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 pro-
ject 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 pro-
duction problems when you know the people
with whom you're working and can get to-
gether 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 Indus-
trial 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 pro-
duced 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.
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.