Design for an Architectural Source Booklet

Robert P. Keough

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DESIGN FOR AN ARCHITECTURAL
SOURCE BOOKLET

ROBERT P. KEOUGH

MAY 27, 1968
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INDEX

Part I  Thesis Proposal

Part II  Introduction

Design for an Architectural Source Booklet

Part III  Research and Selection of Subjects

Part IV  Photographing of Subjects Selected

Part V  Designing of the Booklet

Part VI  Text Material for the Booklet

Part VII  Conclusion

Part VIII  Bibliography

Thesis - Master of Fine Arts
College of Fine and Applied Arts
Rochester Institute of Technology
Robert P. Keough
27 May 1968
INDEX

Part I  Thesis Proposal

Part II  Introduction

Part III  Research and Selection of Subjects

Part IV  Photographing of Subjects Selected

Part V  Designing of the Booklet

Part VI  Text Material for the Booklet

Part VII  Conclusion

Part VIII  Bibliography
Thesis Proposal

Purpose of the Thesis: To design a booklet which would include the finest existing examples of architecture from 1840 to 1910 in the vicinity of Park Avenue, Rochester, New York. The compiling of information and designing of this booklet make it of interest to Architects, Photographers and Historians alike.

Scope of the Thesis: I worked with the records of the County Court House, the City Hall, the office of the City Historian and the Society for the Preservation of Landmarks in Western New York to compile the factual information as a text for architectural photography. It is to be taken of selected buildings in the vicinity of Park Avenue. The photographs and text will be used to design an Architectural Source Booklet of at least sixteen (16) pages. The booklet would be designed to be reproduced by offset press in soft (2) colors.

Procedures: (1) Preliminary survey of the area for selection of the buildings to be included in the booklet, using notes of the best photographs for the most favorable photographs. (2) From the above Listed references sources, compile information on each building selected. (3) Photograph each building selected for the booklet. (4) Design and layout the booklet for reproduction. (5) Compile the Thesis report which will include all reference sources used, technical information on photography, bibliography and the transcript of all interviews made.

Part I
Thesis Proposal

Purpose of the Thesis: To design a booklet which would include the finest existing examples of architecture from 1840 to 1910 in the vicinity of Park Avenue, Rochester, New York. The compiling of information and designing of this booklet make it of interest to Architects, Photographers and Historians alike.

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Procedures: (1) Preliminary survey of the area and selection of the buildings to be included in the booklet (making note of the best time of day for the most favorable photographs). (2) From the above stated reference sources, compile information on each building selected. (3) Photograph each building selected for the booklet. (4) Design and layout the booklet for reproduction. (5) Compile the Thesis report which will include all reference sources used, technical information on photography, bibliography and the transcript of any interviews made.
The first point I would like to make clear is that I do not believe that all that is old is good, nor do I believe everything should be saved from one generation to another. However, in every area of man’s existence, there are a number of items that would be desirable to preserve for the future as examples and voices of reference.

In architecture, many fine buildings have been built, and good architecture, like bad architecture, wears out with age. Among these fine works of architecture, there are a few that at all costs should be preserved, but this is another question. I feel that in older areas where there is a large shortage of housing within the inner city, we should never allow whole areas to decay through neglect and then have to clear this area, displacing thousands of people, in order to build new housing.

If we look at our inner cities and if major projects are undertaken early to revitalize existing areas and apartments, we can not only save the tens of millions of dollars that go into maintaining the charm of some of our older city areas. Modern contemporary urban renewal one takes a distressed area within the inner city that has tree-lined streets and homes that contain everything, building row after row of apartments and clearing new areas that will be enjoyed by three generations hence, and it will be time to destroy these structures because they are not old.

This presentness was designed to save the charm and value of good repair in which many buildings in one of Rochester’s inner city areas are in, even after one hundred years of use. This area is now and has been for a number of years in a transition from largely one family, privately owned homes to multiple dwellings, but this change does not have to doom that area as it did Rochester’s old Third Ward.
Introduction

The first point I would like to make clear is that I do not believe that all that is old is good, nor do I believe everything should be saved from one generation to another. However in every area of man's existence, there are a number of items that would be desirable to preserve for the future as examples and points of reference.

In architecture, many fine building have been built, and good architecture like bad architecture, wears out with age. Among these fine pieces of architecture there are a few that at all cost should be preserved, but this is another question. I feel that in this time where there is a large shortage of housing within the inner city we should never allow whole areas to decay through neglect and then have to raze this area, displacing thousands of people, in order to build new housing. If we look at our inner cities and if major projects are undertaken early to renew existing homes and apartments, we can not only save time and tax dollars but also maintain the charm of some of our inner city areas. Under contemporary urban renewal one takes a distressed area within the inner city with its tree lined streets and old homes and destroy everything, building row after row of apartments and planting new trees that will be enjoyed by three generations hence, when it will be time to destroy these structures because they are now old.

This booklet was designed to show the charm and state of good repair in which many buildings in one of Rochester's inner city area are, in, even after one hundred years of use. This area is now and has been for a number of years in a transition from large one family privately owned homes to multiple dwellings, but this change does not have to doom this area as it did Rochester's old Third Ward.
Regeneration and Selection of Subjects

In the Second Place, I have in mind that for every house in Rochester, there exist records kept of all the homes in Rochester's history and description of 25 homes, and from these, I photographed 21. Of the 21 photographing, I used two of them in conjunction with three supporting photographs taken in the same area of Rochester. The way in which the homes were selected was by a number of criteria, including: (a) external taste, (b) the state of preservation, (c) the date of construction (in order to make a chronological progression), (d) the building for maximum variety of type and (e) their location on the Avenue which runs through the heart of the city Ward.

In summarizing the fact that the following were used:

(a) Maps which are books of maps published by the city at various times showing streets, street numbers, lots, lot numbers, etc., of the area if the exist. The Flat Books for the city of Rochester were published in 1875, 1888, 1900, 1910, 1926 and 1936. Also in 1907 to date, the way in which I used the maps was to compare the images on the 1875 map but also in 1888, the 1900 map, etc., we can put the date of construction before those dates. We also can tell the type of building structure and the orientation of the building from these maps. Copies of the city and county Flat Books can be found in the Rochester Public Library Local History department. The Office of the City Historian and the County Sheriff's Office, both of which are at the County Office building on Main Street.

(b) The City Directory, a book published each year by street numbers since 1907, we can determine what the home was built. I would use these to trace back and find the the home was built. For example, if at a given address there is a listing in the 1907 book but no listing in the 1906 book, one may conclude that 1906 was the year of construction. We can find copies of the City Directory at the Rochester Public Library and the Office of the County Historian. They have been published since 1876.
Research and Selection of Subjects

(a) The City Assessor's Office in the City Hall will give the date of construction of homes in Rochester, but their records before. Out of all the homes in Rochester's 12th Ward I choose of 25 homes and from these I photographed 21. Of the 21 photographed I used ten of them in conjunction with three supporting photographs taken in the same area of Rochester. The way in which the homes were selected was by a number of history, criterion: (a) my personal taste; (b) the state of preservation, (c) the date of construction (in order to make a chronological progression); (d) selected for maximum variety of type and (e) their proximity to Park Avenue which runs through the heart of the 12th Ward. In compiling the factual information for the booklet the following sources were used. Rochester plays a major part.

(a) Plat Books which are books of maps published by the City at various intervals showing streets, street numbers, lots, city lot numbers and houses if the exist. The Plat Books for the city of Rochester were published in 1875, 1888, 1900, 1910, 1926 and 1938 with revision to date. The way in which I used the maps was as follows: if a house does not appear say on the 1875 map but does appear on the 1888 map, you can put the date of construction between those dates. You also can tell the type of building material and basic shape of the building from these maps. Copies of the city and county Plat Books can be found in the Rochester Public Library Local History department, the Office of the County Historian and the County Clerk's Office, both of which are in the County Office building on Main Street.

(b) The City Directory, a book published each year by street numbers since 1894 and by individual name before that date. I would use these to trace back and find the the home was built. For example, if at a given address there is a listing in the 1907 book, but no listing in the 1906 book, one may conclude that 1906 was the year of construction. You can find copies of the City Directory at the Rochester Public Library and the Office of the County Historian. They have been published since 1855.
(c) The City Assessor's Office in the City Hall will give the date of construction of homes in Rochester, but their records before 1890 seem to be only approximate or within five years of a date you may find by another source.

(d) Rochester Public Library, Main Branch, on South Avenue maintains both sets of Plat Books and the City Directory. They also maintain thousands of other volumes of local history. This is also the office of Mr. Blake McElveen, City Historian. The Rochester Public Library publishes quarterly Rochester History a booklet edited by Mr. McElveen.

(e) The Office of the County Historian in the County Court House on Main Street maintains copies of the city and county Plat Books, city and county directory and a number of volumes on county history in which Rochester plays a major part.

(f) City of Rochester, Bureau of Engineering, Division of Maps and Surveys maintains and sells maps of Rochester showing city and ward boundaries. The map was used to determine the area of the 12th Ward.

(g) The Society for the Preservation of Landmarks in Western New York has a few records on surveys they have done in the Rochester area, mostly incomplete.
Photographing of Subjects Selected

With this quotation from *Aperture* 6:4 in mind the photographs for this booklet were taken:

"The architectural photographer should learn to approach his mystique of interpretation with a lively interchange between intellectual knowledge and a craftsman's feeling. The intellectual side is mainly conceptual, expressible in words and usually indirect. Knowing where a given example fits in history, or in the economics, or the technical features will help plan the photography; whereas the feeling side is direct, wordless, a way of invoking the insight needed on the spot to reach Part IV. The more experience he has the better he knows how the when to bring his intellectual into play and how and when to let his feeling take over."

Minor White

All the photographs in the booklet were taken with a Nikon F 35 mm camera with a 35 mm f 3.5 perspective control lens on Kodak Panatomic X film rated at ASA 32. The film was developed in Kodak D-76 developer (one part of Developer to one part of water) at 70°F for 8 minutes and fixed and washed to manufacturer's directions. A Nikon Y 48 yellow filter with a filter factor of 1.7 was used to darken the sky. The negatives were exposed and developed for maximum negative detail. The only exception to the above is the inside photograph and the photograph on page 15 which were taken on Kodak Tri-X film and developed in D-76 for 7 minutes at 68°F. A Nikon 105 mm and 200 mm lens was used.
Photographing of Subjects Selected

With this quotation from *Aperture 6:4* in mind the photographs for this booklet were taken:

The architectural photographer should learn to approach his mystique of interpretation with a lively interchange between intellectual knowledge and a craftsmanship of feeling. The intellectual side is mainly conceptual, expressible in words and usually indirect. Knowing where a given example fits in history, or in the economics, or the technical features will help slant the photography; whereas the feeling side is direct, wordless, a way of evoking the insight needed on the spot to reach essence. The more experience he has the better he knows how the when to bring his intellect into play and how and when to let his feeling take over.

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All the photographs in the booklet were taken with a Nikon F 35 mm camera with a 35 mm f 3.5 Perspective Control lens on Kodak Panatomic X film rated at ASA 32. The film was developed in Kodak D-76 developer (one part of Developer to one part of water) at 70° for 8 minutes and fixed and dried to manufacturer's directions. A Nikon Y 44 yellow filter with a filter factor of 1.7 was used to darken the sky. The negatives were exposed and developed for maximum shadow detail. The only exception to the above is the cover photograph and the photograph on page 15 which were taken on Kodak Tri-X film and developed in D-76 for 7 minutes at 70°. A Nikon 105 mm and 200 mm lens was used respectively.
A- Dining Room Window 15 Howley Street
B- 5th Seat Avenue
C- 9 Arnold Park
D- Smith Goodman Street
E- 10 Arnold Park
F- 12 Arnold Park
Photographs of Selected Subjects
G- 21 Howley Street
H- 1-2-13 Park Avenue
I- 22 Vink Park B
J- 39 Howley Street
K- 500 Park Avenue
L- 51 Harrington Street
M- 815 Park Avenue
A - Dinning Room Window 14 Rowley Street
B - 546 East Avenue
C - 8 Arnold Park
D - 36 South Goodman Street
E - 6 Arnold Park
F - 5 Arnold Park
G - 21 Rowley Street
H - 182-184 Park Avenue
I - 22 Vick Park B
J - 39 Rowley Street
K - 500 Park Avenue
L - 51 Barrington Street
M - 215 Park Avenue
FINANCED BY
First Federal Savings
AND LOAN ASSOCIATION OF ROCHESTER
THRU
ALFRED K. Greene
MORTGAGE BROKER
Part V

This booklet from the front was designed to be a visual presentation with a minimum of text. The format size of 9 by 7 inches was chosen arbitrarily, but the printing of one photograph per page was done in the interest of giving the largest possible image.

The mechanicals are 1/32 inch on all sides showing facing pages for ease of reading. The margin, which is for 1/8 trim on all sides. All measured and sized photographs and mechanicals have been made ready for the printer.

The only change in design of the dummy after the dummy was made was in the cover. Part V of the 20% color printer stayed the same, but a new lover with the title "Still Life" was used instead of the old one (the title was added instead of the 15 point Caslon it had been on second line of this part).

Figure 1 Cover design as copy for 20% color printer. Original design
2 Mechanical for cover.
3 Mechanical for pages A and B.
4 Mechanical for pages A and C.
5 Mechanical for pages A and D.
6 Mechanical for pages A and E.
7 Mechanical for pages A and F.
8 Mechanical for pages A and G.
9 Mechanical for pages A and H.
10 Mechanical for pages A and I.

The text throughout has been modified by the use of press on Greaking.
Design of the Booklet

This booklet from the first was intended to be a visual presentation with a minimum of text. The trim size of 9 by 7 inches was chosen arbitrarily, but the placing of one photograph per page was done intentionally to give the largest possible image.

The mechanicals are 18⅝ by 7⅝ inches in size showing facing pages for ease of layout. The extra ⅛ inch is for 1/8 trim on all sides. All visual material photographs and mechanicals have been made ready for reproduction.

The only change in design of the booklet after the dummy was made was in the cover. The halftone with 20% color printer stayed the same, but a black printer with the title "Still Life", reversed in 48 point Caslon, was added instead of the 72 point Caslon on a white ground (fig. 1 of this part).

Figure 1 Cover design on top New design on bottom original Design
2 Mechanical for Cover
3 Mechanical for pages 2 and 3
4 Mechanical for pages 4 and 5
5 Mechanical for pages 6 and 7
6 Mechanical for pages 7 and 9
7 Mechanical for pages 10 and 11
8 Mechanical for pages 12 and 13
9 Mechanical for pages 14 and 15
10 Mechanical for Rear Cover

The text throughout has been indicated by the use of press on Greking.
Photographs of Page Mechanicals
This photograph is of a very handsome old house where the home of George E. Thompson was located until the end of 1967 when this handsome residence was razed. Beautiful buildings, as this one was, are not the result of one person or even a company but by a totally acceptable community. Maybe this house was in disrepair, or difficult to maintain or maybe just old and we do tend to get attached which is odd. Whatever the case it no longer exists to be seen, studied or appreciated.

At a time when housing within the inner city is so scarce we cannot afford the time or the expense of razing whole areas and rebuild anew. Our inner cities should never be allowed to arrive at the point where we are forced to this means of rehabilitation.

We need to look at areas of our inner cities that are in transition from privately owned homes to multiple dwellings. It is time we legislate to ease into a smooth transition and also maintain the grace of these unique city areas.

All the houses in the Arnold Park, Gramercy Park, New York's 16th Ward and the many other fine multiple dwellings today. Here is a statement worth finding. While the inner city is there is "Still Life".

Page 4:
No. 8 Arnold Park
Built: 1868
Original owner: Henry P. Hall, lawyer.
This photograph is of a vacant lot at 546 East Avenue where the home of George H. Thompson (1877) stood until the Fall of 1967 when this handsome structure was destroyed. Beautiful buildings, as this one was, are not destroyed by one person or even by a company but by a totally apathetic community. Maybe this house was in disrepair, or difficult to maintain or maybe just old and we do tend to cast off that which is old. Whatever the case it no longer exists to be seen, studied or appreciated.

At a time when housing within the inner city is so scarce we cannot afford the time or the expense of razing whole areas and rebuild anew. Our inner cities should never be allowed to arrive at the point where we are forced to this means of rehabilitation.

We need to look at areas of our inner cities that are in transition from privately owned homes to multiple dwellings. It is time we legislate to make this a smooth transition and also maintain the charm of these inner city areas.

All the homes in this booklet are within Rochester, New York's 12th Ward and for the most part are multiple dwellings today. Here is photographic proof that within the inner city there is "Still Life".
In working on their studies, a user learned to some degree more about design, layout, presentation, and reproduction. Of most importance, the student learned that a sense of play in the area of visual communication can enhance the value of all the talents a user has learned over the years. The intrinsic reality, even at this small scale, can be seen from the conception to completion and all the points in between. A degree of effort through to get there. How many who build are doing something, and how each has to be controlled to become the desired structure. I feel, the importance of this section is that I take every credit responsible for every single page production of this booklet.

One additional fact that became is not in the area of design or photography, but in the area of researching missions, not in how to research, but the states in which public records are in. Within this city there are so many that if institutions holding historical information and no one knowing what the other man. There is a need to catch and catalogue these information in order to get an overall view of Newhart's History.
Conclusion

In working on this thesis I have learned to some degree more about design, layout, photography and reproduction. Of most importance, the greatest learning experience took place in the area of overall production, bringing together all the talents I have learned over the year. For instance seeing, even at this small scale, how a book goes from conception to completion and all the great number of stages it goes through to get there. How each step builds one upon another and how each has to be controlled to insure the desired outcome. So I feel the importance of this thesis is that I have made myself responsible for every stage in the production of this booklet.

One additional fact I learned is not in the area of design or photography, but in the area of researching subjects. Not in how to research, but the state in which public records are in. Within this city there are no less than 12 institutions holding historical information and no one knowing what the other has. There is a need to catalog and coordinate this information in order to get an overall view of Rochester's History.
Part VIII


Architecture Worth Saving in Onondaga County, Syracuse, N.Y., Syracuse University School of Architecture, 1961.


Tunnard, Christopher and Reed, Kerry Hope, Skypine, New York, Mentor Book, 1953.
Bibliography


Architecture Worth Saving in Onondaga County, Syracuse, N.Y., Syracuse University School of Architecture, 1961.


Tunnard, Christopher and Reed, Henry Hope, American Skyline, New York, Mentor Book, 1953.