I’ve been a faculty member teaching process control and color management at Rochester Institute of Technology since 1980. Dean Joan Stone, College of Imaging Arts and Sciences, appointed me as the Gravure Research Professor in 2004. The mandate is to conduct gravure research, develop gravure curriculum, and promote career interests to students to seek employment in gravure industries. The gravure research professorship was made possible by a partial endowment from Gravure Association of America (GAA) and Gravure Education Foundation (GEF). Among my first initiatives was the creation of the gravure research library (GRL), which took more than a year, and more than a few donations, to complete.

**GRL at Its Beginning**

There was an antiquated gravure proof press in the school when I took office. The only technician who knew how to operate the equipment had retired. With much deliberation and the support of my colleagues, we decided to eliminate the press equipment and the associated overhead.

To provide students with gravure engraving and printing orientation, I take the class on field trips to visit the gravure engraving and printing establishments. To conduct gravure research projects, I go to the gravure industry for engraving and press time.

At the RIT Gravure Day in April 2004, I outlined the need to establish a gravure research library in the School of Print Media that would house a collection of books, periodicals, and computers with Internet searching capability. The resource center would provide students and faculty a place for meeting and discussing research projects and

The major thrust of my gravure research is to bring process control disciplines and color management applications closer to the gravure packaging and publication printing industry. I have been in charge of the Color Management System (CMS) Lab, equipped with color measurement instruments interfaced with Mac G5s, in the school. I envisioned a small library, adjacent to the CMS Lab, to support the gravure curriculum and research needs.

Donated material for the new library arrived from the GAA in December, 2004. Left: RIT students unpack the boxes.
ideas. With abundant literature on gravure printing technology, the GRL will attract undergraduate students as well as graduate students for independent study and thesis work.

The college supported the idea and provided the room with a space of 26 ft. by 22 ft. adjacent to the CMS Lab as the library site. In September 2004, the governing bodies of the GAA and GEF made the decision to donate the entire GAA library collection to RIT. We began to purchase bookshelves, display cases, tables, and chairs for the library. We were ready to have the library collection moved in December 2004. The official opening of the gravure research library was the 2005 RIT Gravure Day on April 5, 2005.

Organizing GRL Collection

Once all books were out of the boxes, I had to decide what to keep and what not to keep. Ali AlMahr, 2004 GEF Scholar and my lab assistant, helped me sort out the wheat from chaff. We identified proceedings from GAA, the former Gravure Research Institute (GRI), the former Gravure Technical Association (GTA), European Rotogravure Association (ERA), Technical Association of the Graphic Arts (TAGA), International Association of Research Institutes in the Graphic Arts Industry (iarigai), and Technical Association of Paper and Pulp Industries, as the ‘Must Keep’ category. We returned all convention photos, outdated training slides and videotapes, and non-gravure centric books back to GAA.

Becca Light, 2005 GEF Scholar, continued to assist me with the cataloging effort by working with Marcia Traurnicht, a librarian at RIT Wallace Memorial Library. A total of 455 titles (consisting of 776 volumes) were cataloged in the international Online Computer Library Center (OCLC) system. The OCLC contains records for over a billion titles available throughout the world, and shares them among libraries using the WorldCat database. Most of the cataloged...
Education

Screen shots above: RIT’s online library catalog, called Einstein, now includes the Gravure Library collection.

materials were issued in the 1960s and 1970s.

The staff at Wallace Memorial Library checked WorldCat for each title that they cataloged. If no record was available, the title was added to the OCLC, indicating

availability at RIT’s GRL. Creating new entries enables scholars and interested individuals worldwide to discover resources that are available only at the Gravure Research Library. Cataloging information in the GRL was then transferred from the OCLC to the RIT online catalog system Einstein (http://albert.rit.edu). Each volume was given a spine label before they were manually arranged on the shelves in the GRL.

Trauernicht reported that an astounding 47 percent of the books required original cataloging in the OCLC system. Titles of special note in the collection, which are also unique in the OCLC, include Commission Meeting Minutes and reports of the Gravure Research Institute, Reports and Guides of the European Rotogravure Association, reports from the Finnish Pulp and Paper Research Institute (Teollisuud Keskuslaboratorio) and many more conference proceedings and publications by the Gravure Association of America.

The books were cataloged according to the Library of Congress classification system using call numbers, which organizes texts according to a series of letters and numbers. Most of the GRL collection is categorized as a “T” or “Z” subject, which comprises all technology, engineering, printing and publishing topics. These major subject categories are subdivided further, and each book is assigned a second subject letter. A numerical value is assigned, and finally, the first letter of the author’s name is used to alphabetize the books. For example, the title Gravure Research Institute Seminar on Systems of Analysis of Gravure Operations (1970) has a call number of GRL Z258 .G7388 1970. Materials in the GRL are shelved in alphabetical order and increasing numerical order, creating a logical retrieval system within the library.

Accessing GRL Collection

Searching the RIT Einstein catalog allows users to sort material according to location. Users can view all the cataloged materials located at the GRL by selecting “Gravure Research Library” under the “Where to search” list in the search limitations. A link provides information about the source, including the title, author, publisher, and call number. Subject and keyword searches are also available on the Einstein catalog.

Enhancing GRL Resources

A lightweight gravure cylinder, engraved with the use of the Boomerang LaserStream from the Think Laboratory, was a remnant from the gravure press removal. With the help of Milt Pearson, a life-long teacher and friend, a wooden stand was custom-built to display the cylinder. Students can touch the cylinder and study gravure cell structures up close with the aid of microscope and photomicrography.

Pearson also custom-built a display case to house the 1918 edition of the Sunday Picture Section of The New York Times. This is the oldest collection of rotogravure printed product in GRL. By glancing through the pages, one would find many

The 1918 edition of the New York Times is on display in the library.
WWI photographs and be impressed by the fashion of the time.

In addition to cataloging the GAA collection, we used the GEF grant to bind past issues of GRAVURE Magazine and purchase new titles of relevance. We accepted magazine donations of Color Research and Applications from Professor Gary Field who retired from California Polytechnic Institute. An interesting donation from Hans Wegner, VP of Technology for National Geographic, was the 1977 edition of National Geographic Magazine where gravure, offset, and letterpress were used to produce a single issue. Overall, we are pleased with the progress of the GRL made thus far.

GRL Naming Ceremony

A formal dedication of the GRL as the H. Howard Flint II Gravure Research Library took place on December 10, 2006. Flint, who died in 2005, is the former chairman of Flint Ink and a longtime supporter of GAA and GEF. Flint Ink, now known as Flint Group, is the world’s largest manufacturer of ink. Also participating in the ceremony was GAA CEO Bill Martin, GEF Director of Development Robert Sheridan, and GEF Board Member Bernadette Carlson.

Michael Green, vice president and general manager of Flint Group North America Publication and News Ink Divisions, and a 1987 graduate of RIT, was in attendance and accepted a plaque on behalf of Flint Group. The plaque was hung in the GRL.

About the Author

Robert Chung is a professor in the School of Print Media, Rochester Institute of Technology. He was named the RIT Gravure Research Professor in 2004 with a mandate to explore research, develop curriculum, and promote career opportunities in the gravure printing and packaging industry. He welcomes any suggestion you may have to further gravure research and scholarship. Visit his web site at www.rit.edu/~gravure or e-mail him at rycppr@rit.edu.

Call for submissions from all universities hosting Gravure Day seminars or other gravure-related events: GRAVURE Magazine welcomes articles written by students or professors that cover your event! Contact the editor for more info at allisone@gaa.org. And don’t forget your camera!