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# the communicator

Official publication of the INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

## Message from the President

This issue of The Communicator is dedicated to our sustaining members.

Sustaining members play an important role in our organization and I think it is time we acknowledge and thank them.

Take a look at the listing of our current sustaining members in this issue of The Communicator or on our website, www.igaea.org. These members represent industry and educational organizations that have pledged to help support our organization, not only through funding but also by supporting us in other ways. Take a look at the list and see if you recognize any of the names?

These sustaining members are counting on the fact that our membership will support their interests just as they support our educational interests. They believe we can provide the next generation of workers, or even the next generation of college students. So, as educators, let's plan on supporting our sustaining members and in return they will continue to support us.



Charles Weiss, IGAEA President

On a side note, just last month I was at Graph Expo. Once again it was a great show in many ways, but as an educator it is always frustrating knowing I cannot purchase all the fantastic equipment I see on the show floor. Some of the technology is just awesome, and I really wish I could have it in my classroom. Sadly, I know I cannot, but I can work on creating a relationship with vendors in hopes they can share information with me to share with my students. I can take printed samples, get websites, and at least expose my students to some of the latest and greatest printing technologies out there.

One thing to remember is that the companies on the show floor are going through the same economic challenges we are. Their sales are down, the overall print market is changing and these companies are doing whatever they can to stay in business. So, while they may not be able to offer us a free digital press, most likely they are willing to give a good discount. They are also usually willing to offer extended support programs and other benefits to education. We teachers also need to realize the compa-

nies want our support. If they do offer you a discount for a piece of equipment and you purchase that equipment, make sure you let your school know about the company's support. At the end of the day, make sure you are giving something back to the company, just as you are hoping the company will give something to you.

Hope everyone continues to have a great year!

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### IGAEA MISSION STATEMENT

The International Graphic Arts Education Association (IGAEA) is an association of educators in partnership with industry, dedicated to sharing theories, principles, techniques, and processes relating to graphic communication and imaging technologies.

# Understanding Our Sustaining Membership

By Shaun Dudek, Immediate Past-President/Sustaining Membership Chair

The International Graphic Arts Education Association [IGAEA] Membership is unique among the graphic communication community in bringing together educators from all fields of digital, mixed media, prepress, print, and production. Our association provides forums for discussion and conferences for the latest information regarding all aspects of the industry. We are dedicated to sharing theories, principles, techniques and processes relating to graphic communications and imaging technology.

Our membership includes individuals, organizations, institutions, and agencies that manufacture, distribute, and sell equipment or supplies. This also encompasses those who operate or provide services in all facets of the graphic communications industry including education.

An integral part of our membership and mission is our sustaining members. The Sustaining Members provide a stable base for IGAEA's ongoing operating budget, including the broad array of programs and scholarships that the Association sponsors annually. Many of our Sustaining Members also provide additional support for individual conferences, educational sessions, and meetings that are of particular interest to their specific businesses. There are varying levels to Sustaining Membership to meet the diverse requirement of sustaining members. These levels help in assisting a beneficial partnership.

New representatives to the Sustaining Membership have the opportunity to forge networks and participate in new collaborative projects that can benefit their own organizations while providing support to graphics' education. By joining our Sustaining Membership program, you will help ensure part of IGAEA's future in our mission of educating tomorrow's workforce.

The IGAEA Board Officers send a special thank you to our current Sustaining Members for providing us your support as a dedicated industry partner to the educational community.

Individuals, organizations, institutions, and agencies who wish to represent themselves are encouraged to submit the Sustaining Membership Application online at [www.igaea.org](http://www.igaea.org) or contact Shaun Dudek, Sustaining Membership Chair, at [dudeks@cod.edu](mailto:dudeks@cod.edu) for a direct response.

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For the past 85 years IGAEA has hosted an Annual Conference for educators from around the world. This weeklong event allows them to come together in one location to update their skills, learn the latest technology, and have a collaborative venue to unite with other educators in a relaxed and fun atmosphere.

## Featured Sustaining Member: Adobe



**Adobe**

Tom Petrillo, Sr. Solutions Engineer/NA Education Sales from Adobe System's, Inc. is our newest Sustaining Member. His Platinum Membership is directly supporting the 2011 Conference by funding "An Afternoon with Adobe" this coming

July. I asked for a brief statement from Tom about becoming an industry partner with IGAEA and he responded:

"This summer's conference at Illinois State University was my first exposure to the IGAEA. The interest and dedication to the Graphics industry was front and center. It was a great experience.

I look forward to joining you in Reno next year to provide your membership with insight into how our tools are evolving as the industry adopts more delivery channels. These are both exciting and challenging times. The diversity of the market demands a much broader skill set for students leaving your institutions today than a few years ago, and we are excited to partner with you to share ideas and shape the future of publishing.

### Adobe Solutions for Education

Adobe works closely with education leaders to deliver software and technologies that prepare students for career success, promote online learning, and improve campus productivity. Through integrated software, resources, and affordable purchasing options, institutions can ensure that everyone has the best tools for optimal learning and administration.

A key tool for educators and students working in the graphic communications and imaging technology fields is Adobe Creative Suite 5

(CS5). Adobe Creative Suite 5 software, including Photoshop, Acrobat, Illustrator, InDesign, Premier Pro, Dreamweaver and Flash products, helps educators and students create rich content for virtually any media—print, web, interactive, video, audio, and mobile.

To learn more, please visit [www.adobe.com/education](http://www.adobe.com/education).

## Educational Sponsor: Rochester Institute of Technology (RIT)

RIT is a proud sponsor of the IGAEA. In 2007, we hosted the Annual Conference for IGAEA and had a great turnout. We also offer continuing education for members through

our non-credit training programs at the Printing Applications Lab. We are committed to educating the next generation of graphic communications professionals and benefit from the latest thinking from member institutions. Members of the RIT faculty are also enthusiastic readers, contributors, and editors of the Visual Communication Journal.



*Patricia Source, Chair of RIT's School of Print Media*

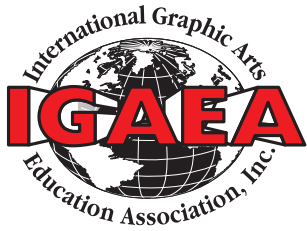
## Educational Sponsor: Eastern Kentucky University (EKU)

Eastern Kentucky University, located in the heart of Kentucky Bluegrass Country,



offers both a BS degree in Graphic Communications Management and an Associate of Applied Science in Technology with an option in Digital Imaging Design. The associate degree flows right into the BS degree for those deciding on a four-year degree after beginning their education. Curricular emphasis includes electronic and web publishing, offset, screen and flexo printing. EKU hosted the annual IGAEA conference in 2009 with the theme: "Back to the Bluegrass . . . Into the Future." Find us on Facebook by searching for EKU Graphic Communications or on the web at: [http://people.eku.edu/dailey/default\\_gcm](http://people.eku.edu/dailey/default_gcm)

*David W. Dailey, Ed.D.*



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## Spotlight: Student Chapter of IGAEA at the Illinois State University

The International Graphic Arts Education Association Student Chapter at Illinois State University was founded in 2009. The student organization is devoted to advancing the professional and technical skills of graphic communication students. Currently there are twenty active members attending the weekly informational and production meetings. In addition to networking opportunities with industry and with other students in the major, the organization runs RSO Graphic Services, designing and printing graphic products like t-shirts, coozies, pens, and golf balls for Resident Student Organizations on campus. This gives members real production experience within a business setting. Funds raised from production go toward new lab equipment, field trips, service activities and social events. Recent activities for the organization included a trip to GraphExpo, a tailgating party at the homecoming football game, and trick-or-treat for change to benefit UNICEF. For more information on IGAEA-ISU or the Graphic Communications Major at Illinois State University please visit the program website at: [http://tec.illinoisstate.edu/graphic\\_communications/index.html](http://tec.illinoisstate.edu/graphic_communications/index.html)



## List of Sustaining Members

### Platinum Sponsor

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**Printing Industries of America**, Michael Makin, [www.printing.org](http://www.printing.org)

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**Eastern Kentucky Univ.**, Dave W. Dailey, [www.technology.eku.edu/Academics/PrintMgt](http://www.technology.eku.edu/Academics/PrintMgt)  
**R I T School of Print Media**, Patricia Sorce, [www.RIT.edu/~spms](http://www.RIT.edu/~spms)  
**Western Michigan University**, Lois Lemon, [www.wmich.edu/pci](http://www.wmich.edu/pci)  
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**New York University**, Bonnie A. Blake  
**North Shore Technical High School**, Mark Blanchette, [www.nsths.mec.edu](http://www.nsths.mec.edu)

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**Specialty Graphic Imaging Association**, Michael Robertson, [www.sgia.org](http://www.sgia.org)