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REPORTER

03.22.13 reportermag.com



INNOVATING FORWARD
RIT COMBINES INNOVATION EFFORT

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INNOVATION IS OLD NEWS

According to the RIT website, one of the values of the university is “Innovation and Flexibility,” meaning that RIT “Provides and/or encourages new ideas that could make the department, college, or division an even better organization.” As a higher-education institution, RIT has an obligation to facilitate such innovation and flexibility and in my opinion, has done a pretty decent job.

Innovation is important. Large corporations, small businesses and even college students are learning what it means, how to do it and why they should care. In the most simplistic terms, innovation refers to the creation of something new.

A friend’s idea to wrap taco salad in a flour tortilla, creating either an easy-to-eat meal or a redundant Mexican dish, was pretty innovative if you ask me. However, the term innovation has been used to mean many different things, blurring the lines between invention and improvement.

Though it may not be viral enough to qualify as a “fad,” innovation is becoming an increasingly used buzzword with an indistinct definition and diminished significance.

Branded as the “Innovation University,” RIT has made its commitment to innovation quite apparent. “Hello, I’m an RIT innovator!” reads one of the many t-shirts sitting in the back of my closet. From the moment I first arrived on campus I was bombarded by information stating that I was supposed to be innovative, I was surrounded by innovative people and by the time I graduated I would do innovative things. After awhile, it became a bit monotonous.

An anonymous quote found in a LinkedIn post by founder of FORTH Innovation Method Gijs van Wulfen states “innovation is anything, but business as usual.” If the overuse of the term innovation continues, it will become exactly that: business as usual. Innovation, by nature, is novel and exciting and to be innovative requires originality and inspiration.

If every product improvement or process modification is innovative, where does that leave the truly unique ideas and inventions? The term’s constant use at RIT lessens its effect and in turn, can cause apathy towards projects branded as innovative.

Amber W-D

Amber Wilson-Daeschlein

EDITOR IN CHIEF

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Artist’s Statement: “An innovation is one of those things that society looks at and says, if we make this part of the way we live and work, it will change the way we live and work.”

–Dean Kamen

Cover illustration by Jon Lavalley

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BEYOND THE BRICKS

BY ALYSSA JACKSON

WHITE HOUSE REQUESTS THAT CHINA END CYBER HACKING

On March 11, the Obama Administration publically asked that China end the hacking of corporate and government networks. According to the Washington Post, this is the first time that the Obama Administration has disclosed that China was the cause of the cyber-espionage, first noted in 2010 when Google stated China had stolen its source code.

According to the New York Times, Thomas E. Donilon, President Obama's national security advisor, gave a speech to the Asia Society in New York stating that one of the goals was to converse with China on rules of behavior for cyberspace to prevent future attacks. According to a report compiled by the security firm Mandiant, the attacks are connected to the People's Liberation Army, an extension of the communist government. U.S. companies have become wary of investing in China due to the cyber-espionage. According to the Washington Post, Donilon said in his speech, "U.S. businesses are speaking out about their serious concerns about sophisticated, targeted theft of confidential business information and proprietary technologies through cyber intrusions emanating from China on an unprecedented scale."

BAN ON LARGE SODAS STOPPED IN THE COURTS

New York City's ban on sodas exceeding 16 ounces was stopped in the State Supreme Court by Justice Milton A. Tingling Jr. for being too arbitrary, according to the New York Times. Proposed by Mayor Michael Bloomberg to combat obesity, the ban on soda would limit the size of soft drinks in restaurants, theaters and food courts.

This is not the first health issue that Bloomberg has attacked with zeal. According to the Washington Post, Bloomberg looked to pass a regulation requiring chain restaurants to post caloric information on their menus. This was challenged in the state district court for being arbitrary as well, but was passed after some slight alterations.

Lawyers representing the soft drink industry felt the act would harm small businesses. In a news conference, Bloomberg stated that he felt the ruling was a mistake and that he plans to appeal. "People are dying every day. This is not a joke. This is about real lives," he stated. **R**

NANOTECHNOLOGY CENTER SET TO MOVE TO ROCHESTER

Dynamax, a nanotechnology center focused on image sensory development, is moving its operations from Albany, N.Y. to Canandaigua, N.Y. and opening a Rochester facility in the near future. Details such as the location of the Rochester facility are being withheld while the plans are finalized, according to the Democrat and Chronicle.

Dynamax will shift 100 jobs from its base in Cortland County and around the world to the Smart System Technology & Commercialization Center in Canandaigua, which teamed up with the nanotechnology center at SUNY Albany in 2010. The company is working on developing new sensors that can be used for HDTV camcorders and surveillance systems, according to Albany Watch. The move of Dynamax to Canandaigua and Rochester will hopefully aid the manufacturing economy of the area.

Paul Tolley, executive director of the Canandaigua center and vice president for disruptive technologies at the College of Nanoscale Science and Engineering (CSNE) at the University of Albany said to the Democrat and Chronicle, "Rochester is very much in the future plans of CNSE and Governor Cuomo for expansion of this technology space."

SG UPDATE

BY JUAN LACHAPPELLE

At the March 15 Student Government (SG) meeting, representatives from the Academic Support Center (ASC) came to discuss their plans for the new Year One class while Henry Hinesly, coordinator of the RIT LGBT Center and representative from the Northeast LGBT Conference committee gave a presentation on information regarding the conference.

YEAR ONE

Year One is the replacement course for what most RIT students know as Discovery and Pathways. ASC's senior director Phillipa Powers and student support specialist Amy Fisher presented in-depth information about its peer advisor program and details about the class itself. The peer advisor program is a position similar to the peer mentors already on campus, but they play a larger role in the success of Year One and will be paid by stipend. They are expected to actively participate in the class by organizing events and encouraging students to get involved on campus.

The class is mandatory for incoming freshman and aims to prepare them for their experience at RIT by encouraging them to attend events, visit various sites on campus and take advantage of the available resources. The ASC hopes to hire eight lead advisors and 42 regular advisors.

NORTHEAST LGBT CONFERENCE

Occurring Friday, April 12 - Sunday, April 14, the Northeast LGBT Conference is expected to draw more than 600 students from across the country and over 100 professionals and faculty. Hinesly explained that the conference has grown over the past few years and that RIT has the privilege of hosting it. Though the focus of the conference will be the education and activism of LGBT issues, it will contain a host of presentations focusing on leadership and other topics. He encouraged members of SG and interested RIT students to attend the conference.

CORRECTIONS

Last week's issue listed Angela Freeman as News Editor, however, the correct person is Alyssa Jackson.

In last week's article People's Power, the first two broadcasts were incorrectly reported as focusing on rape culture and the meaning of consent. Only the first broadcast focused on rape culture and the meaning of consent whereas the second, entitled "The New Jim Crow" focused on racism in the United States.

FORECAST

COMPILED BY JOAN MCDONOUGH

22
FRI

Spring Craft Sale

SAU Lobby. 10 a.m.-3:30 p.m.
Come browse crafts made by RIT faculty, staff and alumni. If you see anything you like, be sure to support these creative members of the RIT community.
Cost: Free

23
SAT

The Brick City Singers present: NOAC 13

Panera Theatre (LBJ 1860). 7 p.m.
The Brick City Singers, one of RIT's all-male a cappella groups will be performing at their thirteenth annual Night of A Cappella with guest groups Aural Fixation and Main Squeeze.
Cost: \$5 presale, \$7 at the door.

24
SUN

Bill Frisell Solo Performance

Water Street Music Hall. 7 p.m.
The Rochester Contemporary Arts Foundation presents this jazz guitarist's performance to raise funds for the Rochester arts community.
Cost: \$35 presale, \$45 at the door

25
MON

An Evening with Dr. Maya Angelou

Gordon Field House. Doors open at 4 p.m.
Event lasts 4:30 p.m. - 6:30 p.m.
This globally recognized writer and activist will be revisiting RIT to speak in honor of Women's History Month.
Cost: Free — registration required.

26
TUES

Open Mic Night

lovin' cup 8:30 p.m.
Whether your passion is music, comedy or poetry the lovin' cup is the place for you. Each performer is allowed 2-3 songs or 10 minutes for their set. Full bands may perform. Sign up to perform an hour before the event starts.
Cost: Free to get in.

27
WED

RIT Softball vs. Keuka

Tiger Stadium. 3 p.m. - 9 p.m.
The women's softball team battles Keuka in a double header at this home game.
Cost: Free

28
THUR

Animal Farm Foundation Workshop

Genesee Valley Field House. 9 a.m. - 3 p.m.
The Animal Farm Foundation will host a work shop to promote fair and equal treatment of pit bulls including how to care for adopted pit bulls properly.
*Cost: Free, RSVP encouraged. **R***

CONSENT ON CAMPUS

by Eric Rivera

Sexual assault on college campuses is an uncomfortable topic, especially for college students. Here at RIT, some students and the Center for Women and Gender are striving to create a more open, campus-wide conversation on the issue. However, as Director of the Center for Women and Gender Daci Lane-Williams explained, engaging the campus community as a whole is difficult because many people do not feel strongly connected to the concepts of “rape” and “sexual assault.”

“People don’t see themselves as potential victims, and they don’t believe they can be perpetrators either,” said Lane-Williams. She stated that the steadfastness of this mentality, especially in a higher-education setting, can be detrimental for many students. “Unfortunately, college just creates the perfect environment,” she said.

According to Lane-Williams, the average student is not well educated on the correct definitions of terms like “consent.” This can create confusion when an incident occurs, particularly if alcohol is involved.

“Consent boils down to a person agreeing to something, without fear or coercion and [is] confident of their informed decision,” said Lane-Williams. The use of alcohol often impacts consent, which is why Lane-Williams is often unsatisfied with slogans like “No Means No.”

“A flat-out ‘no’ makes it so black and white, but normally alcohol makes it shades of gray,” she said.

The Center for Women and Gender usually encounters these “shades of gray” situations on campus. According to some students, the goal of creating a more open discussion about consent in these situations has not been successful.

“I honestly don’t know how much of a discussion is going on,” said Robert Hoops, an Electrical Engineering major. He stated that the conversation on the topic seems scarce and that it would be valuable information for students.

“Awareness would be good,” said Damanjit Tiwana, a Computer Science graduate student. “People would know what kind of incidents could happen and learn to prevent them.”

Some of the Center for Women and Gender’s services, like the Campus Advocacy Response and Support (CARES) Program, provide support and guidance for victims of rape and sexual assault. As for identified perpetrators, there are workshops and programs to educate them.

Although the CARES program aims to create reasonable outcomes for both victims and perpetrators, efforts are beginning to focus more on prevention. Lane-Williams argued that mandatory consent training and education for new students would be most beneficial in preventing sexual assault.

“Consent boils down to a person agreeing to something, without fear or coercion and [is] confident of their informed decision,”

Morgan Johnson, a first year Physics major, had her own idea to assist in educating incoming students on the subject. “Timing would be essential,” said Johnson. She argued that instead of trying to reach out to students during the sometimes ignored Orientation Week events, incorporating the topic into the First-Year Enrichment Program could possibly impact more lives. “Maybe if it was a two day lecture in the Discovery class, people would pay more attention,” she explained.

Recent Title IX-related legislation has increased federal pressure on college officials to provide more comprehensive sexual assault prevention policies, and the Center for Women and Gender has benefited tremendously from these efforts. However, Lane-Williams explained that for any real change to happen on campus there still needs to be support from other areas of the campus community.

“It takes a united front to change a culture,” said Lane-Williams. She stated that students, faculty and staff need to be more vocal and more proactive in encouraging measures to prevent sexual assault and educate the campus community.

“Times have changed; educators need to change,” she said. **R**

SPRING CAREER FAIR: REPRESENTING MANY OR FEW?

BY DAVID UTT AND ALYSSA JACKSON

The search for full-time jobs, co-ops and internships is quickly becoming a priority for RIT students as the end of the school year approaches. The RIT Career Fair is considered a great opportunity for students to get a jump start on the job search, however, certain students choose not to take part due to the lack of representation for certain majors and colleges.

Emily Barresi, a second year Fine Art Photography major, questioned whether she should attend the career fair because she believes that the companies there are not interested in her. “As of last year it really didn’t seem like there was much offered for photography majors. To an extent, yes, it offers some, but not to the same scale to the other majors,” stated Barresi.

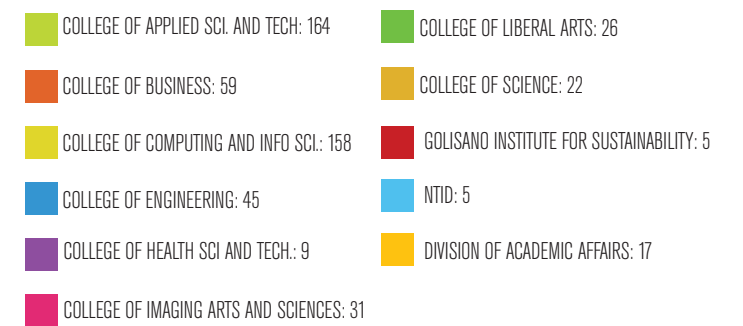
Manny Contomanolis, Associate Vice President and Director of the Cooperative Education and Career Services Office, does a substantial amount of work with the career fair. He stated that he understands some students are underrepresented and cited differing job search methods within specific industries as a cause.

“The steam disciplines get a lot of visibilities: engineering, computing; the technology things, and that’s not so much by design but of that’s how the marketplace is. So the events reflect what the current marketplace is. So if you’re in certain disciplines, people are going to be falling over themselves for you and that’s why they’re at these career fairs,” stated Contomanolis.

While the two career fairs in the fall and spring may be the most advertised events, they are by no means the only way to look for future jobs.

“Equally or arguably more employers that we work with do not attend career fairs, as that is the nature of the system, so it puts it out of proportion in student’s minds,” Contomanolis explained. Students are encouraged to visit the Cooperative Education and Career Services Office for assistance with job searching. **R**

244 COMPANIES ATTENDING



REVIEWS



HEARTTHROB TEGAN & SARA

ALBUM / INDIE-ROCK / 36:26



by Nadia Pierre-Louis

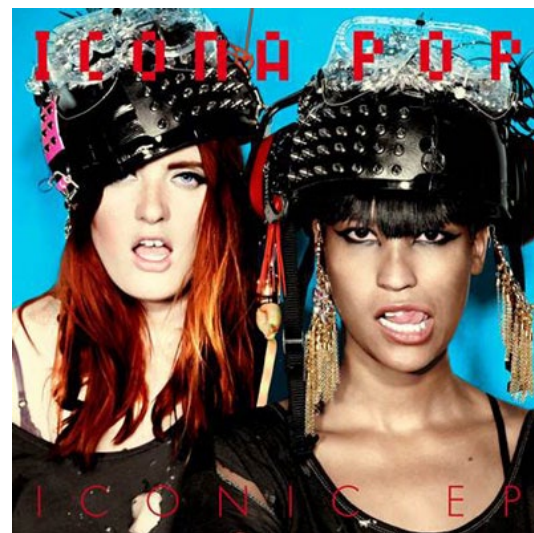
Tegan and Sara began their career as an “indie-rock” band in 1995 at age 15. Since then, their sound has grown in the mainstream music scene and their seventh album “Heartthrob” is their first highly successful record. The single “Closer” was #38 on the Alternative Billboard Charts and the record sold 49,000 copies in the first week, more than any of their previous six album sales.

Although “Closer” was well received from the general population, it was — like their newest album “Heartthrob” — unexpected of Tegan and Sara. The lyrics are simple and repetitive but the chorus will stay stuck in your head days after hearing it. On “Heartthrob,” the duo has let go of their usual acoustic sets to play more 80’s inspired pop songs, focusing less on lyrics dealing with rejection and romance. The emotional songs about unrequited love have been replaced by lyrics you can spend more time dancing to and less sobbing over.

However, songs such as “How Come You Don’t Want Me Now” and “Now I’m All Messed Up” seem to be more consistent with their older writing style, which focused more on being heartbroken than being a heartthrob. The lyrics from the latter song “Go (please stay) go if you want, I can’t stop you” brings out the emotion that was missing from most songs on this album.

With just a few sentimental songs on the album, you might want to look back at their earlier music if you planned on buying another Tegan and Sara record to blast while crying about your ex-boyfriend. But if you’re looking for something new to dance to, “Heartthrob” might be the right choice for you.

FOR FANS OF METRIC, YEAH YEAH YEAHS, AND ST. VINCENT.



ICONIC EP ICONA POP

EP / 18:33 mins



by Madelaine Britt

The trending female-duo band, “Icona Pop” is the Swedish head-bopping, foot-pounding, hands-up, head-down musical group that somehow puts a good face to pop, and seemingly, the term “girl power” in underground music.

Icona Pop’s most recent EP, the “Iconic EP” is comprised of techno edge, deep base and full throttle personality. It makes the listener as attracted to the songs as they are to the funky and fresh singing duo: singers and DJ artists, Caroline Hjelt and Aino Jawa. Their passion is equally expressed through speakers as it is live.

The EP, which was featured on the band’s most recent Rochester tour in February, includes song tracks, such as “I Love It — Feat, Charli XCX” and “Manners”. Each of the multi-faceted singles only outshines the other, as the 6-track EP pleasures audiences with an instrument-rich, off-beat rhythmic experience.

The synchronization is articulate, making every harmonization and pop-y twist welcome. The use of synthesizers is embellished, but not exaggerated and the tonal qualities are varied, packing a punch with each song.

“Ready for the Weekend,” a new classic for all you Friday night party-goers raises the standard of “pump up music”. And while “Top Rated” might not get listeners to step out in the Saturday night shuffle, the track may just become your number one “feel good” song. The tracks are unexpectedly able to balance hiccupping beats with flowing transitions, leaving listeners eager for more and proving the talent of these young artists.

The band — which seemed to rise from the dust we now call “today’s music” — is a trending addition to playlists and hopefully here to stay. An EP isn’t named “Iconic” without reason. **R**

FOR FANS OF PASSION PIT, MARINA, AND THE TING TINGS

AYL

by William Hirsh

WORD OF THE WEEK

SKIRL (V.)

TO PLAY THE SHRILL SOUNDS OF THE BAGPIPE.

I woke up to my roommate skirling around the apartment

definition taken from www.merriam-webster.com

QUOTE OF THE WEEK

“If you try and take a cat apart to see how it works, the first thing you have on your hands is a nonworking cat” —DOUGLAS ADAMS.

REPORTER RECOMMENDS

KIDS ON THE SLOPE

As a longtime fan of anime, I’ve begun to find myself preferring the series that emulate real life and its free form pace rather than the shows that emphasize power levels, youth heroes and action. As a music junkie, I’ve been ravenously searching for media that relates to the new (or old) music I’m always finding.

“Kids on the Slope” is the best of these two worlds. A period peace set in late 1960s Japan, the show has a wide spectrum of appeal. It is directed by Shinichiro Watanabe and has music composed by Yoko Kanno, a pair well known for the cult classic “Cowboy Bebop.” The focus on music is noticeable throughout the twelve episodes and propels the narrative in more ways than one. From haphazard jazz jam sessions to the subtle instrumentation playing throughout, the soundtrack seemingly empowers the characters. Whenever I’m watching, I always find one reason or another to tap my feet with the beat.

“Kids on the Slope” is a love letter to the Jazz genre and the time when its reign was seemingly ending, even corresponding with the rise of electric instruments and people’s initial disdain for them. Peppered throughout the series, you will find references to the music of the times like Miles Davis, the Beatles and even the Monkees’ Japanese equivalent: the Spiders.

Impressive music coupled with a melodrama focused on the lives of the main trio, this series is worth a look for anime fans and music lovers alike. **R**

HAIKU

“Change from hot to cold”
said Destler to the machine
“Winter’s just started”

STREAM OF FACTS

The black tufts of **FUR** the lynx possesses on the tips of their ears are said to heighten their hearing. The practice of freezing food was discovered by Clarence Birdseye

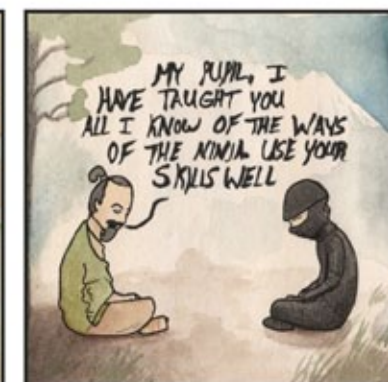
A **FUR** trader in the 1920’s. While in the Artic, Birdseye observed how fish caught by the Inuit would rapidly freeze due to the subzero **TEMPERATURE**.

Lightning can reach 50,000 degrees Fahrenheit, about five times the average **TEMPERATURE** on the surface of the **SUN**.

The **SUN** is large enough to hold about 1,000,000 Earths, while about 100 Earths could fit across the surface.

COMIC

BY JAMES LECARPENTIER





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FOLDYOUROWN: DESIGNS IN YOUR BACK POCKET

BY NADIA PIERRE-LOUIS | PHOTO BY JONATHAN FOSTER

It began as a class project. Reese Zecchin, second year Industrial Design major, was interested in playing around with tyvek material for an upcoming assignment in his 3D Design course.

With the help of friends Graydon Pleasants, a third year New Media Interactive Development major and Sam Zamkow, who had transferred to another school, FoldYourOwn grew beyond the initial class project as the three began making prototypes of custom wallets.

The main idea behind the wallets is that they are made from personal designs that people can put on their own wallet or give to Zecchin to sell. For every wallet that is purchased pre-designed, the artist gets \$1 from the profits.

"[It] offers everybody the chance to be a designer," says Zecchin.

According to Rose Haserodt, a second year Fine Art Studio major and designer for FoldYourOwn, the personal touches that people add are what make these wallets unique. "You're able to personalize it and use your own design," said Haserodt, who likes "how small, lightweight and durable they are."

Even though the wallets, made up of 100 percent recyclable material, are incredibly thin, Zecchin once filled one with 12 cards, 200 bills, and even packed the entire business card slot full and the wallet still remained intact. He has even gone as far as to have his friends purposefully try to destroy them. For a year, Zecchin tested the durability of the prototype wallets with his friends. According to Zecchin, not a single wallet failed nor had he received any complaints about the product.

However, given that the prototypes were made using campus facilities in the Gannet



building, Zecchin isn't permitted to sell the product just yet. As soon as the creators of FoldYourOwn find a manufacturer, the wallets will be up for sale.

The team behind FoldYourOwn believes they'll do well in the market. According to Pleasants, the design's originality will help it succeed. "[They are a] cheap way to have a little bit of personalized art in your pocket. A little piece of you."

When they're officially on the market, Zecchin says that the wallet can be printed and folded before being sent out or that the customer can fold the wallet himself, adding another do-it-yourself aspect to FoldYourOwn. Zecchin is hoping that they find a printing partner soon so they can display and sell their products at the ImagineRIT Innovation and Creativity Festival. **R**

INNOVATING FORWARD

BY ANGELA FREEMAN | ILLUSTRATION BY JON LAVALLEY

“Is the Innovation Center the ‘Toilet Bowl’?”
“What does it do? I have no idea.”
“I know it’s something science-y.”
“It innovates.”

These are just a few of the responses given by an anonymous random sampling of RIT students when asked about the Simone Center for Student Innovation and Entrepreneurship’s (SCSIE) role on the RIT campus. Unfortunately, “Ummm...” was the most common reaction to the question. But even with this lack of awareness from students, the SCSIE has been ranked the number one college business incubator by bestcollegesonline.com. From the people aware of RIT’s SCSIE, the center has garnered both criticism and praise for their efforts on campus.

WHERE IT STARTED

Formerly known as the Center for Student Innovation, the 10,000-square foot facility, now titled Student Innovation Hall, serves as a home base for the Simone Center for Student Innovation and Entrepreneurship. This transition was initiated by linking the Simone Center for Innovation and Entrepreneurship (SCIE) with the newly renamed Student Innovation Hall.

The SCIE was established in 2007 as a business-oriented incubator for innovation. Named for Albert J. Simone, the eighth RIT president, who retired in 2007, its foundations commemorated his advocacy of interdisciplinary coursework curriculums and entrepreneurship experiences.

The original Center for Student Innovation, as it was designated at the time, celebrated its grand opening about two years later in September of 2009. A futuristic glass and steel cylinder amidst a sea of near-identical brick buildings, Building 87 has been nicknamed ‘the Toilet Bowl’ by the students of RIT. “Just a cool-looking building,” one student quipped. “You know, glass walls. People need a break from the bricks.”

In addition to its unusual aesthetic design, the building gained recognition for meeting sustainability benchmark requirements after becoming the first building within Monroe County to receive the U.S. Green Building Council’s Platinum Leadership in Energy and Environmental Design certification.

The facility was designed by Rochester-based architectural firm Chaintreuil, Jensen and Stark. It was originally intended for staff and student use as a hub for invention, multidisciplinary cooperatives and the development of student ideation into real-world products and services.

Former RIT Dean of the College of Science and nationally acclaimed scientist Ian Gatley served as its original director. Before his appointment to the post, Gatley had gained acclaim adapting technology to new uses over time and for his multidisciplinary research and problem-solving methods.

THE CHANGES

Less than ten years later, both institutions have undergone changes in name and mission statement — although these alterations went largely unnoticed by students. The official merger and name change took place in the current 2012-2013 academic year, at which time the Center for Student Innovation and the SCIE were consolidated into a single venture as the SCSIE.

According to a statement released by SCSIE Chair and Director Richard DeMartino in the Simone Center News, the newly consolidated institution “will continue to provide students with extraordinary multidisciplinary innovation and entrepreneurial training and assistance.”

Former Interim Director of the Center for Student Innovation Jon Schull cited the similarity in names and functions as a major factor for the merger of the SCIE and the Center for Student Innovation: “It’s confusing for them all to be separate ... it made more sense to put them all under the same tent.” Yet, in spite of these recent changes, Schull noted

that the center’s core has essentially remained the same — “Student innovators, student innovations, new ventures, new partnerships”. He also spoke of “collaborative ecology”, and the extensive “ecosystems” that can be built by students making contacts across campus, with local businesses and around the world.

Despite the recent consolidation of innovation-related initiatives on campus, RIT shows no signs of stopping its use of the word in future endeavors. The Innovative Learning Institute, for example, was announced this past fall as a means for experimental teaching techniques and new models for the education process. Its progress is currently facilitated by Interim Executive Director Neil Hair, a professor within the Saunders College of Business.

AWARENESS

Unfortunately, levels of student awareness regarding RIT’s multiple efforts toward promoting innovation are inconsistent, and those in the know represent a definite minority among the student population. Eliza Hammer, a 2012 RIT graduate in the fields of Marketing and Music, is knowledgeable about the former Center for Student Innovation.

During her time at RIT, Hammer got involved with the center through a friend’s collaboration with Schull, and increased her participation over the years. She took part in the summer fellowship program, traveled to Washington, D.C. and earned co-op credit by working as the center’s Lead Student Fellow. Hammer helped maintain equipment and set the policies and priorities of the Center for Student Innovation. Hammer and eleven other students — “the Fellows” — also worked on various multidisciplinary projects during their time at RIT.

Hammer’s current post is as the sole marketing manager at Innovative Solutions, a 25-year-old IT company located in Rochester that she connected with through the RIT Career Fair. “I’m the youngest person in my management team by nine years,” she admitted with a laugh, “the only person in my field at the company and the only woman!” Yet, even with these potentially discouraging factors, Hammer said that her time at the former Center for Student Innovation taught her to look at them and say that “it really doesn’t matter.”

Despite her positive experiences with the then-Center for Student Innovation, Hammer also had criticism of its efforts to facilitate innovation. “The innovation center concept is a tricky animal,” she said. In her opinion, RIT’s multiple avenues for innovation have not encountered success in communicating their purpose to the students of RIT, and therefore have not wholly captured their support. “Innovation needs to be enabled, encouraged, motivated... And the website is trying to solve these problems,” Hammer said. However, Schull, when questioned about the site, admitted that it is “a bit of a haystack.” Overall, Hammer neatly summarized the issue, saying that “invention is the creation of something new. Innovation is its adoption; getting people to use something to solve a problem. And the innovation center isn’t being innovative in its efforts to have students adopt it.”

When questioned about low student awareness of RIT’s multiple innovation efforts, Schull pantomimed tearing his hair out in frustration. “Our goal has never been to be secretive.” Laughing, he continued, “Part of the problem is getting them to walk in the door. Some feel so intimidated, they’re afraid to even come inside.” However, both Schull and Hammer’s testimonies indicate that walking through the door is the single most challenging step for students.

Hammer also offered her opinion as a marketing manager, saying that if she were to promote the SCSIE at RIT, her first step would be to educate the student population about specific opportunities there, and define viable areas of exploration. Instead of throwing around the term “innovation” as a message to a general audience, Hammer highlighted the need to attract people as individuals, and to meet them where they are in their RIT journey. No matter the student or the idea, everyone needs to be convinced that their contributions are valid—and even essential—to true innovation: “It has to be a constant push. People have to be willing to take the leap.”

In her analysis, Hammer also emphasized the fact that innovation involves not only finding problems to solve, but also finding other people to help solve them. Although she acknowledged that multidisciplinary collaboration can happen in the classroom, it can feel awkward, unfamiliar and forced. “The true magic of [the SCSIE] is that it is one of the few places on campus that really tears down walls. Everywhere else, everyone has their own specific college and program. How often do you get to sit down and talk with people who don’t live in your world? Not very often ... not often enough.” Both Schull and Hammer agreed that at RIT, where students frequently choose their majors and settle into a specific universe, it is difficult for a seemingly all-encompassing innovation initiative to convince students that it belongs in their lives.

As a final effort, Schull urged all RIT students to visit the SCSIE website, <http://nova.innovation.rit.edu>, create a personal profile page and start making connections. He also encourages students of all majors and interests to come work or hang out at Student Innovation Hall — “and don’t just talk to the adults.”

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MAGIC: A New Center of Excellence Emerges

by Nolan Harris Jr | photo by Jake Di Pietro

“The idea is there, that there are all kinds of smart people doing really interesting stuff across this campus, and we want to find ways that they can connect with the outside world,” explains Andrew Phelps, the director of the new MAGIC Center—the Laboratory for Media, Arts, Games, Interaction and Creativity.

According to the new center’s website, MAGIC is seeking to “blur the lines between the arts and the sciences, between technology and expression,” in an effort to spur multidisciplinary creativity, innovation in research, project development and entrepreneurship. MAGIC’s visionaries view it as a space where the fusion of arts and humanities, technology and entrepreneurship will boost academic and commercial potential.

THE BEGINNING

Phelps notes that in some ways, MAGIC has been in the works since his early days at RIT: “It’s grown out of, I think, some very, very long-standing roots.” These roots began taking hold around the time Phelps first arrived at RIT about eleven years ago, with the Center for Digital Media.

That center has since dissolved, but Phelps highlights the Center for Digital Media for setting the blueprints for MAGIC. With the development of the New Media program, “that’s been a longstanding program of combining technology and the arts” and the emergence of the Interactive Games and Media (IGM) program at Golisano, Phelps comments that in many ways MAGIC, “builds on synergies and stuff we’ve been doing for a while.”

Phelps credits President Destler’s leadership for the MAGIC’s formation as well: “Part of it is ... the president had an idea, and things happen when presidents have an idea.” For Phelps, when listening to, “Dr. Destler talk about ‘left brain-right brain,’ and the balance of those things at RIT ... you start to understand that you really can’t have one without the other—that we’re living in a world that’s starting to compress and conflate what’s happening with technology, and what’s happening with expression.”

THE VISION

“MAGIC is a new center of excellence at RIT,” says Jennifer Hinton, Assistant Director of Student Experience at the School for Interactive Games and Media. “I think that MAGIC is a first-of-its-kind, certainly at RIT, [and] nationwide, as well. And I think one of the things that makes MAGIC truly unique is that it’s interdisciplinary; It’s multidisciplinary.” The center hopes to draw on RIT’s academic and intuitional strengths, which, for Hinton and Phelps, renders MAGIC’s academic research model something of a vanguard for the university of the future.

Although still in its beginning stages, MAGIC is geared toward maximizing student and faculty creativity and collaboration. The founders believe that MAGIC is set apart from other initiatives because of its ability to give students a fuller experience when working on projects at the center.

For instance, “There are students at colleges all over the country [who] are developing apps, but that’s sort of the end of the experience for them,” explains Hinton. Conversely, MAGIC will focus on bringing student and faculty-led projects to commercial polish.

In addition to assisting students and faculty with creating high quality products, MAGIC will afford students the opportunity to gain “real-world experience ... above and beyond simply the development of the app,” explains Hinton. Through the process of developing a product at the center, Hinton believes that students will gain more business and entrepreneurial skills and hone the technical and design skills involved in developing their product.

THE FUTURE

In order to pull off this ambitious project, MAGIC is established as a dual-pronged initiative: part of the center will operate as a traditional institute research lab and another part will operate as a non-traditional design and development studio.

MAGIC will combine the long-established academic research model with the newer capabilities of a technologically-savvy design studio. This will offer students and faculty an opportunity to reach the best of both scholastic worlds at RIT: its recognized programs in the arts and humanities, and its celebrated technological prowess.

In order to better illustrate the future collaboration between colleges, Phelps provides an example of a project that a group of students could work on at the center: “Say you’ve got a museum that has an art collection they want to better engage the public,” Phelps asks us to imagine. “Through the creation of an application, somebody walks around the museum, [interacting with the exhibit via their phone]. What would it take to build that?”

Phelps explains that this kind of project demands the expertise of many different fields; it would require an art expert, developer and designer. This example provides a preview for the synergistic and community-based work MAGIC’s creators envision.

And for Phelps, this is just one type of project that MAGIC could facilitate.

“Any project that you start picking apart, you start to look at the expertise that you need on these things. The more detailed or intricate the project, the more it tends to draw from different pockets across the university. So I think we’re going to see a lot of that kind of work.”

To learn more about MAGIC, visit it on the web at magic.rit.edu.



Taylor Wisman, 3rd year packaging science major, No. 11, wards off a Western New England opponent during the game Friday, March 15, 2013 at RIT.

RIT MEN'S LACROSSE DOMINATES AT FIRST FLOWER CITY CUP MATCH

BY DANIELLE DELP | PHOTO BY JONATHAN FOSTER

The Rochester weather was dreary when the RIT's Men's Lacrosse team took to the turf field to face off against Western New England University on Friday, March 15. Snow, rain and wind struck the field relentlessly, chilling players and spectators alike. Dozens of blanket-covered fans filled the bleachers to observe the first game of the 2013 Coaches vs. Cancer Flower City Cup. The cup doubled as a fundraising effort for cancer research and support, and was hosted at RIT, Nazareth College and St. John Fisher College. In support of the cup, the men of RIT took to the field wearing special purple uniforms, the color of lilacs (Rochester's famous flower) and the color of cancer awareness.

The game opened strong for the Tigers, with Western New England immediately forced on the defensive. Less than two minutes into the game, RIT scored their first goal with ease. RIT's defense would not let the visitors tie the score. Mere seconds before the quarter ended, RIT managed to slip in a second goal to close the quarter with a lead of 2-0.

The Tigers' momentum continued into the second quarter, which played much the same

as the first. Western New England managed to score twice late in the period, but the Tigers were running circles around their opponents as goal after goal slipped by the Golden Bears' defense. In just fifteen minutes, RIT scored a total of five goals on Western New England. When the first half of the game drew to a close, the Tigers had more than doubled their lead with a score of 7-2. The score left the crowd in high spirits.

Ten minutes and a cup of hot chocolate later, spectators returned to the field as the two teams prepared to resume the game. In a repeat performance of the first quarter, RIT scored two more goals while blocking every attempt by Western New England to narrow the point gap. As time wore on, it became clear that the opponents would have little chance of victory unless they stepped up their game. Western New England achieved one goal before the quarter ended.

In the fourth quarter, the Golden Bears made a final, last-ditch effort to regain control of play and managed to score one more goal, but it was simply too little too late. To make matters worse for them, RIT racked up four more goals before the quarter closed. Halfway

through the quarter, it became clear that RIT had cemented their victory. When the final whistle blew, RIT had decisively won the game with a score of 13-4.

With the match soundly won, the sun finally came out and the Tigers departed from the field satisfied. Third year Mechanical Engineering Technology major Jack Krzyston had three goals and one assist. "I think we played really well. The coaches got us ready for this game. We're playing for a great cause."

That cause had a personal importance to the team, as explained by second year Political Science major Patrick Johnston: "We are playing for a big cause today. Obviously we have a support for cancer, but our team has Bill Rago. [He] was a big part of our team, he passed away from cancer. Today, that's what we're playing for." William Rago was slated to join the team, but after a leukemia diagnosis, he became the team's manager. He passed away on September 15, 2010. Johnston continued, "I think he was watching over us today, and I think that was one of the best games we've played, probably, this year."

The Tigers didn't have much time to rest before their next match in the Coaches vs. Cancer Flower City Cup on Sunday, March 17 against Endicott College. RIT won the snowy match 17-5. RIT is now 4-1 on the season. **R**



OUTING CLUB

by Alyssa Jackson with contributions by Kayla Emerson
Photo by Juan Madrid

"Basically I just love to get away from school for the weekend, just a day to be at peace and to forget about everything else. It's really nice," said Emily Moore, a first year Industrial Design major. As a member of the Outing Club, Moore has the opportunity to get away like this every weekend.

The Outing Club, a student run organization, is formatted to appeal to students who enjoy camping, hiking, backpacking or have a general passion for the outdoors. The club meets weekly to organize events that a wide range of students can participate in. According to club president Clay Grosshans, a second year Mechanical Engineering major, the meetings are informal: the members choose what they would like to do and the club leaders figure out how to make it happen.

Grosshans stated that most of the outdoor activities the club engages in are day hikes or camping trips to the Adirondacks. He explained that many of the activities are beginner friendly, although most backpacking trips require more experience. Each week, there is a small day hike that nearly anyone can participate in. "If you have a pair of tennis shoes and a jacket you can go on an Outing Club trip," explained Grosshans.

However, sometimes members suggest more unique activities. "My favorite was when we went to Lake Placid. We got to do the Olympic skeleton course, which was awesome ... You know the luge? It's that, but headfirst. Skeleton is an actual Olympic sport, and we got to do that," recalled Moore.

The Outing Club provides some of the gear needed to participate in the club's more intense activities. Grosshans explained that equipment is available freely for club members and can also be rented by nonmembers for a small fee. The available equipment includes canoes, sleeping bags, backpacks, stoves, snowshoes and other basics.

"I see [Outing Club] as a way for people with similar interests to get together and find other people to do it with," stated Grosshans. He explained that activities such as camping can be boring or lonely without others.

"These people here are like family," said Rudra Raviteja, a graduate student in Electrical Engineering. He joined Outing Club very soon after arriving in America because of his interest in travel. "I like adventures; I don't like to stay home." Sometimes the adventures don't go as planned, such as the incredibly cold camping trip he went on one weekend to Sugar Hill. But his favorite trip was to Fall Lake George: "The water was crystal clear and we saw the Milky Way galaxy, you could see the stars."

More information about the RIT Outing Club and upcoming trips can be found on their Facebook page. **R**



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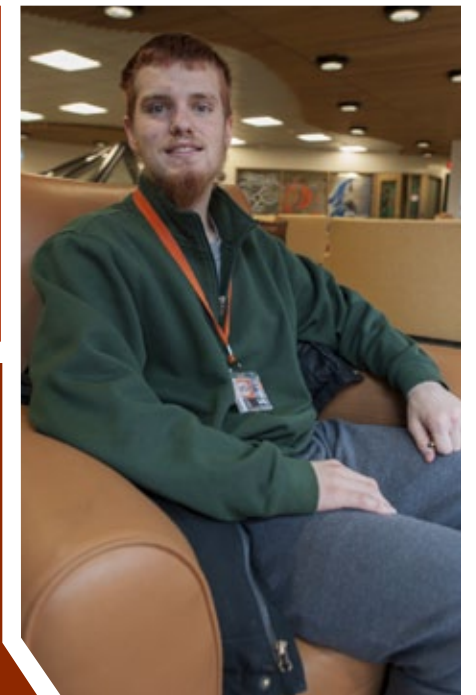
WORD ON THE STREET

photos by Mackenzie Harris



"A 24 hour coffee shop on campus!"

Rachel Surajpal, third year Biology



"RIT should create something helps to bridge the gap between hearing and deaf students"

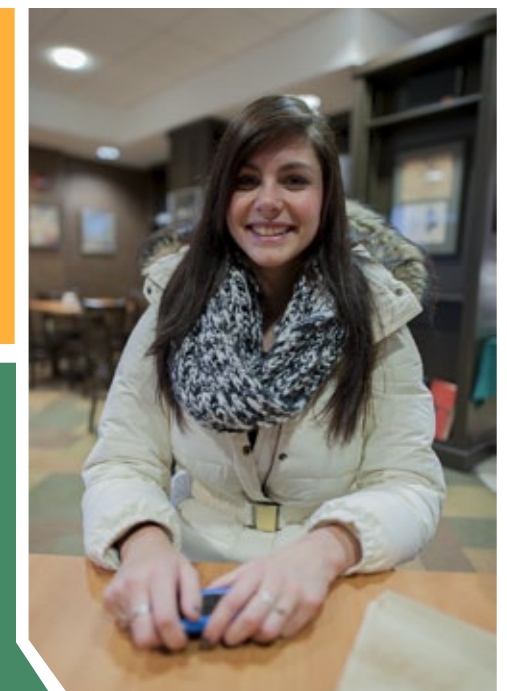
Kyle Blakely, first year Mechanical Engineering

WHAT SHOULD RIT'S NEXT INNOVATION BE?



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Zachary White, second year New Media Marketing



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Taylor Harkness, first year Molecular Biology and BioTechnology



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RINGS

Compiled by Michelle Spoto | illustration by Katherine Dayton

Saturday, 9:25 a.m. (from text)

Is the walk of shame
still the walk of shame
when the person you
were with spent the
entire night over
the toilet?

Monday, 12:40 p.m. (from text)

There is a
correlation between
my desire to nap
and my workload. 📌

Monday, 9:03 a.m. (from text)

If you think nobody
cares if you're alive, try
missing a couple of
RIT tuition bills.

Monday, 3:25 p.m. (from text)

Just saw a girl buy
the giant chocolate
bar from Sol's. It's
only week two, so I'm
judging her pretty hard.



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