



Rochester Institute of Technology

Published by  
Communications

Digitized  
Publications

# NEWS AND EVENTS

R. I. T.  
COLLECTION

May 4 – May 17, 1978

## Awards to 'Outstanding Faculty' May 8

The Eisenhart Awards for Outstanding Teaching (1977-78) will be presented to four faculty members at the annual program May 8 at 4 p.m. in Ingle Auditorium.

Teaching excellence has been recognized formally at RIT since 1965, when the Outstanding Teachers Award and its accompanying ceremony was established. The scope of the awards program was broadened in 1967 to include the Award for Distinguished Young Teachers.

The program was expanded further in 1975 to recognize more appropriately the diversified educational nature of RIT by providing four awards, one going to a faculty member from each of the four groups of educational disciplines at the Institute.

Although the program has changed, the reasons behind the awards have not: To encourage the professional growth and development of RIT faculty and to recognize those specific members of the academic body who

contribute most to enhance student learning.

The late M. Herbert Eisenhart, former president and board chairman of Bausch & Lomb, was a member of RIT's Board of Trustees for more than 50 years. His contributions to the Institute during that span were countless. In 1971 Mr. Eisenhart received the Founders Award, the Institute's highest honor.

Carrying on an historic family relationship with the institution is Richard H. Eisenhart, a member of RIT's Board of Trustees since 1972 and chairman since 1976.

The commitment to RIT of all the members of the Eisenhart family has been made evident by their establishment of the M. Herbert and Elsa Bausch Eisenhart Endowment Fund, which provides permanence to the Eisenhart Awards for Outstanding Teaching as well as a major scholarship fund.

At the May 8 program, Dr. Paul A. Miller, RIT president, will be presiding officer. Marsha Young will represent the Faculty Council and Dr. Todd H. Bullard, provost and vice president for Academic Affairs, will present the awards.

Previous recipients include:

- 1976-77—Paul H. Wojciechowski, Boris Micolji, Ruth E. Gutfrucht, Austin J. Bonis.
- 1975-76—Loy Golladay, Earl Krakower, Anthony R. Sears.
- 1974-75—Hobard E. Cowles, Bhalchandra V. Karlekar, Robert F. Panara, Julian Salisnjak.
- 1973-74—Pellegrino Nazzaro, Richard Reeve.
- 1972-73—Raymond Biehler (*deceased*)
- 1971-72—Albert Rickmers, Houghton Wetherald, Morton Isaacs.
- 1970-71—William Gasser (*deceased*), Lawrence Mothersell.
- 1969-70—Alexander Lawson, Stanley McKenzie.
- 1968-69—Homer Imes (*deceased*), Thomas Upson
- 1967-68—David M. Baldwin (*deceased*), John Carson.
- 1966-67—Frank Clement, Robert Gilman.
- 1965-66—Hollis Todd
- 1964-65—Clarence Tuites



The NTID Theatre will present a classic character comedy, Moliere's "The Phoney Gentleman" *Le Bourgeois Gentilhomme*, on consecutive weekends at 8 p.m., Friday and Saturday, May 12 and 13, and 19 and 20, at the Experimental Educational Theatre.

Set in a lavish 17th century French household, the play revolves around Monsieur Jourdain, a wealthy bourgeois (fabrics merchant) who fervently wishes to be regarded as a gentleman. He hires four instructors (music, dancing, fencing, and philosophy) to teach him the qualities of a gentleman.

But Jourdain's lack of education, experience and intelligence prevent him from becoming high class. Instead he is consumed by the ludicrousness of the situation and be-

comes one of the world's biggest fools.

Bernard Bragg, an internationally acclaimed deaf actor from the National Theatre of the Deaf, will play the role of Jourdain. Bragg is currently spending six weeks at NTID, as an artist-in-residence, working in the play, and teaching advanced acting students.

On-stage hearing actors will provide voices for the deaf actors.

The cast includes both deaf and hearing RIT students and staff as well as members of the Rochester community.

Tickets for "The Phoney Gentleman" are \$.75 for all students, RIT faculty/staff and senior citizens, and \$2.50 for all others. For reservations and information call the NTID Theatre box office at 475-6254.

**PRESIDENT**  
Rochester Institute of Technology  
Rochester, New York

The Presidential Search Committee of Rochester Institute of Technology invites applications and nominations for the position of President.

The President is the chief executive and academic officer of RIT and should possess: an ability to hold and strengthen the support of Rochester and to widen the base of support into State and national sectors; the desire to explore and develop new educational relationships with industry and business; the willingness to become even more of a pioneer in career education including emphasis of the work ethic as demonstrated by cooperative education; a philosophy of bringing education to the common man or woman through a deep concern for Continuing Education and Lifelong Learning, and an advocacy of the special needs of minority groups and the handicapped; an appreciation of the need for and the personality to assist in the developing of funds from its many constituencies.

RIT is a privately endowed, co-educational, nonsectarian major institution of higher education whose principal task is preparing students for technological competence in a world of change. It is composed of nine colleges: Business, Continuing Education, Engineering, Fine and Applied Arts, General Studies, Graphic Arts and Photography, Science, the federally funded National Technical Institute for the Deaf, and Institute College (engineering technologies and other career fields). Founded in 1829, RIT offers a variety of master's, bachelor's, and associate's degree programs, as well as certificate and diploma programs. Some of these programs are unique or unusual: packaging science, nuclear medicine technology, printing, photographic science, management, and the programs of the School for American Craftsmen and the National Technical Institute for the Deaf. RIT's 12,500 full- and part-time students reflect the diversity of its programs and come from almost every state in the union and many foreign countries. RIT's new campus in Henrietta, south of Rochester, occupies 400 acres on a 1,300 acre site.

Consideration will be given only to persons possessing an earned doctorate or equivalent, and a successful background in administration. The appointment is expected to be effective January 1, 1979. Application or nominations should be sent prior to July 1, 1978 to: Ms. Loma M. Allen, Executive Secretary; Presidential Search Committee, RIT Metropolitan Center, 50 West Main Street, Rochester, New York 14614.

RIT is an Affirmative Action and Equal Opportunity Employer.

## PROMOTIONS

*News and Events* wants to know about promotions within your colleges, departments and offices. Please send such information to Norm Wright, Communications, administration building, 4th floor, or call 475-2750



### NEW PRINTING EQUIPMENT

Printing professor Charles Wiegand (right) has several pieces of new equipment to update his flexographic printing laboratory. Recent donations to the flexo program include a Mark Andy 4120 narrow web flexo press, Mosstype optical moulder-proofer, Centrecon Faustel 36-inch press donated by American Can Company and an Ireton moulder-proofer.

## Four RIT faculty members at physics teachers' parley

Three RIT College of Science faculty members gave papers and a fourth presided over a session at the spring meeting of the New York State Section of the American Association of Physics Teachers (NYSS-AAPT) April 15 at Union College, Schenectady.

Sharon Rasmussen, education specialist in physics for NTID, spoke on "The Handicapped Student in the Physics Classroom"; Franklyn Schwaneflugel, associate professor of physics, described a new course he has been developing at RIT, in a talk on "Physics in the Arts: Relating Physics to Aesthetics and Design"; and Dr. Earl Sexton, also associate professor of physics, discussed the RIT program in nuclear medicine technology which he helped to develop, in a paper entitled "Extension of Physics Department Responsibility through the Creation and Operation of a Nuclear Medicine Technology Program."

Co-authors with Dr. Sexton were Drs. Jerome Wagner, Edward B. Stockham, and John S. Shaw, all of the College of Science.

Dr. Kingsley Elder, professor of physics in the College of Science, presided over the afternoon session of contributed papers. Dr. Elder, who was program chairman for the meeting, has just completed a two-year term as vice-chairman of the New York State

Section of the AAPT and was elected this month to a two-year term as State Section chairman. Dr. Fred L. Wilson, director of the Office of Program Analysis, NTID, was reelected as secretary-treasurer of the NYSS-AAPT.

The AAPT meeting was held concurrently at the Union College campus with the 40th anniversary meeting of the New York State section of the American Physical Society. Dr. C. Luther Andrews, former physics department head at the State University of New York at Albany, gave an invited talk on "Micro-wave Optics," to the joint ceremonial session of the two organizations held in honor of the 40th anniversary. Dr. Andrews had first delivered this lecture at the national AAPT meeting in Puerto Rico last summer, as a response to his receiving the national Millikan award for excellence in physics teaching.

The Saturday morning session included papers by Dr. Harry F. Meiners of Rensselaer Polytechnic Institute on the videotape physics program at RPI, and by Edward T. Lalor, chief of the Science Education Bureau of the New York State Education Department, on State Education Department activities of interest to high school and college physics teachers.



Photos by Professor Robert Kushner

## 'A lesson in humanity...'

Patriotic fervor can strike at the most unexpected times. Just ask the RIT delegation that spent 18 days touring the People's Republic of China last January.

For that group, it struck most dramatically during a bumpy ride on a drafty, rickety old Chinese bus.

"We were trying to teach our guide, Mrs. Wang, the words to 'Our Country 'Tis of Thee' when it hit us," recalls Virginia Eisenhart, wife of RIT Board Chairman Richard Eisenhart. "We suddenly got all choked up at the thought of the United States and how lucky we were to live there."

Mrs. Eisenhart and three other "RIT wives" who took the China trip recently discussed their experience with *News and Events*. The quartet also includes Louise Johnston, wife of College of Fine and Applied Arts dean Robert Johnston; Gudrun Engelmann, wife of Graphic Arts and Photography dean Lothar Engelmann, and Maxine Forman, wife of board member Maurice Forman.

The women were eager to absorb as much of the general Chinese lifestyle as possible—the arts, family relationships, architecture and the overall social structure.

Like most others in the group, Mrs. Johnston was immediately overwhelmed by the "sameness" of China.

"There is a sameness, a oneness of things in China that is astounding," she says. "After awhile, it all melts together."

All four women vividly remember the drab, gray horizons that stretched across the Chinese landscape, sometimes obliterating any sense of distance between objects and buildings.

Yet there were the omnipresent loudspeakers to rescue the visitors from China's hypnotizing effects through a steady drone of political rhetoric.

"Those loudspeakers were everywhere," says Mrs. Eisenhart. "They awakened you each morning and kept going all day long. They can really get annoying, to say the least."

Mrs. Johnston sees the loudspeakers "as symbols of the complete control that the government has over the lives of the Chinese people."

But it was the Chinese people as a whole, and particularly the children, who really fascinated the RIT group.

The women feel that the general level of child care in China is quite good. And much is expected of the average Chinese youth.

"Chinese children are very well disciplined and more is expected of them," says Mrs. Eisenhart. "The Chinese probably would be appalled by our children's lack of discipline."

Mrs. Engelmann feels that the Chinese have been very effective in teaching their children "to work" at such early ages. "It

gives them a sense of purpose and a feeling of worth, which will be very helpful to them in later life."

Of the four women, only Mrs. Engelmann saw any real merit in the lifestyle of the average Chinese woman. In China, most women spend the bulk of their time at work or involved in socio-political peer group sessions. They spend relatively little time caring for their children, cooking, shopping and cleaning on a day-to-day basis. Much of the work is done by elderly relatives and others.

"Apart from the political issue, I just wonder sometimes if being a woman in China is such a bad fate?" she says. "They're not tied down by their children, and don't have to spend hours and hours shopping and cooking. Most of them have meaningful jobs, and are treated as equals."

All four women had hoped to see many famed artifacts of Chinese antiquity. Unfortunately, their Chinese hosts weren't too cooperative in this area.

continued on page 6

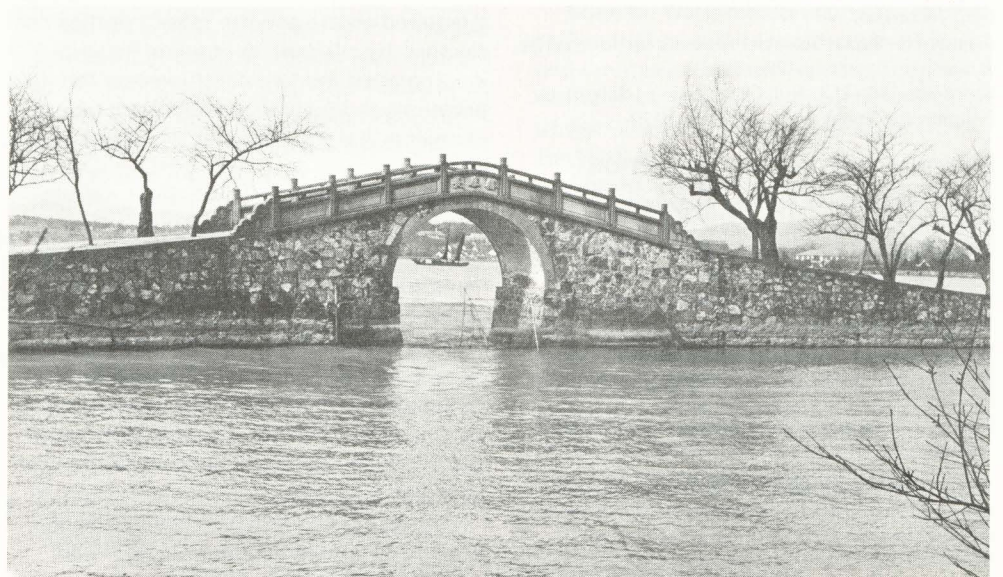


Photo by Mrs. Gudrun Engelmann

## GRANTS DEADLINES

**Please note:** GUIDELINES FOR ALL PROGRAMS ARE ON HAND OR HAVE BEEN REQUESTED. Please call the Grants Office for additional information on any program (Grant & Contract Administration, 50 West Main Street, 475-2388).

### NATIONAL ENDOWMENT FOR ARTS

**June 15—Aid to Film/Video Exhibition--**December, '78 Award Date. To assist organizations in exhibiting high quality film and video art that may not be available to an interested public via regular commercial channels. Includes visiting experts expenses. Matching grants up to \$15,000.

**July 3—Services to the Field of Visual Arts--**December '78 Award Date. Projects that provide an art community with access to books, periodicals, slides and other information on contemporary art. Matching grants up to \$10,000 for organizations.

**July 3—Utilization of Museum Collections--**December, '78 Award Date. Matching grants up to \$75,000, for two-year projects.

—Conservation in house matching grants  
—Renovation (climate control, security and storage)

One to one matching grants (one year) for consultant services. Three to one matching grants for renovation (two years) where surveys have been completed.

**July 3—Services to the Field of Media Arts--**January, '79 Award Date. Matching grants up to \$25,000 to support: conferences and seminars for film and videomakers and radio producers; research into existing and new media including technical research into film audio and video presentations; distribution of film, radio and video works; informational materials designed to facilitate communication about the nature and practice of media arts; provision of facilities and working spaces for independent film and videomakers and radio producers to complete their projects.

### NATIONAL SCIENCE FOUNDATIONS

**June 1—**Revised deadline for program solicitation for evaluation of information, science and technology research.

**July 1—Earth Sciences Proposals in Geochemistry, Geology and Geophysics** to be considered for September, '78 Advisory Panel Meeting

**July 7—Ecological Science Proposals** for consideration at the September, '78 Advisory Panel Meeting.

**July 7—Systematic Biology Proposals** for September, '78 review.

**August 15—Social Science Proposals** for funding by January or February, '79.

**September 15—U.S.-India Exchange of Scientists Program for Travel**, after May 15, 1979.

### NATIONAL INSTITUTE OF EDUCATION

**June 20—Program to Increase Participation of Women and Minorities in Education, Knowledge Production and Utilization/Grants Program--**create training and employment opportunities.

**June 29—Experimental Program in Advanced Study and Research**

**May 31—Educational Equity Grants--**multicultural and bilingual education, desegregation studies and barriers to women's education equity.

**August 15—Research on Organizational Processes in Education**

**To Be Announced—Basic Skills Grants--**research relevant to education in the basic skills (teaching, literacy, mathematics learning, measurement, methodology, law and education).



### WOMEN'S COUNCIL LEADERS

Carol Mulford (right) has succeeded Betty Gocker (left) as president of the RIT Women's Council.

## NSF awards \$12,600 to Institute

RIT has been awarded a \$12,600 National Science Foundation Grant for support of the project entitled "Electromechanical Energy conversion for the Eighties."

The project is under the direction of Dr. Raman Unnikrishnan, assistant professor in the Electrical Engineering Department, College of Engineering.

"Electromechanical Energy Conversion for the Eighties" envisions an idea of revitalizing the study of electromechanical energy conversion.

The strategy for accomplishing this will be a complete reorganization of the currently available two-quarter sequence (the first one a required course and the other a professional elective) by eliminating obsolete material, incorporating modern developments and applications and including computer based experiments and the essentials of solid state control.

It is anticipated that such an effort will result in a practical and challenging first course so that a significant number of students will elect the sequel for a more comprehensive study.

Thus the principal tasks of the project lie in identifying all the right topics to be included in these courses, development of instructional materials and laboratory work and finally evaluating the impact of the new approach on students.

The grant is effective for the period of April 1978 through September 30, 1980.

## CONTINUING EVENTS

**to May 6—MFA Photography Gallery.** Thesis Jim Ninos.

**to May 19—An exhibit** of Antonio Toscano photographic prints 1975/78, NTID Gallery, 9 a.m. to 4 p.m. daily.

**May 4—"Moving Image" Kern Lecture Series.** RIT Seminar on the Moving Image. Various speakers will read papers summarizing the year's Moving Image events and given their own reactions to the thoughts presented by this year's guest speakers.

**May 4—Personnel Dept. Spring Series.** Conversation and slide presentation with Dr. Robert Frisina. The conversation will center around the recent China trip. 10-11:30 a.m., 1829 Room

**May 6—"Purchasing Update '78"** One day seminar emphasizing business forecasting. Webb Auditorium.

**May 6—Rosicrucians.** College of Photo. Conf. Rm. 6 p.m.—11 p.m.

**May 6-19—Bevier Gallery.** "RIT Graduate Thesis Show II." Reception on May 5, 8-10 p.m. Hours: Mon.-Thurs. 9 a.m. to 4 p.m. and 7-9 p.m.; Sat. 1-5 p.m. and Sun. 2-5 p.m.

**May 7—Indian Movie.** Ingle Aud., 12 noon - 5 p.m.

**May 7-13—MFA Photography Gallery.** Thesis Hil Scott.

**May 9—Teaching Encounters.** "Using the Media Production Department from June to September." 1-2:30 p.m., NTID Dining Commons, 1st floor.

**May 9—Photo Product Demonstrations.** Presentation of Canon by representative William Wuest. 2 p.m., 07-1441.

**May 10-12—Spring Craft Show.** 9 a.m.-3 p.m., CU Lobby. For info. call 424-4373.

**May 10—Physics Seminar.** "Physics in the Arts: An Interface." 3:15 p.m., Col. of Science Rm. 3178.

**May 11—Novels at Noon.** *Point Counterpoint*, Aldous Huxley. 12:10 p.m., Rm. 203, 50 W. Main.

**May 11-13—Curriculum Conference.** Ingle Aud., 5/11, 6-11 p.m.; 5/12, 8 a.m.-6 p.m.; 5/13, 8 a.m.-noon.

**May 12-13—NTID Theatre.** Moliere's "The Phoney Gentleman," *Le Bourgeois Gentilhomme*, featuring Bernard Bragg from the National Theatre of the Deaf. 8 p.m., NTID Theatre.

**May 14-20—MFA Photography Gallery.** Thesis Tim Kilby.

**May 17—Physics Seminar—"The Energy House: System Design and Initial Performance Evaluation."** 3:15 p.m., Col. of Science Rm. 3178.

**May 17—Personnel Dept. Spring Series.** Conversation with Ms. Sandy Parker. This conversation will center around the Job Classification Plan at RIT and Performance Appraisals. 2-3:30 p.m.

**Talisman Film Festival—(W)=Webb Auditorium, (I)=Ingle Auditorium**

*Swamp Water*—May 4, 7:30 & 10 p.m. \$.75 (I)

*The Challenge*—May 5, 7:30 & 10 p.m. \$1.25 (I)

*Now You See Him, Now You Don't*—May 6, 2 p.m. \$.25 (I)

*Kamouraska*—May 6, 7:30 & 10 p.m. \$1.25 (I)

*Dirty Hands & Nada*—May 7, 7:30 p.m. (I)

*La Salamandre*—May 10, 3 p.m. A-205 & 7 p.m. (W) FREE

*Woman on the Beach*—May 11, 7:30 & 10 p.m. \$.75 (W)

*Fritz the Cat*—May 12, 7:30 & 10 p.m. \$1.25 (I)

*Pink Panther Film Festival*—May 13, 2 p.m. \$.25 (I)

*Allegro Non Troppo*—May 13, 7:30 & 10 p.m. \$1.25 (I)

*The 11th International Tournee of Animation & The 12th International Tournee of Animation*—May 14, 7:30 \$1 (I)

*Spider's Strategem*—May 17, 3 p.m. A-205 & 7 p.m. (W) FREE

**James Austin**, placement counselor in Central Placement Services, spoke on "Innovations in Career Planning and Development" at the annual American Personnel and Guidance Association Conference in Washington, March 23. He discussed a career communications skills course which he conducts in conjunction with faculty from the Department of Communications Design, College of Fine and Applied Arts. Also, the Career Media section of the Spring issue of the *Journal of College Placement* contains the most recent of several reviews submitted by Austin on career related materials. This review is of "Ethics and the Counselor: A Situational Case Study Approach" by Stude and Good-year.

**Ann Pompili**, secretary in the reference department of Wallace Memorial Library, has been elected to a two-year term to serve on the board of directors of the Churchville Green Homeowners Association.

**Dr. Robert H. Johnston**, dean of the College of Fine and Applied Arts, recently returned from a lecture tour for the American Institute of Archaeology which took him to the Universities of Chicago, Minnesota, North Dakota and Illinois. Dr. Johnston spoke on "The Use of Xeroradiography in the Analysis of Ancient Archaeological Materials." This technique, originally developed to detect breast cancer, give a 50 to 100 percent better image than x-rays and is non-destructive to the materials under analysis. It can be used to study materials like clay, glass, and mummified remains without cutting or otherwise dismantling the specimen.

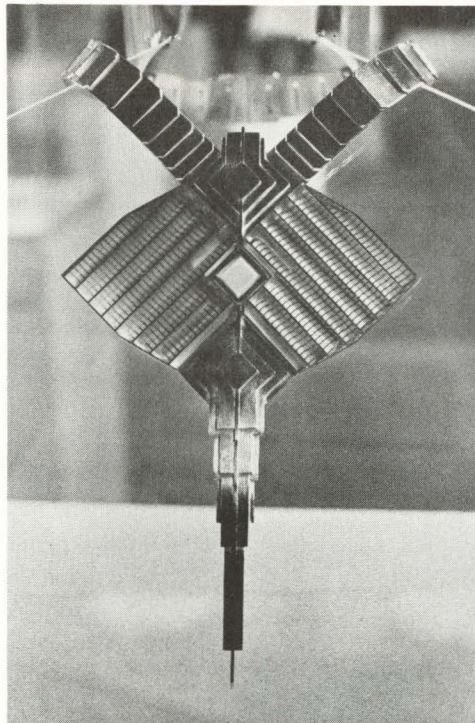
**Ray VonDeben**, assistant dean in the College of Business, has been appointed to the Advisory Board of the National Retail Merchants Association's Careers Committee. In addition, he recently was elected as executive secretary of the American Collegiate Retailing Association.

**Dr. Francena Miller**, professor in the College of General Studies, has been elected to the board of directors of the Rochester Area Foundation, a non-profit, philanthropic organization.

**Joan Stone**, NTID Mathematics Department, presented a paper entitled "Language, Thought and Mathematics" at the 13th annual conference of the New York State Mathematics Association of Two Year Colleges, Freehold, N.Y., on April 8.

**Steve Walls**, physical education, advises that faculty, students and staff need ID cards when using the tennis courts in order to assure court use by RIT personnel only.

**Herbert E. Phillips**, director, Graphic Arts Research Center, was awarded the Elmer G. Voigt Award in recognition of his outstanding



## GRADUATE SHOW

Bevier Gallery's "Graduate Thesis Show 2" is on the way. Opening on May 6 and running through May 19, this show, like "Graduate Thesis Show 1", will exhibit work from students in the School of Art and Design and the School for American Craftsmen. Pictured is a neckpiece by John A. Hall done in sterling silver, 14K gold and ivory. Hall exhibited in the first show. The graduate shows offer an excellent opportunity to see quality student work representing all of the areas taught within the College of Fine and Applied Arts.

contributions made in behalf of graphic arts education. The Elmer G. Voigt Award is presented annually by the Education Council of the Graphic Arts Industry, Inc., an affiliate of the Graphic Arts Technical Foundation, Pittsburgh, Pa. Mr. Phillips received the award at the Annual Awards Banquet of the Educational Council in Pittsburgh April 7.

**Barry Culhane**, chairman of the General Education Support Team, has been elected to the Teaching Institute. The Teaching Institute is composed of six outstanding RIT instructors. Their primary mission is to serve as peer counselors to other teachers. In addition, they are responsible for various forms of professional sharing such as "Teaching and Learning for Careers" newsletter and the manual, *Teaching Resources at RIT*. More generally, the group is concerned with all aspects of faculty and career development. In addition to Culhane, the members of the Teaching Institute are: **Paul Kazmierski** (chairman), **Barbara Hodik** (College of Fine and Applied Arts), **Josephine Gray** (General Studies), **Larry Hoffman** (Institute College), and **Walter Curile** (College of Science).

**Zenon Elyjiw**, senior technologist, Graphic Arts Research Center, served as a judge in the Annual Awards Competition of the Flexographic Technical Association at its meeting in New York City on March 15. Mr. Elyjiw also spoke on a panel at the Tag and Label Manufacturers Institute in Washington, D.C., on April 18. His topic was: "Four-Color Process Steps in Common and the Unique Steps Required for Each Process."

**Ralph H. Stearns**, Career Education Division and College of Engineering, will address an International Conference in Toronto on May 24 on "A Yen for Improvement," an analysis of Japanese vs. American management and productivity techniques. The illustrated slide talk is based on Professor Stearns' research in Japanese and American companies.

**Elaine Spaul**, academic support coordinator at Special Services, facilitated a workshop on developmental writing skills April 17-20 at a conference sponsored by the Association for Equality and Excellence in Education in San Juan, Puerto Rico, Special Services in a federally funded program housed in the Counseling Center.

**John Brodie**, director of financial analysis, delivered a talk "Calculating Indirect Costs for Continuing Education and Other Sponsored Programs" at the 63rd annual conference of the National University Extension Association (NUEA) in Indianapolis, Indiana, on April 11.

Finalized assignments within the physical education and athletics areas have been announced by **Dr. Thomas Plough**, associate vice president for Student Affairs. The titles of acting directors are being replaced by directors for **Bill Carey** and **Bruce Proper**. Carey's new title is director, Department of Athletics, while Proper assumes directorship of the Department of Physical Education, Recreation and Intramurals. Both will continue as associate professors, and Carey also will remain as head basketball coach.

**Ellen M. Wolf**, medical nurse practitioner and coordinator of special health programs and services in Student Health Service recently was elected to the board of directors of the Genesee Valley Nurses Association for 1978-79.

**Charles Johnstone**, audiovisual specialist, and **Roberta Stevens**, NTID Media Services chairperson, participated in the Association for Educational Communication and Technology's convention April 16-20 in Kansas City. As part of the "Showcase for Excellence," they demonstrated the use of "Computerized Inventory Control for Audio Visual Equipment." The presentation also covered preventive maintenance, corrective maintenance and equipment amortization.

# Reedy lecturer discusses 'options' in photography

Carl Fischer says he has no philosophy of art, belongs to no school, advocates no cause. He's too busy practicing what he calls "communication art."

At his recent William A. Reedy Memorial Lecture, Fischer showed examples of the wide variety of work he does, much of it for publications like *Esquire*, *Time* and *New York*.

Fischer is often referred to as a concept photographer, as a result of covers he did for *Esquire* in the 60s to symbolize the cover story in an issue. They included Richard Nixon being made up for television, Lyndon Johnson with a Hubert Humphrey dummy on his knee, and a paternal Lt. William Calley surrounded by Vietnamese children. More recently, he's produced a "pregnant" Jimmy Carter for *Ms*.

Of course, these subjects don't pose for such photographs. Fischer utilizes a variety of techniques to come up with them. They are super-effective because it's obvious they are photographs—real—and not drawings.

"The grammar of photography is like the various instruments of a symphony orchestra," Fischer told his RIT audience. "As long as we have these instruments, we might as well use them."

Fischer's work shows that he uses all of his photographic options: camera mechanics, unusual angles, softness and sharpness, adulterated color, stripping, collages. His extensive experience as an art director is obvious: In two-dimensional design elements that flatten out on the page. Or, when he arranges the individuals in a group portrait as a still life, to make a design.

He likes to shoot from unusual angles; one of his favorites is straight above. To put subjects in small places, like boxes or rooms. And he draws on the work of other artists ("You can't learn art from a teacher," he says. "You learn from other artists.").

Much of Fischer's work is symbolic. Symbolizing makes a stronger statement than actually showing something, he contends. This technique is often accomplished by stripping elements from two or more photographs together to produce a photograph whose total is more than the sum of its parts. A typical result: Andy Warhol drowning in a can of tomato soup.

In addition to commenting on his work, Fischer expressed some personal feelings about commercial photography as an art.

In communications art, the artist produces



REEDY LECTURER

Photography students had an opportunity recently to have their work critiqued by Carl Fischer (right), one of the country's top advertising and editorial photographers. Fischer, probably best known for his concept covers for *Esquire*, *Time* and *Ms*. magazines, was on campus to give the William A. Reedy Memorial Lecture in Photography.

what people need, not luxuries. But this has been true of other times in art history, too, Fischer pointed out. And though it does impose some restrictions, commercial work gives the artist economic freedom.

Communication art is a new medium, Fischer explained. It's different. Because it's new, it's brash and a lot of bad things are done in its name. But this has been true with any new medium. When calligraphers were replaced by typesetters, it was thought printing would never be elegant again. Theater was once considered popular, common. Until it was replaced by movies. Then theater became elegant. Now motion pictures are beginning to have a dignity and television is the brash new medium.

Fischer also dismissed the question of whether photography is an art "because it's really unimportant. If it isn't, then we're wasting a lot of time and effort. If it is, we cannot control the judgment of the future anyway."

The next issue of *News & Events* will cover the period of May 18—May 31. Deadline for material for that issue is Wednesday, May 10.

## China... continued from page 3

"We weren't allowed to see any Chinese galleries as such," says Mrs. Forman. "They really didn't want us to see any ancient Chinese art, but preferred to show us work that has been done since the Communists took over control of the nation."

In fact, Chinese officials even told some of them that ancient Chinese artworks were produced "through the exploitation of the masses."

Yet, the Chinese "are buying back their good porcelain and other museum pieces" that were removed from the country throughout the ages, adds Mrs. Forman.

The Chinese apparently recognize the tremendous significance of their ancient art, yet are reluctant to give too much credit to any aspect of pre-Communist China.

In contrast, the RIT group were given a heavy dose of Chinese theater.

"By our standards, Chinese theater art is very stereotyped and corny," comments Mrs. Eisenhart. "Nearly all of it has a political theme."

Mrs. Engelmann noted that Chinese audiences very rarely applauded the performances. "They sat very quietly and showed little emotion, almost as if they really didn't want to be there."

Yet, she adds, there was one instance when the audience cheered enthusiastically. Some viewers even shed a few tears.

"That was the time when the girlfriend of the late Chou-En-Lai performed some traditional Lotus Flower dances," Mrs. Engelmann says. "It suggests that perhaps the average Chinese may have a craving for their traditional culture."

China is a land of countless paradoxes, and Shanghai, the final stop on the RIT trip, provided one of the most striking examples.

Shanghai is a city rich in vestiges of its colonial past. Yet the stately old hotels and buildings which formerly housed the city's British rulers are now shabbily adorned in flapping lines of laundry.

"Many of those beautiful buildings have really become run down," says Mrs. Eisenhart. "In fact, nearly all of the Chinese housing is terrible by our standards."

All four women agree that China, despite its many obvious shortcomings, provides a fantastic lesson in humanity, particularly for Americans who too often fail to recognize differences among people.

And they'd jump at the chance to make a return visit. But the memory of those patriotic tears welling up during their song-filled Chinese busride makes it clear that they'd once again want a roundtrip ticket.

*News and Events' series on the China trip will conclude in the May 18 edition with a personal account written by RIT President Paul A. Miller.*

## PROFILE

# Antonietti--'Non-print media' specialist

How would you like to produce an excellent color TV presentation or a good slide or filmstrip show?

Perhaps you could use overhead transparencies for an informal, spontaneous presentation.

Maybe closed circuit TV is what you need to complement your lectures, support a presentation you're making or help your students on an individualized basis.

You might be thinking you haven't the time or the money. Or you might say to yourself, "What do I know about that equipment, I can't use it."

This doesn't have to be the case.

Reno Antonietti and his Instructional Media Services staff can help you out.

They'll provide the assistance you need to make that professional non-print media presentation. Or you'll be able to get it from the department's large inventory of audio-visual materials.

As director of the department, Antonietti has 24 full-time professionals and 35 to 40 part-time student assistants on his staff.

He took over that role recently when the Media Production Center and Audiovisual Services were merged to form the new Instructional Media Services unit.

His group can help people develop virtually any type of non-print presentation.

"The critical element you must provide is the idea. From that point on until the project is complete, we can help you do the job," Antonietti says. "Better yet, we can even help you develop your ideas.

"Perhaps there isn't a need to produce a presentation. Maybe, just maybe, we'll have it on hand."

Many on campus would be amazed to see what Antonietti and his operation have available in the non-print area for their use.

There are hundreds of films, thousands of slides, filmstrips, overhead transparencies, audio and video cassettes, or other materials from which to select, plus the help of photographers and designers. And if they can't provide the assistance or get it, they certainly can help you produce it.

Antonietti, a soft-spoken, enthusiastic, dedicated believer in the value of non-print media in education is part educator, administrator, librarian and craftsman.

"I use the term non-print media," he says, "simply to separate it from books. I mean audiovisual materials like film, slides, audio and video tapes—the whole range of instructional materials that are non-print oriented."

Instructional Media Services, Instructional Development and the Wallace Memorial



RENO ANTONIETTI

Library are the component parts of RIT's Educational Support Division.

Instructional Development, headed by Lawrence (Larry) Belle, can help faculty design and evaluate instructional strategies used in teaching. Then, if those strategies involve non-print media, Instructional Media Services offers a "one-stop kind of shopping area" for those materials, ranging from a simple film for the classroom to a 13-part color TV series.

"In the world in which we live, and the pace that we move at, and the way people are used to viewing TV and other projected materials utilizing sound, non-print media's obviously one of the greatest forms of communications," Antonietti feels.

It's obvious he believes that the use of instructional non-print media "has enormous impact on learning."

But he also must determine "how efficiently and economically can I provide for the use of these materials in an institute like RIT?"

What annoys Antonietti the most are misconceptions about non-print media (the audiovisual field). "For example," he

says, "the success or failure of non-print media as an instructional tool is usually dependent upon the planning rather than any characteristic of the medium itself.

"Cost considerations are another factor which are often misunderstood. Chargebacks for media services are seldom an inhibiting factor to good instructional ideas."

Among the most satisfying aspects of his work, says Antonietti, are its interesting nature, the talent of his staff and the success of the Instructional Media Services.

The center didn't even exist five years ago. Yet, 17,000 people used the facility during the 1976/77 academic year.

"We've shown about 4,000 motion pictures at the center," Antonietti says. "That's students walking in wanting to see a film or films 'my teacher has put on reserve, and I'd like to look at them.'"

In all, about 22,000 AV materials were used in the center last year.

"Instructional Media Services is just an incredible and interesting resource that's so easy to use," Antonietti says. "It's far easier to use than most people think."



## SPORTS ROUNDUP

Between the two of them, Henry Bell and Mark Stebbins tallied almost one-third of the team points but it wasn't enough as RIT had to settle for second in the 10th annual ICAC Track Championships at RIT.

Rensselaer Polytechnic Institute won the event with 167. St. Lawrence, Alfred, Ithaca and Hobart trailed the Tigers.

Bell picked up 32.5 points with three seconds, one third and first as part of the 440-yard relay. In addition he equalled one freshman mark and topped another. Bell took second in the long jump with a leap of 22'5-3/4". It broke the old record of 22'1" set by Willie Barkley in 1976. In the 100 meters he posted a second and tied his own record of :10.8.

Stebbins totaled 25 points by winning the 400-meter intermediate hurdles and 400-meter dash along with anchoring both winning relays.

Tony DeSimone turned in another record performance, placing second in the 10,000-meter run with a school record time of 32:49.0. He has broken three school distance marks this spring.

The Tiger netmen suffered two tennis losses to U of R (9-0) and LeMoyne (5-4) last week. In the annual ICAC Championships RIT had to settle for a sixth place finish. St. Lawrence won the title.

Glenn Harris posted the only win in the ICACs then lost in the second round. Dave Haas, Jim Papagni and Don Bjornsen won singles matches against LeMoyne. Bjornsen and Papagni also combined to win second doubles.

The RIT lacrosse team split in recent action, downing Alfred (9-6) then losing to Clarkson (15-12). In the Alfred win Frank Coloprisco continued his scoring assault with four goals, one assist. Gary Gruczkowski chipped in one goal, three assists. Jim Denk

tallied twice as RIT broke a 4-4 deadlock in the final period with five goals.

In the Clarkson loss, the third period blues caught up with RIT. The Tigers were on top, 9-7 after the half and appeared headed for victory. Clarkson exploded for eight unanswered goals, including four in a 42-second span to take a commanding lead. The Tigers scored twice in the final period but the rally fell short.

Denk recorded four goals while Coloprisco had three goals, two assists. Gruczkowski had three goals, one assist and Mark Schrader tallied twice with two assists.

The baseball team recorded four wins, three losses in recent action. Senior hurler Kevin O'Boyle turned in a solid effort with a one-hit shutout over Fredonia (7-0). The one hit came in the fifth inning on a single. O'Boyle struck out three and walked five. He faced 29 batters, only eight over the minimum. Jeff Hall spearheaded the batting attack with three hits, including a double.

In the first game against Fredonia Jim Perry went the route and guided RIT to a 4-3 win. He gave up seven hits and struck out four. First baseman L.A. Alexander contributed three hits in four at bats. Left fielder Phil Ferranti drove in two runs with a single in the second inning.

Against Cornell, the Tigers came out on the losing end of a 9-2 score. Greg Tellex pitched five-plus innings and suffered the loss. Hall paced the hitters with two hits. Mike Carr relieved and finished up the contest.

In weekend action RIT split with St. Lawrence and RPI. In the opener against St. Lawrence Kevin O'Boyle won his second straight with relief from Chris Cassidy in the seventh inning. The winning run came in the bottom of the sixth inning as Alexander scored on second baseman John Melucci's single. Center fielder Frank Luitich recorded a single and double. His single drove in two runs.

In the second game St. Lawrence packed away at Perry and rolled to a 5-1 victory. The The score was tied at 1-1 after the first inning.

## Sports calendar

Thu. 5/4	La	EISENHOWER	3:00
	BB	at Brockport (2)	1:00
	Te	at Nazareth	3:00
Fri. 5/5	G	BUFFALO, *HOBART CORTLAND	1:00
Sat. 5/6	G	at Gannon (Peek & Peak Inv.)	11:00
	La	at Brockport	2:00
	Tr	*ALFRED	2:00
	BB	at Hamilton (2)	1:00
Mon. 5/8	G	at Gannon Invitational	1:00
Wed. 5/10	G	RIT, Bucknell at UR	1:30
	BB	at *Hobart (2)	2:00
Thu. 5/11	La	HAMILTON	3:00
	BB	at Niagara (2)	1:00
Fri. 5/12	Te	at *Hobart	3:00
Sat. 5/13	G	at Colgate	1:00
	Tr	UNYS	
		CHAMPIONSHIPS	10:00
	BB	MANSFIELD	1:00

Key to abbreviations: La: Lacrosse; BB: Baseball; Te: Tennis; Tr: Track; G: Golf.  
\*ICAC Contests

St. Lawrence scored two in the third which proved to be enough.

Last Sunday it was cold and windy but the Tigers played anyway. In the first contest RPI shut out RIT, 5-0. Tellex started and went the distance for RIT, yielding five runs and six hits.

In the second game Mike Carr made his first start a triumphant one as he posted at 4-2 victory. In seven innings he struck out six.

Jeff Good got RIT on the scoreboard in the fourth inning with a two-run triple. In the fifth inning, John Bertino homered with Luitich on base to put the game away.

In the fourth annual Nittany Lion Golf Invitational, RIT placed 14th in a field of 21 teams. Mike Hryzak paced RIT with rounds of 84-76-77. John Rush posted rounds of 80-79-80. Earlier the Tigers downed St. John Fisher in dual match action, 316-366.

"News & Events" is published every other Thursday by the Communications office at Rochester Institute of Technology and distributed free of charge to the Institute community. For information call Norm Wright at 475-2750.