The 1978 BLUEPRINT is a statement on the unique personality of the Georgia Institute of Technology as it was reflected through students, faculty, and staff during the year beginning spring quarter, 1977 and ending winter quarter, 1978. In addition to its usual coverage, the book includes special feature articles, interviews, and letters which give a personal flavor to the individuals and events which made the year different from any other at Tech.
Georgia Tech: a Unique School

The personality of an individual is his most important trait: the factor which sets him apart from other people. But personality as an attribute is not limited to people; it may also distinguish such inanimate communities of individuals as a city or a university.

Atlanta's personality depends upon many factors, including its architecture, its cultural facilities, and its unique attractions. Innovative architecture such as the Hyatt Regency Atlanta and the Peachtree Plaza Hotel mark the city's skyline with a distinct identifying fingerprint. The Memorial Arts Center, the Cyclorama, and the Fox Theatre are only a few examples of the great variety of cultural outlets available. And an Atlanta without its Underground Atlanta, World Congress Center, Six Flags Over Georgia, or Stone Mountain just would not be the same vibrant, exciting city. But perhaps the variety of individualism present in Atlanta is best reflected in her great assortment of institutions for higher education, including Agnes Scott, Emory University, Georgia State University, Morehouse College, John Marshall School of Law, Oglethorpe University, Morris Brown College, and, of course, the Georgia Institute of Technology.

Georgia Tech, even as Atlanta, has its own distinct personality, albeit on a smaller scale than the city that grew up around it. The character of the "North Avenue Trade School" is dependent on the community of individuals which composes it. The variety of interests, past experiences, goals, and ambitions which her population incorporates makes Tech a true melting pot in all respects. Just as each building on campus is in some way different, each student, each professor, and each administrator is different. It is this vast assortment of unique entities which comes together to indelibly stamp Georgia Tech with a special, exclusive personality.
People Keep Life at Tech Interesting
Independently Identifying and Maintaining a Unique Identity Is Necessary in Becoming a Ramblin’ Reck From Georgia Tech . . .

The individuality of Georgia Tech is recognized internationally, whether through her reputation as a top engineering school or through her unique fight song, The Ramblin’ Reck. But in this distinctly different environment which makes Georgia Tech what it is, it can be difficult for a person to maintain his identity. The tendency to be classified as a Greek or an Independent, as a Nurd or a Jock, or as a Shaft or a Pussy-cat is often too easy to deny. Yet somehow, members of the Tech community manage to remain themselves — even within a solid framework of groups and organizations.

The need to “be yourself” at Tech has always been quite strong — particularly for students — and has been satisfied in many ways. Where else would a marijuana leaf find itself spray painted on a wall only to be exterminated by a can of Weed Killer which has been banned by EPA? Only a desire to be different, to be unique, could have led to such an unusual form of expression.

To satisfy this need to be an individual often requires an attitude of nonchalance, whether feigned or actual, toward other people’s opinions. Therefore, self-assurance is a trait which is ordinarily acquired by Tech students before they graduate. With less anxiety about how other people might react toward him, the average Tech student can be a participant in even the most unusual situation without giving the slightest indication that anything is out of the ordinary.

Developing and maintaining his own personality generally means that at some point in time, the student must evaluate himself. It is rare that a student graduates from Tech without at least one such self-examination. There is a need to get away, to be alone, to think . . . thus the opportunity to stretch out under a tree or float down the Chattahoochee can be a welcome release from the pressures of classes and homework.

The student who succeeds in obtaining a Georgia Tech diploma must definitely also have been successful at maintaining his individuality. He has thereby earned the right to claim the unique identity granted him by Tech’s famous school song: he’s a Ramblin’ Reck from Georgia Tech and a hell of an engineer!
... And a Hell of an Engineer!
The fact is, no one can survive Georgia Tech alone. The constant pressures unite individuals into groups which work to overcome and escape the difficulties and worries which accompany life at Tech.

Groups of friends form from frat, dorm, and class associations. Whether enjoying Atlanta’s summer together through outdoor activities or studying together for finals, Tech students find these close relationships valuable.

Formal, chartered organizations allow students and faculty to unite for personal enjoyment — as in Sailing Club — or to benefit the entire campus — as with Co-op Club and its annual Monte Carlo Night.

The ability to share life with other people makes survival at Tech much more enjoyable. The ease with which the members of her community function together is indeed an integral part of the personality of the Georgia Institute of Technology.
Groups Also Contribute to Ma Tech's Personality
Group Activity
Fundamental to Life at Tech
Individuality Is the Essential Component of the Personality of Georgia Tech

Ultimately, the quality of a whole unit must depend on the quality of its constituent parts. In the case of a university, were it not for the students, the school would not exist at all. The higher the caliber of students it attracts, the more prestigious a university becomes. The more diverse the students, the more complete the university is as a community. The presence of the students necessitates the presence of the equally important complement of administrators, faculty, and staff.

Thus, the individuality within a school community is directly responsible for the personality of the school. Today's Georgia Tech has inherited a personality from past students, faculty, and administrators. The stories concerning George P. Burdell, the Rats, various "shaft" professors, blunders in the planning of bus stops and people movers, and the "good old days" when current Tech professors were only Trade School students themselves continue to mold attitudes and contribute a solid base of unique tradition to the school. But, Tech's special character is not static; it changes from year to year as new individuals with new ideas and outlooks join the university community.

1977-78 was an important year in this continuing development of Georgia Tech's individuality. The opening of the Fuller E. Callaway III Student Athletic Complex and the completion of the Price Gilbert Plaza in front of the library gave the campus a new physical appearance while adding new dimensions to extracurricular life. The largest freshman class in the history of the school brought with it an unprecedented diversity of outlooks and perspectives. The largest enrollment of women in Tech's history forced continued changes in on-campus attitudes and opinions toward women in technical fields. Administrative investigation into the relative merits of research and teaching, as they pertained to Tech as a whole, promised to leave a lasting stamp on the type and quality of education available. All facets of the Georgia Institute of Technology saw modifications as the school's continually changing personality went from one kaleidoscopic form to another — each form related to the preceding one, but distinctly different.