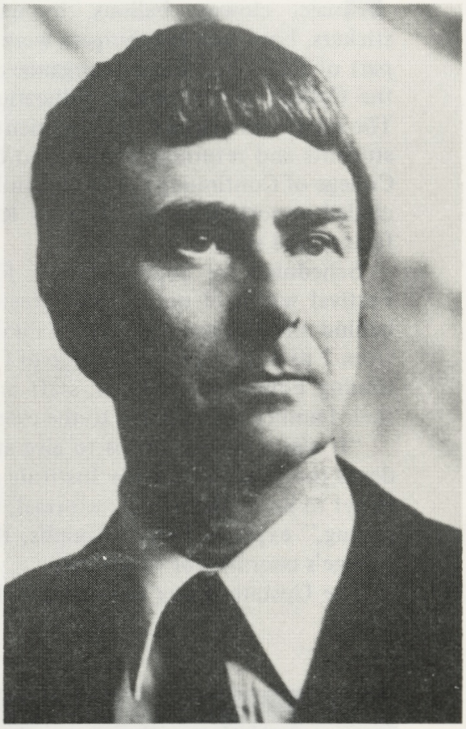
O'Neill's lecture will launch this year's Institute Forum program at RIT. Established to bring major speakers to the RIT campus and the Rochester community, Institute Forum presents a yearlong series of lectures . This year Institute Forum will focus on technology and values and will cover a variety of stimulating topics that relate directly to RIT academic areas.

A Princeton University physics professor, O'Neill has been called the "guru" of space colonization. He's the author of *The High Frontier,* the definitive work on space colonization, and has been involved in space research since 1967. His research has been funded in part by the National Aeronautics and Space Administration (NASA) and his own Space Studies Institute.

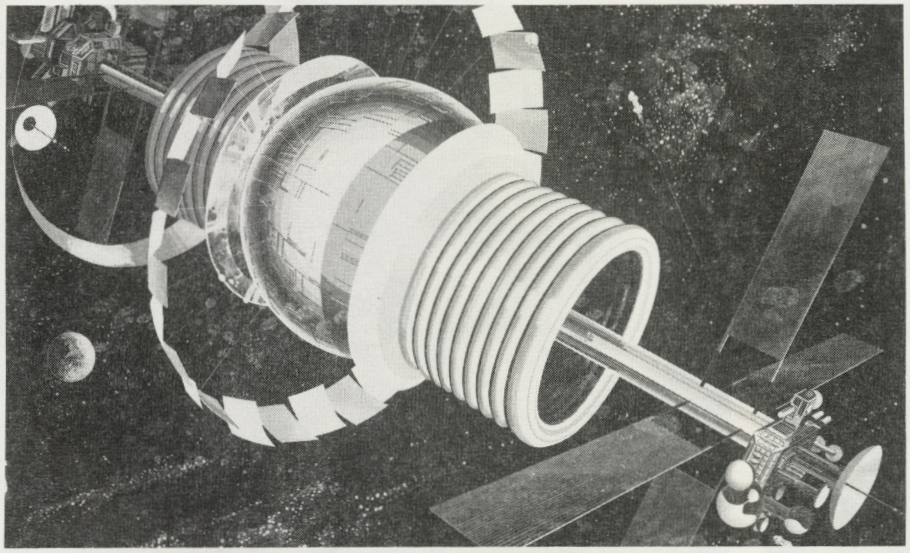
He contends that we now have the technology to build massive space colonies that would be powered by materials already in space, such as lunar ore. O'Neill has dubbed his model of the first space colony "Island-One" and conceives of it as a rotating sphere with agricultural rings and factories on each end of its axis. The Princeton physicist says, "Eventually it would become possible to shift all our heavy industry to space stations and then begin purifying and beautifying earth's cities without the pollution, waste and energy shortages of our present world."

The 52-year old O'Neill has been at Princeton for 25 years. He received his Ph.D. from Cornell University in 1954 and has authored numerous scientific articles and papers. In 1956 he originated the principle of colliding-beam storage rings, a system now widely used in nuclear research.

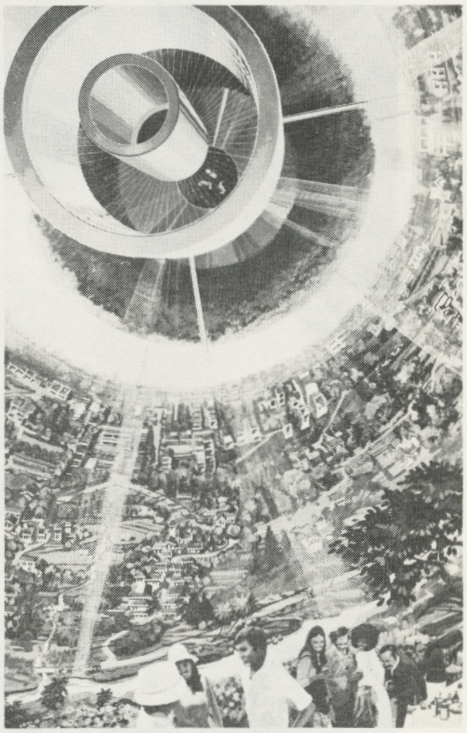
Institute Forum will cover topics relating to technology and values throughout the year. Future speakers will include Dr. Ronald W. Estabrook, renowned cancer researcher; Dr. Barry Commener, well-known environmental spokesman, Donald Lennox, senior vice-president of Xerox Corporation and Hazel Henderson, economist, noted lecturer and presidential adviser. Institute Forum events are open to the public.



Dr. Gerard K. O'Neill



The exterior of a possible space habitat for some 10,000 people. The colonists would live in homes on the inner surface of a large sphere nearly a mile in circumference. The concept is a result of a 1976 study on space manufacturing at NASA's Ames Research Center.



A conceptual interior of a space settlement housing 10,000 people. Natural sunshine is brought inside by external mirrors. The concept is a result of a 1976 study on space manufacturing at NASA's Ames Research Center.

The 1979 CCE Fall Fest . . . An Orientation with a Difference

Music, clowns, ballons, bumper stickers, hots, and hamburgers were all part of RIT's Fall Festival organized by the College of Continuing Education. The event was planned to help orient new students and returning students to the College of Continuing Education and included opportunities to talk with RIT faculty and staff.

Scheduled for September 15, Fall Festival was held on the RIT green, behind the Wallace Memorial Library, from 2 to 4:30 p.m. All College of Continuing Education students, staff and their families were invited to the event.

"It was a chance for us to give students the basics about the Institute and to get to know them in an informal, fun setting," explains Brenda Gumbs, the college's coordinator of advising.

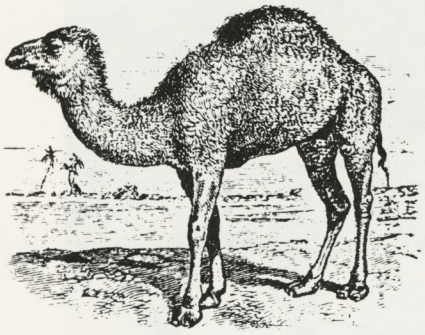
The Upstate String Band and RIT's own Sunshine and Company were on hand to provide entertainment for the event. The Upstate String Band, a 50-piece unit, was organized 10 months ago by Drew Frech, concertmaster for the Finger Lakes Symphony Orchestra and a graduate of the Eastman School of Music. The band performed jazz, popular and bluegrass selections.

Sunshine and Company, a theatrical group that incorporates signing for the deaf into its performance, performd selections of songs from musicals.

Orientation handbooks were distributed at the entrances to the festival and an information booth was set up where students could pick up RIT parking stickers. Faculty members and administrators were on hand wearing RIT t-shirts, straw hats and buttons that said "Ask me."


RIT/CCE
RIT/CCE

It's All Happening at the Zoo



Arabian Camel, or Dromedary (*Camelus dromedarius*).

Llama.

Dauw (*Equus burchelli*).

Baboon (*Cynocephalus maimon*).

The Simon and Garfunkel song says "It's all happening at the zoo!" and in the view of Seneca Park Zoo Director Daniel Michalowski, the phrase couldn't be more descriptive.

Speaking on "The Zoo...Today and Tomorrow," Michalowski presented the first in a series of public lectures on Tuesday evening, Sept. 18 sponsored by the College of Science's Biology Department.

Michalowski said the zoo has changed in the past few decades to be more of a zoological park, preserving endangered species, rather than a menagerie where visitors view animals they have never seen before.

"The zoo today, has four main goals," explained Michalowski. "First is education by labeling, graphics and exhibition techniques. The second is conservation through propagation of species and third is providing recreation for the public," he said. And he pointed out that the newest responsibility of the zoo is research into animal behavior and social life.

As outlined in a proposal from Monroe County Manager Lucien Morin, the zoo will see some major expansion in the northern area of Seneca Park. Michalowski says this will allow more room for the animals, "Now we can work on developing the animal's social needs by allowing small herds."

Even with the expansion, the animals will still be housed in cages. But Michalowski says that is not a problem. "More than 70 percent of our animals were born in captivity, they know no other home," explained the Zoo Director. And he says if the park provided totally natural habitats for the animals, they wouldn't be visible.

"Our two biggest complaints are on the size of the cages and the odor," chuckled Michalowski, "but if people could see the size of land a pride of lions stakes out in the jungles, that would be even smaller than their cage; and the odors are just natural animal scents."

Michalowski also discussed the delicate balance of zoo management. "The zoo should have a major impact on the community, but the reverse should also be true," he said. He added that the public should have a major say in zoo policy, but that the final decisions should come from the professionals. As an example, he cited the story of how several people complained that the eagles were left out in the rain. Finally, he was instructed to build a shelter for the eagles. They died from lice infestation,because they were not able to cleanse themselves.

NEWS & NEWSMAKERS

Jon Meyer, assistant professor in the School for American Craftsman, and his wife **Deb Meyer**, was named by *Washingtonian Magazine* as being in the top rank category of glass craftspeople in the U.S. Seventeen prominent glass craftspeople were chosen by a panel of 43 american craft experts.

Professor Herbert Mossien, the J. Warren McClure Professor of Marketing in the College of Business and **A. Eugene Fram**, director of the Center for Management Study, addressed executives at the New York State Newspaper Production conference in Saratoga Springs on September 15. On September 16 Professor Mossien appeared as a guest panelist on WOKR-TV's "Focus", speaking on "Women in Business," and on September 25, he will speak to an all day conference at Nazareth College on "Managerial Skills for Women in Business." The conference is sponsored by the Women's Career Center and the Small Business Administration.

David Moszak, assistant controller, has recently completed the program offered by the College of Business Management Institute at the University of Kentucky. The program, consisting of three week-long segments over a three-year period, is aimed toward developing administrative and management concepts to give one a broad perspective, rather than an expertise in a given area. Over 400 persons attended the session this year.

Dr. Wilson Wong, manager, Customer Engineering Education, IBM, has joined the faculty of the Business Careers Department of NTID on a one-year loan from IBM. A participant in the IBM Faculty Loan program, Dr. Wong has completed the NTID New Staff Training program and will be teaching in the Business and Data Processing area during the current school year.

The "Summer Institute," sponsored by Lawrence Livermore Laboratory,, Livermore, Ca., was attended by these NTID professors: **Robert Naess**, Mechanical Engineering; **Paul Taylor**, Electronics Engineering; **David Swanson**, Physics and **Dale Rockwell**, Chemistry. The institute, an annual event, is intended to aid professors from minority schools in their professional development.

Athletic Facility Schedule

Listed below are the normal operational hours for the PE & A facility for the 1979-1980 academic year. All RIT students, faculty, and staff members are welcome to use the facility if they present a *validated* I.D. card and if the facility is not reserved for a physical education class, intercollegiate athletic activity, or a special activities group.

GYMANSIUMS AND LOCKER ROOMS

Monday–Friday	8:00 a.m.–12 Midnight
Saturday–Sunday	10:00 a.m.–12 Midnight

WEIGHT ROOM

Monday–Friday	8:00 a.m.– 9:00 p.m.
Saturday–Sunday	10:00 a.m.– 9:00 p.m.

TENNIS COURTS AND PLAYFIELDS

Monday–Sunday	Open Dawn to Dusk

POOL (Fall Quarter)

Monday–Thursday	12:00 Noon– 1:00 p.m. 7:30 p.m. –9:30 p.m.
Friday	11:30 a.m.– 1:30 p.m. 7:30 p.m. – 9:30 p.m.
Saturday–Sunday	2:00 p.m.– 6:00 p.m. 7:30 p.m.– 9:30 p.m.

Operational hours for quarterly breaks and vacations will be posted in advance of those times so individuals and groups may plan activities accordingly.

Turning Back the Hands of Time

An archive photo from the 19th century? No, the photo is an exact recreation of a moment in time 100 years ago, shot just last May by RIT photo students Philip S. Aschoff, Jeff Davis, and Tom McCormick.

A trip back into time, through photographs. The assignment: recreate an historical setting down to the finest detail and photograph it. "The final product should be indistinguishable from a photograph of the era portrayed," according to the project assigner, Professional Photo Professor Howard LeVant.

The third and fourth year photo advertising students turned out to be more than capable of producing the photographs, which seem to capture a real moment from the last century. The students depicted such scenes as an 1880's school room in the Coblestone School in Childs, N.Y.; a railway setting in the New York Railway Museum on East River Road; Bonnie and Clyde perched on the running board of their "get-away bar," shot in Powder Mills Park; and a visual interpretation of the Everyl Brothers' hit record, "Wake Up Little Suzy," shot in a drive-in theater on West Henrietta Road.

"The idea developed from an assignment I did with my own business in Chicago, " says LeVant, who produced a series of historical hospital scenes for an advertising campaign for Kimberly-Clark.

The assignment produced not only some very striking photographs, but also a special segment on WOKR-TV's (Ch. 13) nightly news feature show, "PM Magazine." The show's co-host Joel Loy accompanied Professors LeVant and Donald Bruening to several shooting locations last May.

The "PM Magazine" segment featuring the RIT photo story will be broadcast Wednesday, September 26, at 7:30 p.m. In addition to the introduction, closing and transition segments for the entire 30 minute show were video taped on the campus.

"PM Magazine" is a program produced in cooperation with Westinghouse Broadcasting which syndicates features produced by stations around the country.

Rochester Institute of Technology

One Lomb Memorial Drive
Rochester, NY 14623

FIRST CLASS

GRANTS DEADLINES

Please note: GUIDELINES FOR ALL PROGRAMS ARE ON HAND OR HAVE BEEN REQUESTED. Please call the Grants Office for additional information, 50 West Main Street, 262-2719.
PROPOSALS SHOULD BE SUBMITTED TO THE GRANTS OFFICE ONE WEEK PRIOR TO DEADLINES FOR ADMINISTRATIVE APPROVALS.

NATIONAL SCIENCE FOUNDATION

ASAP–Applications accepted on a space-available basis. Chautaugua-Type Short Courses. Program consists of two-day sessions in the spring to permit invited scholars to communicate new knowledge, new advances, and new concepts and techniques directly to college teachers of science. Participants are expected to conduct interim projects during the winter at the home institutions. Each course is limited to the first 25 qualified applicants. Seven of the courses offered at the University of Hartford are available to science and engineering professionals from industry. Grants include the cost of lodging but participants or their institutions must pay the cost of travel, meals and incidental expenses. A total of 30 courses both disciplinary and interdisciplinary are offered at Hampshire College, Pennsylvania State Univ., Univ. of Maryland, Univ. of Georgia as well as the Univ. of Hartford.
No deadline–Research Equipment and Instrumentation for Non-Ph.D.-Granting Institutions. 60 grants to be awarded for science equipment, with unit acquisition cost not exceeding $25,000 to colleges that can demonstrate that the scientific equipment will make it possible for qualified science faculty to perform good research. Although the competition has no deadline, evaluation of proposal may take up to nine (9) months.
September 28–Local Course Improvement for Undergraduate Science Education. To permit science faculty to revise and improve local instructional programs, to introduce currently important scientific or technological developments and for developing improved approaches to the presentation of scientific concepts and applications.
October 1–International Travel Grant Program. Grants to permit U.S. scientists to participate in international scientific meetings held abroad for the purpose of obtaining scientific information and for professional development. Applicants must have been: a) invited to lecture, b) invited to organize a special session, c) invited to participate in a NATO Advanced Study Institute.
October 30–Student-Originated Studies. To support teams of college students with experience in independent, self-directed study and to demonstrate the effectiveness of such study as an adjunct to or replacement for portions of their traditional formal course work. Each study is conducted by a group of students comprised primarily of undergraduates. Each project deals with a local problem that has immediate relevance to the community. The projects are wholly student-originated and managed, with faculty in an advisory role. In general, studies should be multidisciplinary covering problems of the physical, biological and social environment.

U.S. DEPARTMENT OF TRANSPORTATION

To be announced–Research in areas of (1) control in transportation systems (2) maintenance and upgrading of transportation facilities (3) technology for advanced transportation safety (4) transportation and community development (5) transportation planning methodologies (6) freight transportation.

NATIONAL ENDOWMENT FOR THE ARTS

October 15–Artist's Fellowships. For painters, sculptors, printmakers, conceptual artists, artists specializing in drawing and performance and video artists working within a visual arts context. Grants up to $10,000 plus a limited number of $3,000 fellowships for emerging artists.

U.S. OFFICE OF EDUCATION

October 12–Student Research. Program supports a broad range of research and research-related projects, focusing on the education of handicapped children. Thirty new grants, averaging $8,000 are expected to be awarded.
October 31–Field Initiated Research. Program supports research related to education for the handicapped. Thirty-three new grants averaging approximately $90,000 are expected to be awarded. Last year grants ranged from $10,000 to $200,000 per year. Project duration is approved from one to three years.

NATIONAL ENDOWMENT FOR THE HUMANITIES

October 1–Research Material Grants, Research Tools. Research Tools program supports the preparation of atlases, bibliographies, dictionaries, encyclopedias, linguistic grammars, concordances, catalogues and guides considered essential for scholarly research. The program also supports the dissemination of this knowledge. The editing proposal supports the preparation of authoritative newly annoted texts of works and papers significant authors or historical figures. A single volume or the collected writings and perhaps hitherto unpublished materials of a figure of major importance to the humanities or documents from a variety of sources may be included within the scope of the project.
October 1–Public Understanding of Science. Program supports any projects which supplies the general public with a better knowledge of scientific and technological activities with particular emphasis to major issues of personal and public concern. Project would include radio and TV programs, newspaper and magazine articles, museum and science center exhibits, dramatic radio and TV programs newspaper and magazine articles, museum and science center exhibits, dramatic and film presentation, lectures, workshops and popular science activities. Also included in the program would be any activity to improve the current methods of communication with the public, including any innovative mechanisim to communicate more effectively. In addition, studies to determine the interest of different public audiences and the cost benefits associated with the various techniques of public communication is within the scope of the program.
November 12–Category "C" Fellowships. Provides a maximum stipend of $20,000 for a continuous period of 12 months to permit college teachers to work in a library suitable for advanced study and to discuss their work with the seminar director and other participants from across the country. Maximum stipend is $20,000.
December 1–Special Projects. This program requires an initial inquiry of 2 or 3 pages before a formal application may be submitted. Projects funded are those that do not fit precisely into any other program of NEH.

NATIONAL INSTITUTE ON AGING, National Institute of Health

November 1–Support for bi-medical, psychological and social research directed towards greater understanding of the aging process and towards an improved health status for the elderly.