

the INTERIOR

DECEMBER 13, 1977

PIONEER HALL OPEN HOUSE THIS THURSDAY

Your opportunity to see the fruits of the past year's construction work on the new Pioneer Hall of Engineering & Technology will come this Thursday, December 15, during a 12:00 noon to 2 P.M. open house. Faculty members from the Division of Engineering and Technology will give tours of the impressive new facility and refreshments will be served.

Here's your chance to tour SVSC's newest addition, which will open for classes in January!

SVSC DESIGNER PERFORMING "MIRACLES" ON LIMITED BUDGET

Publications Designer Paul Davis is gaining recognition both here and from professionals statewide in his field as a "miracle" worker.

Like the Biblical parable where five loaves and two fishes miraculously became able to feed thousands, Davis' efforts have enabled SVSC to nearly double its printing output while adding color and a more professional appearance this year. The miracle is that the amount of money available for all College printing actually decreased by \$5,000 -- from a total of \$45,000 to \$40,000 -- at the same time that printing and paper costs have escalated rapidly this year.

Shortly after arriving on campus in late March, Davis merged the College catalog and Admissions Office "viewbook" promotional booklet into a single publication. The sixteen-page viewbook was printed with color photos rather than

black and white pictures as before and became the first section of the catalog. He designed a single cover for use on both publications and changed the catalog page size from 6x9" to 8½x11", to make more efficient use of paper. By doing the complete layout for the 92-page project and placement of type for the printer -- known as "keylining" in the trade -- himself, Davis produced the two projects together for the same cost as the year before although making the conversion to color and adding sixteen pages to the catalog.

Davis believes in using area printers and typesetting sources rather than producing major projects such as catalogs out of state as some colleges have been doing. "Prices are generally as competitive here as elsewhere, and there are fewer production problems when you know the people with whom you're working and can get together with them on short notice if necessary," he said.

Davis' catalog was recently determined to be the best Michigan college catalog for 1977 by a statewide admissions group. The admissions people were particularly impressed by the fact that the SVSC cost per copy was generally lower than their own, although it was one of the few catalogs which included a color section.

Davis also just received the 1977 second place award for best advertising/sales movie in the 19th annual National Industrial Films Awards Competition. Just prior to joining SVSC, he wrote the script for a movie entitled "I.S.P.", to introduce a clear liquid plastic known as Instant Set Polymer to Dow Chemical stockholders at their annual meeting. The color sound film was initially produced in Freeport, Texas and Midland, Michigan and was judged in June at the Kodak Marketing and Education Center in New York City by Industrial Photography magazine.

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The biggest change Davis has noticed between his previous work as Creative Vice President of Scott Miller Design, Saginaw, and his current role at SVSC is the extremely tight budgets within which he must work here. Another difficulty is the lack of basic operating equipment found in any art or printing preparation studio such as a waxer, used to apply adhesive to sheets of typeset copy before they are pasted down. Right now the college budget also does not permit the purchase of a sophisticated electric typewriter for typesetting or a camera to produce photostatic copies when art work is duplicated or changed in size.

Innovation has also been an important asset to Davis. He recently devised the theme "Every Athlete Needs A Supporter" for this winter's athletic fund raising campaign and drew the cover for the winter athletic fact book himself rather than relying on more expensive color photos as in the past. Realizing his unusual ability to maximize his production despite limiting conditions, the Art Department has contracted Davis to teach their Advertising Design course during winter semester.

The main secret to Davis' success has been to combine projects and thereby produce two or more jobs with only one printer's set-up fee involved. Two brochures recently produced for the Division of Engineering and Technology were printed simultaneously in green and blue but look completely different. Davis used blue as his background and type color in one brochure with green for illustrations and simply reversed the two colors in the other folder. The result was two printed pieces which look strikingly different but were printed side by side at the same time.

Other combinations have consisted of tying five admissions application forms together into one job, with a resultant cost savings of nearly 60%. By printing as many as four jobs together, comparable price advantages have been realized. When a large sheet is being printed and

leaves scrap areas after being cut into one or more jobs, he generally is able to put a smaller-size athletic schedule card or printed form on the remaining scrap paper.

Various forms within the College, such as receipts, are also being merged together as a cost savings effort by Davis. College President Jack M. Ryder estimates that Davis is producing the equivalent of \$70,000 in printed work with his limited \$40,000 budget. In these days of high inflation, that truly is a "miracle", according to him. "Paul's ingenuity has made our printed pieces much more attractive than in the past," Ryder feels. "In addition, his ability to consolidate previously unrelated printing jobs has made it possible for us to actually expand the number of things we're doing, although the budget had to be reduced this year."

BOOKSTORE HOURS SET FOR DECEMBER AND JANUARY

The SVSC Bookstore will be open daily from now through December 22 between 8:30 A.M. and 5:30 P.M., with Friday, December 23, hours of 9:30 A.M. to 2:30 P.M.

For Open Registration Day on Tuesday, January 3, hours will be 8:30 A.M. to 6:30 P.M. Between Wednesday, January 4, and Tuesday, January 10, the Bookstore will be open daily from 8:30 A.M. to 4 P.M. and on Monday through Thursday from 5 P.M. to 7:30 P.M. as well.

Regular hours resume on Wednesday, January 11, with Monday through Friday operation between 9:30 A.M. and 3:30 P.M. daily plus 5:45 to 6:45 P.M. each Monday through Thursday.

By scheduling nine hours daily rather than seven between now and Christmas, the Bookstore staff hopes to serve more students during these expanded hours and to avoid the crunch when classes resume in January.

NEW MINIMUM WAGE LAW TO TAKE
EFFECT JANUARY 1, 1978

In keeping with Michigan's new minimum law, SVSC student employee pay rates will be increased effective January 1, 1978.

The new rates are as follows: \$2.65 per hour for a student working less than 450 hours; \$2.90 per hour for a student working more than 450 hours.

Since budget allocations will not be increased to provide for these new rates, it will be necessary to reduce the scheduled hours of work accordingly.

CAMPUS NOTES

-- Dr. Brian G. Chow, Associate Professor of Physics, and his wife will attend the first annual public policy dinner and reception honoring former President Gerald R. Ford at the Hilton Hotel, Washington, D. C. on December 20. Purpose of the occasion is to explore the relationship between business and government, in an effort to develop creative formats for their interaction.

PERSONNEL

ADMISSIONS CLERK (C.E.T.A.) - \$3.14 per hour.

This position will be open exclusively to SVSC employees for one week. Persons interested should contact the Personnel Office. SVSC is an equal opportunity employer.