



February 24-March 2, 1975

Kern lecturer will present computer design application

Can a computer be creative? Can a computer serve designers as well as scientists?

William Katavolos, industrial designer and director of curricula at the School of Architecture at Pratt Institute, will be at RIT Tuesday, Feb. 25, to answer those questions.

Katavolos is the first lecturer in the 1975 Kern Communication and Lecture Series. He is being brought to RIT by Rob Roy Kelly, who holds the William A. Kern Chair in Communications. The Kern Professorship is provided through a gift from Rochester Telephone Corporation.

Katavolos is the developer of SCAN, a graphic problem solving

procedure which visualizes the computer's input and possible design outputs.

Using SCAN (Synthetic Combinatory Analytical Networks), students draw with the computer in mind. All of their designs can be programmed into the computer.

Katavolos' day at RIT will include a presentation of "Correlations," a film he produced on SCAN methodology, and a lecture at 1p.m. in Room 1030 of the College of Engineering.

Students will get an opportunity to design in computer language at 2:30 p.m. in the ground floor hall of the College of Engineering. A sheet of paper dozens of feet long will stretch the length of the hall, allowing students to attempt graphic problem solving with the computer in mind.

As Kern professor, Kelly is attempting to stimulate meaningful communications among colleges by bridging disciplines. He feels Katavolos will be especially interesting to engineering and fine art students and faculty.

Katavolos' varied background includes painting, furniture design, exhibit and product design, underwater architecture, film making and the environment. He has been active as consultant to both industry and government and has lectures widely before professional organizations and in educational institutions. He is a full member of the Industrial Designers Society of America.



Father-daughter exhibit

Professor William DuBois and daughter Courtney recently had a joint exhibition of their work in the Gannett Building's Main Lobby Gallery. The senior DuBois, who teaches in the School of Photography, showed black and white photographs. His daughter exhibited color paintings done while she was a student at the Horton Child Care Center. Courtney is three years old.

Uelsmann show here

Fifty images by artist-photographer Jerry Uelsmann will be shown in the MFA Gallery on the third floor of the Gannett Building Feb. 16-Mar. 1.

Uelsmann, professor of photography at the University of Florida, is most famous for his multiple image printing, and his photographs are characterized by their symbolism and manipulation.

Uelsmann is a graduate of RIT's School of Photographic Arts and Sciences. Included in this show are three photographs which he made in 1955, while he was a student.

Rolf Zerges joins CCE

Rolf A. Zerges, former director of the Regional Housing and Development Program for UDC-Greater Rochester, Inc., has been appointed director of the Business/Management Division of RIT's College of Continuing Education (CCE).

In announcing the appointment, Dr. Harold J. Alford, dean of CCE, said, "Mr. Zerges comes to us with a rich background in the areas of

administration, problem solving, communications skills, and analyses. We are most pleased to have him on our staff."

Zerges received a B.S. in business administration from Ohio University in 1957 and a M.A. in economics from Indiana University in 1960.

From 1957 to 1959, he was an accountant with Proctor and Gamble Co., Inc., Cincinnati. He

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Fram in news for marketing

Marketing education, Dr. Eugene H. Fram's speciality, was his topic for an article published and a speech he had given in mid-January.

Dr. Fram, of 276 Willowcrest Dr., Brighton, is professor of marketing and director of the Center for Management study at RIT.

His article on "Marketing of Higher Education Revisited: Clarifying Concepts and Strategies" was in the Winter 1974-75 issue of College Board Review, which reached readers during the second week of January.

The same week, he was the keynote speaker on "Marketing Non-Traditional Educational Marketing and Delivery Systems in St. Louis, Mo. The conference Jan. 15-17 was sponsored by the Junior College District of St. Louis-St. Louis County and the American Association of Higher Education.

For the past three years Dr. Fram has been developing his position that academic institutions are marketing an educational product and this should do a better job of estimating long and short term client needs.

Zerges

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then moved to Rochester, as a marketing research and analyses specialist at Eastman Kodak Co. from 1960 to 1970.

Zerges joined UDC-Greater Rochester, Inc. in 1970 and had the responsibility of planning and administering suburban housing and development programs in the Rochester area.

In addition to his responsibilities as director of the Business/Management Division in CCE, Zerges also holds the rank of associate professor at RIT.

He resides with his wife Eleanor and their three children at 105 Beckwith Terrace.



Alan Uthman

Co-op leads science student to analytical chemistry career

Alan Uthman doesn't have to wait until his college graduation to find out if his time and money were invested in the right field of study.

Uthman, 20-year-old son of Mrs. Kathryn Uthman of RD 1, Evans City, Penn., and a 1972 graduate of Seneca Valley High School, is a third-year chemistry student at RIT. He spends every

other quarter working as an applications chemist at Bausch & Lomb in Rochester.

Students gain practical experience in their chosen fields through RIT's cooperative education (Co-op) program. Science students spend their last three years alternating academic quarters with industrial work quarters.

Uthman develops the manuals of testing procedures that accompany Bausch & Lomb's analytical instruments. He tests previously used methods to make sure they work with the instruments. If revisions are needed, he writes them, and then works with technical writers and an artist to publish the instruction manuals. Uthman also handles customer problems with the instruments, and runs training schools for people who use the instruments.

He enjoys the customer relations end of the job as well as the laboratory work.

"There's a real diversification to the job," he says. "That's a real help."

Uthman, who says he finds many applications of his classroom work on the job, says the Co-op experience has helped him make a career choice in analytical chemistry.

He also likes the financial benefits of Co-op. It's paying his way through school and he expects it to put him in a higher pay bracket than others his age when he enters the work force full time.

College of Science students in chemistry, biology, mathematics, and physics have taken their "work blocks" in research, quality control, industrial production, technical service, marketing and data processing at Xerox, Eastman Kodak, Alliance Tool and Die, American Cyanamid, Burroughs Corp., NASA's Goddard Space Flight Center, Pennwalt Corp., Rochester Gas & Electric, the Central Intelligence Agency, and other places.

News and Newsmakers

Professor V.V. Raman's (Physics Department) paper on The Energy Conservation Principle has appeared in the February issue of The Physics Teacher....At the Anaheim Meeting of the American Association of Physics Teachers (Jan. 29, 1975) the Executive Board nominated **Professor V.V. Raman** of the Physics Department to the Editorial Board of The Physics Teacher, a journal published by that organization....**Dr. Pellegrino Nazzaro**, Professor in the College of General Studies and winner of the 1974 Outstanding Teacher Award, has been appointed by President Paul Miller to serve on the Distinguished Faculty Awards Committee of State Colleges of the Commonwealth of Pennsylvania....

Placement interviews

Central Placement Services announces that the following employers will be on campus this week to interview graduating students:

Mon., Feb. 24

F.W. WOOLWORTH COMPANY will interview for Management Trainees.

UNITED STATES NAVY - Military Positions - will interview for Managerial position, supervisory and operational openings.

NATIONAL SECURITY AGENCY will interview for Largescale Photo Offset, Industrial Drafting, Electromechanical Tech., and Printing Tech.

SCHMIDT PRINTING, INC. will interview for Management Trainee for Sales Service/Sales Development Field or Production Management Field.

Tues, Feb. 25

SCHMIDT PRINTING, INC. will interview for Management Trainee for Sales Service/Sales Development Field or Production Management Field.

UNITED STATES NAVY - Military Positions - will interview for Managerial position, supervisory and operational openings.

DEPARTMENT OF THE NAVY - Civilian Positions - will interview for Project Engineering, Program Management, and Logistics Engineering.

Weds., Feb. 26

GENERAL ELECTRIC COMPANY will interview for Research & Development, Product Design, Field Engineering, Service Sales, Project Engineering, Manufacturing Engineering, Quality Control.

SCHMIDT PRINTING, Inc. will interview for Management Trainee for Sales Service/Sales Development Field, or Production Management Field.

DRESSER CLARK DIVISION OF DRESSER IND. will interview for Associate Engineers, & Manufacturing Supervisors.

Thurs., Feb. 27

THOMAS R. HIBBARD, P.E. will interview for Electrical, Mechanical, and Industrial Engineers.

Fri., Feb. 28

UNITED STATES STEEL will interview for Accounting Technician, Data Processing, Office Practice and Procedures, Electromechanical Tech.

BLOOMINGDALE'S will interview for Executive Training Prog.: Merchandising, Store Operations, and Control.

PRUDENTIAL INSURANCE COMPANY will interview for Trainee.

UNITED STATES STEEL CORP. will interview for Steel Plant Line Operations Management.

Grant Deadlines

The Office of Grant & Contract Administration reminds all faculty, staff and students that the following are deadlines for proposal application. Since Institute review and approval must be accomplished prior to mailing a proposal, applicants are requested to forward their proposals to Grants Administration one week before the listed deadline.

Guidelines and application forms for listed program are either on hand in, or on order by Grant & Contract Administration Office. For additional information and/or assistance, please call ext. 2388.

NATIONAL SCIENCE FOUNDATION

March 1, 1975 - NATO Senior Fellowships in Science (This program is oriented toward the study of new scientific techniques and development during short visits abroad; awards to be announced on May 15, 1975)

OPEN - Science Information Grants (Research, Development and Demonstration projects to improve scientific and technical information service).

DEPARTMENT OF HEALTH EDUCATION & WELFARE

Office of Assistant Secretary for Planning & Evaluation:

April 15, 1975 - Grants for Research on Social Security and Welfare-Co-op sponsorship is encouraged.

April 15, 1975 - FY1975 Research and Demonstration Grants (4 major areas to be funded)

- 1) income maintenance & employment
- 2) health
- 3) other human services
- 4) Basic research & statistical data.

NATIONAL ENDOWMENT FOR THE HUMANITIES

March 15, 1975 - Education Programs. Education Projects Grants beginning after Dec. 1, 1975.

April 1, 1975 - Fellowships for Journalists.

April 1, 1975 - Youthgrants. Projects beginning after Sept. 1, 1975 (Student Directed Research).

April 17, 1975 - Public Program. Projects beginning after Oct. 15, 1975.

June 2, 1975 - Fellowships for Independent Study & Research 1976-77. (Intended for scholars, teachers, writers who have completed their formal academic training by date of application.)

NATIONAL ENDOWMENT FOR THE ARTS

March 17, 1975 - Summer Work Internship Programs, June 2-Aug 29, 1975. Stipend of \$1,885 plus travel. 10-13 appointments to be made for assignments in Wash. D.C.

May 30, 1975 - Photographers Fellowships FY76.

U.S. DEPT HEW OFFICE OF EDUCATION

March 16, 1975 - Ethnic Heritage Studies Program.

U.S. OFFICE OF EDUCATION

March 7, 1975 - Fiscal 1975 - application for grants for higher education personnel fellowships, institutes & short-term training programs.

DEPT. OF TRANSPORTATION

April 1, 1975 - University Research Program - to solve transportation problems at normal state or local levels.

VETERANS ADMINISTRATION

March 1, 1975 - Grants for Development, Expansion & Improvement of Allied Health Education.

East meets west

East is east and west still west but--photographically at least--the two are coming closer together via the East West Trade Show at the Portland Ore., Art Museum, February 18 through 28.

The show is an exchange of exhibits between students and faculty at RIT and a group of Portland-area photographers.

The idea behind the show is to show the East Coast what the West Coast is doing photographically, and vice versa. Fifteen students and faculty from the RIT's Master of Fine Arts program are represented.

There is no singular technique or process, nor approach, that easily describes the Rochester image-making culture, and this side range of exploratory processes is represented in the RIT exhibit.

Included are such examples as Charles Arnold's xerography--he uses a xerographic plate in place of film, and Betty Hahn's stitchery photography. Hahn prints on fabric, then stitches with embroidery thread to emphasize or outline. Both Arnold and Hahn teach at the School of Photographic Arts and Sciences. During January, Portland photographs were exhibited at RIT.

Alumni Career Teams functioning in three cities

High school students will get career information directly from someone in the field.

Their overworked guidance counselors will get a helping hand.

And RIT alumni will satisfy their need to be of service.

Those are some of the hoped-for benefits of the Career Information Teams RIT alumni are starting in Boston, Cleveland, and Syracuse.

More than 30 RIT alumni in each of those cities have volunteered to share with students their inside views of their professions.

High school guidance counselors in and around each of those cities are receiving a brochure asking them to take advantage of the career knowledge of people in the field.

Alumni will not be performing a recruitment function of the Institute, says Dave Jones, BA '67, manager, Development Resources, and coordinator of the programs.

"Alumni will just be giving information on what they do everyday, their background and how they got it," says Jones.

The plan is flexible. A student or guidance counselor can call the alumnus at work or at home, the alumnus will talk to an individual or a group, at career nights or elsewhere.

The need for such a service is great, believe the alumni involved.

"Students aren't aware of many professions besides teaching because they don't observe them," says Betsy Doherty, RE'72, who, with her husband Terry, RE'70, is coordinating the Career Information Team in the Cleveland-Akron area. "I don't know how the guidance counselors can be up on every single profession."

"From the people in the field they'll be getting the information firsthand," says Bob Adler, PR'59, coordinator in the Boston area.

Chris Cummings, PH'71, coordinator in the Syracuse area,

expects guidance counselors to be thrilled with the offer.

"The ratio of counselor to students in high schools is ridiculous," says Cummings. "We hope to fill in."

As far as Jones knows, no other college or university alumni have offered such a service.

For RIT alumni, too, the program reflects a new direction.

An RIT alumni group with a social orientation started in Cleveland a couple of years ago and soon fizzled, reports Ms. Doherty. "But the career information idea is working," she says, "because it has a purpose."

"Alumni aren't looking for social events as much, but they'll come out for something worthwhile," agrees Cummings.

Adler says he hopes the good alumni response forecasts the response from students and guidance counselor.

In each of the three areas, alumni volunteers range in age from early 20s to 50s.

"The different ages are having an easier time relating with this common base than when we just had social activities," says Ms. Doherty.

Boston, Syracuse and Cleveland were chosen because of existing alumni groups or sizable numbers of alumni, says Jones. The Alumni Career Information Teams will be expanded to other cities.

Women's Club plans party

The RIT Women's Club is planning a theatre party Friday, March 7 at 8p.m. in the NTID Experimental Educational Theatre.

Lysistrata, Aristophanes comedy, will be presented.

A buffet will be served in the NTID cafeteria after the play.

Tickets for the evening are \$4.00 per person. Reservations can be made by calling JoAnne Smith at 385-1868.

Events

Monday/February 24

CUB meeting, 5 p.m., Alumni Room, CU All Interested students are encouraged to attend.

Tuesday/February 25

Commuter Organization meeting, 1 p.m., conference room G, CU. Ice Cream give-away, 1-2 p.m., CU Main Lobby sponsored by CUB recreational, live entertainment by members of the Eastman School of music, 1-2 p.m., Main lounge, sponsored by CUB cultural. NSC dedication, NSC office, Dorm C-043, 1 p.m.

Nickelodeon Theatre: 1 p.m., Ingle Aud., CU, Buster Crabbe - "Tarzan the Fearless", and Hopalong Cassidy "Hoppy Set a Trap." Biology Seminar - "Banding Techniques for Human Chromosomes - Dr. Carole Sack, Rm. 1130, 1:30 p.m.

Wednesday/February 26

Sims TM Intro Lecture Conf. Rm. B, CU, 7:30 p.m. Learning and Development Center, 7 p.m., M-2, CU

Thursday/February 27

SOS-5 Executive Board meeting, 5:30 p.m., Conf. Rm., B, CU: NSC Cabinet meeting, NSC office, Dorm C-043m 7 p.m. NTID Communication Center, 3 p.m., EET. Scuba Club meeting, 7 p.m., CU main Lounge every Thursday. Brick City Players Present: "A Man for All Seasons" Ingle Aud., 8 p.m., Feb. 27, Mar 1. "A Hypothesis Test for Budget Versus Actual Comparisons," by Professor Paul H. VanNess, 3 p.m. Henry Lomb Room. Contact George Demopoulos, at 2358.

Friday/February 28

Roomful of Blues Grace Watson, Cafeteria, A "Jazz" nite club, cash bar, admission \$1.00 9-1 a.m. Brick City Players Present: "A Man for all Seasons", Ingle Aud., CU, 8p.m., Feb. 27,28, Mar. 1. Tallsman Film, "A Very Natural Thing" Booth, 7:30 and 10. Rochester Society for Communicating Arts - 1829 Room 6 p.m.-midnight. Contact Steve Kelly at 325-2000 x57123. Jean Burton "Interpreting Period Dress for the Theater"; All lectures at 10:30 a.m. Admission \$2:30, Students \$1.50. For more information call Memorial Art Gallery at 275-3081.

Saturday/March 1

Tallsman Film - Don't Look Now, Booth, 7:30 and 10. Ugly Man on Campus Contest. All funds go to Kidney Foundation of Genesee Valley.

Sunday/March 2

Tallsman Film, "Gentlemen Prefer Blondes", Ingle, 7:30 and 10. End of Ugly Man on Campus Contest.

Continuing Events

Every Tuesday

Christian Science Org. - Regular Meeting at 7:30 p.m., Col Union-Rm M-2. Counseling from 1-2 p.m., Conf Rm B, C/U. Contact Ron Clarke at 4359.

Through Feb. 28

MFA Gallery - Photographs by Jerry N. Uelsmann. Mon-Fri, 9-5 p.m.

March 3-7

MFA Gallery - e. Praus - A thesis presentation.

Through April 30

International Museum of Photography - "The Extended Document" - an investigation of information and evidence in photographs. Brackett-Clark Galleries. Photographs include work by John Baldessari, Thomas Barrow, Michael Bishop, Marcia Resnick, Richard Schaeffer, and William Wegman. Call 271-3361.

Every Wednesday

Outing Club. Meeting at 7:30 p.m. In NRH Hall. Trips every weekend, movies, speakers, learning about outdoor life.

Through Mar. 30

International Museum of Photography - An exhibition of 40 early photos by Alfred Stieglitz, Brackett Clark Gallery.

Feb. 10-March 5

Vocabulary Workshop - Learning and Development Center, Rm. 01-2338. Session 2, Call 464-2281. Mon. & Wed., 10-11 a.m.

Feb. 25,26

Taking College Exams - LDC Workshop. Call 2281. F.O.R.I.T. - Meeting Tuesdays at 7:30 in Kate Gleason South Lounge. (Every Tuesday)

Kodak Coin Club, C/U Main Cafeteria, 2/28 - 4p.m. - close, 3/1 - 9a.m. - close, 3/2 - 9a.m. - close. Contact Fred Knoeferl at 458-1000 X75236. RIT Chorus Meeting at 6:30 p.m., Monday and Thursday. Paul Strand: The Mexican Portfolio - 20 gravure plates, Wallace Memorial Library Gallery, 2nd floor, dally. Starting March 6th.

Saturday/February 22

Doc and Merele Watson in Concert CU Cafeteria, 8:30 p.m. admission \$2.00 on sale at CU Info desk. T-

News and Events is published every Monday during the academic year by Rochester Institute of Technology and distributed free of charge to the Institute community. Editor--Rick Kase
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