

NTID and county DOT work together to produce guide for boat operators

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NTID, in conjunction with the Monroe County, New York, Department of Transportation, has produced an instructional guide for boat operators at no cost to county taxpayers.

Eight advanced applied art and computer graphics students designed a boater's manual to the Stutson Street Bridge, which spans Genesee River between Irondequoit and Rochester. The guide, a clearly illustrated, laminated information packet, explains to boaters how to navigate the river near the bridge. In addition, electronic printing and publishing students donated printing services to further the project's funding. Overall, the services from NTID students are valued at about \$3,000.

"This is an excellent example of government and education working together," said County Executive Jack Doyle. "The project was mutually satisfying. The students gained valuable hands-on experience while the county acquired an informational transportation tool just in time for peak boating season."

Michael Krembel, associate professor in NTID's applied art and computer graphics department, has long worked with Monroe County's Department of Transportation to coordinate projects for his students. In 1994, one of his students designed the winning logo for "Beat the Back-up Day," a special event to increase use of alternative transportation in the Brighton-Henrietta corridor. Krembel's students have also worked on the Transportation Department's "Adopt a Highway" program brochure and customer service postcards.

"The students gain practical experience through these projects with the county," said Krembel. "It gives them the opportunity to coordinate a project from its onset, working directly with the client."