



RIT | RIT Press

Annual Report 2019

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Authoring often is a solitary activity.
Publishing is always a collaborative one.
The work to create a book expands until,
finally, the book reaches its readership.

At RIT Press, our outward-facing, community focus extends well beyond such conventional partnerships as those with copy editors, designers and printers. We take community spirit to heart at RIT Press. We actively and affirmatively reach out to seek the diverse individuals, groups and organizations who, often, become our authors.

Turn the page. 

Kickstarter Campaign

RIT Press's second Kickstarter campaign launched in September 2019 to fully fund printing of *Late Harvest*, a high-quality, hardcover book comprised of Forest McMullin's 79 photographs accompanied by stories. The crowdfunding goal was reached in 22 days, ultimately garnering 140 supporters, exceeding its original target and raising more than \$11,000. The book went to print in November and shipped to all supporters in January 2020.

Beyond financial underwriting, crowdfunding advances the Press in multiple ways including:

- Adding customers with subject interest to our mailing list
- Publishing without any financial exposure
- Widening exposure and recognition of RIT Press
- Attracting book project inquiries from potential authors
- Publicizing the Press's back catalog

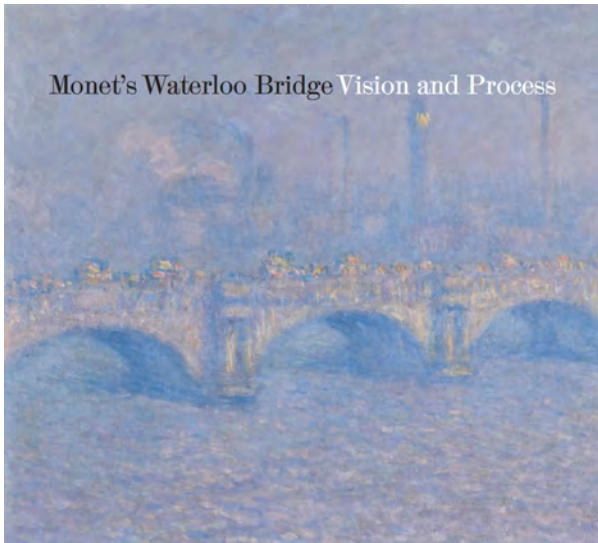
Late Harvest by Forest McMullin

As vast as it is varied, the American South has a quality of light found nowhere else. Illuminating unique qualities of its structures, landscapes and people, to fully understand the South requires revisiting it and repeated documentation of the region.

Beginning in late Fall 2016 and returning a year later, photographer Forest McMullin spent weeks on the road traveling through the rural South. *Late Harvest* documents McMullin's journey through an often-unnoticed part of the United States. Chronicling their stories and spaces, *Late Harvest* juxtaposes images and texts to suggest complex relationships and reveals a detailed picture of a region and the people who make it unique.



Monet's Waterloo Bridge Vision and Process



Monet's Waterloo Bridge: Vision and Process

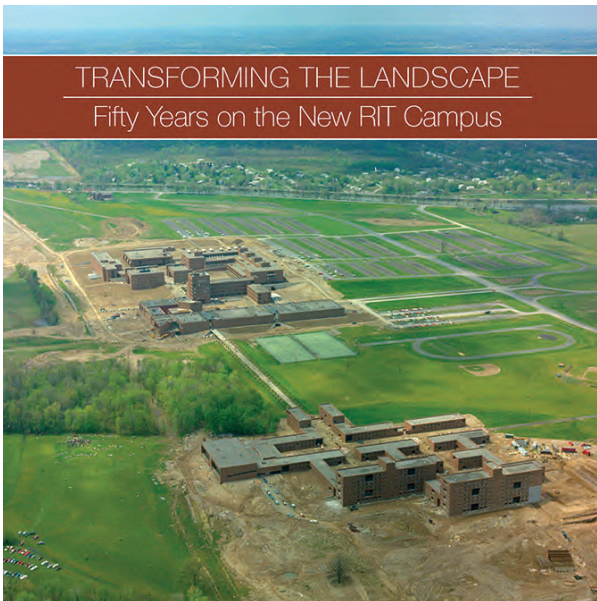
Nancy Norwood, editor

Impressionist master Claude Monet began more than forty versions of Waterloo Bridge during his three London sojourns between 1899 and 1901. Monet struggled to complete these paintings after his return to France, where he re-worked many of the canvases in his Giverny studio. The exhibition *Monet's Waterloo Bridge: Vision and Process* brings together eight paintings from the famous London series. Scholarly essays and an in-depth technical study of the Memorial Art Gallery's *Waterloo Bridge, Veiled Sun* (1903) explore Monet's artistic vision and the process by which he struggled to achieve that vision. *Monet's Waterloo Bridge* is the second collaboration between the Memorial Art Gallery and RIT Press.

“Through our collaborations with RIT Press, the Memorial Art Gallery has published original scholarly content in beautiful exhibition catalogs. The team at RIT Press is creative, collegial, and supportive of our projects. We have been so pleased with their meticulous attention to achieving the quality required for fine arts publications.”

Jessica Marten

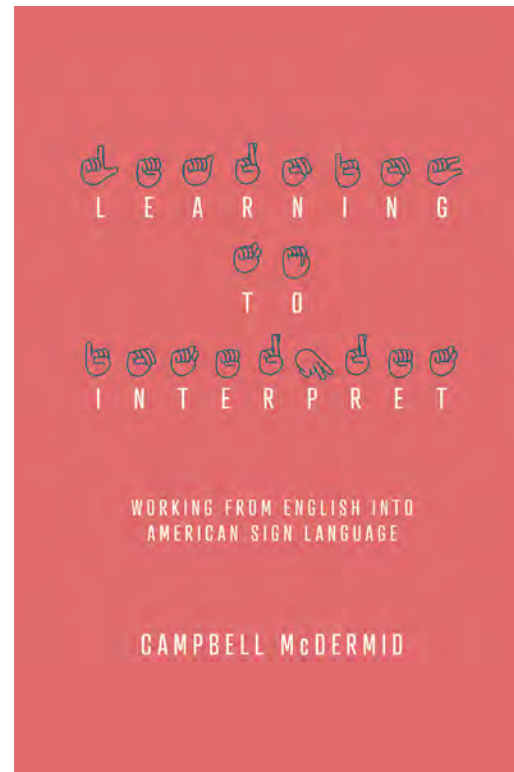
Curator in Charge/Curator of American Art
Memorial Art Gallery
Rochester, NY



Transforming the Landscape

Becky Simmons, editor

The bold 1961 decision to move Rochester Institute of Technology from a disjointed, small urban campus to sprawling suburban farmland paved the way for the university's expansive growth and global recognition: enrollment increased and new colleges and degree programs were established. *Transforming the Landscape: Fifty Years on the New RIT Campus* details the planning and construction of the modern campus coupled with an extensive photographic survey of its innovative architecture.



Learning to Interpret

by Campbell McDermid

American Sign Language interpretation involves more than translating words into signs. From his decades of experience as an interpreter educator, Campbell McDermid keenly understands this approach. McDermid's teachings are grounded in linguistics, research and theory, and his text aptly combines theoretical and practical exercises through use of examples, targeted exercises, and development of skills that are critical to the interpreting process. *Learning to Interpret* introduces linguistic concepts and provides a guide for interpreting from English to ASL. Students of interpretation will better understand how to paraphrase from an English source to an English target text, allowing them to more accurately translate the final text into ASL.

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The Comics Scare Returns: The Contemporary Resurgence of Horror Comics



Terrence R. Wandtke

The Comics Scare Returns

by Terrence R. Wandtke

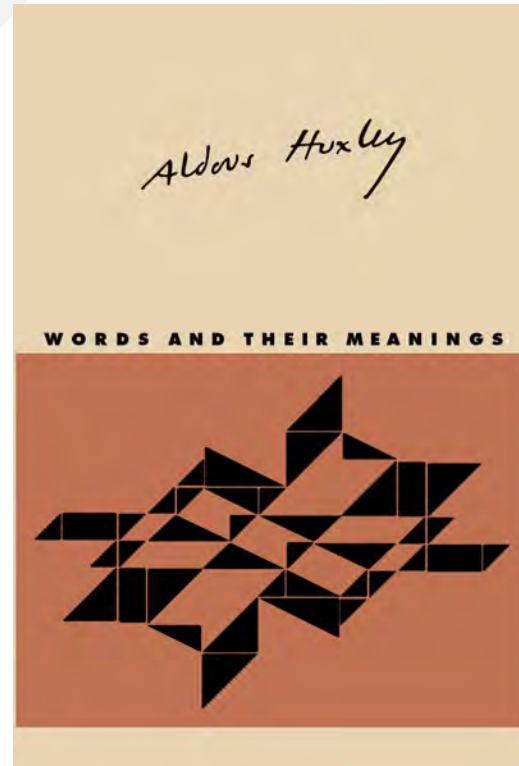
The popularity of horror comics in the 1950s was curtailed by a suppression of popular horror stories by those concerned with comics' effect on juvenile delinquency and morals. Thirty years later, creators Alan Moore and Neil Gaiman produced popular and artful comics such as *Swamp Thing* and *The Sandman* that took advantage of the new shape of American culture in the 1980s. Terrence Wandtke details the history and re-shaping of horror comics and its relevance to popular series such as *Hellboy*, *The Goon*, and *The Walking Dead*.

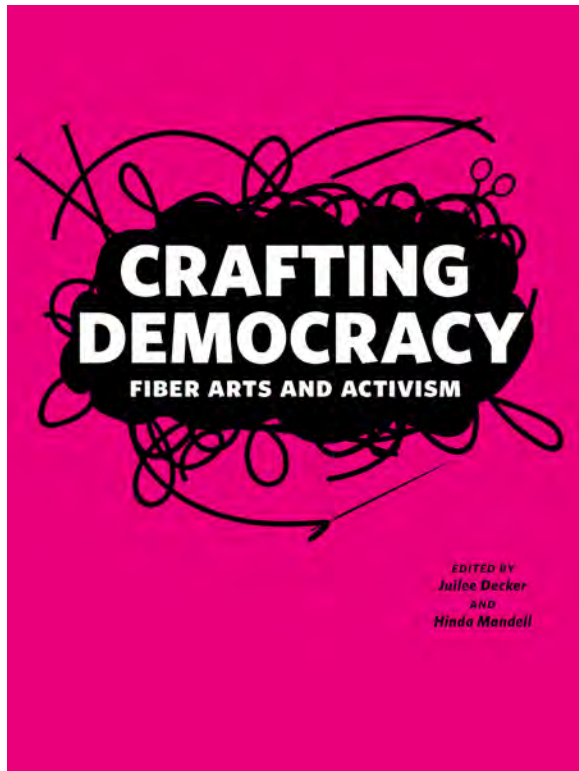
This is the fourth title in the Comics Monograph Series published by RIT Press.

Words and Their Meanings

by Aldous Huxley

An argument as timely as it is timeless, Aldous Huxley's *Words and Their Meanings* argues the significance and power of words. A less well-known work originally published by The Ward Ritchie Press in 1940, Huxley's essay arrived at the end of the Great Depression and coincided with U.S. entry into WWII, a time when global relations were heavily impacted by the craft and manipulation of language. *Words and Their Meanings* was selected as one of the Western Books of 1940, a celebration and recognition of fine printing. This fine edition was produced in partnership with More Vang, Alexandria, Virginia.



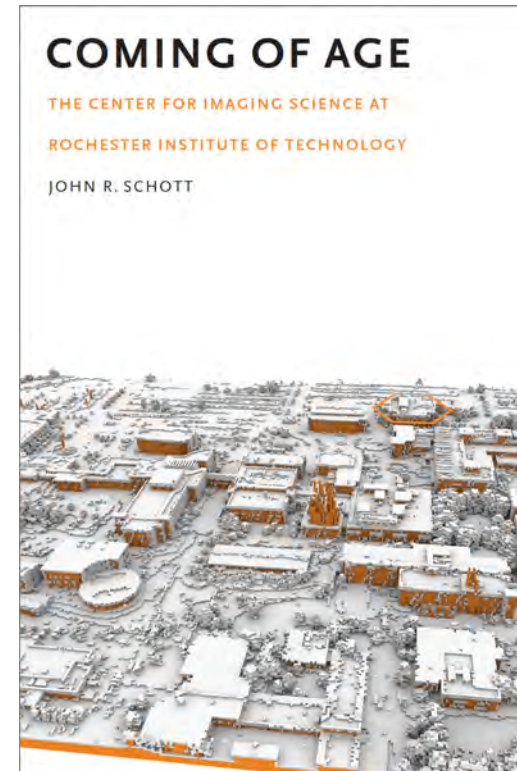


Crafting Democracy: Fiber Arts and Activism

Juliee Decker and Hinda Mandell, editors

Crafting Democracy: Fiber Arts and Activism calls upon craft, during an era of political disruption, as a creative force to voice dissent, express hope, critique the curtailment of civil rights, and restore dignity to the human experience. The essays and artwork featured in this exhibition catalogue are framed within the context of American democracy and disclose how we, as individuals and as a culture, “craft democracy” and ultimately question what democracy means today.

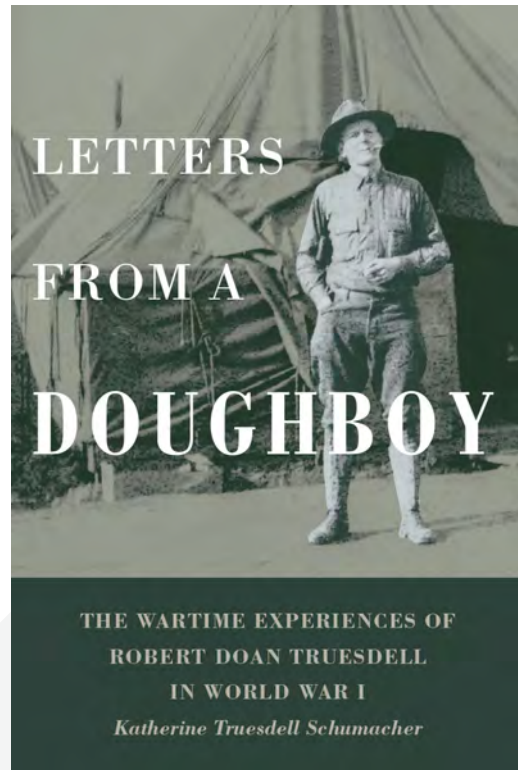
This title was published with financial support from the Farash Foundation.



Coming of Age: The Center for Imaging Science at Rochester Institute of Technology

by John R. Schott

Coming of Age describes the formation of RIT’s Center for Imaging Science (CIS) from its inception in the early 1980s to its current reputation as a nationally recognized research facility. CIS awarded RIT’s first Ph.D. in 1993. The program helped transform RIT from a teaching university to a research institute. Dr. John Schott narrates the history of the Center for Imaging Science, accompanied by archival photographs, and highlights significant milestones in CIS history.



Letters from a Doughboy: The Wartime Experiences of Robert D. Truesdell in WWI

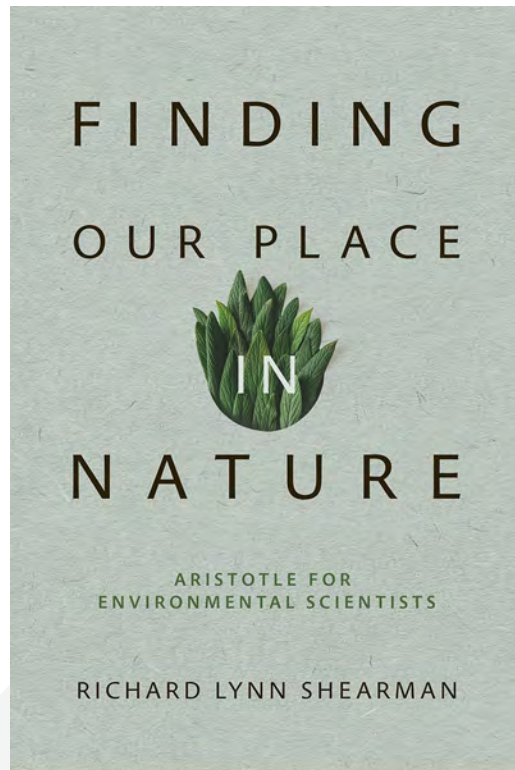
by Katherine Truesdell Schumacher

In the years after World War I, Robert Truesdell never spoke of his war experience, but he wrote more than 100 letters to his parents describing the details of his life in the service. The letters span a period of time starting with his arrival in the Fall of 1917 at Camp Wadsworth, South Carolina and concluding with his participation in the Victory March up Fifth Avenue in New York City in 1919. After Truesdell's death, his daughter discovered the letters and carefully transcribed each one. The letters are accompanied by commentary on World War I prior to U.S. involvement and on significant national and international political and military events during the months when the United States fought with the Allies. The informative commentary places Truesdell's personal correspondence into a much greater historical context.



Photos: Marnie Soom





***Finding Our Place in Nature
Aristotle for Environmental Scientists***

by Richard Lynn Shearman

Finding Our Place in Nature argues that Aristotelian philosophy provides a much-needed ethical foundation for the environmental sciences and for our daily commitment to practices of sustainability. Shearman challenges previously held interpretations of Aristotle's value to the grounding of environmental ethics. He demonstrates that Aristotelian philosophy is a valuable and under-appreciated resource for any student-citizen who requires ethically persuasive reasons—both for pursuing environmental science in the first place and for grounding our social practices as citizens.

***Images from Science 3: An Exhibition
of Scientific Images***

Michael Peres and Norman Barker, editors

Images from Science 3 (IFS 3) is the companion text to an exhibition showcasing full color scientific images ranging from the intricate beauty of a frozen snow crystal to the interaction of T-cells fighting cancer. The images invite readers to view examples of wide-ranging techniques in science photography, videography, and illustration that reveal science in unique new ways. *IFS 3* presents 71 image-makers whose work an international panel of judges selected. Each image is accompanied by a brief description of the technical equipment and process used to capture it.

This edition was inspired by the editors' participation in the 2018 PhotoHistory/PhotoFuture conference, sponsored by RIT Press.





North by Nuuk: Greenland After Rockwell Kent

by Denis Defibaugh

North by Nuuk is an intimate, contemporary look at the people and the social and primal geographic landscapes of Greenland. Photographer Denis Defibaugh presents his journey from Nuuk to the settlement of Illorsuit, 300 miles north of the Arctic Circle, following Rockwell Kent's earlier footsteps and offering a fresh look at timeless Greenland. Defibaugh's revealing photographs made during 2016-17, introduce a changing country and its cultural continuity in response to Kent's 1930s historic writings and hand-tinted lantern slide images. The innovative documentary project, supported by a National Science Foundation award, weaves Defibaugh's stunning photographs through past and present daily life while linking Greenlanders with their pristine and revered landscape.

“I was excited to learn that RIT Press would publish my new book. I knew the staff would seamlessly collaborate to unify the challenging design and content of this multifaceted book.”

Denis Defibaugh

Author of *North by Nuuk*
Professor, School of Photographic Arts
and Sciences, RIT

Awards

Arline Custer Memorial Book Award

In October 2018, RIT Press was honored to receive the Arline Custer Memorial Book Award for our chapbook *Jeannette Klute: A Photographic Pioneer* by Therese Mulligan. The Arline Custer Memorial Award recognizes the best books, articles, and exhibition catalogues published by Mid-Atlantic Regional Archives Conference members and other individuals and institutions in the District of Columbia, Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, and West Virginia.



Prose Award

The Association of American Publishers unveiled 165 Finalists across 49 subject categories for the 2019 PROSE Awards honoring scholarly works published in 2018. Since 1976, the Association of American Publishers Awards for Professional and Scholarly Excellence (PROSE Awards) recognizes publishers who produce books, journals, and digital products of extraordinary merit that make a significant contribution to a field of study in a given year.



In 2019, RIT Press was pleased to have two of our titles selected as finalists for the Prose Award:

Category: Humanities — Art Exhibitions

The Surreal Visions of Josephine Tota
by Jessica Marten

Category: Humanities — Language and Linguistics

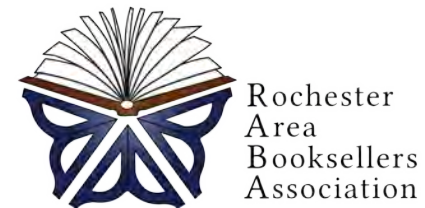
Learning to Interpret
by Campbell McDermid

Community Outreach

“Pitching and Publishing Your Next (or First) Book”

On April 5, 2019, the RIT Press team hosted a seminar for RIT faculty and staff to learn about scholarly publishing at RIT. Team members discussed specific services the Press offers to potential authors: strategies for writing a successful book proposal; peer review; and the editorial, design, production, and marketing processes. An energetic question-and-answer session encouraged interaction with the Press personnel and a chance to network with RIT colleagues.

Photo: Sue Weisler



For the fifth year, RIT Press co-sponsored the Annual Rochester Antiquarian Book Fair in October 2019. Held every year since 1972, the Rochester Antiquarian Book Fair is one of the oldest regional antiquarian book fairs in the country. While sales of RIT Press's books occur, our co-sponsorship and exhibition at the Fair also connects us with the bibliophile community and potential authors.

Staff Highlights

Bruce A. Austin

Director

Marnie Soom

Design and Marketing Specialist

Molly Cort

Managing Editor

Panelist, American Association of University Presses, Detroit, Michigan, June 2019

Panelist, Upstate Publishing Summit, University of Rochester, Rochester, New York, August 2019

Laura DiPonzio Heise

Business Manager

Exhibitor, Society for Photographic Education Annual Conference, Cleveland, Ohio

RIT Press

Exhibitor, RIT New Faculty Orientation, Rochester, New York, August 2019

Co-Sponsor, Rochester Antiquarian Book Fair, Rochester, New York, October 2019

Co-Sponsor, Museum Association of New York's Annual Conference "Access & Identity", Cooperstown, New York, April 2019



It's a good day when asked to review a new book from RIT Press, which is known for its high-quality production of books with long-lasting appeal."

A.C.V.

Maine Antiques Digest, December 2017
Feature story on *Arthur Singer: The Wildlife of an American Master*

Support Us

RIT Press is a not-for-profit publisher. Like most nonprofit institutions, including colleges and universities, museums, or the performing arts, RIT Press cannot sustain its publication program from earned income alone.

Your generosity can:

Enrich intellectual and cultural life

Make possible books that have complex and expensive characteristics, such as unusual length and design, color and duotone illustrations, or hardcover instead of soft.

Increase access to knowledge

Lower the price of our books, making them affordable and accessible to such audiences as scholars, students, and libraries.



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giving options:**

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RIT

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90 Lomb Memorial Drive
Rochester, NY 14623**