Revamped Web site puts a new face on Georgia Tech

‘A living resource’ for
communication

Michael Hagearty
Institute Communications
and Public Affairs

With all of the recent renovations of physical space on the Georgia Tech campus, it seems fitting that one of its most visible assets should also get a periodic facelift.

Coinciding with the start of fall semester, Institute Communications and Public Affairs went live with an updated version of the Georgia Tech Web site. The new look emphasizes a cleaner, more compact look, while also putting a human face on the work done by members of the Tech community.

The last major redesign was launched in 2002, with an eye on improved navigation, strategic messaging and aesthetic appeal. It was an overhaul that reorganized 200 of the Web site’s top-level pages and took nearly a year to produce.

“It is both the blessing and curse of the Web that it is — by definition — always a work in progress.” ICPA Executive Director Bob Harty said.

“But this latest revision will ultimately make our Web presence more useful, more cohesive, and far more appealing. We’ve done extensive research to learn what people want, and this reflects their interests and needs. The Web is one of the most powerful communication tools we have, and this site will help Georgia Tech continue to attract the best and brightest to our actual and virtual campus.”

Jeff Smith, a senior Web developer in ICPA, said that while most were pleased with the new interface, there were a few aspects to be addressed.

“Following the release and evolution of the previous site, there was concern that it was too copy-heavy, a bit on the stark side and somewhat cumbersome to navigate,” he said.

“We’ve lightened the overall feel of the site, placed more of an emphasis on ‘the visual Tech’ — more photography and graphical intrigue — and have sought to pare down the amount of copy that previously cluttered the pages.”

The new site is, in part, the culmination of market research conducted by ICPA last year, consisting of national focus groups and a large-scale online survey to get feedback from key audiences such as prospective students and parents, alumni, business, government and media.

According to Kathi Wallace, a market research analyst with ICPA, that input informed much of the thinking when it came to planning and executing the update. It also challenged the Web designers to create a site that would set Tech apart from its peer institutions.

“Not only did we want to address all of the issues brought to light by user feedback,” Smith said, “we also wanted to set an advanced standard for Web publication at the university level — both in terms of the code used to implement the site, and the visual aesthetic.

“I think we’ve taken a quantum leap forward toward reaching that goal. The Georgia Tech Web presence is a living resource that will continue to evolve over the coming months, keeping that goal as our primary focus.”

In time, the hope is that both the academic and the administrative departments will embrace this new design as their own. For those who do the work, Smith said ICPA would help make the transition as smooth as possible.

“Having just recently launched the site, we’re still gathering feedback from users and ironing out the lingering technical quirks,” he said. “But in the very near future, we’ll be distributing site production resources via ICPA’s online Communications Toolbox. Web designers and developers across campus will be able to download these resources to assist in their implementation of site design that helps to present a consistently professional image of Georgia Tech, but will showcase that entity’s individuality.

“And, as we have done since the launch of the previous site, we will remain open and responsive to all user feedback — just click on the ‘Contact Us’ link at the bottom of any page on the new site.”

The new Georgia Tech home page features a cleaner layout, less text and alternating profiles of faculty, staff and students.

Corporate contribution provides tools for technology-based learning

Megan McRaney
Institute Communications
and Public Affairs

Partners for the Advancement of Collaborative Engineering Education (PACE), a corporate alliance between General Motors, EDS, Sun Microsystems and UGS, has recognized Georgia Tech and its students as a solid investment in the future of engineering.

PACE selected Tech to join its academic partnership and receive an in-kind technology contribution with a commercial value of more than $208 million. The gift includes computer-aided design, manufacturing and engineering software as well as hardware and training.

PACE, which was formed in 1999 to support academic institutions with computer-based engineering tools, announced the contribution earlier this month. The featured speaker of the event was Bob Lutz, vice chairman of product development and chairman of GM North America.

President Wayne Clough said the contribution not only represents a significant investment, but also fits nicely with Tech’s multidisciplinary approach to innovation.

“Our partnership with PACE strengthens Georgia Tech’s relationships with each of these top companies,” he said. “And in the hands of more of our students and faculty across many disciplines, the contribution technology will strengthen Tech’s push to innovate through collaboration.”

PACE continued, page 3
Professor documents rebirth of classical architecture

Sean Setman
Institute Communications and Public Affairs

Although the past century includes incredible watershed moments — the splitting of the atom, mankind’s first foray into space, new forms of music and art — it also left “buildings of unequaled boredom” in American cities from coast to coast, according to an architectural historian at Georgia Tech.

In two new books — one released in December 2003, another due out in September — Associate Professor Elizabeth Dowling addresses the revival in traditional and classical forms of architecture among young and emerging professionals, both in the United States and abroad.

“Everybody has this desire for connection and memory that feels comfortable, and it’s not always found in modern design,” Dowling said.

Her required course in the College of Architecture introduces students to architectural forms produced from about 2000 B.C. to A.D. 1800, with an emphasis on sources that influenced the architecture of the Americas. The same topic is on the mind of more and more people these days, as modern architecture has failed to capture the hearts of many in today’s world.

“I think that modernism is an aesthetic that is unfamiliar, that doesn’t have any human warmth and comfort to it,” Dowling said. “[A modern building] doesn’t typically represent the individual nature of its inhabitants or users, and it doesn’t reflect the usual messiness of people’s lives from day to day,”

Dowling explores this latter phenomenon in “Timeless Architecture: Homes of Distinction By Harrison Design Associates.” The book reintroduces students, historians, architects, designers and others to the principles of classic or historic design for the modern home, illustrated with more than 400 color images.

“Classical design is both the oldest and the newest trend in Western architecture — so new that few architects are trained in this time-honored tradition,” Dowling writes. “This book draws from one of the nation’s leading design firms as a means of presenting the traditional concepts that all fine buildings must satisfy — being well-built, easy to use and inspiring beautifully.”

Dowling said that the principals of Atlanta’s Harrison Design Associates — Bill Harrison and Greg Palmer — are highly sought-after because they’re among a precious few in the world who design buildings that “fit their context and climate, provide comfortable architecture and respond to the time-honored desire for a beautiful environment” — mostly through their users or emphasis on classical or traditional designs.

“Bill felt that his firm was sufficiently mature that it needed a book, to show what it has produced, and I think his firm has done some amazing work,” Dowling said. “They’re part of a movement in the United States that’s using historic styles to produce not just residences, but entire townscapes.”


“This book looks at more firms because the movement is becoming international, and the strongest nations involved in it are Britain and the United States,” she said. “[The book] is part of the growing body of literature based on the revived interest in classical design.”

Dowling graduated from Tech’s College of Architecture when modernists reigned in design circles.

Many of them sought to exhilarate the public with buildings that had simple forms, space, clean lines, expanses of glass and flat roofs.

But this look of utility became so ubiquitous in the United States that “American cities are consequently filled with buildings of unequaled boredom,” she writes.

In two new books, her European cities have fared somewhat better with modernism, mainly because their cities had the texture of 2,000 years of varied architecture, she writes in “Timeless Architecture.” “A few modern buildings inserted into a strong context did not destroy the character of the whole. In a modern city there is little that allows the passerby to learn of the history of a place or to indicate the city is unique and characteristic of its place in the world.”

Feeling out of alignment with modernists upon graduation, Dowling has maintained a foothold in the classics with an eye toward post-modernism and new urbanism, becoming a go-to expert on classical and traditional architecture. For more than 10 years, she has been a faculty leader for the “History of Art and Architecture in Italy,” a six-week traveling program that introduces Tech students to Italian architecture, painting and sculpture through instruction on-site at museums, in historic buildings and on walking tours through Italian cities.

“Beauty, for many of us, can be found in many different architectural styles,” Dowling said. With the return to classical and traditional architectural forms, “you’re bringing to life the dreams of your client, and I love that.”

Center for Quality Growth and Regional Development earns local Golden Shoe Award

For the second year in a row, Pedestrians Educating Drivers on Safety (PEDS) has awarded Georgia Tech one of its Golden Shoe Awards. The awards celebration was held at the Margaret Mitchell House earlier this month.

PEDS, a member-based organization dedicated to making metro Atlanta safe and accessible for all pedestrians, recognized the Center for Quality Growth and Regional Development as recipient of its Pedestrian-Friendly Education Award.

The citation acknowledged the Center for holding a symposium on context-sensitive design that helped state transportation engineers better understand the promises and challenges of street design that meets transportation needs while supporting the community’s goals and surroundings.

Last year, Technology Square was recognized as the most pedestrian-friendly development in metro Atlanta.
Mechanical Engineering and PACE program integrator at Tech.

Dennis, a research engineer in the School of the top companies are using," said Tord they'll be using all the same programs that many

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devices. In one program a user can design and
run a simulation of how blood flows through
arteries and veins or how fluids move through an

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tions ever given to Georgia Tech, the PACE contri-
bution will give students access to the same pro-
grams used by leading industry professionals,
including those at General Motors.

"This contribution will allow us to train our stu-
dents on the latest and greatest technology. Our
students will be in very high demand because
they'll be using all the same programs that many of
the top companies are using," said Tord
Dennis, a research engineer in the School of
Mechanical Engineering and PACE program inte-
grator at Tech.

The software Tech will receive includes model-
ing and simulation programs that will give stu-
dents new, powerful tools to design everything
from hybrid vehicles or airplanes to biomedical
devices. In one program a user can design and
run a simulation of how blood flows through
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And for General Motors, the new partnership
with Georgia Tech is an investment in the compa-
nym's future.

"Today, working in the automotive product
development arena demands a firm grasp of com-
puter-based design and analysis tools," said Lutz.
"General Motors is pleased to be a part of invest-
ing in the intellectual capital of tomorrow's engi-

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engine.

The software and other contributed technology
will be used primarily by students and faculty in the
aerospace, mechanical and biomedical engi-
neering fields, but will also be useful to students
in many of Tech’s other colleges.

The contributed software and equipment will
be concentrated in a few select labs, including
the new PACE Lab in the A. French Building, but
will also be installed in appropriate computer labs
across campus.

Georgia Tech is the 27th institution to join the
PACE program. Selected universities are invited to
participate based on several criteria, including a
long-term relationship with GPI as a primary edu-
cational partner and a strong recruiting relation-
ship; strength in design, engineering and manu-
facturing; and the institution’s current and intend-
ed interest in developing curricula using PACE
products and processes.

For more information...

For more information about Georgia Tech
assistance in procurement, e-mail
crack.osborne@edi.gatech.edu or visit
www.edi.gatech.edu/GTPAC.

Runners and walkers wanted
GTRI researcher George Whitley and Susan
Paraska, assistant to the associate provost, are
organizing a team of Georgia Tech runners and
walkers to participate in the Kaiser Permanente
Corporate 5K on Sept. 14 at Turner Field.
At least 50 Georgia Tech employees and
friends, including the legendary runner George T. Purdell, have signed up to participate. In the
annual tradition, called the “World’s Largest
Office Party” among the metro-Atlanta business
community. A portion of the proceeds benefits
the Atlanta Braves Foundation and the Boys and
Girls Clubs of Metro Atlanta.
Anyone can participate, and the Tech team
will meet up after the event to relax and enjoy
refreshments at a tent at Turner Field. To join,
visit www.kpcorporate5krunwalk.com. For more
information, e-mail george.whitley@gtltech.edu.

GTRI celebrates 70 Years
Almost 500 employees, family and friends of
the Georgia Tech Research Institute (GTRI) gath-
ered on July 27 for an ice cream social to cele-
b rate the organization’s 70 years of research.

Georgia Tech’s Engineering Experiment
Station – which was renamed GTRI in 1984 –
was chartered by the Georgia Legislature in
1919 to support Georgia industry with high-
quality engineering research; help the state
develop its natural resources, industries, and
commerce; and assist with national programs of
science, technology and preparedness. Funding
became available and work began in 1934, with
a trio of engineers, a $12,000 budget, lots of
ingenuity — and what would become known as
GTRI’s and Georgia Tech’s special brand of entrepre-
nurial engineering know-how.

Today GTRI employs more than 1,200
researchers and support staff and brought in
$154.9 million in research awards during the
past year. GTRI also is one of the few research
and development institutes in the country that
is still affiliated with a university, offering real-
life work experience to approximately 250 grad-
uate and undergraduate students each year.

GTRI’s record for an entire year. According to
the U.S. Defense Logistics Agency, which spon-
sors the center, that translates to 7,900 jobs
created or saved in Georgia. The previous best
year ever was in 2001, when GTPAC-assisted
companies won $287 million in contracts.

GTRI — part of the Georgia Tech Economic
Development Institute — provides no-cost assis-
tance with government procurement to any
company licensed to do business in Georgia.
The center assists companies with all aspects of
the federal procurement process, including
solicitation analysis, proposal preparation, pre-
and post-award counseling, and quality and
accounting systems. Procurement counselors
also analyze whether or not the company has
the potential for government procurement.

For more information about Georgia Tech
Procurement Assistance Center, e-mail
george.whitley@gtri.gatech.edu or visit
www.edi.gatech.edu/GTPAC.

Extreme makeover

Auxiliary Services’ Melissa Moore does her best impersonation of Albert Einstein during a promotion that was part of the weekend events celebrating the grand opening of the Student Center Commons. The multimillion-dollar renovation of the Houston Building includes several new dining options, as well as study lounges and meeting space for student organizations.
**Campus Events**

**Brown Bags/Conferences/Lectures**

**Sept. 3**
GCATT and the Center for Signal and Image Processing co-host a free seminar by Professor David Malah of Technion (Israel Instutit of Technology) on "Transrating of Coded Video Signals via Optimized Requantization," at 3 p.m. in room 119C, GCATT. E-mail stefany.wilson@gactrtl.gatech.edu to reserve a seat.

**Sept. 8**
The College of Management’s IMPACT Speaker Series welcomes Duncan James, group president of Business Performance Solutions for McKesson Corporation, at 4:30 p.m. in the LeCraw Auditorium.

**Sept. 9**
The Center for Research on Embedded Systems and Technology sponsors its Distinguished Lecture featuring David Martinez, associate head of the Sensor Systems Division at the MIT Lincoln Laboratory, on "Real-Time Embedded Computing: Technology Overview" at 11:30 a.m. in room 102, MIBC. For more information, e-mail jalisaw@ece.gatech.edu.

**Sept. 10**
Ivan Allen College’s Science and Technology Studies Seminar Series features Jane Maimeschein, Regents’ Professor and director of the Center for Biology and Society at Arizona State University, on “Embryos, Cloning and Stem Cells in Perspective: History and Context of a Controversy,” at 5:30 p.m. in the Clary Theater.

**Fall/Faculty/Staff Development**

**Sept. 8**
The Office of Sponsored Programs hosts a class on "NSF FastLane Proposal Preparation and Project Reporting," from 9:30 a.m. - noon. Call 894-6944 to reserve a seat.

**Sept. 13-15**
The Office of Sponsored Programs and the National Council of University Research Administrators present "NCURA Fundamentals." This workshop provides an overview of all aspects of award administration including proposal preparation and internal review, negotiation and acceptance of an award, financial and administrative management, closeout and audit. To register, contact Michele Joy Clark at 894-6945 or go to www.osp.gatech.edu/prodev/workshops.htm.

**Campus Classifieds**

**AUTOMOBILES**

1996 Oldsmobile Ciera SL wagon. White, 678-232-3475. E-mail david.gifford@gtri.gatech.edu or call 404-444-5455.

1995 F150 XL. Auto, 6-cylinder, 8-foot bed w/top, new Michelin tires, class 3 hitch, 67K miles. $28,900. Call 404-252-2147.

2000 BMW X5, Topaz, 4.4L, excellent condition, maintenance records. CD player, 77K miles. $28,900. Call 404-252-2147.

2000 Mazda 626 LX. Haroon, tan interior, 78K miles, 4-door, automatic, power windows and locks, AM/FM/CD, clean, excellent maintenance history, $7,500. Call 678-795-1784 or email BethL136@aol.com.

Furniture

Oak dining room table w/leaf section and 3 chairs in very good condition. $75, will send photos. E-mail david.gifford@gtri.gatech.edu or call 678-232-3475.

**REAL ESTATE/BROOMROOMS**

Large 2BR/1BA apartment in Buckhead/Midtown. Hardwood floors, washer/dryer included, high-speed wireless internet. $925/month. Call Amy at 404-266-5912 or e-mail pcreamy@ncispace.net.

1BR furnished, loft-style condo. New building, 24-hr concierge. Indoor parking. Walk to Tech. $1,300/mo. Call 404-894-6820.

1996 Oldsmobile Ciera SL wagon. White, a/c, cassette. One owner, well maintained. Second seats fold down for more cargo room. 176K miles, $2,500. Call 770-928-7344 or e-mail rita.brown@edi.gatech.edu.

1998 Ford Explorer, 2-door, red. Good condition, well maintained. Automatic, AM/FM/CASS/cassette, roof rack, 768 miles, one owner, dealer maintenance. $7,200. E-mail jaj0178@yahoo.com or call 678-778-3862.

2000 BMW X5, Topaz, 4.4L, excellent condition, maintenance records. CD player, 77K miles. $28,900. Call 404-252-2147.

**Miscellaneous**

**Sept. 13**
The Wesley Foundation’s annual William Landiss Lecture will be delivered by Mark Daw and based upon her book “Unslepered Hope: A Call to Faithful Living in an Affluent Society,” at 7:30 p.m. in the Fetzer Center. For more information visit www.cyberbuzz.gatech.edu/wesley.

**Sept. 14**
Combined meeting of the General Faculty Assembly and Academic Senate, 3 - 5 p.m., in the Student Center Theater. For more information, visit www.facultysenate.gatech.edu.

**Sept. 15**
The Center for the Study of Women, Science, and Technology (WST) and the Women’s Resource Center invite the campus community to their annual reception, 3:30 - 5 p.m. in the Student Services Atrium. For more information, call 385-0250 or visit www.womenscenter.gatech.edu.

**Sept. 21**
TIAA-CREF representatives will be on campus for one-on-one financial counseling sessions. To schedule an appointment, visit www.tiaa-cref.org/moc or call 800-842-2003.

**Classifieds**

Appliances

No more refrigerator, approx. 10 years old, $100 OBO. Call 894-1022 or e-mail bella-dahardin@feder Lexis.com.

White, brand new GE stove, dishwasher and refrigerator. All 3 for $1,200. E-mail jay0178@yahoo.com or call 678-232-3475.

1983 Porsche 928S. Red on black, 140K miles. Sapeed. Needs some work, $6,000 OBO. E-mail billiance@77@hotmail.com.

1995 F150 XL. Auto, 6-cylinder, 8-foot bed w/ton, new Michelin tires, class 3 hitch, very good condition, photos. $4,800. E-mail david.gifford@gtri.gatech.edu or call 678-232-3475.

**RENTAL/HOUSING**


**Olympus Digital Camera, $80; Palm Pilot IIcse, $60; marble chess set, $40. E-mail shoba.king@coe.gatech.edu.**

**Sony monitor, $35; Yamaha keyboard, $25; Joysirushi rice cooker, $20.**

**Panasonic VCR, $15; Brother sewing machine, $12; too Holmes HEPA air purifiers, $10 each. Call 678-852-7604 or e-mail pevd@lycos.com.**

Free oak firewood, 404-502-8953.

*Chihuahua puppies. 10 weeks old, wormed. Adorably cute! $25. Call Tom, 385-1463.*

Free yellow jacket wasp nest removal. *Nests to be used in research at Georgia Tech. Call 385-6311 or e-mail michael.goodisman@biology.gatech.edu.*

National Science Digital Library (NSDL): The Importance of Educational Contextualization, from noon - 2 p.m. in the Library’s Wilby Conference Room. For more information, visit www.celt.gatech.edu.

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