



**RIT** | **RIT Press**

Winter 2020–2021

About RIT Press

RIT Press is the not-for-profit scholarly book publishing enterprise at Rochester Institute of Technology (RIT). RIT Press is dedicated to the innovative use of new publishing technology while upholding high standards in content quality, publication design, and print/digital production. The Press offers specialized titles for niche academic audiences, trade editions for mass-market audiences, books on subjects of regional interest, occasional limited editions with unique aesthetic standards, as well as gift items.

Established in 2001 as RIT Cary Graphic Arts Press, the Press initially focused on publishing titles documenting graphic communication processes, printing history, and bookmaking. As RIT Press's editorial scope evolved, the Press broadened its reach to include content supporting all academic disciplines offered at RIT. These include business, applied science and technology, graphic arts, deaf studies, and liberal arts. In 2007, an additional imprint, RIT Press, was established for all titles not related to the graphic arts. Beginning in 2013, all publications carry this imprint.

The Alexander S. Lawson Publishing Center

Our office space, the Alexander S. Lawson Publishing Center, opened in 2007. The striking design of the facility is based on the golden section, a schema that figured in historical book design. Glass walls enclose a sales area, conference room, and gallery. Hermann Zapf designed the typography for some 30 stimulating quotations that adorn the glass. The Lawson Center is located on the second floor of the Wallace Center at RIT, adjacent to the Melbert B. Cary, Jr. Graphic Arts Collection. Visitors are welcome; we are typically open 9:00–4:30 Monday through Friday, but feel free to call ahead to ensure we will be available.

To Place an Order

For secure online credit card orders 24 hours a day, please visit our website. To order by mail or fax, printable order forms are available online. A full publication list is available through our website. Prices subject to change.

PHONE: (585) 475-6766

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WEB: WWW.RIT.EDU/PRESS

Forthcoming Titles

Preview a selection of our forthcoming book titles on the inside back cover of this catalog.



Follow us! @ritpress

COVER IMAGE

Denis Defibaugh, photographer. Uummanaq, Greenland, 2017. A Sunday family stroll on the fjord. Sunny days make for a beautiful time to enjoy the promenade. Featured in *North by Nuuk* (see page 7).



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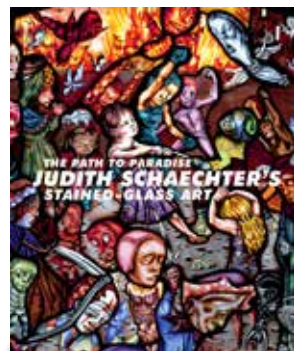
# The Path to Paradise

## Judith Schaechter's Stained-Glass Art

Jessica Marten

From her start in the 1980s, Judith Schaechter (b. 1961) has stretched the medium of stained glass into an incisive art form for the twenty-first century, boldly paving her path in the diverse arena of contemporary art. With deep respect for history, a provocative rebelliousness, and a feminist sensibility, Schaechter has aptly been called a “post-punk stained-glass sorceress.” This catalog accompanies *The Path to Paradise: Judith Schaechter's Stained-Glass Art*, the first survey and major scholarly assessment of this groundbreaking artist's 37-year career. The essays explore the range of critical registers Schaechter's work spans, illuminating and contextualizing the artist's unique contributions to the contemporary canon.

Exhibition dates: Memorial Art Gallery of the University of Rochester, February 16 to September 13, 2020  
Toledo Museum of Art, October 3, 2020 to January 3, 2021  
Des Moines Art Center, February 12 to May 23, 2021



**PUBLISHED BY RIT PRESS  
AND MEMORIAL ART  
GALLERY (1/2020)**  
**176 PAGES**  
**112 ILLUSTRATIONS**  
**9 × 11 IN.**

**HARDCOVER: \$49.95**  
**ISBN 978-1-939125-73-6**  
**SOFTCOVER: \$40.00**  
**ISBN 978-1-939125-80-4**

### ABOUT THE AUTHORS

**Jessica Marten** is Curator in Charge/Curator of American Art at the Memorial Art Gallery of the University of Rochester. In her curatorial practice, Marten is particularly interested in exploring historically marginalized artists and lesser-known histories.

**Glenn Adamson** (foreword) is a curator, writer, and historian who works at the intersection of craft and contemporary art, and currently Senior Scholar at the Yale Center for British Art.

**Virginia Chieffo Raguin**, PhD, Yale University (essay), is Distinguished Professor of Humanities at the College of the Holy Cross. She has published widely on religion, stained glass, and architecture.

**Diane C. Wright** (essay) is the Senior Curator of Glass and Decorative Arts at the Toledo Museum of Art, where she explores the infinite world of glass within the context of Toledo's encyclopedic art collection.

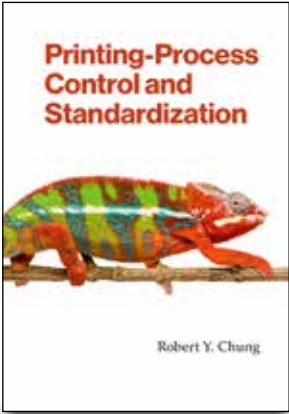
**RELATED TITLES:**  
**CRAFT AND VISUAL ARTS**  
**(PAGES 18–19)**



# Printing-Process Control and Standardization

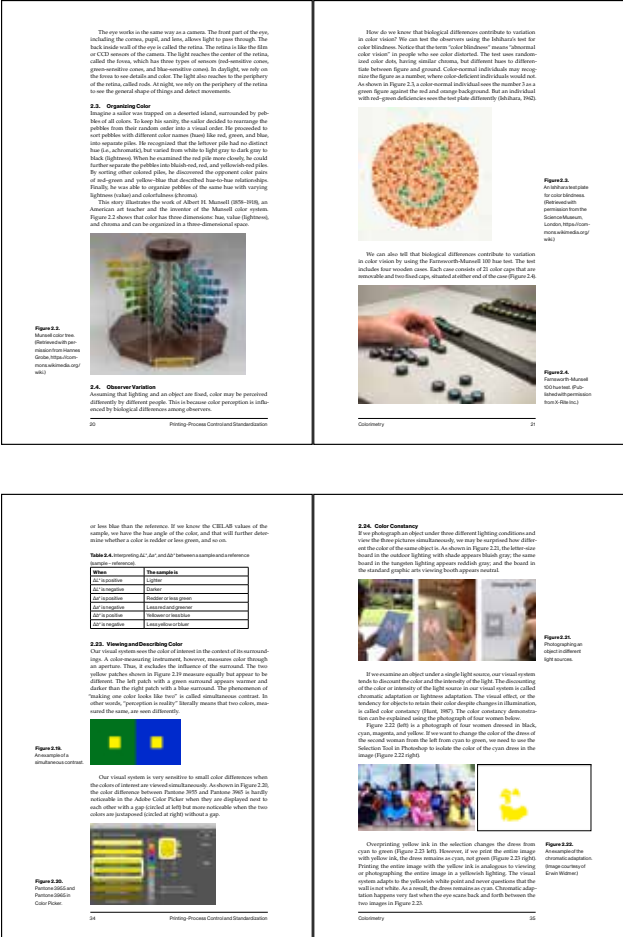
Robert Y. Chung

Accurate, precise color reproduction on paper has long been a challenge. In his new book, *Printing-Process Control and Standardization*, Robert Chung demystifies and explains the process. A veteran technical expert and university professor, Chung offers educators and industry professionals some guidance and instructional tools for teaching print media and graphic communication. This book provides color reproduction strategies for traditional offset and modern digital print production and includes color examples to illustrate measurement tools, process-control, color management and standardization.



**PUBLISHED BY RIT PRESS**  
**(9/2020)**  
**ISBN 978-1-939125-74-3**  
**SOFTCOVER**  
**200 PAGES**  
**127 ILLUSTRATIONS**  
**7 × 10 IN.**  
**\$44.95**

**ABOUT THE AUTHOR**  
**Robert Y. Chung** is Professor Emeritus of the Rochester Institute of Technology School of Media Sciences. He has published more than 100 technical papers on printing process control and color management. Chung was active in the U.S. and international printing standards development activities. He received the Michael H. Bruno Technical Association of the Graphic Arts Award for Outstanding Contribution to the Graphic Arts Industry in 2006, and the Kagy/Prust Life Achievement Award from the Graphic Communication Education Association in 2007.

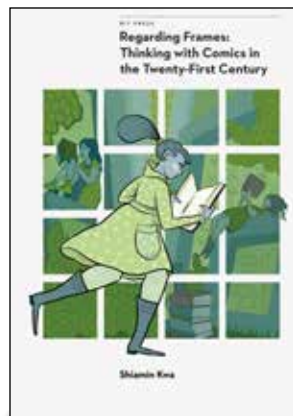


# Regarding Frames

## Thinking with Comics in the Twenty-First Century

Shiamin Kwa

Part interpretive criticism, part philosophical meditation, *Regarding Frames: Thinking with Comics in the Twenty-First Century* explores the ways that literary comics engage readers in the mutual construction of meaning. Kwa draws from a wide range of philosophical, critical, and theoretical texts to analyze the visual and verbal narrative strategies that artists use. She examines the work of comic artists Gabrielle Bell, Michael DeForge, Kevin Huizenga, Laura Park, and Dash Shaw who construct their particular visions of the world. These creators' experiments with form pose questions about the difference between how things appear to be and how they are. *Regarding Frames* makes a case for the rewards of close reading at the surface.



**PUBLISHED BY RIT PRESS  
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**ISBN 978-1-939125-64-4**

**SOFTCOVER**

**238 PAGES**

**62 ILLUSTRATIONS**

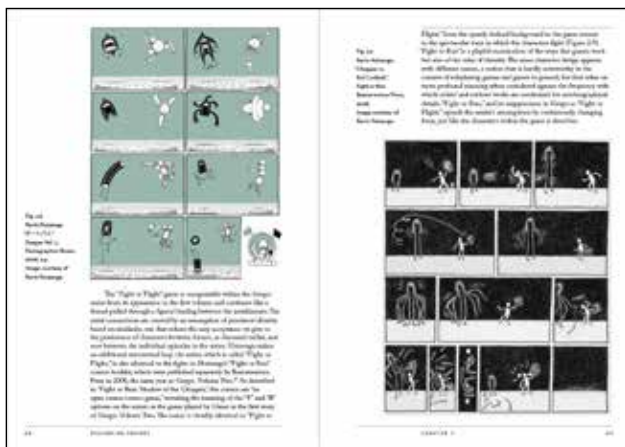
**7 × 10 IN.**

**\$29.95**

### ABOUT THE AUTHOR

**Shiamin Kwa** is associate professor of East Asian Languages and Cultures and Comparative Literature at Bryn Mawr College, Bryn Mawr, Pennsylvania.

RIT Press is pleased to announce *Regarding Frames* as the fifth book published in its Comics Studies Monograph Series. The series editor is Terrence Wandtke, Professor of English & Communication at East/West University.



**RELATED TITLES:  
COMICS STUDIES MONO-  
GRAPH SERIES (PAGE 15)**

# Late Harvest

**Forest McMullin**

**Foreword by Nancy McCrary**

Vast as it is varied, the American South has a quality of light that uniquely illuminates its structures, landscapes, and people. Photographer Forest McMullin traveled rural back roads from North Carolina to Arkansas, including Georgia, Florida, Alabama, Mississippi, and Louisiana. *Late Harvest* documents his journey and stories of the people and places he visited. McMullin's 79 photographs capture the colors and textures emblematic of the region and pay tribute to its unique identity and the people who live there.



**2020 PX3 – Prix de la Photographie,  
Paris: Silver award winner in  
Book / Fine Art**



**PUBLISHED BY RIT PRESS  
(1/2020)**

**ISBN 978-1-939125-77-4**

**HARDCOVER**

**112 PAGES**

**79 ILLUSTRATIONS**

**11 × 11 IN.**

**\$60.00**

## ABOUT THE AUTHOR

**Forest McMullin** is a free-lance photographer, artist, and photographic educator based in Atlanta, Georgia. Currently a full time Professor of Photography at the Savannah College of Art and Design's Atlanta campus, he is represented by Thomas Deans Fine Art in Atlanta. McMullin's work in the permanent collections of Hunter Museum of American Art, The George Eastman Museum, Georgia Council for the Arts, American Society of Media Photographers, Visual Studies Workshop, Rochester Institute of Technology, The Buffalo Museum of Science, Savannah College of Art and Design, and Southern Poverty Law Center.

Foreword by **Nancy McCrary**, founding editor of South x Southeast photo magazine ([www.sxsemagazine.com](http://www.sxsemagazine.com)), and director of the South x Southeast photo gallery.

**RELATED TITLES:  
PHOTOGRAPHY  
(PAGES 20–21)**

# North by Nuuk

## *Greenland After Rockwell Kent*

**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 documentary 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 made during his residence in Greenland. 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. Foreword by Gretel Ehrlich; essays by Axel Jeremiasson and Denis Defibaugh.



**PUBLISHED BY RIT PRESS**

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**ISBN 978-1-939125-70-5**

**HARDCOVER**

**200 PAGES**

**124 ILLUSTRATIONS**

**11 × 10 IN.**

**\$60.00**

### **ABOUT THE AUTHOR**

**Denis Defibaugh** is a Rochester, New York based photographer and professor at Rochester Institute of Technology for more than 30 years. His photographic projects include explorations of Oaxaca, Mexico's The Day of the Dead, extinct species in Afterlives of Natural History, and Tlacotalpan, Mexico's Candelaria Festival.



**RELATED TITLES:**  
**PHOTOGRAPHY (PAGES 20–21)**  
**GREENLAND GREETING**  
**CARDS (PAGE 25)**

# Images from Science 3

## An Exhibition of Scientific Images

Organized by the School of Photographic Arts and Sciences, Rochester Institute of Technology; and Johns Hopkins University and School of Medicine

*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 was selected by an international panel of judges. Each image is accompanied by a brief description of the technical equipment and process used to capture it.

**Exhibition schedule:** <https://images.cad.rit.edu/>



**PUBLISHED BY RIT PRESS**  
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**SOFTCOVER**  
**216 PAGES**  
**86 ILLUSTRATIONS**  
**8½ × 8½ IN.**  
**\$29.95**

**ABOUT THE ORGANIZERS**  
*Images from Science 3 was organized by **Norm Barker** (of Johns Hopkins University and School of Medicine), and **Chris Jackson, Ted Kinsman, Michael Peres,** and **Bob Rose** (of Rochester Institute of Technology).*



**RELATED TITLES:**  
**PHOTOGRAPHY**  
**(PAGES 20–21)**



# Finding Our Place in Nature

## *Aristotle for Environmental Scientists*

**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. The author clarifies sustainability as a moral concept—this supplies the underlying purpose to the applied environmental sciences and to living the good life. Aristotle without contemporary environmental science is inadequate; more importantly, the environmental sciences without the ethical grounding provided by Aristotle are incomplete and unable to motivate us.



**Finalist for the 2020 PROSE Award  
for Physical Sciences and Math:  
Environmental Science**



**PUBLISHED BY RIT PRESS  
(10/2019)**

**ISBN 978-1-939125-62-0**

**SOFTCOVER**

**260 PAGES**

**6 × 9 IN.**

**\$29.95**

### **ABOUT THE AUTHOR**

**Richard Shearman** is professor emeritus in the Science, Technology, and Society Department of the College of Liberal Arts at Rochester Institute of Technology. His research focuses on the development of an Aristotelian approach to environmental philosophy and an examination of the challenges associated with interdisciplinary problem solving in the area of conservation of biodiversity.

**RELATED TITLES:  
PHILOSOPHY SERIES  
(PAGE 23)**

# HAYDN

Edited by Michael E. Ruhling

HAYDN, the journal of the Haydn Society of North America, is dedicated to the dissemination of all areas and methodologies of research and performance considerations regarding the music, culture, life and times of Joseph Haydn and his circle. Each semiannual issue includes large and small articles, reviews, reactions to previous articles, and other new and pertinent information. Its Web-based format is intended to take full advantage of current and emerging electronic media.



**Winner of the 2018 PROSE Award  
for Innovation in Journal Publishing:  
Humanities & Social Sciences**



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**ISSUE 10.2: FALL 2020**

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*Articles*  
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*Work In Progress*  
*Rediscovered & Important Documents*  
*Reviews & Reactions*  
*News From Our Colleagues*  
*Articles from Previous Volumes*



## Bookbinding 2000 Proceedings

Edited by David Pankow

In June 2000 the RIT Cary Graphic Arts Collection hosted a conference, exhibition, and gala in honor of Bernard C. Middleton's contributions to the art of bookbinding, and RIT's acquisition of Middleton's outstanding book collection. Some of the world's foremost scholars and bookbinders presented a series of stimulating talks and detailed demonstrations at the event. This publication gathers the content of the six conference lectures into a fine volume with full-color illustrations.

**7½ × 10 IN., 110 PAGES, SOFTCOVER, \$21.99**



## Bookbinding 2000 Demonstrations

These six videos present the demonstrations delivered at Bookbinding 2000. Along with their companion publication, *Bookbinding 2000 Proceedings*, they provide a complete record of the conference.



*Gold Tooling*

Michael Wilcox (113 Minutes)

*Fully Dressed In Leather:*

*Conservation Style*

Don Etherington (68 Minutes)

*Edge-To-Edge Doublure*

Monique Lallier (110 Minutes)

*A Decorative Leather Covering Technique*

Anthony Cains (125 Minutes)

*The Concave Spine: Rigid Flexibility*

James Brockman (110 Minutes)

*The Exposed Spine Binding*

Louise Genest (122 Minutes)

**ALL-REGION DVD, \$40 EACH, OR \$200 FOR 6**

## Highlights from the Middleton Collection of Books on Bookbinding

Bernard C. Middleton

This elegant cloth-bound, full-color catalog accompanied an exhibition of rare items from the Bernard C. Middleton Collection and was published to coincide with the Bookbinding 2000 conference at RIT. It includes illustrations and explanatory texts of the rarities on display—from historical ephemera to masterpieces of the binder's art. A selection of some of Middleton's most celebrated essays on bookbinding is also featured in this work.

**7 × 10¾ IN., 124 PAGES, HARDCOVER, \$50**



## Edges of Books: Specimens of Edge Decoration from RIT Cary Graphic Arts Collection

Steven K. Galbraith

*Edges of Books* examines a familiar form from an unfamiliar perspective. When books are on display, it is usually their spines, covers, text, or illustrations that are featured. These are the familiar parts of the books—the parts that modern readers have come to interact with the most. *Edges of Books* takes a different approach, uncovering a tradition that extends back centuries in which the edges of books were important sites for information and decoration.

**10 × 7 IN., 68 PAGES, SOFTCOVER, \$16.99**



## Highlights of the Cary Graphic Arts Collection at Rochester Institute of Technology

Steven K. Galbraith,

Amelia Hugill-Fontanel,

Kari Horowicz

Since its founding in 1969, the Cary Graphic Arts Collection at Rochester Institute of Technology has grown from the personal library of its namesake Melbert B. Cary Jr., to one of the nation's premier libraries on graphic communication history. Highlights of the Cary Graphic Arts Collection brings this history to life with a selection of items that not only exemplify the scope and mission of the library, but are treasures in their own right. The catalog features milestones in the history of printing, diverse examples of fine press printing, artists' books, and rare artifacts from The New York Times Museum of the Recorded Word.

**8 × 10 IN., 90 PAGES, SOFTCOVER, \$22.95**



**Manuale Calligraphicum**

Examples of Calligraphy by Students of Hermann Zapf

Of all his contributions to the graphic arts, Hermann Zapf's (1918–2015) dedication to sharing his knowledge may be regarded as one of his most enduring achievements. At Rochester Institute of Technology, in 1979, he began to teach a series of summer classes in Advanced Calligraphy. The classes attracted an international group of accomplished graphic artists whose hours spent with Zapf became treasured memories. This new book was conceived as a way to honor Zapf's legacy at RIT by offering a select group of accomplished former students an opportunity to share, through their art, what those classes meant to them. The Cary Collection is proud to present this selection of 19 works from 15 calligraphers as their tribute to a master teacher and dear friend. Limited edition of 325 copies, published by the RIT Cary Graphic Arts Collection and distributed by RIT Press.

11½ × 9 IN., 60 PAGES, HARDCOVER, \$195



**Manuale Zapficum**

Typographic Arrangements of the Words By and About the Work of Hermann Zapf & Gudrun Zapf Von Hesse

This book commemorates the Zapfs' ninetieth birthdays through beautiful typeface specimens set in homage to the classic design of Hermann Zapf's masterpiece, his 1968 *Manuale Typographicum*. The 20 specimen designs in the book are based upon quotes about the couple's oeuvre, each typeset in Zapf faces and letterpress printed by friends and colleagues. Contributors include Jill Bell, Rick Cusick, Jerry Kelly, Nancy Leo-Kelly, David Pankow, and Doyald Young. The *Manuale Zapficum*'s innovative specimen pages employ timeless Zapf faces such as Diotima, Optima, Palatino, and Zapfino, while including fresh uses of proprietary typefaces such as Hallmark Uncial and Hallmark Textura. Each is printed in red and black on Hahnemühle Biblio paper. The Campbell-Logan Bindery bound an edition of 100 copies in vellum and Fabriano paper.

8¾ × 12½ IN., 24 PAGES, HARDCOVER, \$180



**Melbert B. Cary, Jr. and the Press of the Woolly Whale**

David Pankow, Carl Purington Rollins, Kenneth Auchincloss

There is no doubt that Melbert B. Cary, Jr. reflected on what the books produced at his Press of the Woolly Whale might mean to those who acquired them. In the preface of his first book, *The Vision of Sir Launfal*, he declared, "Our intention [is] to publish only those text which appeal strongly to us, excluding those accepted classics, so completely accepted that they are never opened. Our interest lies only with those who read their books, cherishing them because of the enjoyment gained from using them." The essays and bibliography that follow document the life and work of a man who loved books and who loved the making of books, from the formal to the ingenious and daring. Designed by Jerry Kelly, bound by Judi Conant, printed in letterpress and offset in an edition of 120 copies. Winner of AIGA 50 Books/50 Covers of 2002.

6 × 8¼ IN., 80 PAGES, HARDCOVER, \$200



**Alphabet Stories: A Chronicle of Technical Developments**

Hermann Zapf

After a complete sell-out of the American edition, RIT Cary Graphic Arts Press presents a second edition of *Alphabet Stories*. This book is enhanced by a letterpress-printed broadside designed by Zapf. Written as an anecdotal first-person account, the reader is treated to Zapf's recollections of technical breakthroughs. Reproductions of his calligraphy, proofs, typographic specimens, and photographs complete the story.

7½ × 11 IN., 150 PAGES, HARDCOVER, \$65



**The Aries Press of Eden, New York**

Richard Kegler

The Aries Press was an American private press founded by Spencer Kellogg, Jr., in the 1920s. A second-generation millionaire and supporter of the arts, Kellogg was influenced by the Arts and Crafts movement. Though little known today, the Aries Press produced exceptional examples of fine printing. Richard Kegler documents its colorful history accompanied by fine illustrations and samples from the Press.

6 × 9 IN., 96 PAGES, HARDCOVER

STANDARD EDITION: \$49.95 \$29.95

DELUXE EDITION: \$200.00



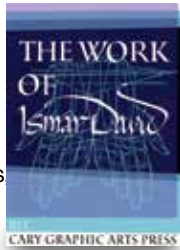


### The Work of Ismar David

Selected by Helen Brandshaft,  
Edited by David Pankow

Ismar David made his career over a broad spectrum of applied art: calligraphy, book arts typography, and architectural design. *The Work of Ismar David* collects the designer's lifework, following his training in Berlin through his career in Jerusalem and New York. His archives are held in the Cary Collection at RIT.

**8 × 11 IN., 160 PAGES, SOFTCOVER, \$29.95-  
\$14.00**

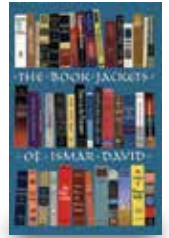


### The Book Jackets of Ismar David

Misha Beletsky

This book rediscovers an important contribution to a popular field of graphic design and suggests that Ismar David's calligraphic book jackets present a viable alternative to the current design approach. David's style is informed by a thorough mastery of the typographic tradition yet looks remarkably fresh, even today.

**6 × 9 IN., SOFTCOVER, 48 PAGES, \$24.95**



### What Our Lettering Needs

Rick Cusick

This book is a thorough account of Hermann Zapf's contributions to the artistry and success of Hallmark Cards, an experience that is now fully blended into the company's rich heritage. Since the late '70s, designer Rick Cusick has provided, in articles and presentations, most of what has been written about the Hallmark/Zapf association. This beautifully illustrated book is a tribute to Zapf's own philosophy that the artist's challenge is "to ensure, despite technology and mass production, that beauty is never lost."

**6¾ × 10 IN., SOFTCOVER, 136 PAGES, \$24.95**



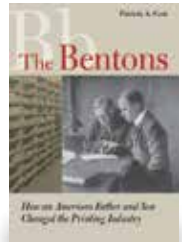
### The Bentions

Patricia A. Cost

Foreword by Matthew Carter

The story of the lives and work of Linn Boyd Benton and Morris Fuller Benton is an important chapter in the history of type, recalling a time in American history when men quietly worked at developing and improving mechanical technologies that they thought would continue evolving incrementally into the future. Includes a comprehensive listing of Morris Benton's typefaces.

**7 × 10 IN., 400 PAGES, SOFTCOVER, \$24.95-  
\$18.95**



### What Is Reading For?

Robert Bringhurst

This succinct and thoughtful essay is the text of a talk commissioned for the Future of Reading symposium in June 2010. Written and designed by Robert Bringhurst, this limited edition is carefully crafted and letterpress printed. Special edition is printed on imported mould-made paper and signed by the author.

**5 × 9 IN., 40 PAGES, SOFTCOVER,  
STANDARD EDITION: \$29.95,  
DELUXE EDITION: \$99.95**



### A Specimen Portfolio of Wood Type in the Cary Collection

Melbert B. Cary, Jr. Graphic Arts Collection

Foreword by R. Roger Remington

Wood type in myriad designs—from stark condensed sans serifs to bizarre ornamental scripts—created variety in commercial advertising more than 180 years ago, and continues today to influence modern signs, posters, and billboards. The Cary Collection maintains an impressive collection of wood type, numbering over 300 fonts. This book showcases over 250 of our best wood type specimens, including many complete fonts and samples from unusual designs. All specimen reproductions were printed from the original wood type blocks, some distressed with 100 years of use and abuse.

**8½ × 11 IN., 305 PAGES, SPIRAL BOUND, \$19.95**

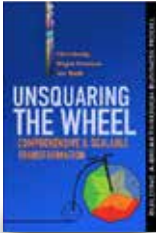


**UnSquaring the Wheel:  
Comprehensive & Scalable  
Transformation**

Chris Bondy, Wayne Peterson,  
Joe Webb

This is a crucial time for graphic communications businesses. , RIT's Chris Bondy, Wayne Peterson of the Black Canyon Consulting Group, and Dr. Joe Webb of Strategies for Management began the examination of business models, technology, marketing, and management. The result was a new process to assess and understand the condition of a complete business enterprise.

**6 × 9 IN., 317 PAGES, HARDCOVER, \$34.99**



**Test Targets**

RIT School of Print Media

*Test Targets* is a collection of scholarly papers contributed by faculty, students, and alumni of Rochester Institute of Technology. It is a collaborative effort exploring the use of scientific method for color imaging and process control. Published by RIT School of Media Sciences (formerly the School of Print Media).

**VOLUMES 3.0–11.0 AVAILABLE  
8½ × 11 IN., SOFTCOVER, \$24.95 EACH**



**The School of Hard Knocks:  
The Evolution of Pension  
Investing at Eastman Kodak**

Russell L. Olson

Olson, a consultant on institutional investing, retired in 2000 as director of pension investments, worldwide, for Eastman Kodak Company. He had overseen Kodak's pension funds since 1972. Over the 1980s and 1990s (and through 2004) Kodak's pension fund was one of the best performing pension funds in the country.

**6 × 9 IN., 114 PAGES, SOFTCOVER, \$29.99**



**It Isn't Just Business,  
It's Personal**

Arunas A. Chesonis  
and David Dorsey

Rochester-based PAETEC Communications CEO Arunas Chesonis and his people tell how, by following a handful of basic ethical principles, their company has emerged as an example of how to succeed in the twenty-first century, not just in telecom, but in any industry.

**6 × 9 IN., 172 PAGES, SOFTCOVER, \$8.99**

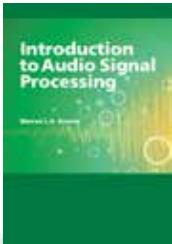


**Introduction to Audio  
Signal Processing**

Warren L. G. Koontz

Audio signal processing is at the heart of recording, enhancing, storing and transmitting audio content. It is used to convert between analog and digital formats, to cut or boost selected frequency ranges, to remove unwanted noise, to add effects and to obtain other desired results. Koontz provides an introduction to this topic with an emphasis on digital audio signal processing. Using exercises with MATLAB scripts and functions, students will be able to process audio in real time on their own PC.

**7 × 10 IN., 184 PAGES, SOFTCOVER, \$39.95**



**Printing History  
back issues**

*Printing History*, the biannual journal of the American Printing History Association, publishes scholarly articles on the history of printing, publishing, books, type, typography, paper and related industries. Befitting a publication devoted to this subject it is beautifully designed, printed and illustrated, of course, and is available only in paper format. See our website for available issues.

**AMERICAN PRINTING HISTORY ASSOCIATION  
10¼ × 7½ IN., SOFTCOVER, PRICES VARY**



## Narrative Structure in Comics: Making Sense of Fragments

Barbara Postema

In *Narrative Structure in Comics: Making Sense of Fragments*, Barbara Postema seeks to explain how comics communicate and create meaning, with an emphasis on two aspects of comics. She first examines the pictorial quality of comics, which receives more emphasis than verbal/textual elements. Her second focus is upon the storytelling and narrative qualities of comics, as well as the literary explorations they provide. The “narrative structure” refers to the potential of images, the story telling capacities of panels, and the sequence of panels, in addition to the more traditional narratological concepts.



7 × 10 IN., 188 PAGES, SOFTCOVER, \$29.95

## Superheroes in Crisis: Adjusting to Social Change in the 1960s and 1970s

Jeffrey K. Johnson

As the founding fathers of the superhero comic books, Superman and Batman have defined a genre of American mythology from the mid-twentieth century to the present. The author describes how the Man of Steel and the Dark Knight dealt with their midlife crises brought on by the cultural and social changes of the 1960s and 1970s. Johnson describes how the superheroes' problems and adaptations mirror much of American societal changes during that time.



7 × 10, 142 PAGES, SOFTCOVER, \$29.95

## The Dark Night Returns: The Contemporary Resurgence of Crime Comics

Terrence R. Wandtke

Crime comic books in the 1950s caused controversy leading to their suppression and near extinction. Twenty-five years later, the dark hero, femme fatale, and bleak outlook of crime story comic books are even more striking and subversive. Wandtke traces the history of crime comics from their beginnings to the current resurgence and analyzes the cultural forces that gave rise to works like Miller's *Sin City*, Azzarello's *100 Bullets*, and Brubaker's *Criminal*.



7 × 10, 206 PAGES, SOFTCOVER, \$29.95

## The Comics Scare Returns: The Contemporary Resurgence of Horror Comics

Terrence R. Wandtke

The popularity of horror comics in the 1950s was curtailed by a suppression of popular horror stories by those concerned with juvenile delinquency and bad taste. Thirty years later, creators Alan Moore and Neil Gaiman produced popular and artful comics like *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*.



7 × 10 IN., 344 PAGES, SOFTCOVER, \$29.95

## The Old Bank: The Rochester Savings Bank and its Presidents and Trustees From 1831 to 1883

James C. Duffus

This book chronicles the dynamic life span of an important Rochester institution, a mutual savings bank, that by definition, was owned by its depositors and operated for their benefit. It also chronicles the contribution of some of the Presidents and Trustees to the Rochester community.



6 × 9 IN., 108 PAGES, SOFTCOVER, \$19.95

## The Life and Letters of Kate Gleason

Janis F. Gleason

Kate Gleason (1865–1933), groundbreaking nineteenth-century industrialist, mechanical engineer, and real estate developer, was her own best invention. The truth of her dynamic life, in all of its complexity, is revealed in Janis Gleason's biography of this legendary American woman.



6 × 9 IN., 204 PAGES, SOFTCOVER: \$17.95, HARDCOVER: \$24.95

**Vignelli: From A to Z**

Massimo Vignelli, Lella Vignelli

This superbly presented volume is a treasure trove of the thoughts of internationally acclaimed designers Lella and Massimo Vignelli. For ten years, Massimo Vignelli taught a summer course at the School of Design and Architecture at Harvard on subjects that were initially alphabetised for convenience, but now form the basis of this unprecedented and highly entertaining publication. Beginning with the intriguing 'A for Ambiguity', it continues through the alphabet, describing their approach to subjects as diverse as book design, discipline, furniture, garment design, interior design and lighting, newspapers, packaging and typography. It offers a rare insight into the minds of two exceptional modernist designers. First published in Australia in 2007 by The Images Publishing Group Pty Ltd.; first U.S. edition published by RIT Press in 2017.

**6½ × 8½ IN., 196 PAGES, HARDCOVER: \$60.00, SPECIAL EDITION IN RED SLIPCASE: \$115.00**



**The Art of the Book in the Twentieth Century**  
Jerry Kelly

Through the selection of eleven master designers, Kelly illustrates a wide range of styles: from classically inspired design and historical revival, to novel and modern layouts. He describes the care with which each designer combined typographic elements in his own unique way. The selection of these designers, ranging from Updike to Zapf, is only a sampling of the practitioners that the twentieth century produced, but they are indicative of the range of book design styles achieved during this dynamic century.

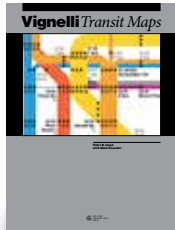
**9 × 12 IN., 200 PAGES, HARDCOVER, \$39.95-\$15.00**



**Vignelli Transit Maps**  
Peter B. Lloyd with Mark Ovenden

*Vignelli Transit Maps* describes the history of the New York subway maps and follows this city's transportation growth from separate, independent lines to one large system. Peter B. Lloyd uncovers the history of the Vignelli map that includes the legacy of the people who created and promoted this New York icon — as well as those who hastened its demise. The book includes a first glimpse at original, early development sketches of the famed map and of its recent successors.

**9 × 12 IN., 128 PAGES, SOFTCOVER, \$39.99**



**Where Would the Button Be Without the Button Hole? ...**  
George Tscherny

This book is about designs born of necessity; often spontaneously, always pragmatically. It is also about the particular sensibility of graphic designer George Tscherny and his ability to find beauty or art in the most ordinary things, and to communicate this appreciation to others. Experience his infectious enthusiasm for "anonymous," "ad hoc," or "vernacular" design, for objects that have an aesthetic appeal in spite of themselves, for creations that are both ingenious and ingenuous.

**8 × 11 IN., SOFTCOVER, 32 PAGES, \$19.95-\$5.00**



**Lella and Massimo Vignelli: Two Lives, One Vision**  
by Jan Conradi

*Lella and Massimo Vignelli: Two Lives, One Vision* is a portrait of two important twentieth-century designers whose careers intertwined since the 1950s. The Vignellis promote a modernist philosophy of designing for a better society: resourceful use of space and materials, clear communication, lasting quality, and logical functionality. With wit, grace, focus, and finesse, the Vignellis' sustained pattern of working and living has influenced, and continues to inspire, generations of designers worldwide.

**6 × 9 IN., 176 PAGES, SOFTCOVER, \$34.99**





## Lenses for Design

Josh Owen

*Lenses for Design* describes and explains the unique, creative process of American industrial designer and educator, Josh Owen. Project by project, Owen illustrates and decodes his philosophy and approach to design invention and problem solving. His designs combine clarity of purpose and functional efficacy with emotive and tactile qualities that will prove instructive and inspirational.

**About the author:** Josh Owen is a designer and professor of Industrial Design at RIT. His work has been featured at the Venice Biennale and is in the permanent design collections of the Centre Georges Pompidou, Chicago Athenaeum, Musée des Beaux-Arts de Montreal, National Museum of American Jewish History, Philadelphia Museum of Art, and the Taiwan Design Museum, among others. Significant manufacturers in the U.S. and Europe produce his home/design, furniture, and office products, which are regularly featured in design books, periodicals and in critical design discourse. Owen's "Build" and "Meta" design academic projects have successfully pioneered integrated practice pedagogy for the field of Industrial Design.

7 × 10 IN., 252 PAGES, HARDCOVER, \$49.95



## No Words Posters: One Image Is Enough

Armando Milani

Armando Milani has curated a collection of nearly 200 posters that deliver a unique perspective on social issues. Nearly 100 internationally acclaimed graphic designers are featured — many contribute their personal artist statements. Includes a foreword by R. Roger Remington.

6¼ × 9¼ IN., 252 PAGES, HARDCOVER, \$49.95



## From the Eye to the Heart: 50 Logos / 50 Posters / 1 Book

Armando Milani

Renowned Italian graphic designer Armando Milani specializes in branding programs and posters for humanistic causes. This catalog shows the two sides of Milani's profession, facing 50 logos with 50 posters.

ARMANDO MILANI/VIGNELLI DESIGN

12 × 8½ IN., SPIRAL BOUND, \$24.95



The Graphic Design Archives Chapbook Series celebrates the achievements of key design pioneers whose work is held in the Cary Collection at RIT Libraries. From the inaugural acquisition in 1986, RIT's holdings have grown to include the work of 36 designers.

EACH 7½ × 7½ IN., SOFTCOVER, ILLUSTRATED (MOSTLY COLOR). SET OF 6 CHAPBOOKS: \$99.99

## George Giusti: The Idea Is the Heart of the Matter

Ned Drew, Brenda McManus,  
Paul Sternberger

88 PAGES, \$21.95



## Elaine Lustig Cohen: Modernism Reimagined

by Aaris Sherin

66 PAGES, \$21.95



## Will Burtin: The Display of Visual Knowledge

R. Roger Remington, Amy J. Vilz

40 PAGES, \$15.99



## Purity of Aim: The Book Jacket Designs of Alvin Lustig

Ned Drew, Paul Sternberger

88 PAGES, \$21.95



## Lester Beall: Space, Time & Content

R. Roger Remington,  
Massimo Vignelli

36 PAGES, \$15.99



## Cipe Pineles: Two Remembrances

Estelle Ellis, Carol Burtin Fripp

44 PAGES, \$15.99



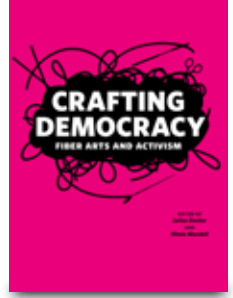
### Crafting Democracy: Fiber Arts and Activism

Edited by Juilee Decker and Hinda Mandell

*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 to 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. Foreword by Betty M. Bayer. Essays by Juilee Decker, Hinda Mandell, Beth McLaughlin, Alena Amato Ruggerio, Kate Bonansinga, and Margo Smith. Afterword by Sarah Parrish. Includes works by over 30 artists.

**Exhibition schedule:** <https://www.craftingdemocracy.com/>

5¼ × 7 IN., 128 PAGES, SOFTCOVER, \$34.95



### Art for the People: Decorated Stoneware from the Weitsman Collection

John L. Scherer

A copiously illustrated and scholarly analysis of the single most important collection of 19th century American decorated stoneware. The book is a careful study of ordinary forms and their humble, utilitarian purposes that became vessels for an expression of a person, of a place, or of an event. What started out as an everyday ware was transformed into a work of art and the decorative designs in cobalt blue afford insight into and reflect life in 19th century America. Sometimes commemorative and other times humorous, whimsical, or provocative, the book’s 230 examples and 340 color photographs fully illustrate the variety of decorative folk art imagery, the range of potters and potteries, the broader historical context of manufacturing and transportation, and an important American tradition with regional practices. Senior historian emeritus John L. Scherer’s engaging and authoritative text, in tandem with the illustrations, leads to greater understanding of these remarkable works.

**NEW YORK STATE MUSEUM**

10½ × 14½ IN., 296 PAGES, HARDCOVER, \$75

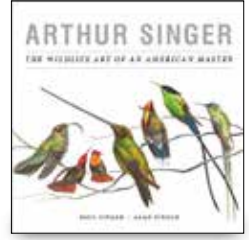


### Arthur Singer: The Wildlife Art of an American Master

Paul Singer and Alan Singer

Singer was an American wildlife artist specializing in bird illustration. In a career spanning five decades, he illustrated more than 20 books, including his masterpiece, *Birds of the World*, as well as the classic bird guides: *Birds of Europe*, *The Hamlyn Guide to Birds of Britain and Europe*, and *Birds of North America*. During the 1980s, Singer’s paintings of state birds were seen by millions when the USPS issued the State Birds & Flowers postage stamps. He received the Hal Borland Award in 1985 from the National Audubon Society. His paintings are represented in many public and private collections in the United States and Europe. Since his death in 1990, retrospectives of Singer’s work have been presented in several museums and art galleries. Most recently, Singer’s watercolors painted during his army years have appeared in the documentary and book entitled *The Ghost Army of World War II*, which has helped generate a new interest in the artwork of the 603rd Camouflage Unit.

11 × 11 IN., 198 PAGES, HARDCOVER, \$60.00

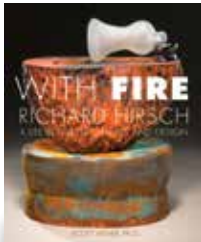


### With Fire: Richard Hirsch A Life Between Chance and Design

Scott Meyer

*With Fire* is the story of ceramic artist Richard Hirsch, and an examination of the work for which he is so widely celebrated. This richly illustrated book presents the life of an artist whose career spans some of the most important developments in the American Clay Movement.

9 × 11 IN., 160 PAGES, SOFTCOVER, \$24.99

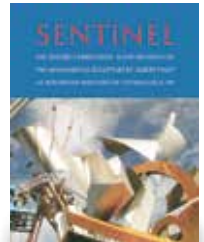


### Sentinel: The Design, Fabrication, and Installation of the Monumental Sculpture by Albert Paley

Edited by James Yarrington, with Sam Hunter, Frank Cost

Paley’s *Sentinel* transformed the face of RIT: a dramatic focal point in the heart of campus, the largest sculpture at any American university. This book chronicles all aspects of *Sentinel*’s inception, through essays and an interview with the artist.

9 × 11½ IN., 128 PAGES, SOFTCOVER, \$35.99-  
\$15.00



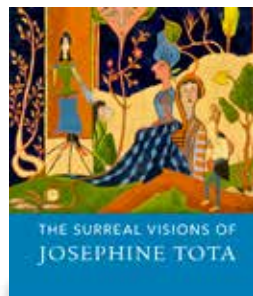
## The Surreal Visions of Josephine Tota

Jessica Marten, essay by Janet Catherine Berlo

Tota (1910–1996) was a seamstress and amateur artist who lived a conventional life among the Italian immigrant community in Rochester, New York. In her seventies, she spent countless hours painting in the privacy of her home, where she imbued over ninety small jewel-like paintings with the richness of her strange imagination. Tota captured and condensed anxieties accumulated over a lifetime. Her works reference myriad art-historical and popular culture sources—medieval illuminated manuscripts, early Renaissance panel paintings, the work of Frida Kahlo and Salvador Dalí, fairy tales, and children's book illustrations—into private images of startling immediacy and timelessness.

**RIT PRESS AND THE MEMORIAL ART GALLERY**

8½ × 10 IN., 120 PAGES, SOFTCOVER, \$24.95



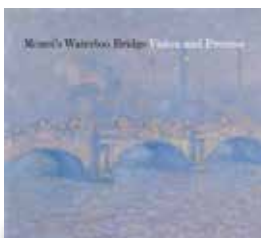
## Monet's Waterloo Bridge: Vision and Process

Nancy Norwood

Impressionist master Claude Monet began over forty versions of Waterloo Bridge during his three London sojourns between 1899 and 1901. He viewed his paintings both individually and as an ensemble, collectively expressing the atmosphere and colors of the fog-bound landscape of London's Thames River. The 2018 exhibition of the same name at Memorial Art Gallery brought together eight paintings from the famous London series. Scholarly essays and an in-depth technical study of the MAG's *Waterloo Bridge, Veiled Sun* (1903) explore Monet's artistic vision as well as the process by which he struggled to achieve that vision.

**RIT PRESS AND THE MEMORIAL ART GALLERY**

10 × 9 IN., 104 PAGES, SOFTCOVER, \$34.95



## Art for the People: Carl W. Peters and the Rochester WPA Murals

Jessica Marten

Between 1935 and 1943 the government-funded Federal Art Project of the Works Progress Administration (WPA) sought to keep artists throughout the country working by creating projects that would benefit the public. In 1937, Rochester's WPA art project was called "the most interesting and effective outside of New York City" by the regional director of the Federal Art Project. Rochester's model program—hosted and administered by the Memorial Art Gallery—funded several mural groups by the artist Carl W. Peters. This is the catalog for a 2015 exhibition of the same name at the Memorial Art Gallery of the University of Rochester.

**THE MEMORIAL ART GALLERY**

8 × 12 IN., 96 PAGES, SOFTCOVER, \$19.95

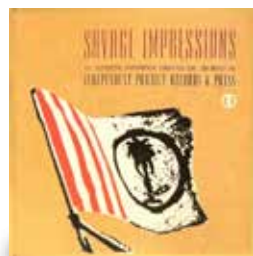


## Savage Impressions: An Aesthetic Expedition Through the Archives of Independent Project Records & Press

Bruce Licher is a musician, artist, and designer who founded Independent Project Press after learning the art of letterpress printing at the Women's Graphic Center in downtown Los Angeles at the beginning of 1982. His initial projects centered around creating album covers, postcards, and promotional stamps for his band Savage Republic. It didn't take long before he was producing work for other Los Angeles underground music groups, along with a growing number of clients in the Los Angeles design community. With the current explosion of interest in letterpress printing, many are looking to see how new work can be influenced by the past. Active since 1982, Licher's Independent Project Press is a contemporary studio that has bridged technological eras and produced an unparalleled body of work. It has culled from the past while simultaneously turning it on its head with a distinct visual vocabulary that continues to influence current aesthetics. This book stands as a major documentation of one of the most influential letterpress studios currently in existence.

**P22 PUBLICATIONS**

12 × 12 IN., 240 PAGES, HARDCOVER, \$79.95



## Sutures and Spirits: The Photographic Illustrations

of Lejaren à Hiller

Douglas Manchee

Lejaren à Hiller (1880–1969) pioneered advertising photography for an industry dominated by text and an occasional line drawing. An advertising and editorial photographer in early twentieth-century America, Hiller began his career as an illustrator. He first recognized photography's potential as a persuasive method to sell products and services, as well as illustrating magazine stories. Best known for his large and exquisitely detailed studio sets that often depicted historical scenarios or exotic foreign lands, Hiller produced thousands of photographs for a variety of clients. The author includes examples from all aspects of Hiller's career, and he examines two of Hiller's most recognizable projects: the 87 *Lands* campaign for Canadian Club Whisky, and *Surgery Through the Ages*, commissioned by Davis and Geck.

**8 × 10 IN., 208 PAGES, SOFTCOVER, \$39.95**



## "Whose Streets? Our Streets!" New York City: 1980–2000

Edited by Tamar W. Carroll

"Whose Streets? Our Streets!": New York City 1980–2000 showcases the work of 37 independent photojournalists who documented ordinary New Yorkers as they rallied, marched and demonstrated in response to social issues including race relations, police brutality, housing and gentrification, labor, education, the environment, war, LGBTQ rights, HIV/AIDS, feminism, reproductive rights, and art and censorship. Contributors: Tamar W. Carroll, Meg Handler, Josh Meltzer, Michael Kamber, and Victoria W. Wolcott. Distributed by RIT Press.

**8 × 11 IN., 96 PAGES, SOFTCOVER, \$24.95**

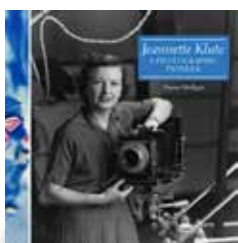


## Jeannette Klute: A Photographic Pioneer

Therese Mulligan

The focus of Jeannette Klute's career at Eastman Kodak Company was on new discoveries in color photography, in particular, the Dye Transfer color process. Klute used the laborious Dye Transfer process in the interest of highlighting landscape and natural settings. The release of this new title illuminates a particular period in twentieth-century American photography, accompanied by fine examples of Klute's work. Her photographs are held by a small number of American collections in the U.S., and the RIT Archive Collections contains the largest holding of her lifelong work.

**8½ × 8½ IN., 72 PAGES, SOFTCOVER, \$21.95**



## The Albumen & Salted Paper Book: The History and Practice of Photographic Printing 1840–1895

James M. Reilly

*The Albumen and Salted Paper Book* is a descriptive history of the major photographic printing processes that were used between the years 1840–1895. These first 50 years of photography established a tradition of individual experimentation and craftsmanship where each photographer participated in the manufacture of the printing materials that were used. Albumen print and salted paper print were the ordinary, all-purpose materials of the time—albumen print is the second most common type of photograph ever made.

**6 × 9 IN., 188 PAGES, HARDCOVER, \$34.99**



## Rochester Panorama

Frank Cost

Inspired by a 1906 panoramic photo of Rochester, New York, Frank Cost captured numerous panoramas of modern-day Rochester over a ten-year period (2002–2011) using a variety of digital technologies. This oversized book contains over twenty of these stunning images. This edition is published and distributed by RIT Press through a special arrangement with Fossil Press.

**22 × 7.5 IN., 56 PAGES, SPIRAL BOUND, \$75.00**





## Bernie Boston: American Photojournalist

Therese Mulligan

RIT alumnus Bernie Boston ('55) was a witness to American history as a news photographer. He chronicled the civil dissension and strife of the 1960s, prompted by the Civil Rights and anti-Vietnam war movements; the inner sanctum of the White House and its presidential residents; and history-making newsmakers, scandals, conflicts, and triumphs.



8 x 8 IN., 104 PAGES, SOFTCOVER, \$24.99

## Photo-Editing and Presentation

Douglas Holleley

This book introduces photographers, print-makers, and other graphic artists to the creative possibilities of image editing and presentation. By employing the principles outlined in this book readers can expect that the content of their work will be more coherent and accessible.



6 x 9 IN., 140 PAGES, SOFTCOVER, \$24.95

## Images from Science 2

Organized by RIT School of Photographic Arts and Sciences

This exhibit catalog features exciting contemporary photography from the fields of astronomy, physics, engineering, medicine, and microbiology, submitted by photographers from around the world.



160 PAGES, 8½ x 8½ IN., SOFTCOVER, \$21.99-\$7.95

## Michael Photographs a Snowflake

Patricia A. Cost, Michael Peres

This book, written specifically for young, eager elementary school learners, was created to share the beauty and science of snowflakes.

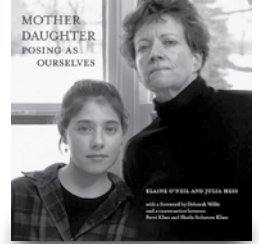


FOSSIL PRESS  
8½ x 8½ IN., 34 PAGES, SOFTCOVER, \$9.00

## Mother Daughter: Posing as Ourselves

Elaine O'Neil, Julia Hess

Through daily portraits, this five-year project charts the physical and emotional changes of two women at the opposite ends of the "young woman" spectrum. Each day, Elaine and Julia stopped their separate activities and met in their living room to pose for a portrait. Includes essays by Deborah Willis, Perri Klass, and Sheila Solomon Klass.

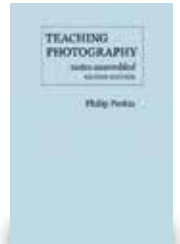


8½ x 8½ IN., 144 PAGES, SOFTCOVER, \$49.95

## Teaching Photography: Notes Assembled

Philip Perkis

An accomplished photographer and educator, Perkis draws from four decades of teaching experience, and he has distilled his knowledge into this volume of thoughts on visual perception, successful photo lesson exercises, and practical teaching advice for photography instructors.



6 x 9 IN., 80 PAGES, SPIRAL BOUND, \$19.99

## Becoming Visible

Jessica Catherine Lieberman

Lieberman brings together discussions of visibility and illness, photographs of an experience in treatment for Hodgkins lymphoma, and personal testimonial. An artistic and academic contribution to the fields of trauma studies, disability studies and autopathography, this cancer journey reveals how the forces of art and narrative can contribute to social dynamics for change.

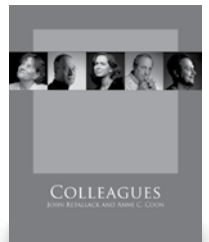


8 x 10 IN., 144 PAGES, SOFTCOVER, \$19.95

## Colleagues

John Retallack and Anne C. Coon

A stunning collection of black-and-white portraits by John Retallack with a companion poem, "Enter the Eyes" by Anne C. Coon.



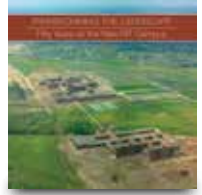
8 x 10 IN., 112 PAGES, SOFTCOVER, \$29.99 \$10.00

**Transforming the Landscape: Fifty Years on the New RIT Campus**

Edited by Becky Simmons

*Transforming the Landscape* details the planning and construction of RIT's modern campus coupled with an extensive photographic survey of its innovative architecture. Sarah Thompson's essay offers insights into the planning of the new campus and the commitment to modernist architecture as representative of the institution's future.

9 x 9 IN., 170 PAGES, HARDCOVER, \$34.95



**Imagine This: RIT's Innovation + Creativity Festival**

Edited by Bruce A. Austin

Covering the first ten years of the Imagine RIT Festival, which annually attracts thousands to the RIT campus. The Festival billboards innovation by showing what can be accomplished when smart, talented people with diverse strengths work together to solve complex societal problems.

9 x 10 IN., 180 PAGES, HARDCOVER, \$34.95



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

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.

6 x 9 IN., 264 PAGES, SOFTCOVER, \$24.95

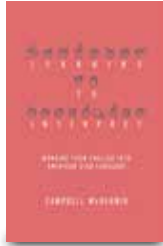


**Learning to Interpret: Working from English Into American Sign Language**

Campbell McDermid

ASL interpretation involves more than translating words into signs. As an experienced interpreter educator, McDermid keenly understands this approach. His 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.

6 x 9 IN., 264 PAGES, SOFTCOVER, \$24.95



**A Shining Beacon: Fifty Years of the National Technical Institute for the Deaf**

Edited by James McCarthy, foreword by Gerard Buckley

From its early days in 1968 to its fiftieth anniversary, NTID has graduated more than 8,000 alumni and has transformed the education of deaf and hard-of-hearing students forever. Discover the multifaceted experiences of NTID's students, faculty, and staff.

9 x 11 IN., 256 PAGES, HARDCOVER, \$34.95



**Moments of Truth: Robert R. Davila, the Story of a Deaf Leader**

Harry G. Lang, Oscar P. Cohen, Joseph E. Fischgrund

Withstanding childhood poverty and an illness at age 11 that left him deaf, Davila became one of the first deaf persons in history to earn a doctorate. This book is a tale of self-discovery and resilience appealing to all who face overwhelming odds.

6 x 9 IN., 240 PAGES, SOFTCOVER: \$18, HARDCOVER: \$26

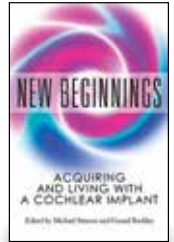


**New Beginnings: Acquiring and Living with a Cochlear Implant**

Edited by Michael Stinson and Gerard Buckley

Fifteen stories written by deaf/hard of hearing individuals who have had cochlear implants are told within the context of unique histories that are intimate, personal and moving. Readers will gain insight into the struggles and challenges for those who made the decision to get a cochlear implant.

6 x 9 IN., 258 PAGES, SOFTCOVER, \$17.99



**NTID Educational Materials**

Over the years, NTID has published brochures, books, workbooks, and DVDs on ASL, interpreting, Deaf culture, and related subjects. Now available through RIT Press; visit our website for a full selection of materials.

**VARIOUS SIZES, FORMATS, AND PRICES**

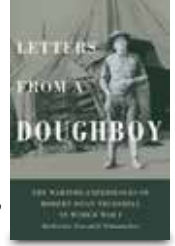


## Letters from a Doughboy: The Wartime Experiences of Robert Doan Truesdell in World War I

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, SC, through the Victory March up Fifth Avenue in 1919. After Truesdell's death, his daughter discovered the letters and carefully transcribed each one. The informative commentary on World War I, which accompanies the letters, places Truesdell's personal correspondence into a much greater historical context.

**SOFTCOVER, 368 PAGES, 34 ILLUSTRATIONS, 6 × 9 IN., \$24.95**



## New Essays on Adam Smith's Moral Philosophy

Edited by Wade L. Robison,  
David B. Suits

Adam Smith (1723–1790) was a Scottish philosopher who, with his good friend David Hume, can be ranked as the most famous of the 18th century “Scottish Enlightenment” philosophers. The essays in this volume give us a better understanding of the complexities and subtleties of Smith's thought about matters of morality and his relations with Hume.

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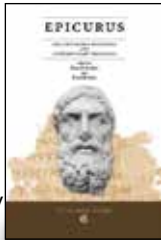


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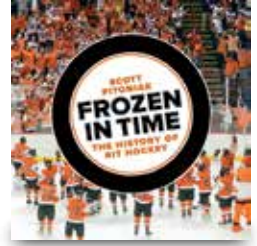
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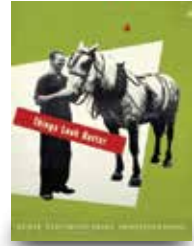
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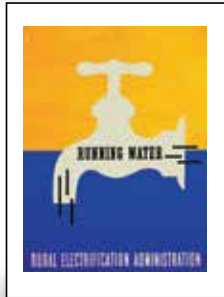
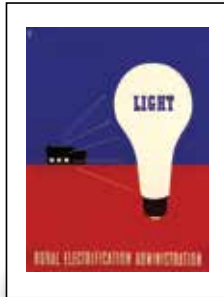
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## Up Against the Wall: Art, Activism and the AIDS Poster

Edited by Donald Albrecht  
and Jessica Lacher-Feldman

The AIDS Education Posters Collections consists of more than 8,000 posters from 130 countries, in 76 languages and counting. RIT Press published this catalog in association with the University of Rochester's River Campus Libraries' Department of Rare Books, Special Collections and Preservation, and the Memorial Art Gallery. The collection, a gift from Dr. Edward A. Atwater to the River Campus Libraries' Department of Rare Books, Special Collections, and Preservation, will accompany an exhibition to be held at the Memorial Art Gallery from March 5 through June 19, 2022. The catalog includes scholarly essays and a portfolio of selections from the AIDS Education Posters collection.

**Donald Albrecht** is an independent curator and author based in New York City.

**Jessica Lacher-Feldman** is exhibits and special projects manager and curator of the AIDS Education Posters collection at the University of Rochester, Department of Rare Books, Special Collections and Preservation.

**SPRING 2021**

## Herbert Bayer's *World Geo-Graphic Atlas* and Information Design at Midcentury

Benjamin Benus

In the first monograph devoted to Herbert Bayer's famed 1953 *World Geo-Graphic Atlas*, Benjamin Benus explores the significance and enduring legacy of the former Bauhaus designer's landmark work of visual education. Drawing on extensive archival documentation, this book illuminates the historical relationships between modern art and scientific illustration in the mid-twentieth century, while assessing the Atlas's contributions to the emerging field of information design.

**Benjamin Benus** is Associate Professor of Art and Design History at Loyola University New Orleans. His research explores connections between avant-garde art, scientific illustration, and data visualization in Europe and the United States in the early and mid-twentieth century.

## Transforming Literary History into Romantic Myths in Comics

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