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# Staff

- Bill Lampeter
- Gerry Fulbrook
- Mark Luiggi
- Jan Orque
- Buck Holzemer
- Hans Koch

# Editor-in Chief
- Business Manager
- Design Director
- Folio Editor
- Photo Editor
- Sports Editor

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- Tony Bruculere
- Jim Castelein
- Dean Lothar Engelmann
- Chuck Bills
- John Flanagan
- Dr. Ronald Francis
- Dr. Robert Golden
- Prof. Robert Kushner
- Major Byron Latta
- John Massey
- Prof. Jim McMillion
- Joe Noga
- Bill Peterson
- Steve Sherwood
- Bill Sloan
- Miles Southworth
- Mike Geissinger
- Andrew Davidhazy
Photography Features

Energy House
Don Dombrowski
(Illustrations by
Liz Haywood)

Rochester 1978
Greg Rohall

China
Prof. Robert Kushner
Dr. Robert Johnston

Architecture
Buck Holzemzer
Bill Lampeter

ROTC
Bill Lampeter

Party
Buck Holzemzer
Gil Cope

Women’s Weekend
Anne Lennox Bergmanis

People
Buck Holzemzer

Halloween
Buck Holzemzer
Ken Geiger

SX-70
Bill Lampeter

Graduation
Bill Lampeter
Andrew Davidhazy

Folio
Jeff Schewe

All color prints appearing in Techmila, color copy work and prints of studio stills of artpieces, were done by Sentry Color Labs. Ltd. Rochester, N.Y.

Sports section design by Hans Koch.

Film used in SX-70 was donated by the Photo Science Department as part of a larger gift from the Polaroid Corporation.

Color film processing was done by the RIT Photo Processing Center.
Peeking over the horizon just on the other side of Riverknoll a new structure made its appearance this year at R.I.T. Began as a research project by Dr. Paul Wojciechowski the idea of utilizing the sun's energy in a private home was realized through the joint effort of R.I.T., Rochester Gas & Electric and the Rochester Home Builders Association. This "New England salt box" design employs some of the latest and most accessible solar technology, producing a practical phototype for a contemporary family dwelling.

Thirty-eight solar collectors mounted on a traditional steeply pitched roof transfer the sun's rays into heat. Heated water from the collectors is then pumped to special holding tanks and used for the hot water system and actual heating of the house. This system, in conjunction with fortified insulation and carefully thought-out window placement results in a nearly self-sufficient energy system. Electricity is used for traditional lighting and appliances as well as heating the water in the holding tanks up to temperature during extended periods of poor weather.
There are four holding tanks. As hot water in the first hot water tank cools (approx. 2 degrees a day) it is pumped into the warm tank. This process is repeated with each tank — warm into cool, cool into cold, and provides for maximum heat retention. Water from the cold tank is then pumped up to the roof, heated by the solar panels and then returned to the hot tank, thus completing the cycle.

**Air Flow**

Air is heated by the sun which enters through the front bay of windows. Due to the open design the heated air rises through the first and second floors. As this air reaches the apex it cools and drops down the shaft created by the steel staircase. A louver door at the basement level of the staircase adds additional drawing power for the cooling air. Once entering the basement the air is drawn into a vent where residual heat is extracted for re-circulation and spent air is exhausted outdoors.

**Insulation**

A. Six-mil. polyethylene lining  
B. Six inches of fiberglass butting  
C. One inch styrofoam sheathing  
D. Wood shingles
... good food ... nice atmosphere ... student "hang-out" ...
...the Downtown shopping scene... great stores... with bargains to be had...

...shimmering modern skyline... admixing of old and new... real nice view...
the crossroads of the city... public transportation... in our modern city...

corporate headquarters... at the helm... of the business district...
for-out rock concerts... variety sports action... and the circus too...

modern suburban shopping mall... for all your shopping needs...
... bustling downtown streets ... with many fine shops and hotels ... 

... The after-hours campus ... good drinks ... and musical groups ...
RIT Goes to China
January 1978

In an effort to make the RIT name better known, and to explore the possibilities of information, student and faculty exchange, a group of distinguished faculty members and associates spent 18 days in the People’s Republic of China. The itinerary included the major cities with visits to communes, schools, factories and historic sights. The following pictures document the old and new of modern China.

Photographs by Dr. Robert Johnston and Professor Robert Kushner.
General idea:
(a) "to" (sign of infinitive)
(b) "to" (preposition)

1. to + root form of a verb = infinitive
2. to the factory
3. to China
4. to me
5. to building socialism
“Stereotyped” would not be a good term to use when defining cadets at the Army ROTC program at RIT. Cadets in the ROTC program come from a wide spectrum of backgrounds and are pursuing an equally wide variety of academic endeavors. Cadets from RIT are represented from almost all schools, colleges and departments including photo, computer science, business, engineering, fine arts and many others.

In addition to RIT, several other Rochester Area Colleges and Universities have students participating in the program at RIT. Fifteen percent of the program's cadets are women. Nationally, the Army ROTC program was opened to women in 1972 and this year RIT's program will commission, for the first time, three female cadets as second lieutenants. Women can enter any branch of the Army except the Combat Arms. The three women commissioned in 1978 will enter the medical service corps, quartermaster and adjutant general branches.

All photographs were taken during ROTC tactical exercises at Fort Drum, New York. Photos by Bill Lampeter.
RIT Landscape

Photos by Holzemer
Party!

a gonzo investigation into the seedier side of college life.

photography by gil cope & s. buck
FOOTBALL — the understood companion of colleges across America — except at RIT, Where our administration decided the THE BUDGET could no longer support this activity. It’s too bad they showed such a misplaced sense of priorities, for had they looked past their desk-top dollar signs they would have realized that education extends beyond classroom walls. The people on these pages are alive with the intensity of emotion that makes our lives more than just an existence. But don’t get excited about going to games here — there aren’t any more.
<table>
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<td>Hobart</td>
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7-6-2
### Baseball Scores

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<th>St. Lawrence</th>
<th>RPI</th>
<th>Clarkson</th>
<th>Brockport</th>
<th>Hamilton</th>
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*Lincoln First Tourney (first)
## TRACK

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Current Win Streak: 29
1978 Upper NY State Champions
### WOMENS VOLLEYBALL

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<td>New Paltz</td>
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WOMEN'S BOWLING

Opp-RIT
Erie CC 2451-2270
Brockport 2246-2345
Binghamton 1593-2198
D'Youville 2088-2234
Brockport 2316-2550
Cornell 2289-2276
Fredonia 2288-2342
Eisenhower 1917-2681
Eisenhower 1924-2410

7-2

MEN'S BOWLING

Opp-RIT
Erie CC 2695-2583
Buffalo 2531-2657
Binghamton 2204-2598
Ithaca 2492-2708
Binghamton 2634-2708
Cornell 2521-2708
Cornell 2583-2582
Fredonia 2448-2430
Eisenhower 2192-2611
Eisenhower 2184-2800

7-3

FENCING

Placed eighth, North Atlantic Conference of Intercollegiate Fencing

Photos by Kevin Juergenson
TENNIS

Opp-RIT
Fisher ...................... 1-8
St. Lawrence .............. 8-1
Clarkson ................. 2-7
U of R ..................... 9-0
LeMoyne ................... 5-4
Nazareth .................. 9-0
Hobart ..................... 9-0

3-4
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<th>Thiel</th>
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<th>Fisher</th>
<th>Oswego</th>
<th>U of R</th>
<th>Binghamton</th>
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WRESTLING

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9-6
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7-4
HOCKEY

Opp: RIT
Hobart .................. 2-10
Fisher .................. 2-5
Lehigh .................. 3-7
Geneseo .................. 7-3
Canisius .................. 8-4
Brockport ............... 6-5
Potsdam .................. 12-2
Canisius .................. 3-4
Brockport ............... 5-8
Lehigh .................. 3-6
Lehigh .................. 3-5
Iona .................. 6-5
Ramapo .................. 2-2
Geneseo .................. 5-4
Iona .................. 9-6
Fisher .................. 1-5
Geneseo .................. 7-2

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<td>Hamilton</td>
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On the weekend of March 31st through April 1st the R.I.T. campus hosted two days of art exhibits, lectures and workshops on the changing role of women in today's society.
Claudia Weill

An accomplished film director who premiered her new film "Girlfriends" at R.I.T. "Girlfriends" has since been accepted for the Cannes Film Festival. Ms. Weill also co-directed with Shirley MacLaine, "The Other Half of the Sky: A China Memoir". This documentary received an Academy Award nomination in 1975.
Judy Chicago

Artist and writer currently working in Los Angeles. Ms. Chicago is the author of "Through the Flower", a book about women and creativity from an historical and personal perspective.

The blindfolded man above is participating in a "Men's Sensitivity Workshop". This exercise stressed trust and shared experience.
Kern Series

This year a group of prominent authorities on visual media appeared at RIT as part of the 1977-78 Kern Program/Institute Forum. They explored, from their various vantage points, the impact and possible consequences that the "moving images" of television and cinema have had on modern society.

Kenneth Mason

As the Assistant Vice-President and General Manager of Eastman Kodak's Motion Picture and Audio-Visual Markets Division, Mr. Mason addressed himself to areas of advancement in motion picture technology. He spoke of faster, finer grained motion picture films for the future.

Roger Fransecky

As a crusader for visual literacy Dr. Fransecky aims to get instructional television for children out of "the visual ghetto". In urban schools, he feels, instructional television may be the only hope for disadvantaged learners.

Vivian Horner

After three months of operation Dr. Horner's Qube had over half of Columbus Ohio's cable TV listeners as its subscribers. The Qube is a 30 channel interactive cable television system which allows viewer participation in TV programs. This system has been used for instructional programs as well as a means to conduct instant surveys of public opinion.

Richard Edlund

First Cameraman for the Miniature and Optical Effects Unit of Star Wars Corporation spoke on the development of the technology used to create the believable representations in the film "Star Wars".
Rudolf Arnheim

"Stillness and Mobility". Images of movement in great paintings and sculptures are unlike images of movement in many still photographs and in films because the painter or sculptor is interested in capturing the idea of movement, not the photographic accuracy of any one moment of that movement. Thus the painter or sculptor will join together in one work of art physical gestures that are, in a chronological sense, incompatible but that when combined suggests movement in a still image.

Susan Sontag

Ms. Sontag discussed her controversial philosophy on photography. She maintains that the advent of photography began a fundamental change in our sense of experience, memory and intellect with the image increasingly replacing direct experience. In our age we tend to see reality not as it is but as a collection of unrelated photographic images.
In Loving Memory of
Paul Gorsin

From his parents and all of his friends at RIT
Concerts

Talking Heads

Bernard Bragg

Keith Berger
Plays

The Odd Couple

Stop the World I Want to Get Off
Halloween
College of Fine and Applied Art
College of Engineering
College of General Studies
David W. Rackley
Bachelor of Science
Applied Software Sci.

Roger Argenzinger
Bachelor of Tech.
Civil Engineering

Donnell J. Beek
Bachelor of Tech.
Mechanical Engineering

Raymond T. Belliveau, Jr.
Mechanical Engineering Technology
Bachelor of Eng. Technology

Tina J. Breindel
Assoc. of Applied Sci.
Optical Finishing Tech.

Michael Bushart
Bachelor of Tech.
Civil Engineering Tech.

Jean Caldwell
Bachelor of Science

David J. Campbell
Bachelor of Science
Systems Software Sci.

Susan A. Gesse
Bachelor of Tech.
Computer Systems

Alfredo A. Castillo
Bachelor of Science
Computer Science
Software

Walter A. Catani
Assoc. of Applied Sci.
Medical Technology

Kenneth Calhoun
Bachelor of Tech.
Electrical Eng. Tech.

Paul Chisholm
Bachelor of Tech.
Mechanical Technology

Charles E. Davies
Bachelor of Tech.
Computer Systems
National Technical Institute for the Deaf
Mark A. Babich
Assoc. of Applied Sci.
Accounting

Sydney Z. Beckman
Assoc. of Applied Sci.
Office Practice

Ronald J. Barney Jr.
Assoc. of Applied Sci.
Accounting

Pamela A. Boler
Assoc. of Applied Sci.
Medical Lab Tech.

Karen Bressett
Diploma
Office Practice

Deborah J. Bosworth
Assoc. of Applied Sci.
Applied Art

Kathleen Brooks
Diploma
Office Practice

Catherine O. Burand
Assoc. of Applied Sci.
Chemical Technology

Karen Bressett
Diploma
Office Practice

Robert D. Burnett
Diploma
Data Processing

Bruce D. Buzzell
Assoc. of Applied Sci.
Chem Technology

Mary Kay A. Campanaro
Assoc. of Applied Sci.
Applied Art

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Richard Hughes
Bachelor of Science in Printing Management

Douglas Hunsberger
Bachelor of Science in Photography

Paul M. Hyjek
Assoc. in Applied Sci. Printing

Jonathan N. Ish
Bachelor of Science in Photo Management

Guy M. James
Bachelor of Science in Photo Management

Timothy M. Johnson
Bachelor of Science in Photo Processing and Finishing Management

Michael Johns
Bachelor of Fine Arts in Film-making

Joseph J. Kitz
Bachelor of Science in Printing Management

Kevin D. Kalagher
Bachelor of Science in Printing Management

Leslie J. Karrasch
Bachelor of Science in Printing Management

Ronald F. Kender, Jr.
Bachelor of Science in Printing Management

Stephen C. King
Bachelor of Science in Printing

Robert Kehoe
Bachelor of Science in Printing

Richard J. Kellogg
Bachelor of Science in Printing

Larry A. Kissin
Bachelor of Science in Printing

Thomas F. Krueger
Bachelor of Fine Arts in Photography

Brian H. Kroget
Bachelor of Science in Printing Management

Paul A. MacDonald
Bachelor of Science in Printing Management

Michael R. Kuzn
Bachelor of Science in Printing Technology
<table>
<thead>
<tr>
<th>Name</th>
<th>Degree</th>
<th>Major</th>
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<tbody>
<tr>
<td>James T. Lewis, IV</td>
<td>Bachelor of Science</td>
<td>Printing</td>
</tr>
<tr>
<td>Clifford K. Lucas</td>
<td>Assoc. of Applied Sc</td>
<td>Printing Management</td>
</tr>
<tr>
<td>Mark T. Lindsey</td>
<td>Bachelor of Science</td>
<td>Proc. Photography</td>
</tr>
<tr>
<td>Dennis J. Luck</td>
<td>Bachelor of Fine Arts</td>
<td>Filmmaking</td>
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<tr>
<td>Charles W. Mason</td>
<td>Bachelor of Fine Arts</td>
<td>Photo Illustration</td>
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<tr>
<td>Lawrence Mathison</td>
<td>Bachelor of Science</td>
<td>Photographic Science</td>
</tr>
<tr>
<td>Carla J. McGaughey</td>
<td>Bachelor of Science</td>
<td>Printing</td>
</tr>
<tr>
<td>Tilghman McCabe, Jr.</td>
<td>Bachelor of Science</td>
<td>Printing</td>
</tr>
<tr>
<td>Edmund McGuire</td>
<td>Bachelor of Fine Arts</td>
<td>Proc. Photography</td>
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<tr>
<td>John O. McCracken</td>
<td>Bachelor of Science</td>
<td>Proc. Photography</td>
</tr>
<tr>
<td>Virgil O. McElvagh</td>
<td>Bachelor of Science</td>
<td>Proc. Photography</td>
</tr>
<tr>
<td>Paul H. Medenbach</td>
<td>Bachelor of Science</td>
<td>Proc. Photography</td>
</tr>
</tbody>
</table>

- Michael Leaman
  - Bachelor of Science
College of Science
David R. Rachael
Bachelor of Science Biology

Richard Popolec
Bachelor of Tech. Civil Engineering Tech.

Donald Riley
Assoc. of Applied Sci Chemical Technology

David T. Pincus
Bachelor of Science Biology

Linda J. Plante
Bachelor of Science Biology

Frank M. Ruscio
Bachelor of Tech. Civil Engineering Tech.

Paula B. Smith
Bachelor of Science Biology

Thomas E. Sipulki
Bachelor of Tech. Electrical Engineering Tech.

Richard J. Storke
Bachelor of Tech. Electrical Engineering Tech.

John P. Tava
Bachelor of Technology Civil Engineering Tech.

Valerie Vincente
Bachelor of Science Biology

Gregory A. Tuffert
Bachelor of Science Chemistry

Valerie Vincente
Bachelor of Science Biology

Gary R. Vonderhein
Bachelor of Technology Civil Engineering Tech.

Kathleen B. Wallace
Bachelor of Science Biology

James A. Warren
Bachelor of Technology Elec Engineering Tech.

Thomas R. Wiley

Dean Warner
Bachelor of Technology Elec Engineering Tech.

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It is curious the way RIT manages to channel its community into neat categories. It is divided into separate colleges, then into separate departments, and still further into separate programs. One can look at RIT as the main artery that feeds the capillaries, which nourish the cells essential in maintaining the livelihood of the whole system. It is all very precise and compact. Each part has its duty to perform. Deviation within a single facet could disrupt the entire plan. In the final analysis, it is quite an inventive and necessary system for such a complex situation.

Students are the "cells" in this system. Unlike that word, or what it may imply, we are not contained in our separate bubbles, indifferent to the goings on outside. Even more, we do not appreciate the idea that we are programmed to perform a certain duty, being fed information whenever the system deems it necessary; we cannot allow ourselves to be. We are, after all, students, and as such we have the capacity to interact and be open to new possibilities. In a greater sense, we are unique, and in each of us is the potential to offer our own contribution.

The purpose of Folio '78 is to balance the observed compartmentalization of the student by exemplifying his or her personal goals and directions.

Secondly, although we leave RIT with lofty titles such as painter, photographer, retailer, printer, accountant, engineer, or whatever, it is our wish to show that no one can be just one thing. It is both uncomfortable and limiting. There are many facets to one's personality and talent. Some people have come to realize this — many have the potential to. Many find this a dilemma and many more welcome it as a blessing. This is clearly shown through the crossovers in the methods of execution by the students represented here.

Although names are emphasized here, this is not necessarily a book of "honors" or "the best." These people have all attained a certain level of accomplishment worthy of representation but, due to limited space, many more cannot be included.

Folio '78 is an important publication of RIT and it is an honor to participate in it. We turn to the creators of the visual in this book, but it is dedicated to the spirit of those who wish to teach, to express, to learn, and to aspire.

Jan Orque

The talents of Jeff Schewe photographed the 3D pieces. Greg Rohall helped solicit photographs. Emery Chu shared his wisdom and taste. A lot of support came from Mark Luiggi. Gerry, Hans, and Buck were there to add to the confusion. And, of course, Bill Lampeter was there for everything. Thank you all very much.

Special thanks to all the contributors who shared their time and insight.

Cover/Tony Kazlauckas
Painting 4
Oil

Title Page/John Jean
MFA Photography 1
Intaglio

Folio '78 is published with Techmila — the students annual of Rochester Institute of Technology. Reproduction of any portion of this book is prohibited without the consent of the artist.
Chris Schneiter
Fine Arts Photography 4
Albumen print
Eric Breitenbach
Fine Arts Photography

David Ferri
Fine Arts Photography
Lois Schafer
MFA Printmaking 2
"Children Grew in Grandpa's Garden"
Intaglio 23" x 10" (top)

Sfona Pelah
MFA Printmaking 2
Intaglio 23" x 18" (bottom)
Kris Jonah
Painting 4
"Figure No. 1"
Mixed Media 24" x 36"
"Summer Dreams 1"
Photograph with drawing 4" x 4" (top)

"Summer Dreams 2"
Kwik-Print with drawing 8" x 6" (bottom)
Debbie Poach
Photographic Illustration
Hand coloring on Photograph
John Vitro
Communication Design 4
Toy poster
Acrylic

Betsy Veness
Communication Design 4
Toy Poster
Ortho film and paint 11" x 14
1973 World Championships, Moscow, USSR.
Valeri Vasiliev (No. 6) has just scored.
“Perhaps the most difficult task for the artist is to endure. To endure requires a stringent attitude without room for compromise, while realizing that compromises must continually be made.

If my art is an attempt to explain my existence and my perceptions of it, I find it paradoxical that as an artist I am unable to find a convenient niche in society. Because of this my vision may be somewhat distorted. But on the other hand it may be an intimate and very precise reflection.

My work is often a technical as well as existential extravaganza. While technique and media should be purely secondary concerns, one must be familiar with them in order to develop a fluent creative language.”
Jennifer Blessing
Printmaking 4
Intaglio (actual size)

Lauri Klein
Printmaking 4
"O yes I knew it was somewhere in the country"
Lithograph 3' x 4'
Don Forsythe
MFA Printmaking I
“Variant Temptations”
Intaglio

Jennifer Blessing
Printmaking 4
Intaglio
Cheryl Jelonek
MFA Painting 2
"Entrance — Algonquin Hotel"
Oil 38" x 50"

"The Algonquin Hotel"
Oil 40" x 32"
Deborah Pope
Painting 4
"Mona III"
Cyanotypes, Kodalith, Fabric 20" x 23"

Untitled
Watercolor 18" x 26"

"Bowie"
Watercolor 21" x 28"
My interest in combining the photographic image with the printmaking process finds its basis in the beautiful textural quality of ink on paper. The image, however, maintains primary importance, dictating which process to use according to the advantages and limitations of each process, which ultimately allows me more control over the final image.

My work is a natural development of my concerns of the photographic image in relation to the nonsilver processes, specifically photogravure and photo-etching, a means of further developing an understanding of my personal aesthetic and vision.
Margaret Brown
Textiles 4
Finn Weave

Diane Brawarsky
Graduate Textiles 2
Handmade paper — dyed and stitched
16” x 40”
Elizabeth Fergus
Metals 4
Sea form Box
Sterling silver, satin and silk
6" x 3" x 2"

Copper enamel panel, satin,
copper screen, embroidery thread,
metallic thread 18" x 22"

Copper enamel panel,
metallic threads, satin 20" x 24"
"Inherent in my work at this point in time, is the relationship between visual conciseness and the vitality of energy intrinsic to conciseness. A contrast lies between what appears to be tight and firm contrary to the evanescent and moving yet impalpable energy, which inevitably enacts on the subjectivity of reaction. The varying degrees of conciseness, in all its colors, placements, and subtleties, simply and gracefully resolve themselves into differentiating gestures. It is their gestures which I choose to portray and investigate."
"Spatial Gesture #1"
Acrylic, bronze
15" x 12"
Lori Cooley
Metals 4
Brooch 3" — 5"
Chased sterling, 14k gold, enamel and carved Delrin
Brooch 3" — 5"
Laminated 14k gold and sterling with cut tourmaline (top)

Frances Welles
Graduate Metals 1
"99 Stellavista"
3 pcs. Black anodized aluminum and 14k gold (bottom)
Trina McAndless
Metals 4
Box
Fabricated sterling

Paul Griswold
Metals
Teapot
Brass with wound rattan handle

Paul Griswold
Metals
Serving Pitcher
Brass with cherry wood handle
Agustin DeAndino
Graduate Ceramics 1
Footed cylinders and whiteware pots
with applied clay pieces and drawing
Penelope Fleming
Graduate Ceramics 2
"Tutti"

"Celestial Horizon"

"Or Daydream"

"An Accession"

"Plate"
Sandy Brenner
Wood 3
Stacked cherry chair

Ron Callari
Wood 2
Rocking Chair

Lauren McDermott
Wood 2
Oak chair
Michael Rosen  
MFA Furniture Design 2  
Correspondance Desk  
Top pivots open. Inside accommodates a storage space below and cubbyholes.  
Writing surface 30" high  
Overall dimensions: 44" high, 36" wide, 26" deep  
(shown in full and detailed shots)
"Newsweek Cover — Oil Spills"
8" x 11"

"Magazine Advertisement — Clairol"
8" x 11"

"Book Cover — Garbo"
9" x 12"
Package Design for silverware
(photograph by Kris Rodammer)
Donna Savoie
Communication Design 2
Toy translation and metamorphosis
Toy and Sporting Equipment
Translations:
Dennis Angelo
Martha DeLyra
Laura Seeley
Susan Maxwell

Stephen Magner
David Phelps
Susan Beck
Jeff Curry

Catherine Dutting
Richard Owen
Lynn Ambrose
June Schumacher
Raymond Tonkel  
Environmental Design 4  
Instructional aid device — A learning machine designed for use by handicapped children and slow learners to aid in the identification of everyday objects. Marker drawing and model. (bottom)
"Barrister Square"
This project was done in cooperation with the local chapter of the National Landmark Society. The redesigning of the interior of the old Rochester Free Academy incorporated a restaurant, bookstore on the first floor and a large lawyers office on the second floor. Ink mechanical drawings 30" x 24"
Sara Fowle
Fine Arts Photography 4
Graduation
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Rochester
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Too many young people know too little about why business is in business. They're not only misinformed, they're critical and even hostile.

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It's time business itself accepted a major share of the blame. Instead of telling young people the economic facts of life, we've been letting them grow up believing in a free lunch.

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With this spoon-handle ring, a local JA company is learning about business by actually managing one.

The Achievers issue stock; elect officers; run assembly lines manufacturing the rings; chart pricing and marketing options; keep books; pay wages, taxes, and rent; monitor product quality and production safety; participate in trade fairs; hold board meetings and sales drives; write an annual report; and, they hope, earn profits to pay dividends.

Most of the things any company does.

During the school year, more than 1300 Monroe County high school students in 5 JA companies will be doing, roughly the same thing.

To encourage JA members, Kodak and many other local firms invest their money in Junior Achievement. Kodak men and women also volunteer their time, spending one evening a week to counsel eight JA companies.

Someday, we think the payoff will exceed the investment. Which is only good business.

Kodak.
More than photography.
colophon

Techmila 1978 has been published in a limited edition of 4500 copies with funds from the Student Association of the Rochester Institute of Technology. This is the sixty-seventh volume of Techmila. Techmila and Folio were printed by offset lithography by the Hunter Publishing Company of Winston-Salem, North Carolina.

The Folio section of this book has been printed on 100# Kromecoat paper; the remainder of Techmila is printed on 80# Warren's Cameo Brilliant Dull stock. The cover is on Lexotone book-cloth with a silk-screened design. End-sheets and divider-pages are printed on 10-point mustard-colored stock. Folio has been overrun in 740 copies on Warren's Cameo Brilliant Dull and in 160 copies on 100# Kromecoat. These copies are bound in a 12-point Carolina-coated cover stock.

The black and white images in Folio are printed in black/black duotone with a matte black ink defining the shadow tones, and a glossy black ink defining the highlight tones. This novel technique, which yields dense blacks and sparkling highlights, has been devised to provide RIT image makers with the kind of reproduction which their images deserve.