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THE WHISTLE

FACULTY/STAFF NEWSPAPER

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THE GEORGIA INSTITUTE OF TECHNOLOGY

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.

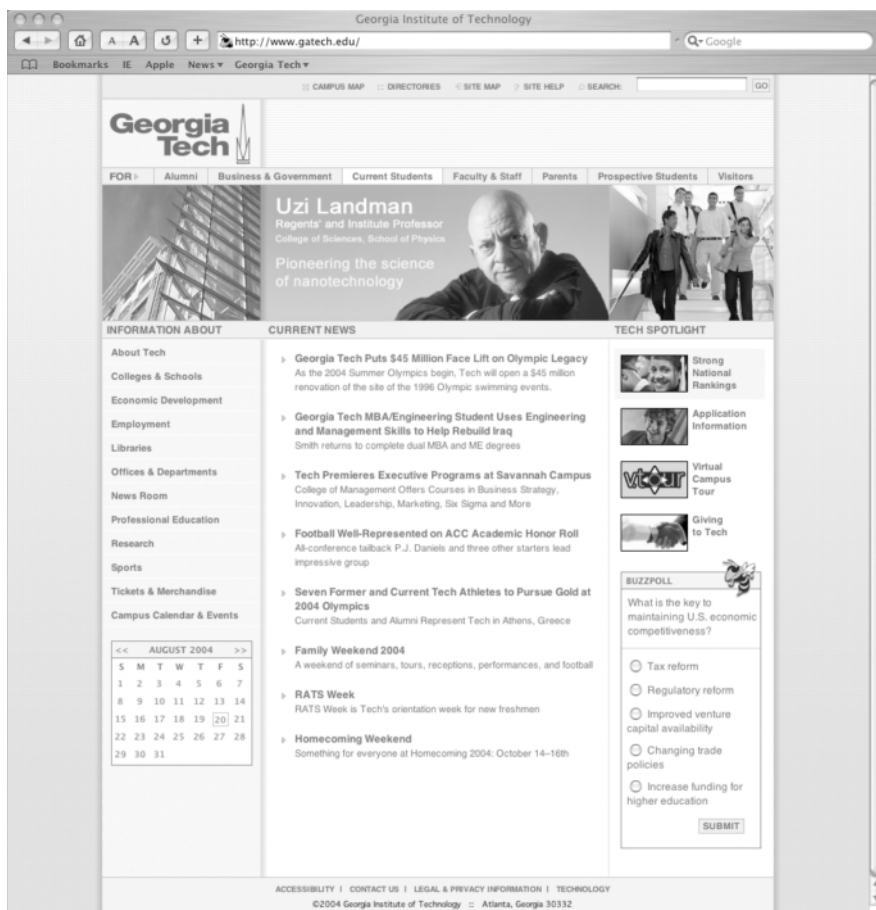
"Not only did we want to address all of the issues brought to light by user feedback," Smith said, "we also wanted to set an advanced standard for Web publication at the university level — both in terms of the code used to implement the site, and the visual aesthetic."

"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 McRainey
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 contributed technology will strengthen Tech's push to innovate through collaboration."

PACE continued, page 3

QUOTE UNQUOTE

"I wouldn't be surprised if we have to go to a midyear increase (in tuition). I don't see any way we could avoid it."
—Provost Jean-Lou Chameau, responding to speculation that Gov. Sonny Purdue may cut an additional \$68 million from the University System budget. If the full cut is enacted, Tech would lose \$7 million in funding.
(Atlanta Journal-Constitution)

"It's a delicate balance. You don't want Georgia Tech to respond to fads. But over the course of a generation, you would expect a top-notch curriculum to anticipate where the industry would be."
—Rich DeMillo, dean of the College of Computing, on how best to respond to declining enrollment in computer science programs.
(Atlanta Business Chronicle)

Professor documents rebirth of classical architecture

Sean Selman
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 natures 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 inspiringly beautiful."

Dowling said that the principals of Atlanta's Harrison Design Associates



photo by Nicole Cappello

Professor Betty Dowling with Bill Harrison, at one of the Atlanta homes his firm has designed. Harrison Design Associates, she writes, incorporate classical motifs to create buildings that "respond to the time-honored desire for a beautiful environment."

— 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 and familiar imagery, and respond to the time-honored desire for a beautiful environment" — mostly through their use 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."

Dowling's forthcoming book, "The New Classicism: The Rebirth of Traditional Architecture," looks at a similar trend among five British and nine American architectural firms. Harrison Design Associates will again feature prominently in that book.

"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, spare, 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.

"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 passersby 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."



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Georgia Tech is a unit of the
University System of Georgia.

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.

Extreme makeover



photo by Nicole Cappello

Auxiliary Services' Melissa Moore does her best impersonation of Albert Einstein during a promotion that was part of the weeklong 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.

PACE, cont'd from page 1

And for General Motors, the new partnership with Georgia Tech is an investment in the company's future.

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

One of the largest corporate in-kind contributions ever given to Georgia Tech, the PACE contribution will give students access to the same programs used by leading industry professionals, including those at General Motors.

"This contribution will allow us to train our students 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 integrator at Tech.

The software Tech will receive includes modeling and simulation programs that will give students 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 arteries and veins or how fluids move through an engine.

The software and other contributed technology will be used primarily by students and faculty in the aerospace, mechanical and biomedical engineering 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



photo by Nicole Cappello

Georgia Tech and PACE leadership celebrate the new partnership and technology contribution.

long-term relationship with GM as a primary educational partner and a strong recruiting relationship; strength in design, engineering and manufacturing; and the institution's current and intended interest in developing curricula using PACE products and processes.

For more information...

Partners for the Advancement of Collaborative Engineering Education (PACE)
www.pacepartners.org

IN BRIEF:

GTRI celebrates 70 Years

Almost 500 employees, family and friends of the Georgia Tech Research Institute (GTRI) gathered on July 27 for an ice cream social to celebrate 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 EES's and GTRI's own special brand of entrepreneurial engineering know-how.

Today GTRI employs more than 1,200 researchers and support staff and brought in \$134.9 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 graduate and undergraduate students each year.

GTPAC breaks record

In the first six months of 2004, the Georgia Tech Procurement Assistance Center (GTPAC) helped Georgia companies win \$336 million in government contracts – already more than GTPAC's record for an entire year. According to the U.S. Defense Logistics Agency, which sponsors 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.

GTPAC – part of the Georgia Tech Economic Development Institute – provides no-cost assistance 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 assistance in procurement, e-mail zack.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 30 Georgia Tech employees and friends, including the legendary runner George P. Burdell, 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.kpcorporaterunwalk.com. For more information, e-mail george.whitley@gtri.gatech.edu.

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 Institute of Technology) on "Transrating of Coded Video Signals via Optimized Requantization," at 3 p.m. in room 119C, GCATT. E-mail stefany.wilson@gcatt.org 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 Georgia Tech Information Security Center's Distinguished Lecture Series welcomes David Aucsmith, security architect and chief technology officer of Microsoft's Security Business Unit, on "Creating and Maintaining Software that Resists Malicious Attack," at 3 p.m. in the Clary Theater.

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, MiRC. For more information, e-mail jalisa@ece.gatech.edu.

Sept. 10

Ivan Allen College's Science and Technology Studies Seminar Series welcomes Jane Maienschein, 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 3:30 p.m. in the Clary Theater.

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 presents "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.

Sept. 23

The Center for the Enhancement of Teaching and Learning's Fall 2004 Faculty Development Seminars welcomes Professor Kurt Gramoll, University of Oklahoma, on "Web Portals for Engineering Education Courses," and Professor Thomas Reeves, University of Georgia, on "The

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.cetl.gatech.edu.

Miscellaneous

Sept. 13

The Wesley Foundation's annual William Landiss Lecture will be delivered by Marva Dawn and based upon her book "Unfettered Hope: A Call to Faithful Living in an Affluent Society," at 7:30 p.m. in the Ferst 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 an agenda, 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 385-0230 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.

C L A S S I F I E D S

APPLIANCES

Kenmore refrigerator, approx. 10 years old, \$100 OBO. Call 894-1622 or e-mail belinda.harding@dev.gatech.edu.

White, brand new GE stove, dishwasher and refrigerator. All 3 for \$1,200. E-mail annette.gaddis@gtri.gatech.edu or call 894-4445.

AUTOMOBILES

1940 Buick Special. Black, 8-cylinder, one owner, very good condition, pictures available. E-mail gail.greene@mgt.gatech.edu or call 894-8713.

1983 Porsche 928S. Red on black, 140K miles, 5-speed. Needs some work. \$6,000 OBO. E-mail bdlane77@hotmail.com.

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

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/CD/cassette, roof rack, 76K miles, one owner, dealer maintenance, \$7,200. E-mail jay0178@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.

2000 Mazda 626 LX. Maroon, tan interior, 75K miles, 4-door, automatic, power windows and locks, AM/FM/CD, clean, excellent maintenance history, \$7,500. Call 678-797-0245 or e-mail BethL513@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/ROOMMATES

Large 2BR/1BA apartment in Buckhead/Midtown. Hardwood floors, washer/dryer included, high-speed wireless internet. \$925/month. Call Amy at 404-966-3912 or e-mail perezamy@netscape.net.

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

1BR garden apartment in Inman Park, free of charge in exchange for 20 hours childcare/wk. beginning in August. New kitchen & bath, off-street parking, private deck. Usually rents for \$775/month. Call 404-658-1784 or e-mail ruthduso@mindspring.com.

1BR apartment, located near Turner Field. Easy access to I-75 and I-20 or MARTA. \$500/month, \$150 non-refundable deposit

required. Call 216-0615 or e-mail www.nflmaddox33@yahoo.com.

2BR/2BA spacious 1,200-sq.-ft. condo near I-285 and Roswell Rd. in Sandy Springs, within walking distance of restaurants, shopping and nightlife. \$950 + utilities. Call Shane at 404-234-8966.

Italian male, 26 yrs., seeking 3-month lease starting Sept. 1. Must be near campus, furnished studio, 1BR, or room in shared house. E-mail enrico@fpmicro.com.

Charming 3BR/2BA home on large lot in Collier Hills. Two-car garage, finished basement, fenced yard, very convenient to campus. \$389,000. Contact Sarah Mock, 404-683-9012.

3BR/2BA elegant 'mountain' home in Buckhead. Quiet and privacy on large wooded lot. Central location, 10 minutes from Tech. Fabulous neighborhood in Morris Brandon School district. \$449,000. Call 404-815-1812.

2BR/1BA apartment in VaHi duplex. Washer/dryer, central heat and air, alarm and off-street parking. Walking distance of Piedmont Park and restaurants. No pets or smokers. \$1,100/month. Call 894-7429 or e-mail jennifer.dubose@gtri.gatech.edu.

1BR/1BA apartment between GT and Atlantic Station. H/W floors, W/D, D/W, large deck, off-street parking, quiet street, available now. \$750/month includes gas/water/satellite TV. Call 404-881-1685

or e-mail lh20@mail.gatech.edu.

1BR/1BA condo in Midtown. Walking distance to everything. Covered, gated parking. Pool. Workout facilities, stainless steel appliances. \$1,000/month, utilities not included. Call 404-368-9367.

MISCELLANEOUS

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

Sony monitor, \$35; Yamaha keyboard, \$25; Zojirushi rice cooker, \$20; Panasonic VCR, \$15; Brother sewing machine, \$12; two Holmes HEPA air purifiers, \$10 each. Call 678-852-7694 or e-mail pevdl@lycos.com.

Free oak firewood, 404-502-8953.

Chihuahua puppies. 10 weeks old, wormed. Adorably cute! \$250. 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.

Members of the faculty and staff may send classified ads to editor@icpa.gatech.edu. Due to the volume of submissions, it may take several weeks for ads to appear in print.