

CET REPORTER

FIT Fashion Institute of Technology
Center for Excellence in Teaching
The Office of Curriculum and Instruction

Center for Excellence in Teaching and the Teaching Institute

GLOBALSHOP 2008

By REGINALD ROGERS

In this present economic climate, we are all cautiously optimistic. We are at an exciting and pivotal time; the industry has always had the capacity to adjust, and it is presently going forward with several initiatives that will have a profound effect on how we service the consumer and affect the planet.

As an educator, I am constantly confronted with the challenges of determining what is the most current information. How do I present relevant content in the visual merchandising course? What can we do to insure that there is responsible information available? When is the best time to expose students to the options of going green? My objective is to present a curriculum with a fresh and current approach to design solutions. The current buzzwords have become sustainability, eco-friendly, recyclable, carbon neutral, carbon footprint and zero footprints. Does anyone really know what these terms mean? So many vendors are using these words to sell



Reginald Rogers, Visual Presentation/Exhibition Design

products. They are trying to convince us that they have the ultimate solution to going green with eco-friendly products. There is a great deal of confusion and misunderstanding as to how we, as an industry, can collectively make a difference. There is presently a movement among design firms that focuses on assisting with the education surrounding sustainable products and good design. These initiatives can go hand in hand with the right collaboration between client and vendor. What is the long-term financial benefit? The retailer needs some clarity on how they can transition to the inclusion of sustainable design.

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Editors: Celia Baez and
Elaine Maldonado

Teaching Institute Updates:

This year, 2007-2008, the Teaching Institute funded 101 faculty members for merit awards and seed grants.

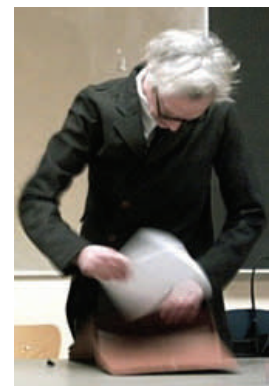
If you are interested in applying for funding in the fall semester, contact Celia Baez, 7-4064, or pick up an application in Room B502. The guidelines can also be downloaded at: <http://www3.fitnyc.edu/cet/teachinginstitute.htm>

New guidelines and application deadlines for 2008-2009 will be published August 2008.

Oh Maya—Anna Blume Scores With A Zero!

Anna Blume, History of Art, has won an American Philosophical Society grant to partially support a full-year 2008-2009 sabbatical to research Maya concepts of zero. The Western concept of zero comes from 9th century Hindu mathematics brought to Europe via Islam. This zero is extensively discussed in the mathematical and philosophical literature. The Maya zero, by contrast, dates back to 300 BC and has not been specifically studied since the mid-20th century. In the four surviving books (or codices) from the

Pre-Conquest period, the Maya wrote the number zero in the form of a stylized seashell. They wrote their two other numbers, one as a dot and five as a bar. While single dots and a bar are abstract forms, the seashell is distinctly iconic. The seashell aspect of Maya zero will form a central part of Anna Blume's archeological and ethnographic research. The idea for this line of research began in the summer of 2002 when Anna was a Ford Foundation Fellow at the Library of Congress in Washington, where groups of scholars worked



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Anna Blume, History of Art

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Globalshop continues to provide insight into the new trends in product offerings and design. This conference brought awareness of the availability of new product offerings, from shopping bags to fixtures, which are eco-friendly. Point of purchase and packaging has made the greatest transition to recyclable and eco-friendly products. These companies were able to go green without compromising new and innovative design details. New printing processes and surfaces were the focus for creating renewed interest. Synthetic bag manufacturers are also promoting environmentally friendly plastics with several features and benefits. Several foam board, panels and fiberboard companies have developed low cost alternatives to traditional boards for retail signage and construction. Both of these categories of products benefit from the new biodegradable, water based and vegetable dyes used by the printing industry. The term recyclable, capture and reused are the current goals for many of these manufacturers. Sustainable materials are having an influence on some companies' production of wood panels, flooring and decorative surfaces.

We have started to see the retailer armed with more options for the transition and implementation of eco-friendly design. Designers have encountered various answers to sustainable design questions. The industry has created a green product challenge showcase, which recognizes companies' contributions to sustainable retail environments. Industry activities demonstrate that designing for today's consumer environment has become a socially responsible endeavor. This further underscores the need for all manufacturers to get on board. There will always be several tradeoffs to the various manufactured products, but I have learned to question beyond the traditional aesthetics of the product offering. We can look at eco-friendly adhesive used to bond panels, boards and fixtures, to the energy

The Spice of Life

Congratulations to Madeleine Meyerson, Educational Skills, for bringing to life the student and faculty cross-cultural event, "The Spice of Life". On March 25, 2008, students and faculty from across the globe had a chance to share cultural insights, as well as lunch, in the Board Room. Students and faculty represented countries as diverse as Turkey, Israel, Korea, Brazil and the U.S. When the topic of living in a great "melting pot" such as New York City and going to school at FIT came up, the general consensus was stated by one student, "diversity is very cool!"

Participating faculty included Charlotte Brown, James Cascaito, Shim Chung, Asli Gokhan-Kucuk, Michael Hyde, Kam Mak and Elaine Maldonado. Everyone shared cultural experiences that they found surprising as well as familiar. One student said she would never call a professor by his/her first name in Korea. FIT faculty talked about their surprise when international students wanted to offer gifts. It was also noted that American students were more likely to challenge something the professor said in class.

We really enjoyed this experience and hope Madeleine will consider recreating this wonderful cross-cultural event next year!



Matthew Petrunia, English & Speech, Kam Mak, Illustration and FIT students, enjoy a *Spice of Life!*

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together to consider global ideas about oceans and seas. Since the Maya lived near two oceans, the Atlantic and Pacific, and since they wrote their number zero in the form of a seashell, this led her to ask what the ocean and zero might have had in common for the Maya.

In June and July, 2008, Anna will travel to several Maya archeological sites in Honduras, Guatemala and Mexico to consider and photograph structures and city plans through which the Maya expressed their concepts of numbers and time. She will also return to Maya villages to discuss with the living Maya their own concepts of the oceans, of beginnings, and of the number zero. Upon return to New York, she will write a series of essays regarding Maya concepts of zero. We wish Anna continued success with her research work.

(The American Philosophical Society was formed by Benjamin Franklin in 1743 to help support scholars with the cost of research leading to publication in all areas of knowledge.)

Blackboard Ends June 2008!!!

As I'm sure you know by now, FIT will no longer support Blackboard after June 27, 2008. If you have not yet taken a CET workshop to help you transfer your Blackboard material to Angel, it's not too late. We encourage you to RSVP a workshop seat with celia_baez@fitnyc.edu or at X4064. Workshop schedules, as well as an Angel resource page, can be found on the CET's web site at www3.fitnyc.edu/cet.

Jeffrey Riman, the CET's coordinator and instructional designer, can help you with specific problems and questions. He can be reached at jeffrey_riman@fitnyc.edu. Also, the CET (B502) has "hard copy" materials to support Angel teaching and learning.

To date, approximately 150 of your colleagues have completed Angel training. Angel offers a wide range of resources for enhancing your courses. New CET workshops include Angel level II (advanced) and Using the Angel Grade Book. We hope to see you soon!

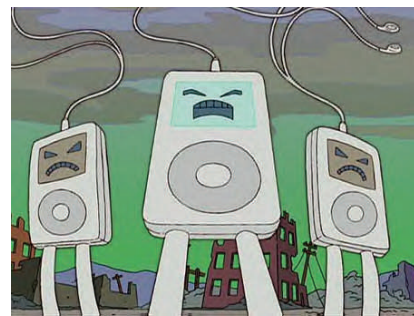
Calling all FIT Faculty Members:

Do you have something you would like to contribute to the CET Reporter? If so, please contact Celia Baez at X 7-4064, or email Celia_Baez@fitnyc.edu.

We look forward to hearing from you.

The iPod Invasion

An innovative iPod project is producing exciting results. Led by Jeffrey Riman, the CET's acting coordinator and instructional designer, this "work in progress" includes faculty from across the curriculum. Faculty members, Virginia Bonofiglio, Cosmetics and Fragrance, Michael Cokkinos, AMC, David Drogin and Beth Harris, History of Art, Bil Donovan, Illustration, Naomi Gross, Jean Jacullo and Gary Wolf, FMM and Michele Washington, Communications Design, met during the semester to launch their different projects. One of the key goals for this new initiative is to use iPod technology to support active and student-centered learning and to explore the possibilities beyond a "new-wave delivery of an old time lecture." The iPods were secured for students and faculty, giving everyone the opportunity to fully participate. Some of the resulting projects include: student narratives of architectural landmarks and museum tours, European travel logs and alternative experiences that interface words and images.



This work is the result of a CET partnership with IT, and many thanks must go to Carolyn Rieger, IT, and to James Pearce and Meredith Sharpe for the technical support they continue to provide to this project. We look forward to an even broader initiative next year, with greater numbers of faculty and fantastic new ideas!

Tech Day at FIT!

On April 24, 2008, the Tech Development Team delivered a wonderful all-day event in the Great Hall. Led by Beth Harris, FIT faculty and students, as well as faculty from other institutions, participated in a variety of events and roundtables related to the "latest" in communication technologies. Key to the agenda was Second Life, but also the role of virtual communities in the world of fashion and business. Many thanks to TDT members Bernie Kahn, Donna Lehmann, Patricia McGillan, James Pearce, Jeffrey Riman and Meredith Sharp. You can learn more by accessing Beth's blog at: <http://tdtfit.wordpress.com/>



Beth Harris
History of Art
and TDT

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saving in store illuminated signage. One compelling argument always comes down to the overall carbon foot print and how it is calculated from one manufacturer to another. The designers at Globalshop showed extraordinary designs without compromising function and aesthetics. I was excited to return to my campus, armed with an abundance of solutions to the future of design.

"It is in the excitement in teaching, the sheer fun of it, the sharing of knowledge and enthusiasm, the opportunity to go on learning which makes teaching, at its best, not only the highest of arts but the most exhilarating of occupations."

Mary Ellen Chase

Seven FIT Faculty Members Named SUNY Chancellor's Award Winners!

This year, seven members of FIT's faculty are the recipients of the 2007-2008 SUNY Chancellor's Award for Excellence. The awards represent system-level honors conferred to acknowledge and provide recognition for consistently superior professional achievement and to encourage the ongoing pursuit of excellence. The awards provide SUNY-wide recognition in five categories: Faculty Service, Librarianship, Professional Service, Scholarship and Creative Activities and Teaching. The honor is accompanied by a cast bronze medallion and an inscribed certificate. Please join us in congratulating the following FIT recipients: For Excellence in Teaching: Stephan Kanlian, Cosmetics & Fragrance Marketing & Mgt., Roberta Paley, Social Sciences, Albert Romano, Advertising & Marketing Communications and Richard Turnbull, History of Art. For Excellence in Faculty Service: Jeffrey Buchman, Advertising & Marketing Communications and James Cascaito, Foreign Languages. For Excellence in Professional Service: Joan Volpe, Center for Professional Studies.

The **Chancellor's Award for Excellence in Faculty Service** recognizes the consistently superior service contributions to the campus, the State University, the local community or contributions at the regional, State-wide, national or international levels; to the discipline or professional organizations and societies; or to leadership in local or system-wide faculty governance.



Professor **Jeffrey Buchman**, Advertising & Marketing Communications, has been a member of the FIT faculty for over thirty years. He has served as Assistant Chair and Chair of the AMC department and on numerous committees. As President of the Faculty Senate, he has been a tireless advocate for faculty rights and for advancing the principles of shared governance.

Professor **James Cascaito**, Foreign Languages, has been a member of the department for over 20 years and is currently its chairperson. Noted for promoting cross-cultural understanding on-campus, nationally and internationally, James is a highly respected scholar who has served on many key college-wide committees.



The **Chancellor's Award for Excellence in Professional Service** recognizes a member of the professional staff who has consistently provided superior professional achievement within and beyond their position.

Professor **Joan Volpe**, Center for Professional Studies, has been the managing coordinator of non-credit programs for the Center for Professional Studies, School of Continuing and Professional Studies, since 1989. Her



program development, industry contacts, and strong strategic and marketing skills, have been significant and beneficial to the college's reputation and standing.

The **Chancellor's Award for Excellence in Teaching** recognizes consistently superior teaching. The primary criterion is mastery of teaching techniques and superb skill in teaching. Scholarship, professional growth, and service are also components of the award.



Professor **Stephan Kanlian**, Cosmetics and Fragrance Marketing and Management, joined FIT in 1999 to develop the master's degree program in cosmetics and fragrance marketing and management, the only program of its kind in the world. Since its inception, Stephan has chaired the department, bringing FIT students his top-notch and extensive business experience.

Professor **Roberta Paley**, Social Sciences, became a full-time FIT faculty member in 2002. Her department chairperson states that Roberta "teaches an array of courses which under her leadership are dynamic and cutting edge." She is regularly cited as an extraordinary teacher, one who engages her classes in innovative and lively active learning.



Professor **Albert Romano**, Advertising & Marketing Communications, has been teaching at FIT for 11 years. Full-time since 2001, and an assistant chair since 2004, Al is known by his peers and students as an outstanding teacher. In addition to his many contributions campus-wide, his classroom reflects a student-centered teaching style coupled with first-rate professional expertise.

Professor **Richard Turnbull**, History of Art, has taught at FIT since 1991 and has been chair of the department since 2006. Known as an exceptional classroom teacher, he is noted for his ability to weave art with history and having a student-centered teaching style. His expertise in the area of Islamic Art, coupled with his expansive knowledge of art history, has enabled him to teach an unusually wide array of courses at FIT.



Previous awardees of The SUNY Chancellor's Award for Excellence are listed on the CET website: www3.fitnyc.edu/CET.