

THE UPRISING: STRONG'S EGAMEREVOLUTION //
One writer's journey back to childhood.

AUGMENTED GOLF: A CLASSIC GAME WITH A GEEKY TWIST //
One multidisciplinary project spanning four colleges.

ALL THE WRONG REASONS //
Hidden heroes hold power.

REPORTER

12.17.10 reporterMAG.com



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BRANDING RIT

Recently, there has been a lot of talk about what exactly it is to be “RIT” and what exactly the RIT brand is. In light of this, it has been decided that RIT needs to figure out its image, hone it, and learn to sell it. And although I agree with this fact, I’m not necessarily sold on what the powers that be have got in store for us.

RIT hired 160over90 to identify the Institute’s true essence and provide a sound campaign to sell it. On Dec. 6 and Dec. 7, the branding agency presented their findings and what they’ve got in the works (see “Strike Up the Brand” on page 6). Starting with a number of brand pillars – a few examples are technology, imagination, quirky, inquisitive and driven – they came up with four driving concepts: the “beautiful solutions” that we come up with, the curiosity and work ethic that drives us as “problem seekers,” the “fertile ecosystem” that the university provides in order to facilitate creative thinking and creation, and the “intersections” where our different talents meet. And even though they seemed to miss “innovation,” a favorite RIT buzzword, everything looked pretty good so far. Then, with a warning that the examples were still unfinished, they presented their potential plan of execution.

At first glance and face value, the image campaign made up of banners, magazine ads and brochure excerpts were visually appealing; but as I continued to study them, something felt a little off. It just didn’t feel like it screamed RIT to me, and it wasn’t because the pages weren’t drowning in orange and brown. Our Art Director Jena Buckwell put it into words better than I could ever have; “it’s too hip to be RIT.”

I know that 160over90 was merely presenting their process work, and after sitting through the handful of design classes required for my major and co-oping at three different marketing agencies, I understand they were probably using stock imagery. Nevertheless, if you really took a look at the people, facilities and housing options at this Institute, you might be hard-pressed to find images that fit perfectly into the scene they’re trying to create. With the exception of the images of Global Village taken from the Finance & Administration’s website, those aren’t our people, places or products.

Placed under further scrutiny, I began to see other issues. Their typos had me thinking “WTF is going on with 89.7 WITF?” Their excessive use of “lorem ipsum” text had me wondering how much detail they were planning on going into with their spreads. Their affection with the all caps button on their keyboard made me curious about which points they really wanted to highlight. And while we’re on the topic of emphasis, is this really how you want promote the one thing our student body has a splash of school spirit for? “The one goal that was *seven too short* that ended *the impossible dream* that brought *six long months of waiting and made 18 young men skate faster and hit harder and punish the opposition and finish the job and show the world that we are one team, one tiger nation, one goal!*” It’s kind of negative.

I took my investigation a step further and decided to check out 160over90’s previous client work. After trudging through every single example on their website – from American Eagle Outfitters to Woodmere Art Museum – I didn’t know whether to be impressed or disappointed. Their work on brands like Nike and Michigan State University was exemplary. Unfortunately, their examples for Loyola University Maryland and University of Dayton felt oddly familiar to RIT’s brand. I had sneaking suspicion that what they wanted to sell wasn’t RIT, but rather, it was RIT dressed up in the same generic 160over90 hipster clothing – bright colored vennn diagrams, affection for yelling text and all.

Overall, I feel as if 160over90 spread themselves a little too thin. They have so many options, but none of them seem polished. I believe that one or two well thought-out and complete examples would have been better than several showcasing dummy text. However, it might not have been 160over90’s fault. I’m not entirely sure what process RIT employed to select a branding agency; maybe we already had ties to the company. But from my co-op observations, several firms would pitch to the client then the client would select the company based on a combination of things like their proposals and cost. It almost seemed as if 160over90 was pitching against itself.

Again, I understand that this is still all a work in progress; but I’m worried about how much the campaign is going to change if they want to roll it out by the first and second quarters of 2011.

MKVillavicencio

Madeleine Villavicencio
EDITOR IN CHIEF

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A group of RIT students with the letters “L-E-S-L-I-E-!” on their chests cheer after RIT’s Leslie Havens, second year biomedical engineering major, scores in the second period against Elmira. | photograph by Chris Langer.

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cover photograph by Robert Bredvad



PROVINCE CONCERNS INVOLVED RIT

by Tia Long | photoillustration by Joi Ong

Concerns about students partying at The Province led to a meeting between RIT and the company that manages the complex prior to Thanksgiving break.

Dawn Soufleris, assistant vice president for Student Affairs, met with representatives of Edwards Student Housing Management to discuss problems. RIT became concerned after the first two weeks of school, Soufleris says, when reports began coming in about heavy drinking at The Province, a student-housing complex on John Street. Soufleris said she received reports from parents as well. Investigations were conducted by Public Safety, who concluded that some students had been drinking off-campus at The Province.

Within the first six weeks of classes, Student Affairs reported 10 transports to the hospital, a fight involving brass knuckles and a few arrests, all related to drinking at The Province.

Originally, the communication between the RIT and complex managers was minimal. When The Province was first built, both parties met to discuss their future relationship. Soufleris recalls the first meeting with Ty Mendelson, The Province's assistant community manager, being great. After this initial meeting, however, nothing was solidified regarding communication over behavior at The Province.

This lack of communication concerned RIT because federal law requires the university to report behavior statistics and information about crimes both on and around its campus.

The series of alcohol-related events and concerns from parents and faculty has led RIT to meet with employees of The Province and bridge a communication gap about student behavior. Soufleris met with Nate Rivard, the regional manager of Edwards Student Housing, to discuss concerns. Rivard also met with The Province's community manager, Patricia Militello, and Mendelson.

Since those meetings, The Province has done everything RIT has asked, Soufleris said. Both are hopeful about their new, more communicative relationship.

Last week, The Province held an event for residents where they served free Buffalo Wild Wings food. At the gathering, Soufleris and Joe Johnston, associate director of the Center for Student Conduct & Conflict Management Services, gave a presentation



A dramatization of students after a crazy off-campus party.

at the apartment complex's to approximately 50 to 60 students about safe partying and RIT's relationship with the housing complex.

"It will definitely be an ongoing relationship with RIT," Mendelson said. "We'll work in conjunction and think of what will benefit our residents the most and make them more aware and responsible."

The Province has also implemented a few new practices to control the number of guests entering the housing area. Militello says that a courtesy officer will be positioned at The Province's entrance on weekends to try and stop people without any definite destination from entering.

"Maybe they won't even be RIT students, riding in a car looking for an open party, not knowing anyone who lives here," Militello said. "We are trying to curtail that behavior."

As for RIT, Student Affairs sponsors the Off-Campus Task Force, which reaches out to students who live off-campus. Their main tool for reaching out is the Off Campus and Apartment Student Association (OCASA), which is located on the second floor of the Campus Center. There, Student Affairs distributes brochures about being a good neighbor and partying responsibly, including notifying neighbors of any social events.

RIT plans on being supportive of future programming at the off-campus apartments, Soufleris said, and The Province plans on sharing information with RIT to ensure the safety of students, Mendelson said.

"Collaboration is best for the safety of our students," Soufleris said. **R**

“

Maybe they won't even be RIT students, riding in a car looking for an open party, not knowing anyone who lives here ... We are trying to curtail that behavior.

”

STRIKE UP THE BRAND

by Aracelis Guzman | photograph by Rob Shook

Nike just does it, Gatorade has it in you, and there is an Army of at least one. Strong branding defines these household names, but what about RIT? The school defies categorization: it's a technological school with artistic leanings, innovative pursuits and global impact. It's a school at which the very landscape shifts in the course of a few months.

The urge to solve that question explains why 160over90 came to RIT. At a series of sessions held on Dec. 6, and Dec. 7, the firm presented staff, alumni and students with the beginnings of a brand for RIT.

"We've changed so drastically that a lot of our alums don't know what we've become," President William Destler told participants at one of the sessions.

RIT hired 160over90, a Philadelphia-based branding company that has shaped popular brands including Nike, American Eagle Outfitters and Michigan State University. The firm is "part think tank, part media and design shop."

Darryl Cilli, chief creative officer and founding principal of 160over90, warned the audience that the brand itself was incomplete and that much of what they were about to see was "not real."

After the caution, Cilli laid out several proposed cores of a future brand developed by a process focused on capturing the narrative of the school. According to Cilli, the firm asked, "What is the RIT story, and what is the most effective and engaging way to tell that story?"

The ideas were supposed to be honest, true to what is at RIT, flexible enough to work for all the people who want to be a part of the school, and engaging enough to succeed. Four themes were shown throughout the presentation:



Students listen as employees of 160over90 show mock-ups of designs that may be a part of RIT's rebranding. The firm has been working with RIT to improve the message imparted to potential students, alumni and corporations.

BEAUTIFUL SOLUTIONS

This theme showcases what RIT produces, like artwork that is shown in galleries or technology that saves lives. It highlights the ideas coming out of RIT that have a global impact.

FERTILE ECOSYSTEMS

This theme is focused on the environment in which people at RIT create, the on-campus resources and the cross-discipline collaborations.

PROBLEM SEEKERS

This is meant to highlight RIT's proactive nature of seeking out problems and trying to solve them.

INTERSECTIONS

This theme is centered on the right-brain, left-brain interaction at RIT and how the institute falls in the middle.

"WE'VE CHANGED SO DRASTICALLY THAT A LOT OF OUR ALUMS DON'T KNOW WHAT WE'VE BECOME."




To build on the themes, the firm created image advertising that emphasizes a bold-faced statement followed by successive consequences. One draft advertisement envisions an RIT student's potential interview success: "The Brilliant Lines of Code," it reads, "that left everyone in awe that scored a twenty-year-old kid an invitation to run the Microsoft interview gauntlet and that ended with a personal appeal from Mr. Bill Gates who said, 'Ok, what's it going to take to get you here?'"

A draft booklet shown at the forum included mock advertisements and potential branding. Instead of standard page numbers, it used numbers in American Sign Language, an attempt to include deaf students. NTID, however, will have its own brand.

Some students were concerned about the minimal amount of diversity in the booklet. Cilli assured them that the company would incorporate diversity, but he wanted the booklet to be authentic as to what was here. Addressing concerns related to additional

A draft advertisement shown at the sessions. The firm told participants that this story came from a student.

information about other colleges besides the sciences and arts, Cilli said that the booklet was not complete and that they would try to represent everyone. However, several faculty members, students and Destler himself were happy with the results so far.

The next steps will be to gather more feedback from the community, make revisions and roll out the brand. The finished product, Cilli says, will be completed over the next few weeks, and it should be in the marketplace within a few months. 

BEYOND THE BRICKS

compiled by Christina Belisle | illustration by Melissa Huang

HOUSE PASSES DREAM ACT

The United States House of Representatives passed the DREAM Act on Dec. 8. The measure, also known as the Development, Relief and Education for Alien Minors Act, allows immigrants between the ages of 12 and 35, a path to citizenship after they enlist in the military or go to college. Supporters say the bill will help the American economy and military, while critics point out that it gives “amnesty” for illegal immigrants. Qualifications for the act include entering the U.S. before the age of 16, having a high school diploma, GED or being accepted to a higher education institution, and having “good moral character.” Under the DREAM Act, individuals would receive conditional permanent residency after they complete at least two years of either higher education or service in a branch of the U.S. military. After five and a half years of conditional residency, individuals can apply for citizenship. The measure must pass the Senate before it makes it to President Barack Obama’s desk.

FIRST COMMERCIAL SPACECRAFT RETURNS FROM LOW EARTH ORBIT

On Dec. 8, the SpaceX Dragon splashed down into the Pacific Ocean 500 miles from the coast of Southern California, making SpaceX the first commercial company to fly a spaceship to low Earth orbit and land in one piece. The Dragon went into low Earth orbit riding the back of a Falcon 9 rocket at 10:43 a.m. Eastern standard time at the Air Force Station and re-entered the atmosphere just after 2 p.m. The Dragon and the Falcon 9 are expected to fly at least a dozen missions to the International Space Station to deliver supplies once NASA’s Space Shuttle retires. Though the test didn’t have passengers, the spacecraft is designed to carry astronauts.

MOVIE STAR, POLITICIAN’S WIFE DIE

Leslie Nielsen and Elizabeth Edwards have passed away. Nielsen died at the age of 84 from complications of pneumonia on the evening of Dec. 5. He had been in the hospital for two weeks battling the illness before his death. His acting career started with “The Poseidon Adventure” and “Bonanza,” but was most often remembered for his role in the “Naked Gun” trilogy and the 1980 film “Airplane!” He is survived by his wife and two daughters. Elizabeth Edwards died at the age of 61 after a six-year battle with breast cancer. Her husband, John Edwards, was a 2008 Democratic vice president hopeful with John Kerry. The Edwards’ marriage came under strain after it emerged that John Edwards fathered a child with his mistress, but the marriage remained intact. She is survived by her husband and three children.

PANDA SUITS TO SAVE THE PANDAS

The giant panda, one of the rarest animals and the poster child for endangered species, was seen walking around on two legs in the Wolong Nature Reserve in China. The panda, in fact, was a researcher dressed in a suit to help raise baby pandas. Researchers from the Hetaoping Research and Conservation Center for the Giant Panda released pregnant pandas into the protected reserve. One of the resulting babies is being monitored by the researchers. Researchers wear panda suits to prevent the baby from imprinting on humans or learning to rely on them. The final goal is to release the panda into the wild.



STUDENT GOVERNMENT

by Amanda Imperial

NEW DIRECTOR OF SERVICES FOR SG

On Dec. 3, Student Government (SG) elected a new Director of Services for the remainder of the 2010-2011 school year. Robert Watson, a third year Information Technology major, presented to the SG Senate, explaining why he wanted the position. He held the position of Website Manager for SG and worked with the Senate during events. A new website is also in the making for SG, under Watson’s guidance and hands-on experience. After a unanimous vote, Watson was elected to join the Senate at the table as an official.

NEW COLLEGE OF BUSINESS SENATOR

After a lengthy process of interviews, three senate candidates from the E. Philip Saunders College of Business were selected to come before SG and vie for approval. Once the Senate agreed to start the election, all visitors sitting in the meeting were asked to leave, including the candidates. The Senate called in each candidate individually to be judged. After all three took their turn, SG voted and invited them in for the result. Jake Maynard, a third year New Media Marketing major, was elected as the new College of Business senator. “We definitely needed someone to lead the college,” says Maynard. “I’m sad to see [the last senator go], but glad I could step in.”

STAFF COUNCIL

by Chris Zubak-Skees

FINANCE VP SAYS BIG CHANGES AHEAD

The Institute’s budget is balanced, but James Watters, senior vice president for Finance & Administration, is not satisfied. After reviewing the current picture, he predicted several changes at the Dec. 9 Staff Council meeting. Tuition growth will need to slow, said Watters, because families will have less money. “We cannot rely on charging families more and more and more into the future as we have done in the past decade, in the past two decades,” said Watters. “The days of us charging them three times the rate of inflation are over.” Enrollment growth, too, may need to slow. The Institute planned for an additional 200 tuition-paying students in this year’s budget, but admitted 247. The money from the extra students came in handy to cover budget holes. “This is the way we’ve survived for a long time now,” Watters said. “[We] have lots and lots more students coming in every year in order to drive the revenue picture.” But the Board of Trustees has been wondering how big the Institute should get, Watters said. The Institute has weathered tough times, but there may be more ahead. “We’re going to need to re-stack the deck as far as some of these expenses, and spend a little differently,” Watters said. “We can do it in a way, ahead of any problems, so that no one’s negatively impacted.” He expressed some frustration that study abroad programs were costing the institute money. Tuition dollars are sent to the universities where students study abroad, which means less money for RIT. Watters sees the Institute’s global campuses in Dubai and Croatia as a solution to that problem. “We should be driving our students through those because we can keep money inside the system,” he said. “There needs to be an appropriate balance here, but about \$685,000 is now leaving us to go to other schools.” Watters also touched on why alumni donations are low compared to other universities. He said it was due in part to the limited wealth of many RIT alumni. Roughly 50 percent of alumni graduated in 1990 or after. “[They] haven’t had a chance to accumulate wealth yet,” he said. Many alumni graduated before RIT started granting four year degrees in 1954 and only have certificates from RIT. And alumni outreach efforts were minimal until recently.

FORECAST

by Michelle Spoto

17 FRIDAY

Men’s Hockey vs. Canisius

Frank Ritter Ice Arena (RIA, 2), 7 - 9:30 p.m. Cheer on the men’s hockey team as they take on Canisius in their last game before winter break. Cost: Students \$5, faculty/staff \$8, adult \$10.

18 SATURDAY

A Merry Tuba Christmas

Hochstein Performance Hall, 50 N. Plymouth Ave. 3 p.m. Head down to the Hochstein Performance Hall for this yearly tradition of classical Christmas music. Cost: Free.

19 SUNDAY

“The Wizards of Winter”

German House Theatre, 315 Gregory St. 7 p.m. Get in the holiday spirit with some classic Trans-Siberian Orchestra music. If you can’t make it to a real TSO concert, this tribute band is the next best thing. Cost: \$17.50 - \$20.

20 MONDAY

Manhattan Square Park Adult Only Skate

Manhattan Square Park Ice Rink, Manhattan Square Drive. 1:50 - 3:20 p.m. Get some friends together for outdoor skating fun without having to worry about those kids who never seem to know how to stop. Cost: Adult \$4, skate rental \$3.

21 TUESDAY

“It’s a Wonderful Life”

Artisan Works, 565 Blossom Rd. 7 p.m. Head down to Artisan Works to see a rendition of Frank Capra’s holiday classic, performed by The Gaslight Theater Company. Cost: \$10.

22 WEDNESDAY

Open Jammin’

Spot Coffee, 200 East Ave. 7:30 p.m. Show off your acoustic talent or just watch others perform at Spot Coffee’s open mic night. Cost: Free.

23 THURSDAY

Live Lounge

Lovin’cup, Park Point. 8 p.m. Enjoy a nice meal and relax before the hectic holidays with live music at the lovin’cup. Cost: Free. **R**

TAKING THE SECRET OUT OF SECRET SANTA

by Adriana Matteo and James Arn | illustration by Griffin Moore

The holiday season is here, and everyone is getting ready to celebrate. Your friends are hanging colorful LED lights on their windows, putting up the Christmas tree, and starting to organize their holiday parties in an effort to really get their spirits up! A common tradition in dorms or apartments is Secret Santa, an activity wherein participants anonymously give a gift to another person. It's always fun to receive gifts, but it can be challenging to come up with something clever for someone you don't know well. Fear not: **REPORTER** is here to give you a few ideas that will make both your recipient and your wallet happy. Use our guide to find the perfect present for that person based on their personality.

The Achiever

This person is active in Student Government and takes pride in his GPA. He always sits up front in class and is involved in nearly every committee and club you could possibly imagine. A focused attitude and well-rounded résumé will take him straight to the top for a bright future. Gift ideas for this guy include a snazzy new laptop case for \$20, "Being and Time" by Martin Heidegger for \$13.59 or a nice professional-looking wallet.

The Activist

This girl heads up the Habitat for Humanity club, insists on recycling, and always buys organic and Fair Trade food. She likes to help out fellow global citizens by volunteering and raising awareness on important issues. She is set on impacting the world by making eco-friendly choices whenever she can and is always looking for opportunities to make the world a better place. Gift ideas for this earth-lover include an "I am not a paper cup" recycled coffee mug for \$16, nifty recycled jewelry or eco-friendly t-shirts for \$15. Other possibilities include exclusive "Go Green" designs of reusable tote bags and aluminum water bottles.

The Geek

Shiny new video games are at the top of the geek's gift list. Unfortunately, new games are prohibitively expensive for your Secret Santa situation. Luckily, there are plenty of affordable alternatives available. Good Old Games is a great place to start. This service sells tons of older games on the cheap. Previous generation titles start at around \$10. If you don't want to risk getting your gamer something they already have, head over to <http://thinkgeek.com> and snoop around for a unique and interesting gadget or thingamabob.

None of the Above

If your giftee doesn't fit into any of these categories, we've still got your back. For this gift, you're going to have to think on more generic terms, and what's more generic than a T-shirt? But just because it's generic doesn't mean it has to be boring. There are plenty of places to find creative tees on the web. Shirt Woot and TeeFury offer one-design-a-day services for around \$10 per shirt. Threadless sells their entire catalogue of user-submitted designs every day for \$15. **R**

The Artist

You can find a lot of creative thinkers tinkering in the dark room or sculpting in the art studio; this person can't get enough art! To relax they like to hang out with their friends at the nearest coffee joint or sit in a quiet place drawing or painting. Don't run to Barnes and Noble to buy a \$10 pencil for this person; use your own creativity to find the perfect gift. Some suggestions include a homemade sun jar, a USB mixtape, homemade candles or a charm bracelet. Use your imagination with this gift; there is an amazing array of possibilities if you think outside the box.



AT YOUR LEISURE: 12.17.10

by James Arn

QUOTE

"It was unbelievable seeing me as an action figure! In a few months, toddlers all around the country will be biting my head off!" - Emma Watson

STREAM OF FACTS

Twenty dollars can provide a person living in a Third World country with clean drinking water for 20 years. That is less than the cost of 20 bottles of bottled spring **WATER**.

It takes 75,000 gallons of **WATER** to manufacture a 200-square-foot patch of six-inch deep **SNOW**.

Upstate New York holds the top three cities in the large city category that receive the most **SNOW** in the United States with Syracuse, Buffalo and **ROCHESTER** all receiving roughly 100 inches annually.

ROCHESTER is the only city in the United States to have an entirely abandoned **SUBWAY** system.

The oldest functioning subway system in the Western Hemisphere is located in **BOSTON, MASS.** "The T," as it's now known to most Bostonians, first operated in 1897 and cost \$5 million to construct at the time.

In 1919, a large molasses tank ruptured in **BOSTON, MASS.**, flooding the streets with over 2 million gallons of **MOLASSES**, killing 21 people and injuring 150.

Shipments of **MOLASSES** from the Caribbean to the rum distilleries of New England became part of the infamous triangular slave trade.

OVERSEEN AND OVERHEARD

"I kind of miss getting a little gay with my friends."
- Male alum in the Campus Center

A *Reporter* themed bulletin board in the res halls. (below)



WORD OF THE WEEK

Malfeasance *n.* – wrongdoing or misconduct especially by a public official.

Due to charges of **malfeasance**, the organization's enigmatic leader was forced to surrender.

Definition taken from <http://merriam-webster.com>.

SUDOKU

8	1	4						
	6							
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7			5					2
					6			
		9			4	1		
5			7					

Difficulty Rating: Extreme

HAIKU

Welcome the winter

Look at the beautiful snow

Buy yourself new boots

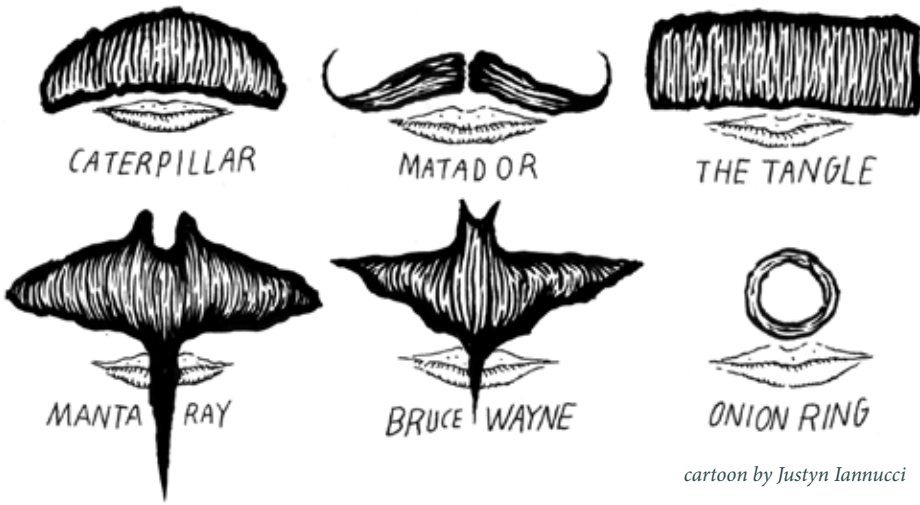
REPORTER RECOMMENDS

Glittens

We've all been there. You're on your way to class, all bundled up in your most swaddling winter gear and complete with your brand new pair of gloves. Just when you've gotten about as comfortable as you're going to get, that god-awful song your annoying little sister put on your iPod starts blasting through your earbuds. Now you have a choice: expose your poor hand to the numbing cold or subject your ears to five minutes of agony.

What you need are glittens: a nifty invention, which combines the warmth of the glove, the utility of bare fingers and the adorableness of mittens. These mystical wonders are basically fingerless gloves with a handy-dandy flap that is used to encase the fingertips when fine motor control is not necessary. Glittens come in many fine materials, though the obvious best choice is knit wool; just make sure they're felt-lined for supreme warmth and comfort. **R**

MUSTACHES



cartoon by Justyn Iannucci

Page

compiled by James Arn and Alex Rogala

Friday, December 17th — The sigh of relief is audible as you exit your Advanced Tweezing class. You're free from school, in high spirits and ready for break, when all of the sudden, a pair of tranquilizing tweezers whooshes through the air, hitting you square in the side. As you sink to the ground, you notice a familiar face leering near you.

When you come to, you find yourself in the sub-basement of Thomas Gosnell hall, amidst several rows of creepy looking machinery. Professor Perkins stares at you over a large metal desk. Noticing your perplexed expression, Perkins says, “My evil plan has worked perfectly.” He lets out a shrill cackle, which sounds a lot like nails on a chalkboard

“But all hope is not lost,” he tells you. “You can earn your freedom if you do something for me.” He strokes his perfectly sculpted beard. “A terrible

little task.” He slides a massive book across the table. “Every type of puzzle known to man,” he says, “is contained in this book. If you complete the puzzles, you will be free.”

You yell. You scream. “You’ll never get away with this, Perkins!” The ghostly grin that spreads across Perkins face could put the Grinch to shame, curdle milk and make Scrooge squeal with satisfaction *at the same time*. “My boy,” he says. “I’m evil, do I need a reason?”

Find the words hidden in the block of letters. Answers can be forwards, backwards and diagonal.

Chimney

Eggnog

Hanukkah

Elf

Dreidel

Candy

Presents

Toys

Mistletoe

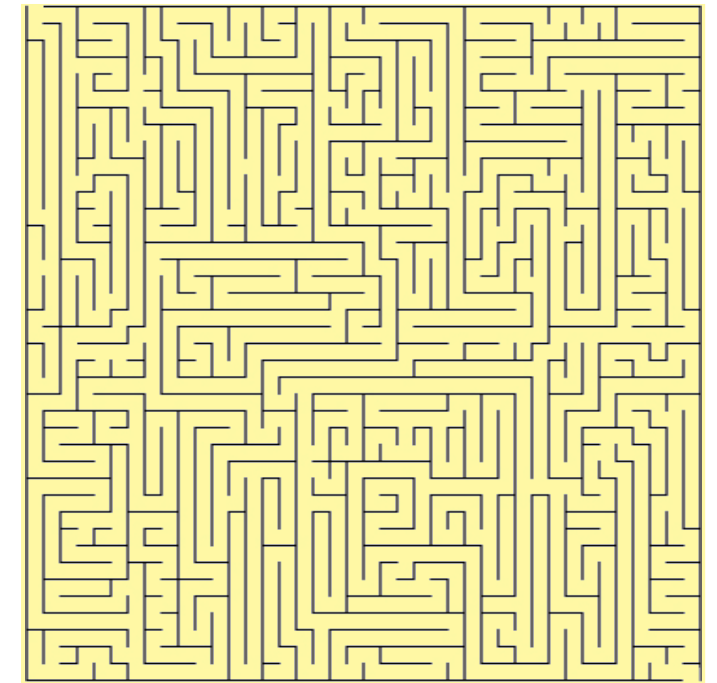
Redryder

Scrooge

I	G	E	B	C	S	R	A	S	P	X	Y	Y	T	L	A	G
R	S	F	H	T	Y	K	B	R	C	K	D	Z	T	I	I	S
H	I	T	Y	U	O	F	E	O	E	N	W	A	L	T	P	T
S	W	K	M	N	T	S	I	W	A	D	P	Y	G	E	X	J
K	O	L	B	A	E	Q	K	C	C	S	Y	A	Q	Z	I	I
A	M	I	Z	N	S	S	B	C	Q	H	B	R	C	U	K	T
A	K	G	T	J	Y	X	A	B	J	B	I	M	D	A	O	P
D	L	S	Q	A	D	R	E	I	D	E	L	M	B	E	R	S
H	G	E	D	E	L	F	P	H	H	L	L	G	N	Z	R	C
V	E	I	K	H	A	K	K	U	N	A	H	O	N	E	Q	R
R	L	E	U	E	Y	Q	S	J	O	R	L	E	O	R	Y	O
O	F	Q	Z	L	C	R	E	B	T	H	U	C	J	M	C	O
G	O	N	G	G	E	M	I	S	T	L	E	T	O	E	K	G
A	S	P	F	O	D	H	E	Q	J	K	Q	B	V	F	C	E



Using the letters in the squares above, how many different words can you come up with? *Added challenge:* the words should be at least four letters long and **must** use the black letter in the center. No repeats!



Try and find the pathway that leads to the end of the maze.

Holiday Word Jumble

Unscramble the jumbled words, writing the answers in the spaces provided. The circled letters will reveal a hidden holiday message.

The diagram illustrates the distribution of five words across five syllables. The words are listed on the left, and the syllables are represented by horizontal lines. Yellow circles indicate the presence of a vowel in a specific syllable.

Word	Syllable 1	Syllable 2	Syllable 3	Syllable 4	Syllable 5
<i>vslee</i>				●	●
<i>derieend</i>	●		●		●
<i>tanst</i>	●			●	
<i>rymrh</i>	●	●		●	
<i>nyemhci</i>	●	●		●	

“ _____ to all.”

“MY BEAUTIFUL TWISTED DARK FANTASY”
BY KANYE WEST



Album | Hip Hop | 104 mins
by Patrick Ogbeide

// DIG IT!

It’s often said that an artist’s music is an extension of their personality. From the darkest of songs to the most inspirational, you can sense the heart and soul of the artist in each track with every listen. However, the personality of the artist and the music itself can conflict. Enter Kanye West, world-famous producer turned rap superstar. West’s music has expanded across all genres and garnered recognition from the likes of Quincy Jones and Oprah Winfrey, but his accolades are shadowed only by his notoriety in the media. After his most recent scandal involving country star Taylor Swift, West briefly went into hiding; but now he returns with his fifth album, “My Beautiful Twisted Dark Fantasy.”

With any good piece of artistry, a mood must be set. West is no stranger to this rule as the intro track “Dark Fantasy” dives right into the mind of the Chicago emcee and creates an eerie and surreal atmosphere, one that is amplified by the call and response of the chorus: “Can we get much higher? So high.” Adding to the eeriness is the lyrically frightening, “Monster.” With Jay-Z pillaging through listeners’ ears, Nicki Minaj battling her alter ego, and Bon Iver’s Justin Vernon illustrating his dark adventure, this track is truly a modern day monster mash.

When the album reaches its midway point, West is at his most vulnerable. “Runaway” forgoes a theatrical beat for a much more minimalistic sound. West, rapping alongside Pusha T. of the Clipse, begins to chronicle their mistakes and suggest you, “Run away as fast as you can.” Nothing is left untouched as West then proceeds to talk about his heartbreak in “Blame Game” featuring John Legend.

Despite the new introspective insight Kanye has gained, he is still the boisterous and flamboyant man we have come to love (or hate). Few people can get away with cursing the entire “Saturday Night Live” cast and referring to themselves as superheroes in the same song, but Kanye does it effortlessly in “POWER.” He also has the audacity to recruit 11 different artists solely for vocal support, as evident in the energetic and horn-heavy “All of the Lights.”

“My Beautiful Twisted Dark Fantasy” is a culmination of West’s wrongdoings and creativity, all on wax. It is the perfect synchronization of artist and music, and it has the elements to withstand the test of time. While it is unknown what lies in his future, it is clear his present is illuminating brightly and, as he says, “Every superhero needs his theme music.”

GAME REVIEW:
WORLD OF WARCRAFT: CATAclysm



Game | PC | \$39.99
by Brett Slabaugh

// DIG IT!

Back in 2004, Blizzard Entertainment released its massively-multiplayer online behemoth of a game, “World of Warcraft.” Six years later, the poster child of online gaming is still going strong with over 12 million active subscribers. Capitalizing on the critical and commercial success of the game’s first two expansion packs, Blizzard released a third expansion entitled “Cataclysm” earlier this month. With this expansion, things are a little different.

The plot of “Cataclysm” revolves around a colossal black dragon known as Deathwing, a creature more powerful than anything players have seen in the game thus far. After spending years recovering from his defeat in “Warcraft II: Tides of Darkness,” Deathwing stirs once again, and his awakening will shake the world of Azeroth to its very core.

As with each of the previous expansions, Blizzard has added a significant amount of new content for WoW veterans. The maximum level cap has been raised from 80 to 85, and several entirely new areas of Azeroth have been created to challenge high-level

players. In addition, two new races are now available to play: the crafty Goblins have taken up arms with the Horde, while the werewolf-like Worgen will be joining the Alliance.

The biggest difference in “Cataclysm” are the sweeping changes made to many of the oldest areas of Azeroth. The continents of Kalimdor and the Eastern Kingdoms — areas that have remained mostly untouched since the 2004 release of the original “World of Warcraft” — have been torn asunder in Deathwing’s wake. Fissures split the earth, desert canyons are flooded, and entire towns are laid to waste. The result is a fresh feel to some old and rather dull content.

These changes are permanent, and much of the old content is gone forever; but in the end “World of Warcraft” is a better game because of it. Blizzard has learned a lot in the past six years, and the redesigned content makes sure that their players, old and new alike, can fully appreciate the best the game has to offer.

“DECISION POINTS”
BY GEORGE W. BUSH



Book | Memoir | 481 pages
by Brendan Cahill

// DIG IT!

“Decision Points” is former President George W. Bush’s attempt to explain his presidency. The book is divided into 14 chapters that make up two rough sections of Bush’s life. The first two chapters discuss his life before the presidency, his run for governor of Texas and his decision to run for president. The following 12 chapters cover the Bush administration from the early days, through 9/11 and all the way up to the economic downturn of 2008.

The years of Bush’s presidency were marked by terrorism, war and controversy. As the man at the center of it all, Bush’s version of events should be the one that matters; it should explain his more controversial decisions and redeem his legacy in the eyes of the millions who voted for “Change” in 2008. But can he do so?

He tries. He tries hard, but comes up just short of

his goal. Bush comes across well in his book, which is to be expected. It’s clear that the Bush who existed behind closed doors was a much more compelling and forceful leader than the squinty-eyed man who couldn’t speak in public. The problem lies in the presentation; “Decision Points” feels dissonant, as though he’s writing a first-person account of events he didn’t actually experience. As a result, the merit of the book suffers.

It’s refreshing to see Bush explain himself, however, and there are a few thought-provoking segments; his reactions to 9/11 and Hurricane Katrina are especially telling. In the end, I give “Decision Points” a cautious recommendation. What Bush’s writing lacks in insight, it makes up for with a unique perspective, and that alone makes it worth the read. **B**

STRONG'S eGAMEREVOLUTION

by Evan Williams | photographs by Robert Bredvad

I am a child.

I am a child that can buy beer and drive a car — not at the same time mind you — but a child nonetheless. Over the years, I've had to equip myself for the adult world, and in turn, have had to sedate that child. These days, he only wakes up every once in a while, usually when someone or something undeniable grabs his attention; and when I took a look around the new eGameRevolution exhibit on the second floor of the Strong National Museum of Play, well, naptime was over.

The eGameRevolution exhibit, which opened Nov. 20, is completely dedicated to the history, development and cultural impact of electronic gaming. The exhibit contains a remarkable and diverse collection of games from all throughout the medium's history. These include a prototype of the first game ever designed for a home television screen built with original parts by the original creator and "Computer Space," the first commercial arcade game. There's a full-on '80s-style arcade, complete with black lights and over a dozen impeccably maintained original units that include "Tron" and



There is a collection of arcade cabinets in the eGame Revolution exhibit; one of the games available is "Crystal Castles."



Several children play "Dodgeball" on the exhibit's LED Lightspace game floor at Strong Museum.

"Missile Command." There are displays addressing the cultural impact of video games and how they've evolved to impact our modern world — and that's just for starters.

But have video games become such a part of our world that they warrant a place in a museum that boasts the National Toy Hall of Fame? Have they reached a point where their evolution and impact have legitimized them as their own medium of play? How does RIT fit into all of this? And what's it like to have the whole history of electronic gaming at your fingertips?

COMPILING HISTORY

The Strong Museum, which opened its doors to the public in 1982, is a one-of-a-kind institute that focuses on the study and exploration of a special field: play. A stroll through the first floor reveals a vast stretch of exhibits and play areas that spotlight different ways kids across the world keep entertained. All of the exhibits are highly interactive, creating countless ways to get your hands on anything and everything. You can stroll down a replica of "Sesame Street" and sing a song with Elmo and the Count, wander through the year-round tropical butterfly garden, or read your way through the comic book library. While most of the exhibits are geared towards younger visitors, the sheer volume of the Strong Museum's many collections should yield something of interest for patrons of any age.

The Strong Museum is independent and not-for-profit, and it carries out its mission through five programming branches: The National Museum of Play, The National Toy Hall of Fame, The Brian Sutton-Smith Library and Archives of Play, The American Journal of Play, and The International Center for the History of Electronic Games (ICHEG). The ICHEG put together eGameRevolution, and over the past 18 or so months, they had been designing the exhibit when they enlisted the help of Stephen Jacobs, an associate professor of Interactive Games and Media at RIT.

Jacobs was brought on by ICHEG as a visiting scholar in the spring of 2010, and he has been involved with the Strong

Museum since 1995 as a web consultant who helped RIT students develop the original websites for major museums in the area. Jacobs also conducted tours and designed exhibits for museums in Washington D.C. as a teenager, an experience that made him even more valuable to the ICHEG when it came time to design eGameRevolution.

"Starting with my generation, these games started to show up. So from then on, what people do for play, video games are becoming more and more

a part of that," says Jacobs. "You can't really have a museum of play without video games. It just makes sense." Jacobs says that after NFL and NBA stars, the number-one career grade school students want to pursue is game design. As ICHEG amassed more and more of their current 22,500 purchased and donated electronic games and artifacts, they decided that the time was for a gaming exhibit, which was something that the board of trustees and curators had been discussing for years.



"PONG," an old classic console game, and other related artifacts on display at Strong Musuem.

ICHEG put together a board of about 15 people, which included Jacobs and two RIT students, to design the layout and content of the exhibit. The RIT students, third year Game Design and Development major, Matt Fico and third year New Media Interactive Development major, Ned Blakely, worked as full-time co-ops for six months to develop displays, games and videos for the exhibit.

The board wanted to narrate how games evolved both technologically and culturally. Jacobs' job involved outlining the general gaming landscape, helping decide which 30 of ICHEG's 120 arcade games would make it to the main floor and providing industry contacts. According to Jacobs, this selection process was based on the question: "What kind of story are we trying to tell about the game industry through the objects and through the games themselves?"

A TRIP BACK

In addition to the arcade, there is a timeline full of artifacts showing how games have changed over the past five decades, an interactive LED dance floor, and a series of stations that allow you to play through the four main generations of gaming consoles, from the Ralph Baer's original Brown Box home gaming system to a PS3. There are displays that address cultural issues such as the effects (or lack thereof) of video game violence on young minds, the history of educational games, and the way gaming changes how we interact with each other in the real world. And yes, there's more.

Now, I don't know how tall Pikachu is supposed to be in real life, but if he's anywhere near as big as the four- or five-foot figurine at the entrance to the eGameRevolution exhibit, my childhood dreams of being a Pokémon trainer would have been short-lived. Pikachu is flanked by an oversized Sonic the Hedgehog and a ready-for-action model of Link from "The Legend of Zelda." But before you even lay eyes on this trio of gaming idols, the swell of an electric symphony accompanies your approach. Spaceship thrusters, epic theme songs, thunderous explosions and streaking lasers weave and clash, while the rhythm is kept with the percussive smashing of buttons and slamming of joysticks. The din seems chaotic until you actually cross over into the exhibit and witness all the vibrancy and energy of eGameRevolution. Then, you couldn't imagine listening to anything else.

I'm not a gamer. In fact, I haven't sat down and played a video game for more than 15 minutes

NOW, I DON'T KNOW HOW TALL PIKACHU IS SUPPOSED TO BE IN REAL LIFE, BUT IF HE'S ANYWHERE NEAR AS BIG AS THE FOUR OR FIVE-FOOT FIGURINE AT THE ENTRANCE TO EGAMEREVOLUTION, MY CHILDHOOD DREAMS OF BEING A POKÉMON TRAINER WOULD HAVE BEEN SHORT LIVED. MAYBE IT'S JUST ME, BUT I DON'T LIKE MY RODENTS TALL ENOUGH TO MAKE EYE CONTACT. ”

in over two years. But there was a time in my life — before student loans, parking tickets and ex-girlfriends — when video games were the social focus of me and my friends. We didn't have Facebook or iPods. We had Game Boys and PlayStations. All-nighters weren't for essays or beer pong; they were for "Mortal Combat" and "Zombies Ate My Neighbors." So, when I laid eyes on an arcade version of the classic "X-Men" game that consumed my childhood, well, the grin on my face must have looked like it belonged on a 12-year-old.

ADDRESSING THE ISSUES

In the 5,000 square feet that the eGameRevolution exhibit occupies, you will find at least one piece of gaming past or present that is worth seeing. There are a slew of rare and valuable artifacts from the early days of electronic gaming, including one of the first modern pinball machines from the 1930s. This machine is so old that it actually didn't come with flippers; customers were just expected to launch their balls and hope they hit something. There's one of the first commercial arcade games, "Computer Space," in all its red, glittery glory. There are flat screens showing the evolution of game graphics over the years, produced by Blakely. They even air an episode of the "The Big Bang Theory" that centers on gaming. But what about how games are changing us?

Director of the ICHEG and Vice President of Exhibit Research and Development at the Strong Museum, Jon-Paul Dyson says that these changes start with how we spend our time. "You could spend 40 hours a week playing WoW, or every once in a while ... play a game on your cell phone or play Farmville on Facebook." The changing landscape of

gaming sees more and more people playing games, changing the definition of who is considered a gamer. "Electronic games have become ubiquitous, and in the process they change how we learn, how we relate to one another, and how we interact with one another," says Dyson.

One of the top conversations about games is the issue of whether or not the increased violence in games leads to more violent players. The display dedicated to the perceived increase of violence contains a series of gun-shaped controllers, including a shotgun for use with Ralph Baer's 1966 Odyssey gaming system and the evolution of his Brown Box. There's even a picture of Joe Lieberman holding a cartoonish bright blue revolver. Dyson says that it's important to provide a historical context for the outcry against violent games. "Every time a new form of media develops, whether it be comic books, the dime novels or even rock 'n' roll, people are going to say 'Whoa, this is causing all sorts of problems,'" explains Dyson. "When put in a broader historical context, people have come to accept these things." He goes on to mention that there is no research that shows there is any sort of increase in youth violence. In fact, youth crimes have actually gone down significantly over the past few years when games have become more violent and more realistic. As a nod to this fact, the title card for the display reads, almost smugly, "Where's the crime wave?"

ON THE GAME FLOOR

While that all seems well and fine, what can you actually play? Plenty. Besides an Xbox 360, a "Guitar Hero" arcade, a "name that video game theme song"

quiz game developed by Fico, and six PC gaming stations that show off the history of computer gaming including the classic "Oregon Trail," the most interactive feature is the LED play floor, which can generate numerous games including dodge ball. I challenged *Reporter* photographer Robert Bredvad to a game, and even on beginner mode I lost in seconds. And yes, it knows when you're out. I know this because I tried to cheat.

You can play your way through four generations of gaming consoles, starting with a prototype of a Brown Box. Next, there's a Sega Genesis with "Sonic the Hedgehog 2," a Nintendo 64 with "Super Mario 64" and a PS3 featuring "Flower." It was interesting to observe over the course of the trip that Sonic 2 was the most popular of the four. But a day at eGameRevolution couldn't be complete without stepping into the black-lit retro glory that is the Arcade Room.

The Arcade is bathed in blue light and decked out with over two dozen, well-kept games from the 70s and 80s. The games in here do require tokens, but they're only eight for a dollar; and the money goes directly to the upkeep of the machines, a task preformed primarily by just two staff members. It doesn't take long to notice the sci-fi and star-fighter theme throughout the selected games. This is a testament to the culture of both the entertainment and the politics of those two decades. The Cold War was actually an inspiration for the game "Missile Command," which is included in the Arcade, and the release of "Star Wars" and the moon landing also rocketed America's fascination with space. There is even a "Lunar Landing" and "Galaga" game. There are also games like "Food Fight," "Donkey Kong" and the incredibly addictive "Paper Boy." Just being surrounded by all of these classic games triggered feelings of nostalgia, even though many of those games were released before I was born and were unfamiliar. It's the chance to be completely immersed in a neon time capsule wherein you're allowed and encouraged to touch everything inside.

Later on, as Wolverine and I were locked in a fierce battle with the Blob and Magneto, a young father and his young son — likely five or six — joined in on the game. As the father tried to explain the characters and story, the son stuck to giggling wildly and mashing buttons, having a blast even though he kept getting Cyclops killed. And as the father kept feeding in tokens to revive his son, something happened. This once-focused gamer started giggling as well. He abandoned the mission and started hopping around the screen with his son, punching and kicking the air, both being killed time and time again. But they were being killed together, and enjoying it together. I left the two to bond and took another shot at "Paper Boy."



The TRON arcade cabinet is one of the many features at the Strong's Museum eGame Revolution exhibit.

The ICHEG and the Strong Museum have created a unique exhibit that captures everything people love about video games. It's hands-on, flashy, loud and fun. It's informative and responsible enough to address the issues that the medium generates. There's something there for visitors of all ages and all levels of gaming experience. Jacobs plans to continue to help with any changes that the ICHEG makes in the future, including the rotation of the arcade games. For the time being, the ICHEG, the Strong Museum and eGameRevolution have the

premier research and play facility for electronic gaming in the country. And with nearly 25,000 artifacts in their collection, their high score might go unchallenged for a while. **R**

Check out eGameRevolution for yourself at The Strong National Museum of Play, One Manhattan Square Dr.



freezefest

rochester institute of technology

february 4th-6th
campuslife.rit.edu/freezefest

WHICH GAME CHARACTER WOULD YOU TAKE HOME TO YOUR MOTHER?

by Amanda Imperial | illustration by Ko Kawazoe

You've been dating your significant other for a while. Things are getting serious between you two, but will this one stand up to your mother's standards? *Reporter* is here to offer you a serious dose of decisiveness. Take this simple quiz to find out if you've finally snagged a keeper.

1. WHAT DOES HE/SHE WEAR?

- a. All white, with some color here and there. Simple.
- b. A blue suit with a red tie. Hair slicked into spikes, of course.
- c. All blue, along with the red and white sneakers he always wears.
- d. A classic green tunic with white tights.
- e. Only a single pair of red pants and monk shoes.

2. OF ALL THE SWEET THINGS HE/SHE SAYS, WHAT'S YOUR FAVORITE?

- a. "Momentum, a function of mass and velocity, is conserved between portals. In layman's terms: speedy thing goes in, speedy thing comes out."
- b. "Objection!"
- c. "What you see is what you get. Just a hedgehog that loves adventure."
- d. "Hyaaaaaaa!"
- e. "Wulululululu!"

3. WHAT DOES HE/SHE LIKE TO DO IN THEIR FREE TIME?

- a. Eat cake and sing songs about being alive.
- b. Watch "The Steel Samurai" show.
- c. Skydive out of military aircraft into a bustling city.
- d. Find his way out of the most difficult mazes.
- e. Bicycle kick.

4. YOU TWO ARE ENJOYING A QUIET DINNER AT A NICE RESTAURANT. WHAT HAPPENS?

- a. You ask about her secret cake recipe. Then a deadly neurotoxin comes out of nowhere, and suddenly...
- b. You express your opinion on the justice system, and he slams his fist on the table, shattering all the plates and glasses.
- c. Your cat takes an interest in your significant other and starts humping his leg, only to be killed by one of the spikes.
- d. He drinks all the milk... then leaves on an adventure to find more.
- e. The hostess asks why he is not wearing a shirt. He then bicycle kicks them.

5. WHAT IS HIS/HER ULTIMATE GOAL IN LIFE?

- a. Perfect portal technology.
- b. Stand up for justice.
- c. Stop that Eggman.
- d. Defend Hyrule.
- e. Kill Shang Tsung.

6. WHAT IS HIS/HER PROFESSION?

- a. Genetic Lifeform and Disk Operating System.
- b. Defense Attorney.
- c. Golden ring collector.
- d. Sword-wielding hero and general world-saver.
- e. Shaolin Monk.

RESULTS

IF YOU ANSWERED MOSTLY A'S...

You would bring GLaDOS home to your mother. An interesting and more than likely dangerous choice, GLaDOS is stern and sarcastic and doesn't care about anything you say or think. She is perfect for you, since you seem to find her demeaning humor and monotone voice surprisingly attractive. You must also enjoy the hundreds and hundreds of puzzles she built just for you to test. Be careful! If you get on her bad side, she may kill you. Make sure you warn your mother before bringing GLaDOS into the house.

IF YOU ANSWERED MOSTLY B'S...

You would bring Phoenix Wright home to your mother. With his overall laid-back attitude, yet spunky determination in the court room, Phoenix Wright is truly your match. You enjoy his terrible jokes and occasionally stupid romantic ways. He's like a child around you, but when he's tossing around evidence and shouting at the rival prosecutor, he turns you on even more. He'll make a great husband, and your mom sure enjoys having him around to help clean the house. Who knew he looked so good in pink?


IF YOU ANSWERED MOSTLY C'S...

You would bring Sonic the Hedgehog home to your mother. Getting past the fact that you're into a blue hedgehog wearing shoes, Sonic is a "live free, die hard" kind of guy. He goes with the flow. In choosing him, you've obviously prepared for the annoying stalkers that follow Sonic around and persistently ask him to marry them. Upon meeting him, he may not be quite what your mother expected. Make sure you tell Sonic not to helmet-attack the television or the vacuum, as he may accidentally mistake these for robots created by Dr. Eggman. Despite his carefree attitude, your mom may actually like this one... after she stops questioning your interest in an animal.

IF YOU ANSWERED MOSTLY D'S...

You would bring Link home to your mother. He's a sketchy one; he never talks, never changes his clothes, and walks around with an annoying fairy that never shuts up. You find his tights and fluffy blonde hair a major turn on. Link is a keeper though. He's brave, and he strong and could protect you from anything, including his rival who could mistake you for a princess if you happen to don a pink dress and pointy ears. You never have to worry about Link, and your mom will appreciate his sense of courage and the fact that he does everything he's told.

IF YOU ANSWERED MOSTLY E'S...

You would bring Liu Kang home to your mother. He's not much of a talker either, but he is good at martial arts and would definitely protect you from evil. Though he's not around much due to his being the protector of Earthrealm and all, he's handsome and he's shirtless. A word of warning: you may not want to be around at the end of his battles, as they tend to become fatal. When introducing him to your mom, make sure she knows the number for the insurance company. A shirtless Shaolin Monk walking around the house and bicycle-kicking everything may cause problems between you and your family. 

A.



B.



C.



D.



E.



AUGMENTED GOLF: A CLASSIC GAME WITH A GEEKY TWIST



Although golfing in mid-December may seem absurd, a team of nearly 30 students from four RIT programs is working to develop a virtual golf game themed around RIT. The project will be linked with the putting green outside Gordon Field House during Imagine RIT 2011.

by Amanda Imperial | photographs by Foster Snell

The Interactive Games and Media research lab in Orange Hall (ORN-1385) is a room that truly embraces its purpose. Small, warm and dimly lit, the room embodies a sort of geek chic. Several Alienware computers sit lined up on a table against the wall — though according to Gael Huber, a third year Game Design and Development major, only two of them work. With my “Watchmen” bag and a Mountain Dew in hand, I’m not doing much to help the stereotype.

After a short wait, Erin Mooney, also a third year Game Design and Development major, opens the door and sits down in a rolling chair next to Huber. He sits reserved, yet friendly, while Mooney swivels and shifts in her chair, determined to find a comfortable position. I laugh to myself, still unsure of what to think about the pair.

Despite their cheerful demeanor, Mooney and Huber are hard at work. The duo is involved with a large-scale, multidisciplinary project that aims to design and create an augmented reality golf game. The project’s scope is impressive, drawing 29 students from four of RIT’s eight colleges, as well as a little help from RIT’s Facilities Management Services (FMS).

These two seemingly contradictory gamers hail from two different towns in Ohio. Much like their personalities, they both wound up in the program through wildly different paths. For Huber, the choice was only natural. “I’ve wanted to make games since my freshman year in high school,” he says with vigor. Mooney’s original goal, on the other hand, was to be a biochemical engineer.

During her junior year of high school, Mooney took a sudden interest in animated videos and began to look at colleges in search of such a major. Eventually, she happened upon RIT, but she wasn’t interested in a major in game design until her mother, who sat through one of RIT’s many presentations, convinced her that game design was the major she was looking for.

Mooney swivels in her chair again and looks behind herself. “Did I steal your ‘rolley’ chair?” she asks a fellow student sitting in on the conversation. He replies with a quick refusal, leaving Mooney to ponder the lack of such chairs in the small research lab. In one swift move, the conversation has shifted from majors to swivel chairs. Soon after, Huber successfully brings the focus back to the interview. “But we digress,” he says.

In the past several years, FMS has planned on becoming involved with Imagine RIT, the Institute’s yearly innovation and creativity festival. Ryan Crittenden, an electrician with FMS, proposed a collaboration with the IGM Department on a golf game. Upon first thought, this may not sound like such a fun idea, but the leaders of IGM saw potential.

Crittenden explained that in this game, players would swing a club to hit a virtual ball. The spot where the ball landed would then be represented and marked in the real world. This idea of combining video game and real life elements is called augmented reality, a concept both Mooney and Huber find fascinating and exciting. According to Huber and Mooney, the idea was born when Crittenden, an avid golf fan finally grew tired of bad weather and pricey fees.

The call for interested students began in the fall 2009. A team of 29 assembled for the project, composed of electrical engineers, chemical engineers, mechanical engineers, programmers, computer scientists and artists, and of course FMS, who agreed to build the project’s golf “green.” Mooney is currently co-leader of the entire project, and Huber is the lead programmer. With an idea and a team, work could begin.

The first step was to take Crittenden’s idea and determine how to bring it to life. “How could we make this work?” team members often asked themselves. One thing was for certain; they needed a robot. The large group of engineers was asked to create a robot that could take input from the swing of a golf club and predict where the ball would land based on that information. This, of course, is much easier said than done. Although still underway, work has begun on this robotic helper.

Once the robot is complete, another, more important question must be tackled: input. How would one get such technical information from a movement? To solve this dilemma, the team looked towards a device called the AmmSensor, which detects motion and contains valuable and useful measuring components. Among the AmmSensor’s many valuable tools are an accelerometer (acceleration), gyroscope (angle/orientation) and magnetometer (strength/direction). This sensor would be attached to a real golf club, sending that information to the robots. In addition to the



Brian Grosso and Kevin Mesoella mount sensors on a putter for the “Virtual Golf” project. The project will be on exhibition at Imagine RIT 2011.

club, the player would wear a pair of Vuzix brand augmented reality goggles, allowing them to see the golf course and ball without experiencing the pain of trying to play golf in the snow. The team hopes that the virtual course will be familiar to RIT’s many students: the campus, rendered into a functional golf course.

Probably the most challenging part of this project is devising a system that will accurately read all the necessary information from the swing of a golf club. Though the AmmSensor will help, it won’t tell them everything. Currently, the team is still tossing around ideas about how to tackle this problem.

“This [project] will make an excellent résumé piece and will hopefully be something for RIT [students] to experience,” says Mooney. “This is mostly a student project we are hoping to take to conferences.” Although it could potentially be offered for sale in the future, the duo mentioned that won’t happen anytime soon.

Huber says the most memorable moments working with this project involved “finding out what the idea behind the project was.” He elaborates, saying, “All this new technology and being able to work with augmented reality is very awesome.” After listening to Mooney’s opinion on the matter, Huber remembered another standout moment. He described a time when he and his team were working on figuring out a way to take input from the golf club using a simulator called the Dancin’ Dogg OptiShot. The simulator was apparently ridiculously complicated, forcing his team to spend two weeks messing without any progress. After many fruitless tests, the team finally managed to reverse-engineer their way to success. A feeling of

satisfaction still sticks with Huber, who called the process “exhilarating.”

It’s December, and Imagine RIT is only five months away. While most students simply attend class, go to parties and battle the harsh Rochester winter, Mooney and Huber must also wrestle with robots, golf greens and virtual reality. Within the four dimly lit walls of the IGM research lab, Mooney, Huber and 27 other students dream on, hoping to leave their mark on a golf course somewhere nearby.

“This [project] will make an excellent résumé piece and will hopefully be something for RIT [students] to experience.”

LAKERS ROMP THE TIGERS

by Jeff McKinzie | photograph by Joshua P Kuckens

The feeling was tangible. When the buzzer sounded, everyone from RIT — fans, players and coaches — were left disappointed. It was a game that started out hard-fought, each team battling for all the glory. Players tried to pressure each other by scrambling for loose balls, running to out-hustle their opponent, and leaping for every rebound. But in the end, it was SUNY Oswego (4-1) who pulled away 79-61 in a non-conference match-up and put RIT at 1-3 for the season.

The game was a tale of two halves. The first was a well-executed offensive performance by RIT, leading by as many as six and taking a 13-7 run to close out the first. The second, however, was a different story. RIT shot only 21.9 percent from the field and allowed Oswego to take a 21-9 run and expand their lead by as much as 13.

So what happened? To put it simply, the offense was out of sync. The team that went 5-for-9 from the three-point arc in the first half then connected twice out of 16 attempts from the great beyond in the second. The Tigers overall field goal percentage for the entire game was decidedly low at 38 percent. They also finished the game being out-rebounded 39-33. One bright spot for RIT was the free throws they made. RIT shot 5-of-8 from the line in the first half and 11-of-15 in the second for an overall field goal percentage of 69.

It was the kind of second-half showing that left Head Coach Bob McVean frustrated: “I felt, in the first half, we got the ball where we wanted. In the second half, we gave up a lot of shots. When we pressured, that opened up the floor, and they got a lot of easy shots.” Oswego shot 56 percent overall for the game, while shooting 72 percent in the second half. Lakers forward Conor Monaghan was the star player for the Lakers, with 19 points overall and 11 in the first half. Nonetheless, this was a veteran team the Tigers took on.



RIT’s senior guard, Nate Korinchak #2, tries to penetrate the SUNY Oswego defense. RIT Tigers fell 79-61.

What else could go wrong for the Tigers? How about constant foul trouble? McVean recalled having four players with two fouls in the first half. Consequently, RIT had to pull back and play more conservatively, more timidly. “Our foul trouble took away a lot of aggressiveness in the first half,” McVean explained.

But that’s not to say any of the players didn’t play well. Third year Engineering major Brendan Harder led RIT with 19 points and nine rebounds on 6-of-12 shooting, with fourth year Management Information Systems major Anthony Terry adding 18 points. Marcus Lowe, a third year Business Management major, also added quality minutes for RIT, as he was probably the most intense performer on the court with 8 points,

five rebounds and five assists. “I thought Harder and Terry played well, and Lowe did a good job handling the team,” said McVean.

While disappointed with the team’s performance, McVean looks forward to the future. “For the next game, we’ll have to work on our offense; we’re not fluent with what we’re doing.” Sharing the same dissatisfaction as McVean, Harder also recognized the need for more consistent offense. “We came out good in the first half, but blew it in the second. We have to work on our second-half performance and start knocking down some shots,” said Harder.

The next time you can catch the Tigers in action is on Dec. 18 for the consolation/championship.

LADY TIGERS TAKE ON ELMIRA

by Ali Coladonato | photograph by Chris Langer

When I sat down with my popcorn to watch the women’s basketball team play Elmira on Dec. 10 in the Empire 8 Opener, I thought my snack might be the most exciting thing I’d experience for the next hour. The crowd — not that it was crowded — quietly waited for the game to start, the player’s squeaking sneakers easily overpowering the unfocused chatter — even the announcer sounded glum.

While the crowd was somewhat lackluster, the girls themselves were anything but. RIT scored the opening basket, gave up the next bucket to Elmira, then went on a run that would ensure the Soaring Eagles would stay a comfortable 10 to 15 points behind the rest of the game. The game moved quickly at first; most of it was like a pinball game — the ball bouncing off bodies, backboards and rims made for some exciting play.

With about 8 minutes left in the first half, six shirtless men bearing orange letters across their chests ascended the bleachers. As the students traveled to the top, the crowds’ eyes ping-ponged back and forth between them and the game, trying to figure out what strange message was to be delivered via their painted skin. After some rearranging of the letters it eventually read: “L-E-S-L-I-E.” As in Leslie Havens, second year Biomedical Engineering major, last year’s Empire 8 Rookie of the Year, and a mighty keen presence on this year’s team. One of the officials noticed the men cheering for Leslie and the giant photograph of her held by two girls; Leslie laughed to him, “I don’t even know them.”

Apparently their methods were effective though, as seconds after they began their cheers, Havens scored a beautiful three-point shot to increase the Tigers’ lead to 14. Perhaps emboldened by RIT’s dominance thus far, the crowd broke their silence and began getting into the game. With five minutes left in the half, the crowd was cheering after every play as the team controlled the court. At the buzzer, the Tigers held a 39-25 lead. The crowd stayed on



board through the second half, but as the minutes waned on it was apparent that fatigue was setting in for both teams. At this point, though, it hardly mattered — the crowd was in high spirits, the Tigers were ahead, and naturally, “Space Jam” continued to play over the loudspeakers. The RIT women had just enough in them for a final drive to send the crowd home happy with a Tiger victory and a final score of 72-57.

Overall, the girls were pleased with how things turned out. First year Environmental Management major Mallory Apperson mentioned that they could always play better but “it was good to get this first conference game under our belt and start the season with a win.” Apperson had 6 points for the night and an impressive 8 rebounds. Havens finished the game with a total of 17 points and five rebounds in her 37 minutes of play. Also putting up impressive numbers was first year Business

Management major Courtney Tennant, who scored 28 points and garnered nine rebounds.

What these numbers fail to convey is how these girls play together; every player contributed to the win against Elmira. Nothing can express this better than the play that opened the second half: the Tigers got the ball and moved down the court in several quick passes. Third year Biomedical Science major Anne Wapshare was first to go to the hoop, then Apperson. Around and around the ball went, going to every player until literally the last second on the shot clock — Haven’s jump shot sinking into the basket just as the time clock expired.

Those kinds of moments made up this game, and when the crowd came to appreciate all the teamwork and skill that goes into making a play, the girls in turn worked harder. As Wapshare said, “As long as we keep playing together, we’ll be able to win like how we did tonight.”

FROM OUR READERS

Deaf Defense

After reading this recently in Reporter magazine, I have to say I am extremely disappointed with the RIT Rings. The one that was mentioned about tone-deaf sorority girls was inappropriate and I felt that it was necessary for me to state my opinion on this.

While tone-deaf could mean hearing or deaf girls, the second word, deaf, has a lot to do with this campus. RIT and NTID have been working for YEARS to accomplish building a bridge between deaf and hearing students. These are barriers that are almost impossible to break, due to communication and other aspects, such as stereotypes, like this one.

I don't understand why it was necessary to put "tone-deaf" instead of just sorority girls. It definitely hurts the reputation of some of the sororities on campus, as well as the deaf community. I feel that Reporter magazine has better "Rings" to post than those that are discriminating and hurtful to those who read that.

As an alumni of one of the sororities on campus, I feel so proud of what the sororities have accomplished to help break down those barriers. I am also very grateful for all of the access services and opportunities that RIT has provided for me as a student here. RIT has provided the best of both worlds for many deaf and hard of hearing students, and I feel that comments in Reporter magazine could have been avoided to uphold those standards.

Katie Boornazian | Graduate student of Deaf Education

Mistreating Triangle

I like how, just to rub more salt into the wound, freaking RIT housing is charging the guys to break the contract. Not only could they lose their chapter, the bonds of friendship that come with it, all of the GOOD things that they add to campus (before you question this comment, look up the philanthropy events they hold and then think of what YOU do to add back to our community other than play WoW and not shower), AND a place to live, but they have to pay to move out...that \$700 could be going towards a deposit on a new place, but I guess that's not RIT's problem, is it?

I understand they got into this mess in the first place, but way to continue to build good relationships with future alumni RIT Housing. I applaud your efforts.

Steve Nims | Accounting | Class of 2008

Re: Nathan's Soups & Salads

When I took over Nathan's three years ago, my goal was to keep all the time-tested recipes that Nathan's customers had grown to love, but add some choices that had never been offered, like our Grandma's Italian Wedding Soup which has been a favorite in my own family for years. It was important to me to add fresh green salads to the menu in addition to Nathan's traditional lunch salads like turkey and cranberry, chicken grape and walnut and egg salad, to name a few (only freshly cooked turkeys and chickens no processed meats go into our salads daily). Due to the limited space we have at RIT, however, we had to make decisions on what might be the most popular menu offerings at this time. I do want to clarify that our Buffalo chicken salad contains no mayonnaise and that the bacon that we use in our soups and salads is real bacon, cooked fresh every day.

Rick Torcello | owner of Nathan's Soup and Salad

We Bleed Orange

"A building is a symbol, as is the act of destroying it. Symbols are given power by people. A symbol, in and of itself is powerless, but with enough people behind it, blowing up a building can change the world." - from "V for Vendetta"

Of course, the idea is a bit dramatic... but the experience is what one chooses to make of it. And if that will be the symbol we set our pride upon. So be it. If not, at least it was the effort of a few passionate, caring people who wanted to spark a sense of pride. If only for a day.

If you believe you can do better. Then I challenge you to do so. More than anything, we need people who can.

Greg Pollock | Student Government President

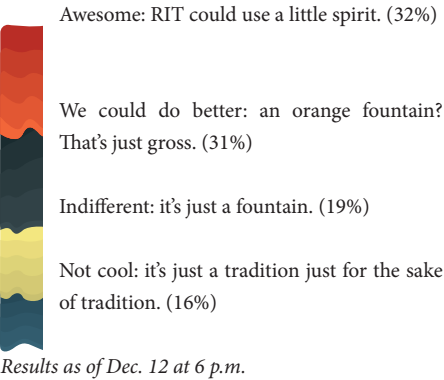
CIA Concerns

Given the CIA's ongoing relationship with RIT and the campus in Dubai - I'm fearful of future students coming under attack. Something stupid will happen, campuses are lousy places to keep secrets...

Yes I was one of the original protesters; no I'm not much of a liberal. Playing politics with our intelligence services is simply un-American and outright reprehensible. See 9/11 and the Gulf War as exhibit A & B.

Steve Guynup | Class of 2003

What do you think of dyeing the Campus Center's fountain orange?



CORRECTION

The cover for the Dec. 10 issue was misattributed to Chris Langer. Joi Ong took the photograph.

Editor's Note: The opinions expressed are solely those of the author. REPORTER reserves the right to edit submissions based on content, length, grammar, spelling and style. Letters are not guaranteed publication. Submissions may be printed and reprinted in any medium. REPORTER will not run responses to letters.

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ALL THE WRONG REASONS

by Alex Rogala | illustration by Griffin Moore

The holidays are upon us, and the season's merriment has spread like the blush on a drunken mall elf's face. Stores are packed with shoppers searching for the perfect robotic hamsters, bourbon toothpaste or whatever the hell that next big thing is. Yes, it's Christmas time again, and one word reigns supreme: stuff.

Amidst the glut of commercialism, the holiday season brings out the best in people; and many, either through guilt or holiday cheer, seem a bit more willing to extend a hand to those in need. Often, this can be as simple as helping a neighbor with their eczematous chihuahua. Some people, however, prefer a deeper involvement, and each season, millions volunteer in soup kitchens, homeless shelters and meals-on-wheels outlets worldwide. Others choose to donate money to any one of the thousands of charities devoted to specific causes. This is the "steak and potatoes" of charity work. Simple and easy, it's a surefire way for anyone with a few hours (or dollars) to do their part. Some may choose to become more involved by working for or founding a non-for-profit, but most will leave it at that simple interaction.

Recently, however, the glamorization of this charity work has led to an influx of rather shallow activism. Celebrities and millionaires, for whom the donations are often pocket change, donate simply to help their public image.

This past November, a laundry list of celebrities, including Alicia Keys, Justin Timberlake and Lady Gaga announced a massive social media blackout campaign titled Digital Life Sacrifice. Their goal? Raise \$1 million for AIDS/HIV victims in Africa. To accomplish this, the merry band of celebrities vowed to stay off of Twitter, Facebook and other social media sites until the \$1 million mark was met.

It was a novel idea, and although they began in high spirits, this hope quickly turned to withdrawal. The campaign took longer than they expected, and as their Twitter accounts began to gather virtual dust, they panicked. Although they had expected to complete donations within a week, six days found them only halfway through. Usher was the first to break, tweeting



before the end of the campaign. Eventually, at the bequest of the celebrities, billionaire Stewart Rahr donated the final \$500,000 — half of the goal — and the celebrities celebrated their success. It was a hollow victory; although the celebrities could once again tweet freely, the campaign drew a critical eye to many of the celebrities' frustrations.

Certainly, public donations made by these celebrities, billionaires and entrepreneurs are not entirely in vain. The money earned will go to help others, many who desperately need it. However, the message it sends about activism isn't a positive one but a rather vain one. Do a bit of good and it might overshadow that DUI conviction. When considering applicants, many companies include a space for community service. It is assumed that candidates who volunteer their precious time for their fellow man, animal or environment are preferable, and earmarking them in this way helps them to stand out. But what happens when people begin looking for résumé-ready service opportunities rather than focus on the causes they're truly passionate about?

A recent series of posters for The Bruce R. James '64

Distinguished Public Service Award have appeared across campus, touting the tag line "Heroes aren't meant to be hidden." Although the campaign is well intentioned — something I don't doubt for a second — I find myself somewhat at odds with the message. It's certainly a good start, but an attitude shift could make all the wrong difference. There's a certain selflessness to heroism, and the hero can be a powerful symbol, an archetype that lives on past his or her own time. What if Bruce Wayne, sans costume, began appearing in public to receive awards for being a crime-fighting extraordinaire? What we need most now are true heroes, not star power.

This year, try giving back in your own way; let it be your little secret. Find a cause you're interested in and give as little or as much as you want. But most importantly, make sure it's something you're truly passionate about. That spark of emotion is as important as the work itself, and if recent history serves as indication, we've got a long way to go. **R**

The opinions expressed in the Views section are solely those of the author.

WORD ON THE STREET

WHAT IS THE BEST GAME NEVER MADE?

by Robert Shook



1

TOMMY CHIN

APPLIED NETWORKING AND SYSTEM ADMINISTRATION
FIRST YEAR

“Someone should make an RPG FPS (role-playing game first-person shooter) where the campus gets attacked by bears. It’s like ‘Call of Duty,’ but without the terrorists.”

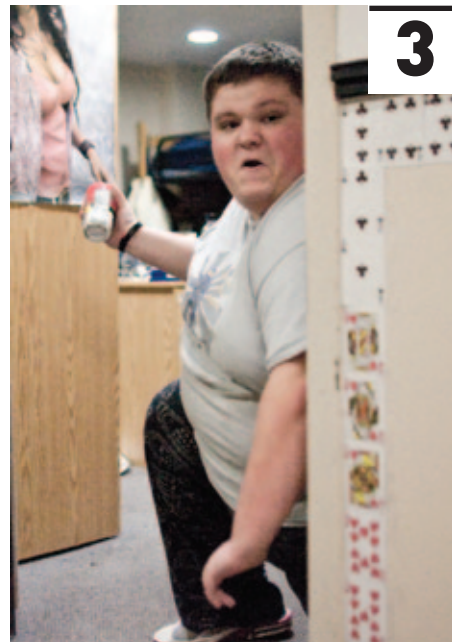


2

JARED HOLTZ

COMPUTER ENGINEERING
FIRST YEAR

“I think there should be a Pokémon Massive Multiplayer Online game. Take the normal game, and let us play in an online world with other people.”



3

MARSHALL REED

COMPUTER ENGINEERING TECHNOLOGY
FIRST YEAR

“The best game that has never been made would require three monitors. On one, you’re playing a single soldier game from a first-person perspective — team swat style. On monitor two, you control real-time strategy (RTS). Basically, the big weapons. On monitor three, you control the economy. All three result in an army versus army war. Multiplayer only.”



4

JOE CRESPO

UNIVERSITY STUDIES
FIRST YEAR

“Make a fighting game like ‘Tekken,’ but replace all of the players with famous athletes like Tiger Woods.”



5

JAMES HUGHES

FINANCE AND ECONOMICS
FIRST YEAR

“I think ‘Modern Warfare Three’ should have been made instead of ‘Black Ops.’ It would have been cooler to see futuristic weapons that the military is actually creating instead of the same old thing.”

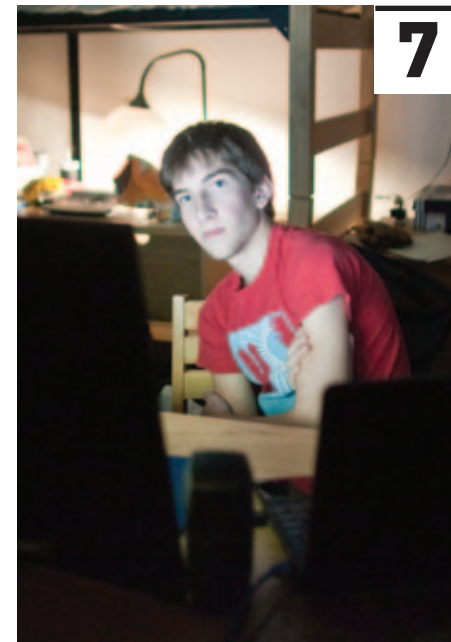


6

LOUIS MOSKOWITZ

BIOTECHNOLOGY
FIRST YEAR

“‘Hungry Hungry Hippos.’ You get two buttons. ‘A’ is eat, ‘B’ is burp.”



7

MICO FERRANTI

COMPUTER ENGINEERING
FIRST YEAR

“We need a ‘Call of Duty’ where all of the character models are naked babes.”



8

DAN BAYLOR

MECHANICAL ENGINEERING TECHNOLOGY
FIRST YEAR

“We need a restaurant simulator. You have to manage your finances and employees, make sure food is sanitary, make the menu and clean the bathrooms (and trap them inside like in ‘The Sims’). You get to upgrade chefs and dishes — a level five dish made by a level two chef just doesn’t work. Oh, and heists. You have to deal with heists.” **R**

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