
A New Look, But Still The Same Old Tech
By Josh Hartmann (Opinion)

On your way through Lobby 7 today, you may not have recognized The Tech. Instead of the distinctive dark nameplate and headlines that you have grown to know and love, you see a paper that may appear as a stranger — with a completely different style.

This issue is the first to incorporate The Tech's new design. The redesign is the product of literally months of work by many members of the newspaper's staff. The redesign was aimed to make the newspaper appear friendlier without losing touch with its 114-year tradition. Work on the redesign began last summer and continued right through the end of the Independent Activities Period.

One of the more striking changes you will notice is in the nameplate itself. It is a variant of a design that first made its way onto The Tech's front page on June 10, 1916. Behind the letters in a drawing of Killian Court and MIT's main buildings, which at the time had barely been completed. In fact, one of the headlines in that debut issue read, "NEW BUILDINGS READY FOR FORMAL DEDICATION."

"AUIP, our powerful version of UNID, is destined to be the multi vendor operating system of choice... it's easy, powerful! Once it's working with the incredible RISC/Macintosh architecture on the drawing board, it'll be the answer to everyone's wish list..."

"Our whole approach to human interface — object-oriented programming, open systems, internationalization — it's bridging the gap between users, computers, the whole ball of wax...

"Macintosh was destined to become the desktop multimedia powerhouse. QuickTime seems to have cemented the position set up by our state-of-the-art imaging and knockout graphics...

"This represents incredible opportunity for people with a BS, MS, PhD in Computer Science, Computer Engineering or Electrical Engineering, or an MBA (preferably with a technical undergraduate degree). Sign up with your appropriate Career Planning and Placement Center for our on-campus interviews."