



NEWS AND EVENTS

December 20—January 16, 1977

RIT's new building design: abstract yet functional

Its walls will be a warm dove gray...its
woodwork in natural finished oak...
its rows of windows in panes of varied
width, patterned after a musical score...

An artist's house in the Hamptons?
No—RIT's new academic building.

Designed by Robert Macon and
Associates, of Rochester, the same firm
that designed the award-winning Information
Booth, the new building will house the
College of Continuing Education, the Depart-
ment of Social Work and the Department of
Criminal Justice.

The building, currently under construc-
tion south of the academic quadrangle, will
be in keeping with the character of the
campus. Its exterior will use the same
brick, its lines will be sculpted with the same
geometric simplicity.

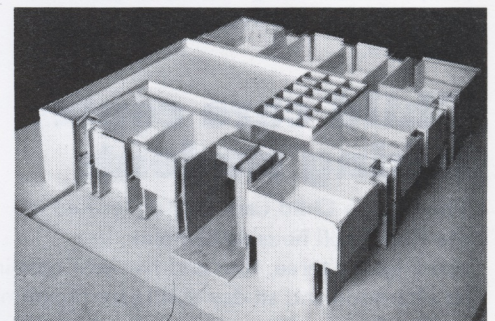
The College of Continuing Education
plans to occupy the ground and first floors,
the two departments will be on the second.
Three floors built in a central rectangular core
will house faculty offices. Around the core
in a horseshoe pattern will be two floors of
classrooms, which will be built half a floor
above the core of offices, in split-level fashion.
Since the ground floor office level will be half
a floor underground, the classroom levels
will be built from the ground up.

One of the central concepts in the
building's design is integration of faculty and
students. Glass framed in wood forms a wall
of each of the faculty offices. The offices
will open onto a balcony overlooking a lobby,
as in the College-Alumni Union. Students
passing below can keep an eye on their
instructors working above, and faculty will
be able to view activity below.

Each row of windows is made of glass
panes of varying widths, divided by wooden
frames, or mullions. Robert Macon
explained that, rather than consistently
varied pane widths, each row of windows has
its own distinct pattern of varied widths.
Macon and his associate, Ann Chantreuil,

assigned each different pane width a tone
value in the musical scale. Then they
arranged a series of widths for each row
of windows that corresponds tonally with
a theme in Beethoven's Fifth Symphony.

Bill Mets, RIT's director of maintenance
and construction, stressed the fact that the
latest specifications for energy conservation
are being incorporated into the building's



SPLIT LEVEL

Cardboard model, photographed without its roof,
portrays the staggered construction of the new
building. Two floors of classrooms curl around
three floors of offices, built half a floor below.



ON THE LEVEL

Builder works on lower classroom level of RIT's
new academic building.

construction. All of the glass is specially
treated to maximize heat insulation.

The final step in the building's construc-
tion will be installation of wall-to-wall
carpeting in all the offices. If all goes
according to plan, that will happen in late
June. According to Mets, work was ahead
of schedule for a few months. Cold weather
has slowed it down a bit—now it's right on
schedule.

Blue Cross/Shield adds policy rider

The Personnel Department has announced
that there will be a maternity rider on Blue
Cross and Blue Shield for all full-time
employees with family coverage, and
extended part-time employees with single or
family coverage.

Paycheck adjustments will take effect
beginning in January, but Blue Cross has
not yet announced the exact amount of the
deduction. The maternity rider goes into
effect January 1, 1977.

The rider will allow full payment for all
members in a semi-private room, up to a

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maximum of four days for normal delivery. Hospital charges for routine nursery care of newborn infants will be excluded.

Doctors and anesthesiologists will be paid, as per the Blue Shield Schedule of Allowances. The delivery allowance includes pre-natal and post-natal care. Families whose gross income exceeds \$19,500 per year may be charged beyond the Schedule of Allowances, and this is the liability of the members.

No waiting periods will apply for all employees who have waived contracts in effect on January 1, 1977, as long as the subscriber remains in a waived group.

Because of this change and rate increase, full-time and extended part-time employees are now free to change to another health plan, RHN or Group Health. If you have any questions, call Betty Bianchi at 464-2429.

Child care center taking students

The Horton Child Care Center, located in the Riverknoll housing complex, has openings for three, four and five year olds in its afternoon and all-day child care programs.

The Center offers a full range of activities, including art, music, creative movement, and work in math, language, science and social studies.

Afternoon hours are 12:30—4:30 p.m. All-day programs run from 8 a.m.—5 p.m.

Horton Center also offers after-school care for children ages six, seven, and eight. They may attend the Center any afternoon. Nursery school children may attend two, three or five days a week; kindergarteners must attend five days a week.

For information or registration, call the Center at 328—6320.



DIE KINDER

Kindergarteners keep happy and busy at Horton Child Care Center.

New program: artful anatomy

RIT has a new option for its fine arts students which gives them the opportunity to seek employment using their skills in drawing.

In September RIT began a four-year baccalaureate degree program in medical illustration. The program is offered in the School of Art and Design, one of two schools in the College of Fine and Applied Arts.

Dr. Robert Johnston, dean of the college, says graduates of the new program will bring unusual talents to their field.

A medical illustrator's normal preparation, Johnston notes, is in a pre-medical program, medical school or scientific area, such as biology. Medical illustrators in these programs typically have a secondary concentration in the visual arts, he adds.

At RIT the medical illustrator's training is reversed. Students are given a background in science, but their primary education is in the visual arts.

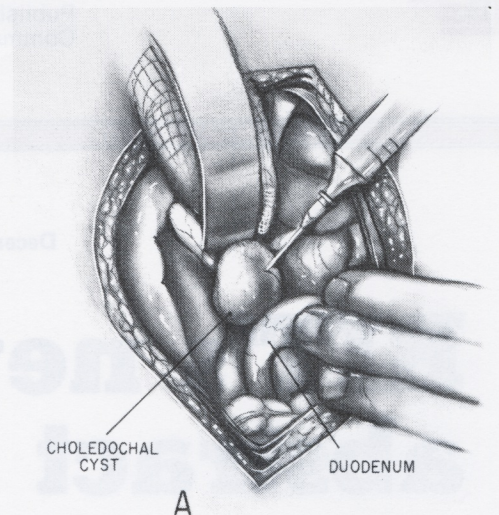
A medical illustrator's major concern is drawing, not medicine, Johnston points out.

"A medical illustrator doesn't need to be a medical doctor. He or she works with doctors all the time. We feel graduates with superb drawing skills will offer a lot."

One of the unique aspects of the RIT program is that students will be taught gross anatomy in the Department of Anatomy in the University of Rochester's medical school.

"We want our students to learn about the human body by dissection, rather than through charts, diagrams or specimens," Johnston says.

He notes that employment opportunities for medical illustration graduates are excellent.



NATURALISTIC

Robert Wabnitz's drawing of an intestinal cyst is necessarily accurate, detailed, life-like.

"There are 40 to 50 positions available nationally each year and that's a conservative estimate. Starting salaries range from \$12,000 to \$15,000. Almost every major hospital and school of medicine has a need for a medical illustrator for research, study and training."

RIT plans to limit enrollment in the program to seven students per class, with a maximum of 28 students spanning the four-year program. Four students were accepted into the program in September. Graduates earn bachelor of fine arts degrees with a concentration in medical illustration. They may enter the field immediately or enroll in graduate school. The University of Rochester began its own master's program in medical illustration in the fall.

Institute funds two faculty projects

Three faculty members have won approval to receive Institute funding for project proposals.

The eight-member Committee on Projects Relating to Productivity has awarded Dr. Terence Morrill \$8,950 to work on improving teaching effectiveness in the College of Science.

Morrill, who is a professor in the Chemistry Department, is developing methods to help faculty use computers to assist them in instruction, testing, grading and record keeping.

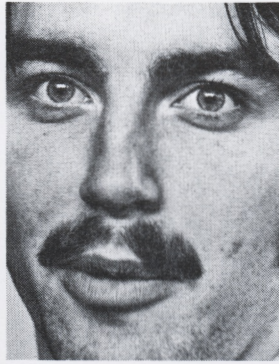
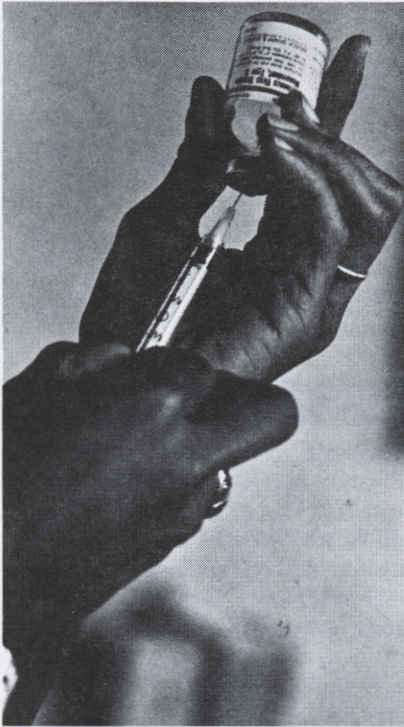
Computer-assisted instruction is used by students for both remedial work, drill and practice, and for help in solving challenging problems. In addition, computers can be used by faculty to free them from routine chores, allowing them more free time for

personalized guidance and contact with students.

Ivan Town, assistant professor in the College of Business, and Dr. Carol Whitlock, lecturer in the College of Business, will receive \$1,800 to develop films of food preparation techniques for use in food science classes.

Recent increases in enrollment, and changes in the curriculum, have made live demonstration of food preparation techniques more difficult to perform. Filmed demonstrations will provide effective instruction while saving faculty time and food costs.

The Committee on Projects Relating to Productivity is currently reviewing letters of intent submitted by 11 faculty members for quality of ideas and content.



GETTING SHOT

These captive victims were shot with swine flu vaccine last week in the College Union Lounge, during clinics held by Student Health Service. Clockwise from top left are: Jim Kerber, Tim Chiavara, Barbara Brush and Irish Murry.

Food Science students to sponsor luncheons

The long, cold walk to the parking lot need not deter you from going out to lunch this winter. You can do as well with an elevator ride to the fourth floor of the administration building.

The Food Production Management class in the Department of Food Administration and Tourist Industries Management, will prepare and serve luncheons every Tuesday and Thursday at noon in the Henry Lomb Room.

In addition, they will serve dinners on Monday and Wednesday evenings at 5 p.m.

The meals will include an entree, hot vegetables or salad, homemade bread, dessert and choice of beverage for \$1.95. All meals will be served by waiters and waitresses from the class.

The first luncheon will be served on Tuesday, January 4; the first dinner on Wednesday, January 5.

The meals are open to the entire RIT community, but reservations are required. Call 464-2351 between 8 a.m. and 4 p.m. for reservations, up until 9 a.m. on the day of the luncheon or dinner.

New research: does TV influence attitudes toward heavy drinking?

The Nielsen Index estimates the average American child spends 18,000 hours watching TV before he's 18.

Dr. Morton Isaacs, who teaches psychology in the College of General Studies, believes the child may be learning more than the wonders of sugar-coated cereals and super heroes from his TV set. He believes the media may have impact on a major sociological problem—alcoholism.

Dr. Isaacs has just completed a three-month sabbatical during which he produced four studies on alcoholism. He became involved in the field when he was asked to teach courses in the psychology of alcoholism for RIT's social work program and local agencies dealing with alcoholism.

"I was surprised to find there were really two separate fields of study: the clinical or treatment phase and the psychological and social psychological theory," Isaacs says. "One of my objectives is to bridge the gap that exists between the clinical and theoretical."

As one part of his research, Isaacs conducted a study of stereotyping of alcohol users. Three age groups were tested to determine how they thought alcohol affected people, whether it turned them into a Dean Martin type of swinger, a skid row bum, or a mean and aggressive personality.

Seventh and eighth graders, boys and girls, saw the drinker as mean and aggressive. They did not view alcoholism as a disease and showed no sympathy for the alcoholic. Social drinkers were stereotyped in much the same way.

Dr. Isaacs believes this stereotype results from the media, from the mean and aggressive behavior portrayed by characters after they had a drink on the screen.

The same stereotype existed in high school students, although they had begun to show more tolerance for the social drinker, considering him to be "more fun."

The trend towards a more positive attitude toward drinking continued at the college level. But Isaacs found a significant difference between testing results from deaf and hearing students.

"Although they were somewhat confused in general about the alcoholic, the deaf students were much more positive toward him, seeing him as more fun, more relaxed, happy. The difference shows that the deaf as a subculture are very different. One reason for the difference may be that they do not receive the same media influence."

Isaacs emphasizes that alcoholism cannot be simplified, that there are lots of mini-theories, that there are many different kinds of alcoholics and therefore many cures.

Xerox color copier to be demonstrated

On January 5 and 6, 1977, demonstrations of the new Xerox 6500 color copier will be held in the Alumni Room of the College-Alumni Union. Times for these demonstrations will be 9 a.m., 11 a.m., 1 p.m. and 3 p.m. The demonstrations will be approximately 20 minutes in length.

Following the demonstrations, the machine will be moved permanently to the Media Production Center (Room A-130 in the library), where it will be available for the use of faculty, staff and students on a charge-back basis.

The new Xerox color copier will be operated by the Media Production Center staff under Larry McKnight's direction. It is especially useful for producing paper copies of slides.

All interested persons are urged to attend these demonstrations, and any questions may be directed to the Media Production Center, 464-2551.

Faculty and staff holding Teachers' Insurance and Annuity Association (TIAA) contracts issued on or after July 1, 1941, are receiving notices from TIAA of new annuity rates and dividends. The Personnel Office advises that the new tables, in sum, reflect an improvement in annuity expectations ranging from 1½ per cent to 2-1/3 per cent, depending upon age, sex and other actuarial factors.



CONTINUING EVENTS

Bevier Gallery—Faculty show. Jan. 10—Jan. 30.
Xerox 6500 Color Copier Demonstration—Alumni Room, C-A Union, Jan. 5, 6; 9 a.m., 11 a.m., 1 p.m., 3 p.m.

RIT Winter Sports—

- Basketball:** vs. RPI, home. Jan. 7; 8 p.m.
- JV Basketball:** vs. Villa Maria, home. Jan. 7; 6 p.m.
- Basketball:** vs. Hobart, home. Jan. 12; 8 p.m.
- JV Basketball:** vs. Hobart, home. Jan. 12; 8 p.m.
- Basketball:** vs. St. Lawrence, home. Jan. 14; 8 p.m.
- JV Basketball:** vs. Genesee Community College, home. Jan. 14; 6 p.m.
- Swimming:** vs. Alfred, home. Jan. 8; 2 p.m.
- Swimming:** vs. Hobart, home. Jan. 12; 7 p.m.
- Hockey:** vs. Canisius, home. Jan. 9; 8:15 p.m.
- Hockey:** vs. Potsdam, home. Jan. 16; 5:45 p.m.

Cary Graphic Arts Collection—Recent acquisitions, through Jan. 3. Association of American University Presses Book Show, Jan. 3-15. School of Printing.

Talisman Film Festival—

- A Boy and His Dog**—Ingle Aud., Jan. 7; 7:30 & 10, \$1.25.
- Taxi Driver**—Ingle Aud., Jan. 8; 7:30 & 10, \$1.25.
- Knife in the Water**—Ingle Aud., Jan. 9; 7:30 only, \$.50.
- The Godfather Part II**—Ingle Aud., Jan. 11, 12; 7:30 & 10, \$1.50.
- The Killing of a Chinese Bookie**—Ingle Aud., Jan. 14; 7:30 & 10, \$1.25.
- The Passenger**—Ingle Aud., Jan. 15; 7:30 & 10, \$1.25.
- Husbands**—Ingle Aud., Jan. 16; 7:30 & 10, \$1.25.

Holiday Library hours

The Wallace Memorial Library will be open on a revised schedule during the Christmas holidays.

December 22-23	8:30 a.m.-4:30 p.m.
December 24-27	Closed
December 28-29	8:30 a.m.-8:30 p.m.
December 30	8:30 a.m.-4:30 p.m.
December 31-January 2	Closed

"News and Events" is published every other Monday during the academic year by Communications Services at Rochester Institute of Technology and distributed free of charge to the Institute community. For information, call 464-2344.



SEASON'S GREETINGS

From the staff of *News & Events*: Pat Hobbs, alias Santa, and his reindeer (clockwise), Robin Lawson, Dave Silver, Bruce Cook, Diedre Engle, Jim Castlein, Pete Heinrich, Jean Ingham, Rick Kase.

*'Tis the season to be jolly,
And Santa here portrays the folly
Of this funky time of year.*

*When the paramour of ev'ry scribe
Ne'er is loath to imbibe
In those libertine thrills we know
While cavorting in the snow—
With jolly old St. Nick
And his hornèd tribe.*

*Amid the flourish of pencil and pen,
Santa's tribe musters the yen
To enlighten and create—
On, now! Fusty old pate!*

*The maidens so nimble
In jumping so quick
From the gentle prod of old St. Nick.*

*Ah, but so few know the gales
Through which this feral fold sails—*

*But allay your fears: this tribe tonight
is DY-NO-MITE!*

—for translation, call Peter Heinrich, 464-2339

NEWS & NEWSMAKERS

Jim Buchholz, vice president for Business and Finance, has been elected to the board of trustees of Community Savings Bank.

Lou Guard, associate director of Admission, has been appointed to serve as a member of the New York State Association of Junior Colleges Commission on Articulation for a term expiring in April, 1979.

Barry Culhane, chairman of NTID's General Education Support Team, has completed requirements for his doctorate in educational psychology at the University of Rochester.

Dr. Donald D. Johnson, special assistant to the dean at NTID, was recently elected president of the Academy of Rehabilitative Audiology (ARA).

The ARA is a national organization made up of professionals in the areas of audiology, language pathology, education of the hearing impaired, speech pathology and allied fields.

Ronald J. Hilton, executive director of Evaluation and Staff Development in the College of Continuing Education, has been named by Governor Carey to the board of visitors of the Rochester Psychiatric Center.

His appointment is subject to confirmation by the State Senate, when it convenes in January.

Roger Remington, chairman of Communication Design, has designed three Christmas cards which are included in a current exhibit, "How to Give Yourself Away for Christmas."

The exhibit is sponsored by the American Institute of Graphic Arts in New York City and will continue until December 31.

Dr. Allen Friedman, assistant professor of mathematics, presented the first talk of the Colloquium Series sponsored by the Department of Mathematics.

The talk traced the historical development of the classical "four color problem," which concerns the theory that no two countries on a map, sharing the same border, will be the same color if only four colors are used in drawing the map.