

# Bob Rose, M.Ed.

Assistant Professor | Photographic Sciences  
School of Photographic Arts & Sciences  
College of Art and Design

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## Curriculum Vitae

### Profile

I have been involved in photography since picking up my first camera in 1962. After graduating from Rochester Institute of Technology, I joined the photo industry in 1978. Shortly thereafter, I realized I had a remarkable opportunity to become integral in shaping the future of imaging. To support this goal, in 1999 I started my own company VMI, which continues today to provide innovative solutions and acts as a technology resource for corporations and industry professionals. I have worked on location with imaging companies across the planet and become sought after internationally as a mentor, peer reviewer and expert at the leading edge of technology. I have been invited to participate and speak at educational technology conferences around the world, and my contributions and direct involvement have helped companies make better products, promote their brand awareness, and make it easier to both teach and learn photography. As a technical editor, I have produced and published technical papers, contributed to numerous books and instructional journals. With more than 35 years of experience in the professional field of the photographic industry, I returned to RIT to share my experiences in the industry as a photographer, educator, editor and consultant, to engage in scholarship, pedagogy and service to the students, the institute and the photographic community.

### Career Highlights

More than 35 years of professional experience my qualifications include:

- Assistant Professor in the Photographic Sciences department in the College of Art and Design (CAD) at the Rochester Institute of Technology (RIT), 2015-Present.
- Recipient of the Annual Chuck Westfall Technical Education Award from the Lucie Foundation, a charity with the mission to honor master photographers, discover and cultivate emerging talent and promote the appreciation of photography worldwide, 2019.
- Invited Panelist and Presenter - with deep roots in both the imaging industry and academia, I continue to enhance the relationship between the two at the Industry and Education Forum of the Society of Photographic Education (SPE) annual conferences, 2015-Present.
- Visiting Scholar and External Consultant to the Faculty, invited by Interim Dean Frank Cost and Dean Lorraine Justice, SPAS/Rochester Institute of Technology, Rochester, NY, 2011-2013.
- Program Co-Creator and Producer of the annual Adobe Educator Summit. This annual program helps to shape the future product design and feature roadmap for Adobe products noting the special user interests of photographic educators and students, 2007-Present.

- 17 years as Editor-at-Large for Rangefinder and Photo District News publications, guiding the content and direction of the magazines, and regularly contributing articles.
- Author of multiple Reviewers Guides for Pantone and X-Rite Corporation.
- External Consultant to the Faculty, invited by Dr. Leslie Stroebe to provide real-world input and advise faculty of imaging trends and student opportunities, SPAS/Rochester Institute of Technology, Rochester, NY, 1984.
- Editorial Consultant to Time-Life, Focal Press, Routledge, Taylor & Francis, reviewing textbook manuscripts, 1981-Present.
- Extensive experience writing instructional documentation, technical brochures and designing websites related to a wide range of imaging processes and techniques.
- Two patents and a third pending for new Photographic apparatus.

## Education

**Master of Education** | Specializing in Online Training  
American Intercontinental University School of Education, Hoffman Estates, IL 2004

**Marketing Management** | Executive Programs  
Columbia University Graduate School of Business, Harriman, NY 1997

**Bachelor of Science** | Professional Photography  
Rochester Institute of Technology School of Photographic Arts & Sciences, Rochester, NY 1978

**Associate of Applied Science** | Professional Photography  
Rochester Institute of Technology School of Photographic Arts & Sciences, Rochester, NY 1976

## Professional Appointments

- 2021-Present: International Association of Panoramic Photography (IAPP) Board of Directors
- 2018-Present: George Eastman Museum (GEM) Technology Collection Committee, Rochester, NY
- 2018-Present: American National Standards Institute (ANSI) Expert within the TC110 Group for Electronic Displays, Washington, DC  
A member of the U.S. National Committee (USNC) of the International Electrotechnical Commission (IEC) participating in development and ratification of globally relevant standards for the electrotechnical industry specific to commercial and industrial products within the IEC Technical Subcommittee TC 110 Group for Electronic Displays in the following Working Groups:
  - TC 110 / Working Group 10 (WG 10) Laser display  
To prepare standards of terms and definitions, letter symbols, essential rating and characteristics, measuring methods, specifications for quality assurance and related test methods, and reliability for laser display devices and relevant components
  - TC 110 / Working Group 13 (WG 13) Optical measurements of electronic displays (OPT)  
To prepare standards for measurements and evaluation of optical properties for electronic displays

## Employment - Educational

**2015-Present: Assistant Professor** | Photographic Sciences  
School of Photographic Arts & Sciences | Rochester Institute of Technology

I teach my students to understand and implement complex problem-solving skills. By exposing them to a wide range of imaging techniques as well as practical insights into business, my students learn how to navigate technology and trends. This, in turn, helps them identify and experience the areas of specialty they enjoy the most, in order to choose careers that will allow them to excel and advance in an ever-changing world.

My background prepares me uniquely inasmuch as I can acclimate to most any needed topic and technology, and then make changes to curriculum and facilities to improve the teaching experience while enhancing the learning experience.

Graduate Courses (developed and taught)

- Industry Issues, Trends, and Opportunities
- Implementing Imaging Business Change

Undergraduate Courses (revised and taught)

- Scientific Photography I
- Scientific Photography II
- Careers
- Photographic Sciences Capstone I
- Photographic Sciences Capstone II
- Photographic Independent Study

**1982: Instructor** | Advanced 35mm Photography – Spring  
The New School/Parsons Department of Photography | New York, NY

## Employment – Professional Imaging Industry

**1999-Present: President** | Visual Marketing Ideas (VMI)  
Honeoye Falls, NY

An independent business serving the photographic and imaging community.

- Provide support through all phases of planning, marketing and business development.
- Create training programs and collateral for manufacturers, retailers and e-business .

### Concurrent Editorial Positions

2013-2020: Editor-at-Large | Photo District News/Rangefinder; The Photo Group, New York, NY

2012-2013: Editorial Advisor | photo technique Magazine, Niles, IL

2012-2013: Technology Editor | WPPI/Rangefinder/AfterCapture; Nielsen Photo Group, New York, NY

2009-2012: Contributor/PDN | Technical Editor/PDNEDU and Emerging Photographer, New York, NY

2003-2009: Senior Technical Editor | Rangefinder Magazine and AfterCapture Magazine, Culver City, CA

**2009-2015: Vice President**, Global Business Development | MAC Group  
North White Plains, NY

Manufacturer and distributor of professional photographic equipment and hardware/software for photographers, filmmakers, educators and students.

- Lead US and international product development, manufacturing and sales teams.
- Established strategic international business relationships and created partnerships.
- Created and presented educational and training programs for international venues.

**1997-1999: Vice President**, Marketing | Bogen Photo Corporation  
Ramsey, NJ

The photographic product division of Vitec PLC group. Manufacturer and distributor of camera supports, lighting systems and related photographic hardware.

- Implemented procedures to defend product lines while bringing budget under control.
- Developed new corporate identity and a strong PR campaign, captured new market share.
- Created intranet to improve communications and efficiencies for internal / web distribution.

**1990-1997: Manager**, Digital Business Development | Ilford Photo  
Paramus, NJ

The photographic products group of International Paper Corporation's Imaging Systems Division. Manufacturer and distributor of photographic films, papers and equipment.

- Formed strategic partnerships to develop products for existing and new markets.
- Created and led Digital Marketing Team to support rapid growth in key business areas.
- Expanded business and distribution outside of traditional market channels.

**1978-1990: Senior Business Manager**, Director of Dark Space Research | Charles Beseler Company  
Linden, NJ

Privately held manufacturer and distributor of photographic darkroom and AV products.

- Business responsibility for full line of consumer and professional products.
- Coordinated new product planning, product evaluation and product development.
- Organized OEM, special application projects and major Asian and European suppliers.

## **Awards and Honors**

### **Recipient of the Annual Chuck Westfall Technical Education Award 2019**

Presented at the 5th Annual Lucie Technical Awards, an initiative of the Lucie Foundation and sister program of the Lucie Awards. This distinguished career honor is awarded to an "influential voice in the photographic industry who displays an extraordinary commitment and dedication for the art and technology of photography." It is named in the honor of Chuck Westfall, a longtime Canon employee who became known as the "teacher of technology" to journalists and the photo industry in general.

### **Patents**

TRIPOD HEAD WITH FOLDING HANDLE, Hao Liu & Robert Rose (2013). U.S Patent No. US 8,366,062. Washington, DC: U.S. Patent and Trademark Office.

MULTI-AXIS PHOTOGRAPHIC TRIPOD HEADS, Hao Liu & Robert Rose (2013). U.S Patent No. US 8,418,973. Washington, DC: U.S. Patent and Trademark Office.

OPTICAL FILTER LOCK AND ENVIRONMENTAL SEAL, Hao Liu & Robert Rose (2014). U.S Patent Application No.14/554,559. Washington, DC: U.S. Patent and Trademark Office.

### **Honors**

- 2021-2022: Nominated for the Eisenhart Award for Outstanding Teaching, RIT, Rochester, NY.
- 2021-Present: International Association of Panoramic Photography (IAPP) Board of Directors.
- 2018-Present: George Eastman Museum (GEM) Technology Collection Committee, Rochester, NY.
- 2018-Present: American National Standards Institute (ANSI) Expert within the TC110 Group for Electronic Displays, Washington, DC.

- 2015-Present: Peer reviewed – invited Panelist and Presenter, enhancing the relationship between the Imaging industry and academia through the “Industry and Education Forum” of the Society of Photographic Education (SPE) annual conference.
- 2015-Present: Peer-invited Advisory Board Member and Presenter, original member helped to establish and support the parameters for industry recognition of the Annual Lucie Technical & Photographer Awards, Lucie Foundation, Los Angeles, CA.
- 2011-2013: Visiting Scholar and External Consultant to the Faculty, provided external review, program and policy recommendations to the school, invited by Dean Frank Cost and Dean Lorraine Justice, SPAS/Rochester Institute of Technology, Rochester, NY.
- 2008: Invited Guest, part of a select group of industry members and leaders gathered to support the digital transformation of the photographic community, and all involved, Microsoft Pro Photo Summit, Microsoft, Redmond, WA.
- 2004-2007: Peer-invited member of Fujifilm USA Talent Team, educated users on photographic techniques as well as tested and advised engineering on new product development, Fujifilm North America Corporation, Valhalla, NY.
- 2003: Invited Guest, to celebrate and participate in the RIT 100th Anniversary, invited by Dr. Leslie Stroebel and Dr. Richard Zakia, SPAS/Rochester Institute of Technology, Rochester, NY.
- 1999-2001: Peer-invited member of Advisory Board, Digital Imaging Magazine, part of a select small group of industry members invited to provide direction to manufacturers in the changing world of imaging, Cygnus Publishing Incorporated, Melville, NY.
- 1989: Peer-invited Photographic Advisory Council Member, elected to Council to review and recommend pedagogical changes in photographic curriculum, Parsons Department of Photography, New York, NY.
- 1984: External Consultant to the Faculty, invited by Dr. Leslie Stroebel to provide real-world input and advise faculty of imaging trends and student opportunities, SPAS/Rochester Institute of Technology, Rochester, NY.
- 1981-Present: Editorial Consultant to Time-Life, Focal Press, Routeledge, Taylor & Francis, reviewing textbook manuscripts.

## **Publications**

As a photo industry professional, recognized for extensive photographic expertise, I create content and produce a wide range of documents for Education, Marketing support and Reference publications utilized in professional peer reviews. Expert at product evaluation, I am sought after for an ability to distill highly technical data and equipment features converting often complex concepts into easily digestible information for prototype development, as well as product reviews for professional and consumer publications.

### **Books - Contributor**

- Technical and Continuity Editor, “Images from Science 3 – Celebrating Contemporary and Extraordinary Images of Science,” RIT Press, Rochester, NY 2019
- The Camera Defined; The History of the Twentieth Century Camera; Enlargers; Projection - “Focal Encyclopedia of Photography, 4th Edition” Focal Press, Burlington, MA 2007, 770-771; 771-788; 788-803; 803-806
- “Rangefinder s Professional Photography - Techniques and Images from the Pages of Rangefinder Magazine” Amherst Media Incorporated, Buffalo, NY 2006

- Enlarger; Ilford Data - "Focal Encyclopedia of Photography, 3rd Edition" Focal Press, Stoneham, MA 1993, 267-279; Appendix R and S
- Photographs published "Ellis Island, Echoes from a Nation's Past" Aperture Incorporated, New York, NY 1989
- Photography for "A Solar House", "House & Garden Building Guide - Winter" Condé Nast Publications Incorporated, New York, NY 1978

#### **Instructional Manuals and Reviewers Guides – Author**

- X-Rite i1Studio Reviewers Guide, X-Rite Incorporated, Grand Rapids, MI 2017
- Primary author and designer of product instruction Manuals and Literature for Benro Precision Machinery Company, Limited - Zhuhai, China and MAC Group USA, MAC Group Global - North White Plains, NY & Beijing, China 2009-2014
- X-Rite ColorMunki Smile Reviewers Guide, X-Rite Incorporated, Grand Rapids, MI 2012
- X-Rite i1Pro2 Reviewers Guide, X-Rite Incorporated, Grand Rapids, MI 2012
- X-Rite ColorMunki Display and i1Display Pro Reviewers Guide, X-Rite Incorporated, Grand Rapids, MI 2011
- X-Rite i1Professional Color Management Solutions Reviewers Guide, X-Rite Incorporated, Grand Rapids, MI 2011
- X-Rite ColorChecker Passport Reviewers Guide, X-Rite Incorporated, Grand Rapids, MI 2009
- Pantone ColorMunki Design Reviewers Guide, Pantone Incorporated, Carlstadt, NJ 2008
- X-Rite ColorMunki Photo Reviewers Guide, X-Rite Incorporated, Grand Rapids, MI 2008
- X-Rite i1DisplayLT & i1Display2 Reviewers Guide, X-Rite Incorporated, Grand Rapids, MI 2007
- X-Rite i1PhotoLT Reviewers Guide, X-Rite Incorporated, Grand Rapids, MI 2007
- Histograms & Light Meters, How They Work Together, Sekonic USA, Elmsford, NY 2005
- Monaco (X-Rite) Guide to Color Management, X-Rite Photo Marketing, Elmsford, NY 2003
- Author and designer of eighteen Instruction Manuals for Beseler Darkroom Products, Charles Beseler Company, Florham Park and Linden, NJ 1983-1989

#### **Articles – Author**

- Rose, B. (2020, January). Images from Science 3: Contemporary and Extraordinary Images of Science, PetaPixel, [www.petapixel.com](http://www.petapixel.com). January 27.
- Rose, B. (2019, November). Product Review - A Better Kind of Back-Up: The GNARBOX 2.0 SSD, PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). November 20.
- Rose, B. (2019, August). First Look: Venus Optics Laowa 100mm f/2.8 2X Ultra Macro APO, PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). August 5.
- Rose, B. (2017, December). Mini Review - Lumu Power, One Light Meter to Rule them All?, PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). December 17.
- Rose, B. (2017, March). Product Review: Techart Pro Leica M - Sony E Autofocus Adapter PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). March 23.
- Rose, B. (2016, September). First Look: Fujifilm X-T2 PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). September 1.
- Rose, B. (2016, April). Product Review: X-Rite Color Checker Video PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). April 29.
- Rose, B. (2016, February). Product Reviews: DxO One PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). February 18.
- Rose, B. (2016, February). PDN Gear & Techniques Product Reviews: DxO One. PDN Magazine, 61-62.
- Rose, B. (2015, August). Product Review: Brinno TLC200 Time Lapse Camera PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). August 03.
- Rose, B. (2014, September). Photokina 2014: Glass Under Glass, A look at some of the cool new lenses shown off at Photokina 2014. PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). September 23.
- Rose, B. (2014, May). Camera Review: Fujifilm X-T1. PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). May 16.
- Rose, B. (2014, January). Fuji Intros Weather-Resistant X-T1 DSLR-Style Pro Camera. PDNPulse, [www.pdnpulse.pdnonline.com](http://www.pdnpulse.pdnonline.com). January 28.

- Rose, B. (2014, January). Fujifilm Unveils X-T1 DSLR-Style Pro Camera (Hands-On Review). photoforward RF/WPPI, [www.blog.wppionline.com](http://www.blog.wppionline.com). January 27.
- Rose, B. (2013, September). HP Introduces new Workstations with Thunderbolt 2 Connectivity. PDNPulse, [www.pdnpulse.pdnonline.com](http://www.pdnpulse.pdnonline.com). September 10.
- Rose, B. (2012, September). Taking Olympus latest PEN E-PL5 and E-PM2 Cameras for a TestDrive. PDNOnline Photokina 2012 Recap, [www.pdnonline.com](http://www.pdnonline.com). September 26.
- Rose, B. (2012, September). Shooting with the Panasonic Lumix GH3 at the Panasonic Booth. PDNOnline Photokina 2012 Recap, [www.pdnonline.com](http://www.pdnonline.com). September 26.
- Rose, B. (2012, September). Testing Out the Fuji X-E1 and XF1 at the Fujifilm Booth. PDNOnline Photokina 2012 Recap, [www.pdnonline.com](http://www.pdnonline.com). September 25.
- Rose, B. (2012, September). First Exposure: The Fujifilm X-Pro1. Rangefinder Magazine, 124, 126, 128, 130.
- Rose, B. (2012, August). PDN Tech Product Reviews: The Fujifilm X-Pro1. PDN Magazine, 82-84.
- Rose, B. (2012, July). PDN Features – Shooting with the Fujifilm X-Pro1: Test Images. PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). July 17.
- Rose, B. (2012, July). PDN Camera Review: Fujifilm X-Pro1. PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). July 17.
- Rose, B. (2012, January). Hands-on: A Preview of the Fujifilm X-Pro1 Camera System. [Blog.wppionline.com](http://Blog.wppionline.com). January 23.
- Rose, B. (2012, January). Hands-on: A Preview of the Fujifilm X-Pro1 Camera System. [Blog.aftercapture.com](http://Blog.aftercapture.com). January 20.
- Rose, B. (2012, January). PDN CES/PMA 2012: Fujifilm X-Pro1 Hands-on Preview. PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). January 19.
- Rose, B. (2011, May). PDN Gear Guide Review: Fujifilm FinePix X100 Digital Camera. PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). May 2.
- Rose, B. (2010, August). PDN Gear Guide Review: Leica Summilux-M 35mm f/1.4 ASPH lens. PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). August 16.
- Rose, B. (2010, February). PDN Gear Guide Product Test: Does USB 3.0 live Up to the Hype? PDNOnline, [www.pdnonline.com](http://www.pdnonline.com). February 1.
- Rose, B. (2008, April). NAB Feature – Tools and News for the Video Novice. PDNOnline GearGuide, [www.pdngearguide.com](http://www.pdngearguide.com). April 18.
- Rose, B. (2008, April). Rf Cookbook: Chris Lalonde – The Director. Rangefinder Magazine, 57 (4), 128.
- Rose, B. (2008, January). The Last Word: Tim Walden – Hands of Time. Rangefinder Magazine, 57 (1), 234.
- Rose, B. (2008, January). Rf Cookbook: David Jay – Risk & Reward. Rangefinder Magazine, 57 (1), 70.
- Rose, B. (2008, January). Fujifilm IS-1. Fujifilm Cable Release, Winter 2008 (6).
- Rose, B. (2007, May). Rf Cookbook: Matthew Jordan Smith – Angela and Maria. Rangefinder Magazine, 56 (5), 156.
- Rose, B. (2007, May). Rf Cookbook: Lou Jones – Hairdo. Rangefinder Magazine, 56 (5), 30.
- Rose, B. (2007, April/May). First Look: Windows Vista – The Next Operating System. AfterCapture Magazine, 1 (1), 40, 42.
- Rose, B. (2007, March). Rf Cookbook: David Jay – Risk & Reward. Rangefinder Magazine WPPI Show Guide, 64.
- Rose, B. (2007, March). Rf Cookbook: Liana Lehman – Generations. Rangefinder Magazine WPPI Show Guide, 78.
- Rose, B. (2007, March). Rf Cookbook: Chris Lalonde – The Director. Rangefinder Magazine WPPI Show Guide, 76.
- Rose, B. (2007, March). Rf Cookbook: Kevin Kubota – Adam and Eve. Rangefinder Magazine WPPI Show Guide, 74-75.
- Rose, B. (2007, March). Rf Cookbook: Julieanne Kost – An Elegantly Dressed Figure. Rangefinder Magazine WPPI Show Guide, 72.
- Rose, B. (2007, March). Rf Cookbook: Giorgio Karayiannis – Sharyn. Rangefinder Magazine WPPI Show Guide, 70.

- Rose, B. (2007, March). Rf Cookbook: Matthew Jordan Smith – Angela and Maria. Rangefinder Magazine WPPI Show Guide, 68.
- Rose, B. (2007, March). Rf Cookbook: Lou Jones – Hairdo. Rangefinder Magazine WPPI Show Guide, 66.
- Rose, B. (2007, March). Rf Cookbook: David Jay – Risk & Reward. Rangefinder Magazine WPPI Show Guide, 64.
- Rose, B. (2006, July). First Exposure: Epson Stylus Pro 4800 and Epson Ultrachrome K3 Inks. Rangefinder Magazine, 55 (7), 80-82.
- Rose, B. (2006, May). Color Management: 2006 – The Latest and Greatest Tools for Optimizing Color. Rangefinder Magazine, 55 (5), 76-79.
- Rose, B. (2006, April). First Exposure: Apple Aperture – The First All-in-one Post-Production Tool for Photographers. Rangefinder Magazine, 55 (4), 66, 68, 70, 72, 262.
- Rose, B. (2006, April). Rf Cookbook: Kathleen & Jeff Hawkins – Relationship Photography. Rangefinder Magazine WPPI Show Guide, 70.
- Rose, B. (2006, April). Rf Cookbook: Mitche Graf – Taking the Plunge. Rangefinder Magazine WPPI Show Guide, 68.
- Rose, B. (2006, April). Rf Cookbook: Doug Gordon – Uncorked. Rangefinder Magazine WPPI Show Guide, 66.
- Rose, B. (2006, April). Rf Cookbook: Colleen Gonsar – Lexi. Rangefinder Magazine WPPI Show Guide, 64.
- Rose, B. (2006, April). Rf Cookbook: Michael Gilbert – Deanne. Rangefinder Magazine WPPI Show Guide, 62.
- Rose, B. (2006, April). Rf Cookbook: Gary Fong – Jamie. Rangefinder Magazine WPPI Show Guide, 54.
- Rose, B. (2006, April). Rf Cookbook: Natalie Fobes – Raymond. Rangefinder Magazine WPPI Show Guide, 52.
- Rose, B. (2006, April). Rf Cookbook: Rick Ferro – Reflective Lighting. Rangefinder Magazine WPPI Show Guide, 50.
- Rose, B. (2006, April). Rf Cookbook: Deborah Lynn Ferro – Exposing for Glamour. Rangefinder Magazine WPPI Show Guide, 48.
- Rose, B. (2005, December). First Exposure: Epson Expression 10000XL Scanner – Large format scanning for the pro. Rangefinder Magazine, 54 (12), 128, 133-135.
- Rose, B. (2005, June). First exposure: Lensbabies – Creative imagery for everyone. Rangefinder Magazine, 54 (6), 58, 60-62.
- Rose, B. (2005, March). Rf Cookbook: Yervant Zanazanian – Poppy. Rangefinder Magazine WPPI Show Guide, 112.
- Rose, B. (2005, March). Rf Cookbook: Tim Walden – Hands of time. Rangefinder Magazine WPPI Show Guide, 92.
- Rose, B. (2005, March). Rf Cookbook: Robert T. Williams – The bride & groom borrowed a 57 T-Bird. Rangefinder Magazine WPPI Show Guide, 78.
- Rose, B. (2005, March). Rf Cookbook: Alisha & Brook Todd – Delicate kiss. Rangefinder Magazine WPPI Show Guide, 72.
- Rose, B. (2005, March). Rf Cookbook: Monte Zucker – The touch. Rangefinder Magazine WPPI Show Guide, 42.
- Rose, B. (2005, March). Rf Cookbook: Joyce Tenneson – Jordanian royalty. Rangefinder Magazine WPPI Show Guide, 38.
- Rose, B. (2005, March). Rf Cookbook: James Schmelzer – Senior portrait fun. Rangefinder Magazine WPPI Show Guide, 34.
- Rose, B. (2005, March). Rf Cookbook: David Ziser – It's about time. Rangefinder Magazine WPPI Show Guide, 30.
- Rose, B. (2005, March). Rf Cookbook: Marilyn Sholin – Remember when your brother was your best friend?" Rangefinder Magazine WPPI Show Guide, 14.
- Rose, B. (2005, March). Field test: Nikon F6. Rangefinder Magazine, 54 (3), 60, 62, 64-65.
- Rose, B. (2004, August). Rf Cookbook – The Fuzzyfilter. Rangefinder Magazine, 53 (8), 28.



- Rose, B. (2004, June). Simplified guide to color management – For labs, Part 2. Focus on Imaging Magazine, 26 (6), 12-17.
- Rose, B. (2004, May). Simplified guide to color management – For labs, Part 1. Focus on Imaging Magazine, 26 (5), 12-13, 25.
- Rose, B. (2004, March). Survival mode – Interview with Ron Waters of Durst Image Technology. Focus on Imaging Magazine, 26 (3), 28-29.
- Rose, B. (2004, February). Rf Cookbook: Mercury Megaloudis – Getting inside your subject's head. Rangefinder Magazine WPPI Show Guide, 89.
- Rose, B. (2004, February). Rf Cookbook: Tim Meyer – In the Hurrell style. Rangefinder Magazine WPPI Show Guide, 87.
- Rose, B. (2004, February). Rf Cookbook: J.D. Wacker – Portrait of a graphic artist. Rangefinder Magazine WPPI Show Guide, 85.
- Rose, B. (2004, February). Rf Cookbook: Bob Kunesh – The computer bug. Rangefinder Magazine WPPI Show Guide, 82.
- Rose, B. (2004, February). Rf Cookbook: Norman Phillips – The evolution of Evan. Rangefinder Magazine WPPI Show Guide, 76.
- Rose, B. (2004, February). Rf Cookbook: Fuzzy & Shirley Duenkel – The FuzzyFilter. Rangefinder Magazine WPPI Show Guide, 66.
- Rose, B. (2004, February). Rf Cookbook: Rita & Doug Loy – Bride of the orient. Rangefinder Magazine WPPI Show Guide, 24.
- Rose, B. (2004, February). Rf Cookbook: Louise & Joseph Simone – Family and baby. Rangefinder Magazine WPPI Show Guide, 14.
- Rose, B. (2004, February). Rf Cookbook: Monte Zucker – Holocaust memorial. Rangefinder Magazine WPPI Show Guide, 12.
- Rose, B. (2004, February). Digital storage to go. Rangefinder Magazine, 53 (2), 82, 84-88.
- Rose, B. (2004, February). First exposure: PhotoKit. Rangefinder Magazine, 53 (2), 72, 74.
- Rose, B. (2003, December). Klear Screen – Clean your screens & more. Focus on Imaging Magazine, 25 (12), 23.
- Rose, B. (2003, November). First exposure: Epson Perfection 3200 scanner – High-resolution and high-speed scanning. Rangefinder Magazine, 52 (11), 53-54, 81.
- Rose, B. (2003, November). Survival mode – Interview with Wayne Haub of H&H Color Lab. Focus on Imaging Magazine, 25 (11), 22-23.
- Rose, B. (2003, October). Survival mode – Interview with John Blake of Eastman Kodak Company. Focus on Imaging Magazine, 25 (10), 22-23.
- Rose, B. (2003, August). Learning curve – A simplified guide to color management, Part II. Rangefinder Magazine, 52 (8), 54- 56.
- Rose, B. (2003, August). Survival mode – Interview with Joe Leach of Noritsu America Corporation. Focus on Imaging Magazine, 25 (8), 20-21.
- Rose, B. (2003, July). Learning curve – A simplified guide to color management, Part 1. Rangefinder Magazine, 52 (7), 12-15, 78.
- Rose, B. (2003, July). Survival mode – Interview with Rick Tinsley of Luck Color Lab. Focus on Imaging Magazine, 25 (7), 14-15.
- Rose, B. (2003, June). Survival mode – Interview with Larry Capodilupo of ICL Imaging. Focus on Imaging Magazine, 25 (6), 12-13.
- Rose, B. (2003, April). First exposure: HP Photosmart 7550 Printer – Seven-color inkjet printing for under \$300. Rangefinder Magazine, 52 (4), 52-53.
- Rose, B. (2003, January). First exposure: Hasselblad H1 – Both 645 format film & digital capabilities. Rangefinder Magazine, 52 (1), 40, 41, 67.
- Rose, B. (2003, January). First exposure: Epson Stylus Photo 2200 – A photographers dream machine. Rangefinder Magazine, 52 (1), 28-29, 31.
- Rose, R. (1981, January). 5247 - Beseler CN-2 Chemistry. Darkroom Techniques Magazine, 2 (1), 16-17.

### Website – Architect, Content Provider and Project Manager

- X-Rite Photo Website - Site concept and project coordination, International site 2009 [www.xritephoto.com](http://www.xritephoto.com)
- Rangefinder Website - Site concept and project coordination 2008 [www.rangefindermag.com](http://www.rangefindermag.com)
- Benro Website - Site concept and project coordination 2007 [www.benro.com](http://www.benro.com)
- Induro Website - Site concept and project coordination 2007 [www.indurogear.com](http://www.indurogear.com)
- AfterCapture Website - Site concept and project coordination 2007 [www.aftercapture.com](http://www.aftercapture.com)
- Sekonic Website - Site concept and project coordination 2006 [www.sekonic.com](http://www.sekonic.com)
- MAC On Campus Website - Site concept and project coordination, 2005 [www.mac-on-campus.com](http://www.mac-on-campus.com)
- X-Rite Photo Marketing Website - Site concept and project coordination 2004 [www.xritephoto.com](http://www.xritephoto.com)

### Citations

Featured in story in RIT College of Art and Design News (2020, December 18), “Course Spotlight: Industry Issues, Trends and Opportunities” 2020 <https://www.rit.edu/artdesign/news/course-spotlight-industry-issues-trends-and-opportunities>

Featured in the Journal of Biocommunication (2020, June 3). Peres, M., Barker, N., Kinsman, T., Rose, B., & Jackson, C. (2020). Images from Science 3. *Journal of Biocommunication*, 44(1). Retrieved from <https://journals.uic.edu/ojs/index.php/jbc/article/view/10615>

Featured in story in Art as Applied to Medicine, “Images from Science 3 Comes to Johns Hopkins: International juried exhibition highlights captivating photography, video and animation in service of science” 2020 <https://medicalart.johnshopkins.edu/images-from-science-3-international-juried-exhibition-highlights-captivating-photography-video-and-animation-in-service-of-science-2/>

Featured in story in Biomedical Odyssey, Life at Johns Hopkins School of Medicine (2020, February 7). “Making the Invisible Visible at the Images from Science Exhibition.” 2020 <https://biomedicalodyssey.blogs.hopkinsmedicine.org/2020/02/making-the-invisible-visible-at-the-images-from-science-exhibition/>

Featured in RIT College of Art and Design News, “Learn from Acclaimed Faculty” 2020 <https://www.rit.edu/artdesign/immerse-yourself/learn-acclaimed-faculty>

Featured in story in RIT College of Art and Design News (2019, December 5). “Advancing the Photographic Industry - Assistant professor Bob Rose brings his vast industry knowledge and impact to his students.” 2019 <https://www.rit.edu/artdesign/news/digital-camera-inventor-visits-graduate-photography-class>

Featured in story in RIT College of Art and Design News (2019, November 20). “Digital camera inventor visits graduate photography class” 2019 <https://www.rit.edu/artdesign/news/digital-camera-inventor-visits-graduate-photography-class>

Featured in story in RIT College of Art and Design News (2018, October 22), “Student uses technical skills to improve hospital equipment in Ghana” 2018 <https://www.rit.edu/news/student-uses-technical-skills-improve-hospital-equipment-ghana>

Featured in RIT University News. (2017, January 11). “RIT experiences ingenuity at Consumer Electronics Show” 2017 <https://www.rit.edu/news/story.php?id=59020>

Featured in PetaPixel. (2013, August 8). “Heads in The Cloud / Adobe Educator Summit” an unauthorized review of the event - parodied first person narrative, by Randall Armor, Center for Digital Imaging Arts <https://petapixel.com/2013/08/08/heads-in-the-cloud-adobe-educator-summit>

## **Peer-reviewed Workshops and Presentations**

Co-creator, producer and co-instructor at the annual Adobe Educator Summit. In this role, I developed a pedagogy forum that has provided educators with a unique learning resource. Working directly with Adobe developers, the Summit program attendees also provide direct input to the entire Adobe Photoshop/Lightroom team. This annual program helps to shape the future product design and feature roadmap for Adobe products noting the special user interests of photographic educators and students. As of 2020, this one-of-a-kind, educational program has interfaced with over 150 of the leading photographic educators in the United States, representing more than 60 of the top schools and universities.

### **Pedagogy – Organizer**

- 2007-Present: Program Co-Creator and Producer of the annual Adobe Educator Summit.
- 2002: Revised Curriculum and Supported Presentation, Digital Training Series, Calumet Photo, New York, NY.
- 1996-1997: Program Creator and Presenter, Digital Enlarging Technology, Ilford Photo, National USA Tour, Switzerland and Germany.
- 1996-1997: Program Creator and Coordinator, Partnering for Success Events, Ilford Photo, Las Vegas, NV.
- 1993-1994: Program Creator and Presenter, Digital Color Solutions, Ilford Photo, USA Tour.
- 1989-1990: Program Creator and Presenter, Darkroom Seminar Series, Calumet Photo, Helix Photo and Lion Photo, Chicago, IL.

### **Pedagogy – Presenter**

- 2015-Present: Peer reviewed – invited Panelist and Presenter, with deep roots in both the imaging industry and academia, I continue to enhance the relationship between the two at the Industry and Education Forum of the Society of Photographic Education (SPE) annual conference.
- 2008-2010: Peer-invited Lecturer – Master of Professional Studies (MPS) Digital Photography, Produced and presented content for Technological Trends in Imaging for New Technologies, School of Visual Arts, New York, NY.
- 2007: Peer-invited Lecturer – Texas School of Professional Photography, Produced and presented content on Technical Imaging and Lighting, Texas A&M University, College Station, TX.
- 2007: Peer-invited Lecturer – The Smithsonian Institution Photo Departments, Produced and presented content on standardization of Lighting, Imaging and Archiving for what is now all 19 museums in the Institution, The Smithsonian Institution, Washington, DC.
- 2006: Peer-invited Lecturer – Color Management: Introduction and Application, Produced and presented content to support an organized and efficient workflow operation for the lab and its customers, Zookbinders, Deerfield, IL.
- 1993: Peer-invited Lecturer – Technical Photographic Student Association, Invited to speak to students and faculty providing real-world input and discussion on student opportunities, Rochester Institute of Technology, Rochester NY.

### **Technology – Organizer, Curator**

- 2020: Peer-invited Technologist - Gambit: KH7 Reconnaissance Satellite Declassification & Dedication. Reviewed newly declassified technical material and consulted on ways to document and archive information for display, Rochester Museum & Science Center Planetarium, Rochester, NY.
- 2020: Peer-invited Curator, “Images of Science 3” Exhibition, John Hopkins University, School of Medicine, Baltimore, MD.
- 2019: Peer-invited Curator on the Team responsible for “Images from Science 3”, Selection, judging, editing, gallery presentation and catalogue publication creation. In cooperation with Johns Hopkins University, School of Medicine, and RIT. <https://images.cad.rit.edu>
- 2016: Peer-reviewer, Travis Lovell Tenure Review, Photography Department, Utah Valley University, Orem, UT.

- 2017: Organizer for Adobe Photo School Workflow Integration Series, Adobe Systems, National USA Tour.
- 2006: Organizer for Adobe Project: Photoshop Lightroom Series, Adobe Systems, National USA Tour.
- 1980: Organized and supervised darkroom facilities at 1980 Winter Olympics in compliance with Lake Placid Olympic Committee (LPOC) requirements for “The Official Darkroom Supplier”, Lake Placid, NY.
- 1978-2014: Organized and coordinated trade shows in USA, Germany, Australia and China.

### **Technology – Presenter**

- 2017: Peer-invited Presenter, as a consultant to a number of the major imaging companies I was able to provide most current available product details in order to support a presentation entitled “Next-Gen Consumer Imaging Devices”, Light and Sound Interactive Symposium (LSI), Rochester, NY.
- 2015-Present: Peer-invited Advisory Board Member and Presenter, original member helped to establish and support the parameters for industry recognition of the Annual Lucie Technical & Photographer Awards, Lucie Foundation, Los Angeles, CA.

### **Exhibitions**

- 2016-Present: Photographs displayed in Annual Faculty Exhibition for College of Art & Design (CAD) Bevier Gallery, Rochester Institute of Technology, Rochester, NY.
- 1993: Photographs displayed in traveling exhibit of Ellis Island Art (La Porta Dell America) Ferrara, Codigoro, Mesola and Migliarino, Italy.
- 1990: Photographs displayed at opening of Ellis Island Gallery Ellis Island Immigration Museum, New York, NY.
- 1982: Photographs displayed at “Celebration of 150 Years of Photography – Faculty Retrospective” Parsons Exhibition Center, New York, NY.

### **Current Creative Scholarship Project: Focus on History**

Video with supporting Website documenting unknown and well-neglected history of the Photographic Industry

- *Background:*  
In 2018, in response to the observation that the photographic field was rapidly losing critical historical knowledge held by a select, aged group of unique individuals, who shaped the photo industry and its technological advancements, I decided to preserve their knowledge and contributions via documentary video interviews.
- *Mission Statement:*  
This scholarly project s mission is to document and freely share the insights of legendary individuals from the world of photography, while showcasing their influence on photographic products, inventions as well as related photo-ephemera.
- *Result:*  
Recorded and produced short videos to be archived with easy online access currently via [www.FocusOnHistory.com](http://www.FocusOnHistory.com). While this project had early support and guaranteed peer-dissemination via the Photo District News vast online portal, this organization, like many others, succumbed to the fates of the pandemic and was shuttered. I am presently working to realize a new public and scholarly dissemination platform for future viewing of these documentary interviews.
- *Currently showing videos of:*  
Bob Shanebrook of Eastman Kodak Company (EKCo) and Bruce Tyo, Industrial Photographer and Photo Historian. Post production releases scheduled for Jack Bloemendaal and Martin Scott of EKCo, Dick Haviland of Film for Classics, Don Flesch of Central Camera and Sam Kamienowicz of Samy s Camera.

## Consultation

A major activity of my professional work is serving as a consultant to photographic and imaging publishers, companies and industrial entities. While much of my consultancies are public, I have and continue to serve as a confidential consultant for major companies in the imaging industry, bound by Non-Disclosure Agreements (NDA). Confirmation of this activity available.

- Classified projects and work under Non-Disclosure Agreements (NDA) for major companies in the imaging industry. Focus is primarily new technology development, confirmation of product suitability, and determination of possible alternate applications. Also, creation of supporting documentation including instructional materials via [www.DarkSpaceResearch.com](http://www.DarkSpaceResearch.com)
- 2019: Editorial Consultant, "Basic Photographic Materials and Processes, 4th Edition" Routledge | Taylor & Francis, New York, NY.
- 2017-Present: Editorial Consultant, Routledge | Taylor & Francis New York, NY.
- 2014: Consulting Advisor for "The Power of the Image" event and presentation, Temple of Heaven and Beijing Fuhai Culture Company, and Kodak/Alaris, Beijing, China.
- 2008: Technical and Marketing Consultant: Wedding Bienale Capital Photo Studio and WPPI, Moscow, Russia.
- 2007: Project Development Consultant on Adobe Certified Expert Exam – Photoshop Lightroom Adobe Systems, San Jose, CA.
- 1989: Photographic Consultant and Contributor for Ellis Island Restoration Project, US Department of the Interior, National Park Service, Ellis Island, New York, NY.
- 1988-Present: Editorial Consultant, Focal Press Stoneham, MA 1988
- 1981: Technical Consultant, Time-Life Library of Photography Time-Life Publications, New York, NY.

## International Experience as Technical Consultant, Trainer and Marketing Developer

Primary role in successful development, introduction, training and sales of new photographic products. Sensitive to the requirements of individual unique country and corporate cultures, in each location I established a global balance of cooperation, commitment and understanding:

- Adobe Incorporated – San Jose, CA, USA
- Benro Precision Machinery Company, Limited – Zhuhai, China
- Cymbolic Sciences International – Richmond, BC, Canada
- Epson America Incorporated – Long Beach, CA, USA
- Gitzo SA – Creteil, France
- Hasselblad Bron Incorporated – Union, NJ
- Ilford AG – Fribourg, Switzerland
- Ilford Limited – Mobberley, England
- Iris Graphics – Bedford, MA, USA
- Kupo Company Limited – Taipei, Taiwan
- Leaf Systems Incorporated – Southboro, MA, USA
- Lino Manfrotto + Co. SPA – Bassano del Grappa, Italy
- MAC Group USA, MAC Group Global – North White Plains, NY & Beijing, China
- Meteor-Siegen Apparatus – Siegen, Germany
- Minolta Corporation – Osaka, Japan
- Pantone LLC – Carlstadt, NJ
- Pictographic International Corporation – Burnsville, MN, USA
- Rodenstock Optics Works – Munich, Germany
- Scitex Corporation Limited – Herzlia, Israel
- Tetenal Photo Chemicals – Hamburg, Germany
- X-Rite Incorporated – Grand Rapids, MI, USA & Regensdorf, Switzerland

### **Service – RIT Internal**

- 2015-Present: As a member of Photographic Sciences curriculum committee, revising and developing new courses and soliciting donations to support updating facilities for the BS and MS programs, RIT School of Photographic Arts and Sciences (SPAS), Rochester, NY.
- 2021: Featured Professor, “Viewfinder”, first Student Publication of the Media Arts and Technology (MAAT) Program, RIT School of Photographic Arts and Sciences (SPAS), Rochester, NY.
- 2020: Presenter, Photographic Sciences Department at “Photo Open House” Multiple Events, RIT [Webinar].
- 2020: Presenter, Photographic Sciences Department at “Day of Photography” Event, RIT [Webinar].
- 2019: Presenter Supporting Class Final Project on Thermal Portraiture, RIT School of Photographic Arts and Sciences (SPAS), Rochester, NY.
- 2019: Presenter, the Science Alliance Open House - HighSpeed and High Magnification Public Demonstrations, RIT School of Photographic Arts and Sciences (SPAS), Rochester, NY.
- 2019-Present: Educator/Mentor Support for RIT Photography Students at the Rochester Special Olympics, Floreano Riverside Convention Center, Rochester, NY.
- 2019: Short Attention Span Film Festival (SASFF) Committee Member & Awards Presenter RIT School of Photographic Arts and Sciences (SPAS), Rochester, NY.
- 2019: Invited presenter at Rochester City School District Workshop, for teachers specifically learning to photograph and reproduce student artwork, RIT City Art Space, Rochester, NY.
- 2019: ImagineRIT: Exhibitor, Educator and Mentor for “Hot Shots! Thermal Portraits”, 12th Innovation + Creativity Festival/Rochester Institute of Technology, Rochester, NY.
- 2018-Present: Organized and coordinated PhotoSciences Workshop for Flower City Art Youth Program students, RIT School of Photographic Arts and Sciences (SPAS), Rochester.
- 2018: ImagineRIT: Exhibitor, Educator and Mentor for “Projects from Photoscience”, 11th Innovation + Creativity Festival/Rochester Institute of Technology, Rochester, NY.
- 2017: ImagineRIT: Exhibitor, Educator and Mentor for “Hot Shots! Thermal Portraits”, 10th Innovation + Creativity Festival/Rochester Institute of Technology, Rochester, NY.
- 2016: ImagineRIT: Exhibitor, Educator and Mentor for “A Shot in the Dark”, 9th Innovation + Creativity Festival/Rochester Institute of Technology, Rochester, NY.
- 2015-Present: Presenter, Open Houses and Accepted Open Houses, RIT School of Photographic Arts and Sciences (SPAS), Rochester, NY.
- 2015-Present: Presenter, annual Day of Photo Recruitment Event, School of Photographic Arts and Sciences.
- 2015-Present: Curriculum Committee Member, School of Photographic Arts and Sciences.

### **Service – External**

- 2021-Present: International Association of Panoramic Photography (IAPP) Board of Directors.
- 2019: Facilitated IS&T Monthly Meeting for a tour of the new MAGIC Center MAGIC Spell Studios/Rochester Institute of Technology, Rochester, NY.
- 2018-Present: George Eastman Museum (GEM) Technology Collection Committee, Rochester, NY.
- 2018-Present: American National Standards Institute (ANSI) Expert within the TC110 Group for Electronic Displays, Washington, DC.

### **Professional Development**

I am in a constant operational mode visiting major trade shows and attending Conferences, Workshops and Seminars to ensure I am in sync with new technology and trends, as well as maintaining a worldwide network of influencers. In addition to learning new techniques and having frequent new first-hand experiences, this gives me the opportunity to observe alternate ways to present, share and teach. The process started earlier but I have it formally documented as beginning in 1986.

As of the end of Q3-2021, I have recorded my participation in and attendance of more than 120 educational events listed separately from this CV.

## **Supporting Activities**

### **Certifications**

- Healthcare Provider - AHA 2005
- Scuba Rescue Diver - NAUI 2003
- Red Cross First Aid - 2003
- DAN O<sup>2</sup> First Aid for Divers - 2003
- Rebreather - TDI 2002
- Nitrox - TDI 1998
- Advanced Open Water - PADI 1984
- Scuba Diver - YMCA 1980

### **Photography and Underwater Photography Expeditions Organizer, 1990-Present**

Taught and photographed on six continents and underwater in four oceans. Organized comprehensive tour and event arrangements for large groups traveling overseas on both scuba diving and photographic educational expeditions to the following locations:

- Bonaire, Netherlands Antilles
- Bassano del Grappa, Italy
- Beijing, China
- Cayman Islands
- Cocos Island, Costa Rica
- Cozumel, Mexico
- Havana, Cuba
- Hong Kong, PRC
- Moscow, Russia
- Paris, France
- Providenciales, Turks & Caicos
- Red Sea | Cairo & Luxor, Egypt
- Reykjavik, Iceland
- Roatan, Honduras
- Saba, Netherlands Antilles
- San Juan, Puerto Rico
- Taveuni, Fiji
- Tokyo, Japan
- Truk (Chuuk), Micronesia
- Utila, Honduras
- Venice, Italy
- Yap, Micronesia

### **Affiliations (Past and Present)**

- American Film Institute (AFI)
- American Healthcare and Radiology Association (AHRA)
- American Hospital Association (AHA)
- American Institute of Ultrasound in Medicine (AIUM)
- American Marketing Association (AMA)
- American Society for Nondestructive Testing (ASNT)
- Divers Alert Network (DAN)
- Digital Imaging Marketing Association (DIMA)
- International Association of Panoramic Photographers (IAPP)
- International Society for Optical Engineering (SPIE)
- National Retail Federation (NRF)
- Photo Imaging Education Association (PIEA)
- Photo Marketing Association International (PMA)
- Professional Photographers of America (PPA)
- Society for Computer Aided Radiology (SCAR)
- Society for Experimental Mechanics (SEM)
- Society for Imaging Science and Technology (IS&T)
- Society of Photographic Education (SPE)
- The Photographic Historical Society of Rochester (TPHS)
- Wedding Photographers and Portrait International (WPPI)