

## TAGA HONORS AWARD 1987

to

### WARREN L. RHODES

*for his over 40 years of dedicated service to the Graphic Arts during which he served as head of GARC at RIT where he pioneered research in tone and color reproduction, was president of TAGA and ISCC, contributed to Graphic Sciences research at Xerox, has returned to the industry as a consultant, and has resumed his contributions to its literature and functions, TAGA honors Warren L. Rhodes.*



**WARREN L. ("DUSTY") RHODES** began his career in Graphic Arts by attending the School of Photography at Rochester Institute of Technology and working as a student research assistant in its Graphic Arts Research Center (GARC). Upon graduation, he joined GARC where he conducted research on printing pictorial color in newspapers by web offset. In 1952, he was made Head of the Photographic Laboratory and extended his research to include lithographic print sharpness, tone and color reproduction, and statistical quality control for lithography. His first technical paper, "Tone and Color Control in Reproduction Processes" published in the TAGA Proceedings 1954, discussed dot gain, gray balance and tone reproduction, and proposed methods for color ink density measurement and control, all factors that are now being rediscovered.

In 1955, Dusty was promoted to Head of GARC during its "golden" years of research. During this period, he was president of TAGA in 1962, president of ISCC and Editor of its newsletter, delegate to International Association of Research Institutes for the Graphic Arts Industry (IARIGAI) conferences, Fellow of the Association of Printing Technologists, now Institute of Printing (England), and member of the Executive Committee of the Research and Engineering Council of the Graphic Arts.

In 1965, Rhodes joined the Xerox Webster Research Center, where he became Manager of the Graphic Sciences Branch in 1968 and Principal Scientist in 1970. He moved to the Xerox Palo Alto Research Center in 1977 where his research involved scanning, digitizing, and printing pictorial color images and the problems of color image display, manipulation and printing.

He is an internationally known lecturer, having presented papers throughout the United States, Canada, South America, most of the western European countries and Japan, and, most recently, the Peoples Republic of China. Upon his retirement in 1984, Dusty started a consulting practice in color reproduction, including digital image display, manipulation, and printing.