The Future of **Reading**

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Speakers

Future of Reading main speaker and interactive session program. **Updated 5/24/10** Download a schedule.

Chris Anderson
⊙ Top

Chris Anderson is the editor-in-chief of *Wired* magazine. In a series of publications, he has identified important new trends in the economy and described new business models for seizing the business opportunities they represent. With his bestseller, *The Long Tail*, he explained why the future of business is selling small quantities of more things to the few people who want those things; how all of those small communities together make up a vast market potential, and how the efficiencies of digital and web technology make it possible. His new book, *Free: The Past and Future of a Radical Price*, has generated incredible interest, buzz and debate over the concept of "freeconomics"—what business models look like when free has emerged as a full-fledged economy. Anderson has worked previously at *The Economist*, and he served as an editor at the two premier science journals, *Science* and *Nature*.

Margaret Atwood
⊙ Top

Margaret Atwood is a giant of modern literature who has anticipated, explored, satirized—and even changed—the popular preoccupations of our time. The Booker Prize-winning author of *The Handmaid's Tale* and *The Blind Assassin*, Atwood is the rare writer whose work is adored by the public, acclaimed by the critics, and studied on university campuses around the world. Though her subject matter varies, the precision crafting of her language—she is also a renowned poet—gives her body of work a sensibility entirely its own.

Based out of Toronto, Atwood has written over forty books, which have been translated into over thirty languages. Her novels include *Alias Grace, Life Before Man, Oryx and Crake* and 2008's *Moral Disorder*. Her major awards include The Giller and The Governor General's Award (Canada); The Booker Prize (UK); The Dashiell Hammett Award (United States); and the Le Chevalier dans l'Ordre des Arts et des Lettres (France).

Molly Barton

Molly Barton is the Director of Business Development at Penguin Group (USA). She develops digital publishing projects, new business models, strategies and partnerships. She edits a few fiction writers as well. She knew she wanted to dedicate herself to bringing writers to readers when she became a Ford Fellow in the Writing Programs at Wesleyan University in 2000. Prior to her current role, she held positions in editorial and marketing at Viking and at Oxford University Press.
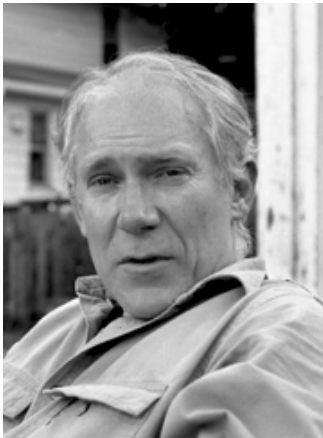
Robert Bringhurst

Robert Bringhurst is a major Canadian poet and one of the world's foremost authorities on typographic history and practice. Unlike most typographers, however, he is also a lifelong student of Native North American languages and oral literatures. His book *The Elements of Typographic Style*, now in its third edition, is the standard work in its field and has been translated into ten languages. His three-volume study of Haida oral culture, beginning with *A Story as Sharp as a Knife* (1999) won the coveted Edward Sapir Prize, awarded by the Society for Linguistic Anthropology, and was chosen by the London *Times* in 2004 as Literary Editor's Book of the Year. Margaret Atwood said of this work that "Bringhurst's achievement is gigantic, as well as heroic. It's one of those works that rearranges the inside of your head—a profound meditation on the nature of oral poetry and myth, and on the habits of thought and feeling that inform them." His *Selected Poems*, published in Canada in 2009, will be issued in a different form by Jonathan Cape, London, later this year. He has been a Guggenheim Fellow in poetry and was chosen as the American Printing History Association's individual laureate for 2009.

Johanna Drucker

Johanna Drucker is the inaugural Martin and Bernard Breslauer Professor of Bibliographical Studies in the Department of Information Studies at UCLA. She has lectured and published widely on matters related to the history of print, visual poetry, artists' books, graphic design, digital aesthetics, and contemporary art. In addition to her scholarly work, she is known for her artists' books, many of which involve innovative typography. Her most recent publications include *Sweet Dreams: Contemporary Art and Complicity* (U of Chicago Press, 2005), *Graphic Design History: A Critical Guide*, with Emily McVarish (Pearson/Prentice-Hall, 2008), *SpecLab: Digital Aesthetics and Speculative Computing* (University of Chicago Press, 2009), and *Combo Meals* (Druckwerk, 2008).

Jane Friedman

Jane Friedman is CEO and Cofounder of Open Road Integrated Media, a digital content company that publishes and markets e-books by creating connections between authors and their audiences. Friedman has won countless honors for fine publishing and previously served as President and Chief Executive Officer of HarperCollins Publishers Worldwide, leading the company to a trend of rising revenues and record-breaking profits. Whether it was creating a global digital warehouse at HarperCollins or launching Open Road, Friedman has embraced innovation at every turn of her career.

Katherine Hayles

N. Katherine Hayles, Professor of Literature at Duke University, teaches and writes on the relations of literature, science and technology in the 20th and 21st centuries. Her book *How We Became Posthuman; Virtual Bodies in Cybernetics, Literature and Informatics* won the Rene Wellek Prize for the Best Book in Literary Theory for 1998-99, and her book *Writing Machines* won the Suzanne Langer Award for Outstanding Scholarship. Her work has been recognized by numerous prizes and awards, including two National Endowment for the Humanities Fellowships, a Rockefeller Residential Fellowship at Bellagio, a Presidential Research Fellowship at the University of California, a Fellowship at the National Humanities Center, and a Stanford Center for the Humanities Fellowship. She is currently completing a book entitled "How We Think; The Transforming Power of Digital Technologies."

Kris Holmes

A calligraphy student of Lloyd Reynolds and Hermann Zapf in her early career, Kris Holmes went on to create over 100 typeface designs, including several popular and widely distributed script typefaces: ITC Isadora, Kolibri, Apple Chancery (based on Renaissance Italic handwriting) and Apple Textile. With Charles Bigelow, she designed several other fonts distributed by Apple, including Capitals and the TrueType versions of New York, Monaco, Geneva, and Chicago. Through their partnership, Bigelow & Holmes, the team also issued the extensive and ubiquitous Lucida typeface family. Kris has taught type design courses at universities across the country, as well as type tutorials for the Unicode consortium and the Raster Imaging and Digital Typography conferences.

Richard Lanham

Richard A. Lanham was educated at the Sidwell Friends School in Washington, D.C., and at Yale University, from which he holds the A.B., M.A., and Ph.D. degrees in English. He began his teaching career at Dartmouth College, and from 1965 to 1994 taught in the English Department at UCLA, where he is now Professor Emeritus. He has been an NEH Senior Fellow, a Senior Fellow in the Society for the Humanities at Cornell University, a Guggenheim Foundation Fellow, Norman Freehling Visiting Professor at the Institute for the Humanities at the University of Michigan, the 1994 International Scholar at the George Eastman House in Rochester, N.Y., and, in 1995, the Andrew W. Mellon Professor at Tulane University. In 2001-02, as a Phi Beta Kappa Visiting Scholar, he lectured and met with students and faculty in two-day visits to nine U.S. college campuses. Lanham is the author of *The Motives of Eloquence, Literacy and the Survival of Humanism, Analyzing Prose*, *The Electronic Word: Democracy, Technology, and the Arts* and other books of literary criticism and prose stylistics. His newest book, *The Economics of Attention*, was published by the University of Chicago Press in 2006.

Jon Orwant

Jon Orwant is an Engineering Manager at Google, where he leads the Boston Book Search team in their attempt to make the world's books searchable and discoverable. He is a co-author of several programming books, including the best-seller, *Programming Perl,* (a.k.a. the "Camel book"), now in third edition. Previously, he was Director of Research at France Telecom and CTO of O'Reilly Media, Inc. He received his PhD from MIT in 1999.

Denis Pelli

Denis Pelli is a Professor of Psychology and Neural Science at New York University who studies object recognition and reading. Pelli is also known for his contributions to the fields of visual sensitivity and letter identification. He is co-inventor of the Pelli-Robson Contrast Sensitivity Chart, which has been adopted as a universal clinical measurement of contrast sensitivity—an impairment that may affect the ability to read. He serves as an associate advisor for the *Journal of Vision*, and has written over 50 publications.

Amit Ray

Top

Amit Ray is Associate Professor in the Department of English, College of Liberal Arts, at the Rochester Institute of Technology. He received his Ph.D. in Language and Literature from the University of Michigan, Ann Arbor where he specialized in postcolonial studies, working primarily with Simon Gikandi and Aamir Mufti. Dr. Ray's first book, *Negotiating the Modern* (Routledge, 2007) explores the development of South Asian Orientalism and its impact upon European and Indian modernity.

His research on wikis commenced in 2004, when he began to examine their pedagogical possibilities in his teaching. He is currently working on a book project entitled "Writing Babel" that explores how the collaborative authoring environment of wikis impact the public sphere by challenging long-standing notions of authorship, authority, credit and expertise. In particular, Dr. Ray investigates how distributed models of textuality present alternatives to copyright and proprietary media models, challenge government and corporate secrecy, provide for new models of distributed expertise, and generate unprecedented opportunities for cross-cultural, trans-linguistic translation, dialogue and debate.

Dennis Tedlock

Top

Dennis Tedlock is the James H. McNulty Professor of English as well as a Research Professor of Anthropology at the State University of New York at Buffalo. He won the PEN Translation Prize for *Popol Vuh: The Mayan Book of the Dawn of Life and the Glories of Gods and Kings*. For his other books he has received awards from the American Folklore Society, the Society for Linguistic Anthropology, the Society for Humanistic Anthropology, and the Association of American Publishers. University of California Press has just published Tedlock's latest compendium in Latin American studies, *2000 Years of Mayan Literature*.

Interactive Session Presenters

Patricia Albanese

Top

Pat Albanese's extensive career has been one of exploring the intersection of information and technology. Before returning to RIT as the Gannett Distinguished Professor and co-founding the Open Publishing Lab in CIAS, Pat served as the Chief Information Officer and Executive Director of Library and Information Technology Services for Mount Holyoke College. Prior to Mount Holyoke, Pat led the libraries at Rochester Institute of Technology for over 20 years. Pat has served as a national and international library and information technology consultant, and has sat on several national boards. She holds a BA in Philosophy and a Master's degrees in both Library Science and Information Technology.

Margaret B. Bartlett

⊙ Top

Margaret joined RIT Libraries more than 20 years ago as the Business Librarian, and is now its Manager of Information and Education Services. She has enjoyed working with the RIT community, especially the students. Significant challenges she sees in higher education today include students developing information veracity/literacy and critical thinking skills. Margaret is a firm believer that with challenges come opportunities!

David Berlow

⊙ Top

David Berlow, president of The Font Bureau, entered the type industry in 1978 as a letter designer for the respected Mergenthaler, Linotype, Stempel, and Haas typefoundries. He joined the newly formed digital type supplier, Bitstream, Inc. in 1982. After Berlow left Bitstream in 1989, he founded The Font Bureau, Inc. with Roger Black.

Matthew Bernius

⊙ Top

Matthew Bernius is a cultural anthropologist and publishing technologist working at the intersection of technology and culture, exploring the future of reading, social media, the anthropology of knowledge, and artificial intelligence. In addition to being the OPL's Researcher-At-Large, Matthew is working on his PhD in Cultural Anthropology at Cornell University. Prior to Cornell, he was a visiting professor at RIT's School of Print Media and a co-founder of the OPL. He completed a Masters in the Social Sciences at the University of Chicago and, before that, spent eight years in a variety of internet production and content strategy roles at Eastman Kodak's kodak.com. Matthew has presented on topics like Open Publishing and eReaders at national and international conferences including O'Reilly Media's Tools of Change. In addition to writing for the OPL, you can read his blog and follow his twitter feed.

Charles Bigelow

Charles Bigelow is the Melbert B. Cary, Jr. Professor of Graphic Arts at Rochester Institute of Technology. Formerly an associate professor of digital typography at Stanford University, president of the committee on letterform education and research of the Association Typographique Internationale, and associate editor of Fine Print magazine, he has also been a typographic consultant for Adobe Systems, Apple Computer, IBM, Microsoft, and other firms. The digital fonts he designed with Kris Holmes are in worldwide distribution with the world's computer operating systems and software platforms, including Apple OS X, Microsoft Windows, Java, and Plan 9 from Bell Labs.

Marcia Birken

Marcia Birken was Professor of Mathematics in the School of Mathematical Sciences at RIT until her retirement in 2006. As a member of the faculty for 29 years, she taught a wide variety of courses including Calculus, Differential Equations, Linear Algebra, and Patterns in Mathematics and Poetry, a course she developed and co-taught with Dr. Anne C. Coon (now Professor Emeritus in the College of Liberal Arts). She published numerous journal articles in her field, as well as the book *Discovering Patterns in Mathematics and Poetry* (co-authored with Anne C. Coon). She continues to study patterns in two ways: she owns and operates a nature photography business which involves travel to places such as Antarctica, Africa, South America, and the Middle East to photograph patterns of nature and she has taken up quilting where she explores mathematical patterns in piecing fabric.

Adwoa Boateng

Adwoa provides information research and instruction support for the College of Science faculty and students. Her professional background also includes laboratory research, library management, and IT automation project support. She has an Education-Biochemistry concentration MS degree and MLS degree.

Shirley Bower

Shirley Bower has been with the RIT since the mid 1980s and has recently been named the Director of the Wallace Library. She has a broad range of academic library experience with a focus on information technologies that enhance the user experience. She has been an active participant in the transformation of the academic library as collections have shifted from printed volumes on the shelf to the delivery of rich and varied electronic resources. Shirley remains a big fan of the printed book but is very interested in exploiting the full potential of electronic book collections for faculty and student research and scholarship.

Pamela Conley

Pamela was educated at Gallaudet University (BA in English/Education), the University of Rochester (MS in Education) and the State University of New York at Brockport (MA in English Literature). She is an associate professor in the Department of Liberal Studies at NTID/RIT where she has taught writing to deaf students since 1991. One of Pamela's primary research interests includes ASL/Deaf literature.

Anne C. Coon

Anne served on the faculty at RIT for 26 years and held several administrative positions, including Director of Writing and Sr. Associate Dean in the College of Liberal Arts. She taught a wide range of writing and literature courses, including Creative Writing, Modern Poetry, and Patterns in Mathematics and Poetry, a course she developed and co-taught with Marcia Birken (now Professor Emeritus in the College of Science). Anne's poetry has appeared in numerous journals and anthologies, including *Redactions, Nimrod, The Baltimore Review, Women's Studies, Earth's Daughters, Proteus*, and *Northeast Corridor*. Her books include *Hear Me Patiently: The Reform Speeches of Amelia Jenks Bloomer*; *Daedalus' Daughter*; *Henry James Sat Here*; *Via del Paradiso*; and *Discovering Patterns in Mathematics and Poetry*, co-authored with Marcia Birken. Now writing full time, Anne recently completed a novel and is working on a new collection of poetry.

Molly Cort

As Managing Editor for the RIT Cary Graphic Arts Press, Molly oversees all the editorial and production aspects of publishing. She is working on new strategies that embrace all forms of publishing, while learning how to maneuver those colorful icons for the iPad.

Lorrie Frear

Lorrie Frear has an MFA in Graphic Design from Rochester Institute of Technology, where she is an Assistant Professor of Graphic Design and where she also teaches Calligraphy for the Extended Studies Department. Lorrie has created lettering for artist's books, installations and her own limited edition book, *Zeke Meets Streak*. Lorrie has conducted calligraphy and lettering seminars at several universities and book arts centers where her passion for letters, words, lettering, typography, story-telling and teaching merge to create informative, entertaining and educational learning experiences.

Rachael Gootnick

Rachael Gootnick is originally from Rochester, New York and graduated with a Bachelor of Science in Graphic Media Publishing from RIT. She is currently employed full-time at the Open Publishing Lab as Associate Content Manager and Project Lead on the Open Publishing Guide. Rachael recently served as Publications Coordinator to complete a commemorative, large-scale book, published for the RIT Big Shot Photography group. She also holds an adjunct faculty position with the School of Photographic Arts & Sciences, teaching page layout design and typography to biomedical photography students. Her areas of interest lie in book design, typography, and the self-publishing industry.

Kari Horowicz

Top

Kari joined RIT Libraries more than 12 years ago as the Library Liaison to the College of Imaging Arts and Sciences. She enjoys working with the RIT community, especially the students. She hopes to inspire everyone with the wonderful collections and resources the library has to offer. She is also an avid advocate for literacy efforts around the Rochester area.

Linette Koren

Top

Linette Koren is the Liaison/Librarian for the Kate Gleason College of Engineering, CIMS, and Golisano Institute for Sustainability. She holds a B.A. from the University of Rochester and an M.L.S. from SUNY Buffalo. Before coming to RIT, she worked in libraries at the University of Pennsylvania, SUNY Buffalo, the University of Rochester, and Niagara University. She has created and participated in several other workshops for RIT Libraries including Google Week, Social Networking Week and Cyber Shopping.

Kamal Mansour

Top

An early multilingual education served to stimulate Kamal's interest in languages, alphabets, and typography. His studies have spanned Computer Science, Linguistics, and Product Design. He is employed at Monotype Imaging where his work has focused on fonts for many languages including Arabic, Greek, Russian, Hebrew, Thai, and Hindi, among others. Recently, he has taught a course on Writing Systems at Stanford University.

David S. Martins

David S. Martins is Writing Program Director and Associate Professor in the Department of English, College of Liberal Arts, at the Rochester Institute of Technology. His research interests include the role of research in administering writing programs, student revision practices, and the legacies of literacy. He currently teaches courses in first-year writing and environmental rhetoric.

Steve Matteson

Steve Matteson is the type design director for Ascender Fonts. He has created typefaces for screen and print since 1987. A graduate of the RIT School of Print Media, Steve took full advantage of the school's rich typographic offerings and tradition. Working in both pixels and vector outlines, Steve's typefaces are found in Nokia and Motorola phones, Xbox consoles, Windows 7, Barnes and Noble's Nook, and Google's Android operating system. He most recently worked with Matthew Carter to extend the web standard Georgia font family to include new weights and additional typographic features. He resides near Boulder, Colorado where the UV index and altitude help fuel his creative drive.

Xanthe Matychak

Xanthe Matychak teaches Design-thinking and Creativity in the Saunders College of Business and in the new Innovation Center at RIT. Her research interests include sustainability, social and mobile phone networking, micro-lending and localism, and design pedagogy. She has presented her work at the International Association of Science, Technology, and Society (IASTS), the National Collegiate Inventors and Innovators Alliance (NCIIA) and most recently, she was an invited guest to the NSF workshop on Design-as-Instruction at Stanford's d.school. Twitter feed.

Michael Maxwell

Michael Maxwell is the Director, Worldwide Sales, for Kirtas Technologies. He started with Kirtas in 2005 developing the international market and channel sales

program, and has all sales responsibilities. Today, Kirtas is the world leader in robotic scanner sales with placements in over 35 countries on 5 continents. Previously, Michael worked for Eastman Kodak for 32 years in sales, marketing and product development for both document scanners and microfilm products and systems. He has a BS from SUNY Brockport and an MBA from Simon School of Business at University of Rochester.

Scott McCarney

Top

Scott McCarney is an artist, designer, and educator in Rochester, New York. His primary art practice has been in book form since 1980, combining an academic background in photography and design with a love for the corporeality of craft and philosophic possibilities of sculpture. He currently teaches bookbinding in the School of Print Media at Rochester Institute of Technology.

Chandra McKenzie

Top

Chandra McKenzie is Assistant Provost for Academic Affairs. A SUNY Buffalo and Rochester Institute of Technology alumna with dual Master's Degrees in Instructional Technology and Library Science, she served as Assistant Provost and Director of RIT Libraries from 2002 until recently. Chan. is also a published poet, well known in the community for her work and public readings.

Susan Mee

Top

Susan Mee has been with RIT since the early 1980's and currently holds the position of Distance and Online Learning Library Coordinator along with serving as the Library Liaison to the College of Applied Science and Technology. In this capacity, she supports both faculty and students in campus based and online courses, including RIT's American College of Management and Technology in Croatia; the American University in Kosovo; and RIT Dubai. She strives to deliver library research instruction using an assortment of web-based tools designed to meet varying learning styles and needs.

Joan Naturale

Top

Joan Naturale received her Master's in Deaf Education from Western Maryland College and a Master's degree in Library and Information Science at the University of Rhode Island. She has worked since 1984 in the field of Deaf Education

Jeremiah Parry-Hill

Top

Jeremiah Parry-Hill is an Academic Technologist in The Wallace Center at RIT. His areas of study include the future of libraries and learning spaces, social reading ecologies, and accessible media. He has presented work at the New Media Consortium and the NTID Technology Symposium. He holds a US Patent in the field of closed-captioning automation.

R. Roger Remington

Top

R. Roger Remington's professional education in graphic design was in non-establishment settings, having studied at Rochester Institute of Technology and the University of Wisconsin-Madison. He considers himself primarily a teacher who has critical interests in design studies (graphic design history, theory and methods), research, writing and graphic design practice. His teaching quality was acknowledged with receipt of the Eisenhart Annual Award for Outstanding Teaching, RIT's highest recognition of teaching excellence. In 2006 he was named the Massimo and Lella Vignelli Distinguished Professor of Design.

Since 1982 he has been seriously engaged in the research, interpretation and preservation of the history of graphic design. He has written four books: *Nine Pioneers in American Graphic Design*, *Lester Beall: Trailblazer of American Graphic*, *American Modernism- Graphic Design 1920-1960* and *Design and Science-The Life and Work of Will Burtin*. At RIT he has developed a unique scholarly resource, the Graphic Design Archive which involves preserving and interpreting the original source materials of 26 Modernist design pioneers such as Lester Beall, Will Burtin, Cipe Pineles,William Golden, Massimo and Lella Vignelli. Presently he is lead person on the development of the new Vignelli Center for Design Studies.

Tom Rickner

Tom Rickner has developed font software for over 20 years, producing custom font solutions for companies such as Adobe Systems, Apple Computer, Hewlett-Packard, IBM, Lexmark, Lotus, Microsoft and Nokia for implementation in nearly every imaging environment. He is recognized for the highly regarded TrueType production and hinting of Matthew Carter's Georgia, Verdana, Tahoma and Nina typeface families, commissioned by Microsoft. His experience with non-Latin scripts is broad, having designed fonts for Greek, Cyrillic, Hebrew, Thai, Thaana and Cherokee scripts. His original type designs include Amanda, Buffalo Gal, and Hamilton; and his newest typeface is Rebekah Pro for Ascender Fonts—a wonderful revival and expansion of Morris Fuller Benton's "Piranesi" Italic.

Jessica Rider

Jessica Rider is a young new media professional who studied for her undergraduate degree at the Rochester Institute of Technology, in the School of Print Media. She currently works as the art director at a local company, and she spends her free time baking with her grandmother, and rescuing dogs from local shelters.

Laura Shackelford

Laura Shackelford is Assistant Professor in the Department of English at the Rochester Institute of Technology. Her research centers on shifting understandings of the human and its technicity over time and across media, as these enable us to rethink subjectivity, gender, race, subalternity, and nation. Post World War II American literature, feminist science studies, biological and social systems theory, and digital posthumanisms are her areas of specialization. She is currently completing a manuscript, *Tactics of the Human: Shfiting Technics in American Fiction*, which reapproaches digital cultures through the lens of multicultural American fiction that experiments with print and digital technics as 'tactics of the human' through which the shifting boundaries, cultural values, and political legibility of the human are co-produced. She teaches contemporary fiction (print and electronic), science fiction, women's and gender studies, and digital cultures, and is currently developing a course on Narrative Moves: Cultural Meaning in and Across Media, exploring what happens to narrative and its cultural work as it moves across and is transformed by the distinct formal and mechanical capacities of media as varied as interactive games, animation, oral traditions of storytelling and mythology, and film.

Becky Simmons

⊙ Top

RIT Archivist Becky Simmons manages the official records of the university as well as historical collections at RIT. As part of her job, she oversees the University Art Collection, which contains hundreds of works by faculty and students dating back to the late 19th century as well as art acquired to augment the classroom experience of students in RIT's numerous art programs. She often provides tours of the important campus art collection, along with highlights of the award-winning campus design.

Marnie Soom

⊙ Top

Marnie is the Design and Marketing Specialist at RIT Cary Graphic Arts Press. She has a BFA in Graphic Design and MS in Print Media, both from Rochester Institute of Technology.

Michael Starenko

⊙ Top

Michael Starenko is an Instructional Designer at RIT. He is the former Editor of *Afterimage: The Journal of Media Studies and Cultural Criticism*, and editor of *Reflections on Blended Learning: Rethinking the Classroom* (2008). He has published widely on a variety of topics ranging from photography history to postmodernism to online pedagogy.

Massimo Vignelli

Top
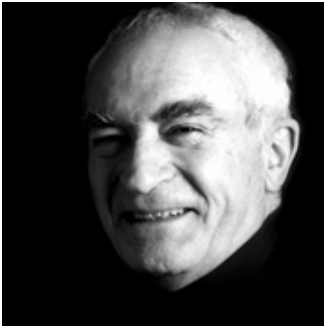
Massimo Vignelli, born in Milan in 1931, studied architecture in Milan and Venice. Prior to establishing the offices of Vignelli Associates in 1971, and Vignelli Designs in 1978, with Lella Vignelli, he and Lella Vignelli established the Vignelli Office of Design and Architecture in Milan in 1960, and in 1965, Massimo Vignelli became co-founder and design director of Unimark International Corporation. His work includes graphic and corporate identity programs, publication designs, architectural graphics,and exhibition, interior, furniture, and consumer product designs for many leading American and European companies and institutions. Mr. Vignelli's work has been published and exhibited throughout the world and entered in the permanent collections of many museum collections. He has been awarded an Honorary Doctorate from Rochester Institute of Technology, Rochester, NY. Vignelli, with his partner and wife Lella have donated their professional archive to be the centerpiece of the new Vignelli Center for Design Studies at Rochester Institute of Technology.

Howard Vogl

Top

Howard Vogl joined Rochester Institute of Technology in 2006 as a visiting professor, after spending more than thirty years in commercial, newspaper, and digital printing operations. In industry Howard served as a prepress and production manager for regional operations of *USA Today*. At RIT, he teaches conventional and digital printing technologies, as well as personalized communication. Howard received an MS degree in Print Media from the Rochester Institute of Technology. He has conducted research in digital printing technology, and he is currently involved in research examining the news media industry.

Garret Voorhees

Top

Garret is a graphic designer and graduate student interested in digital typography and how reading can be most comfortably translated into a digital experience. The power of letterforms, geometric shapes and the simplicity of negative space are strong components of his work. When he is not busy with an iPad or Kindle, Garret teaches fundamental Typography in RIT's Extended Studies program, practices hand lettering and calligraphy, and is a local radio DJ.