

1899 Preston White Drive
Reston, Virginia 20191-4367
www.igaea.org

the communicator

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

Presentation Spotlight: "What you need to be teaching about MIS and JDF" by John Leininger, Clemson University

By Monika Zarzycka

John Leininger started his presentation with a meaningful quote, "There is little difference in people, but that little difference makes a big difference. The little difference is attitude.



The big difference is whether it is positive or negative" (W. Clement Stone). The speaker used the quote to lead into his argument about the Management Information Systems (MIS) and the Job Definition Format (JDF). "In many cases print has become a commodity," John argued, "profit margins have been cut because of the down economy and raising price is not a very practical option. The key is to become more efficient in the production and management of the support services in the print facility." He stressed that this is the most critical part of running a printing company, which is not always glamorous. John said that MIS is "tied to computer workflow software networked through the equipment networking application" of JDF. MIS and JDS can work very well together and bring profits for a printer.

...continue on page 2.

The Treasurer's Trove

By Jerry Waite

Greetings IGAEA members! I hope you are all having a successful Spring semester.

By now you should have received your 2012 IGAEA Dues Statement. Thank you to all who have paid so far.

However, I am sorry to report that only about 1/3 of our members have paid for 2012. We have budgeted \$12,000 for regular membership dues, but only \$4,255 have been received. I know that times are tough and that during tough times we have to make choices about where and how to invest our dollars. I hope that you find the IGAEA to be a worthy investment. In particular, we have tried extremely hard to increase the number and quality of publications we produce, both Communicators and Visual Communications Journals. And, of course, we continue to offer the best national and regional conferences for those with an interest in graphic communications. So, please make the decision to invest in IGAEA and send in your dues as soon as you possibly can...the deadline is April 1, 2012.

If you did not receive a dues invoice, please inform our Second Vice President, Julie Schildgen, by emailing her at J.Schildgen@RockValleyCollege.edu.

As always, I would appreciate hearing what you think. You can always contact me at jwaite@uh.edu.

Continuation from page 1: “What you need to be teaching about...”

By using MIS and JDS, the speaker argued, “Printers have doubled their productivity without adding labor or equipment.” As a return, revenues increased without price increase. The question is, however, are the students who enter the print industry knowledgeable in MIS and JDF management tools?



Next, John discussed the automation of the workflow process. First, he clarified what the term “workflow” meant. The presenter said, “in the broadest definition—workflow is the process of producing a product from the moment a need develops to the point that the product has no use or value.” John also stressed out that printing is just a small fragment of the process. In the printing process, every stage or application has its own workflow. Second, the speaker discussed the links between MIS and JDS. He pointed out “MIS crosses over between production and management applications.” It can be part of the Information delivery (to departments or software applications), tracking, billing and invoicing, real time BHR updates. John also claimed, “JDF is the translation module for equipment to interpret the message, it is data about data.” JDF is best known for the press make-ready, such as ink profiling, faster paper feed setup, faster delivery setup, now auto plate mounting, auto register. In simple terms, JDF is “how one piece of equipment talks to another piece of equipment.” Although JDF happens in the background, the students need to understand its benefits. Third, the presenter discussed places where instructors can

IGAEA Board of Directors

President: Ball State University, Muncie, IN 47306 P: (765) 285-5663; E: hkello@gbsu.edu	Hans Kellogg
President-Elect: Ohio Hi-Point Career Center, Kenton, OH 43326 tcarrig@ohp.k12.oh.us	Tom Carrig
First Vice-President: University of Houston, Houston, TX 77204 P: (713) 743-4077; E: mzarzycka@uh.edu	Monika Zarzycka
Second Vice-President: Rock Valley College, Rockford, IL 61109 P: 815-921-3076; E: j.schildgen@rockvalleycollege.edu	Julie Schildgen
Secretary: College of the Ozarks Point Lookout, MO 65726 P: (417) 690-2511; E: williams@cofo.edu	Michael Williams
Treasurer: University of Houston, Houston, TX 77204 P: (713) 743-4089; E: jjwaite@central.uh.edu	Jerry Waite
Immediate Past President: Western Illinois University, Macomb, IL 61455 P: (309) 298-1488; E: CT-Weiss@wiu.edu	Charles Weiss
Sustaining Member Liaison: College of DuPage, Glen Ellyn, IL 60137 P: (630) 942-2040; E: ddudeks@cod.edu	Shaun Dudek

Regional Vice-Presidents

Region 1 North Central: KY, IA, IL, IN, MN, ND, MI, SD, WI, ARGO Community HS, Summit, IL 60501 P: (708) 728-3200 x755; E: tcimaglia@argo217.k12.il.us	Tony Cimaglia
Region 2 Northeast: CT, DE, MA, MD, ME, NH, NY, NJ, OH, PA, RI, VT, WV Lyndon State College, Lyndonville, VT 05851 P: (802) 626-623; E: kelly.glentzbrush@lyndonstate.edu	Kelly Glentz Brush
Region 3 Southeast: AL, DC, FL, GA, MS, NC, SC, TN, VA N. Carolina Agricul.& Tech State Univ., Greensboro, NC 27411 P: (336) 334-7379 x2234; E: mehtad@ncat.edu	Devang Mehta
Region 4 South Central: AR, CO, KS, LA, MO, NE, NM, Arizona State University, AR 72467 P: (870) 972-3114; E: pmishra@astate.edu pmishra@astate.edu	Pradeep Mishra OK, TX
Region 5 Southwest: AZ, CA, HI, NV, UT California Polytechnic State Univ., San Luis Obispo, CA 93407 P: (805) 756-2257; E: kmacro@calpoly.edu	Ken Macro
Region 6 Northwest: AK, ID, MT, OR, WA, WY Highline Community College, Des Moines, WA 98198 P: (206) 878-3710 x3068; E: tsittner@highline.edu	Tony Sittner
Region 7 England & Europe: University of the Arts London, London, UK Phone: 0207 514 6000	John Stephens
Region 8 Asia: Dept. of Printing and Media Engineering, MIT, Manipal, India	Nagaraj Kamath
Region 9 Canada: SAIT Polytechnic, Calgary, Canada T2M 0L4 P: (403) 210-4473; E: tyler.nagel@sait.ca	Tyler Nagel

learn about JDF, which include Bridges JDF overview, CIP4, and IDEA Alliance and IPA who both offer JDF Certification programs.

Further, John elaborated on the importance of teaching students about MIS and JDF. He argued that students would use various applications that are linked with MIS and JDF, and they might be involved in managing the process. Some might work for the IT department, formatting the templates formatting the templates or making decision on the direction of the company, based on MIS reports.

The speaker also said that instructors should start by teaching workflow. John claimed that everyone already has a workflow. "Although the term is a hot buzz word, the concept is not new and has been around for thousands of years," says the speaker. There are dozens of workflows within each classroom. Also, many factors influence each workflow, such as environment, people, time, and equipment. According to John, "Workflows exist even if there is no plan." However, with technological advances, existing workflow needs review and revision. Evaluation and improvement of the workflow is an investment.

John went on to say how workflow could be taught in a lab. The presenter suggests that students should first perform an analysis on the procedures. Then, they should brainstorm ways on how to improve the process with software, hardware, and plant layout. Finally, students should measure and track the differences. Students should also make a list of the steps required to produce a job, group the steps into tasks, define the expectations of each task, recognize interactions between different workflows and measure and track the differences.

In addition, the presenter discussed areas that dictate the level of effort applied to reviewing, updating, and formally establishing a production workflow. These include:

- Areas that are functionally critical, such as cost factors.
- Areas of theoretical concern.

- Areas of control and management concern.
- Areas of employee dissent or conflict.
- Areas of special record keeping concerns.
- Areas that may attract customers or improve company's competitive advantage.

Finally, John discussed the negative aspects of implementing MIS and JDF. These include lack of human contact (the process can be very automated with little or no human interaction), loss of opportunity to review company needs (since the process is automated, company needs can be overlooked), and loss of relationship selling (no human interaction, no relationship).

The 87th IGAEA Conference Preview

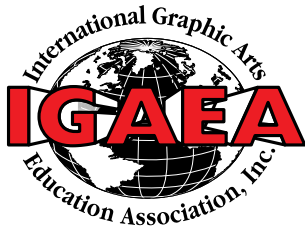
By Hans Kellogg and Monika Zarzycka



In July 22-26, 2012, the IGAEA will be traveling to Clemson University, located in the beautiful South Carolina, for what plans to be a wonderful conference. Presentations would all be taped, so participants wouldn't miss out if two activities are scheduled at the same time. Another plus of the 2012 IGAEA Conference would be that each participant will be able to take home copies of unique print posters assembled prior to the conference. These copies could be used to decorate various classrooms. Using their close contacts with industry and the resources of the University, the conference should have something for everyone. Registration will begin soon. We hope to see you in July!

Call for Articles

It is a long-standing tradition of the IGAEA to include articles from national and/or local conferences and events in *The Communicator*. Please help us sustain that tradition by submitting articles, which you think would benefit fellow IGAEA members, to be considered for *The Communicator*. Along with the articles, you are also welcome to submit images. Please email Monika Zarzycka at mzarzycka@uh.edu for questions or to submit your article.



007301026
**International Graphic Arts
 Education Association**
care of
**University of Houston Information &
 Logistics Technology Department**
 312 Technology Building
 Houston, TX 77204-4023

NONPROFIT
 ORGANIZATION
 U.S. POSTAGE
 PAID
 HOUSTON
 TEXAS
 NO. 5910

List of Sustaining Members

Platinum Sponsor

Adobe Systems Inc., Tom Petrillo, www.adobe.com/education/
Eastman Kodak Company, Jonathan F. Ghent, www.kodak.com
EFI, Frank Tueckmatel, www.efi.com
GAERF Graphic Arts Education and Research Foundation, Eileen D. Cassidy, www.npes.org
Heidelberg U S A Inc., Susan Nofi, www.us.heidelberg.com
Presstek, Brian Wolfenden, www.presstek.com
Sierra Graphics Network, Dan White, www.sierragraphicsnetwork.com
University of Houston, Jerry Waite, www.digitalmedia.uh.edu
Xerox Corporation, Seth Stokes, www.xerox.com

Gold Sponsor

Printing Industries of America, Michael Makin, www.printing.org

Silver Sponsor

Anderson Vreeland Inc., Howard Vreeland, www.andersonvreeland.com
Copresco, Steve Johnson, www.copresco.com
Dynamic Printing Source, Bryan MacKenzie, www.dynamicprintingsource.com
Kimoto Tech, Inc., Mike Komatsu, www.kimototech.com
P I A S C, Robert Lingren, <http://www.piasc.org>

Bronze Sponsor

Accurate Printing Repair & Sales, Janet Susmark, www.aprasales.com
Against The Clock, Inc., Ellenn Behoriam, www.againsttheclock.com
Estimator Corp., Mark Meyers, www.estimatorcorp@aol.com
Performance Screen Supply, Cathy & Bob Drake, www.performancescreen.com
Printing & Graphics Association MidAtlantic, Paul Foster, <http://www.pgama.com>
Printing Industries Association, Inc. of Arizona/New Mexico, Sandi Neuman, www.piaz.org
Ulano Corporation, Donald Marsden, www.ulano.com

Educational Sponsor

Cal Poly State University, Dr. Harvey Levenson, www.grccalpoly.edu
Chowan University, Mike Steczak, www.chowan.edu
College of DuPage Student Chapter, Shaun Dudek, www.cod.edu/gat
Eastern Kentucky Univ., Dave W. Dailey, www.technology.eku.edu/Academics/PrintMgt
Eastern Westmoreland Career and Technology Center, Brent Polinsky, www.ewctc.net
Illinois State University Student Chapter, Dan Wilson, http://tec.illinoisstate.edu/graphic_communications/index.html
New York University, Bonnie A. Blake
North Carolina A & T Univ., Cynthia Carlton Thompson, www.ncat.edu/~gcsts
North Shore Technical High School, Mark Blanchette, www.nsths.mec.edu
R I T School of Print Media, Patricia Sorce, <http://cias.rit.edu/printmedia/>
University of Central Missouri, Dave Barabas, www.ucmo.edu
University of Houston Student Chapter, Jerry Waite, <http://igaeauh.info/>
Western Michigan University, Lois Lemon, www.wmich.edu/pci

General Sustaining Members

Markzware, www.markzware.com
NPES The Assoc. for Suppliers of Printing, Publishing, & Converting Technologies, Ralph Nappi, www.npes.org
Phoenix Challenge Foundation, Bettylyn Craft, 704-309-3748
Sales Directors Inc., Whyman Douglas, www.salesdirectors.com