



200 Deer Run Road  
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www.igaea.org/

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1999-2000 SCHOOL YEAR

# the communicator

Official newsletter of the  
**INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.**

## From the President:

I hope that everyone has had a good holiday season. As part of this season of giving, I would like you to consider giving a lesson to GraphCom Central. I know that Mark Sanders would like to see your curriculum ideas and projects posted as resources for those looking to improve their programs or those just starting out. To contribute, send the lesson in pdf format to Mark (or on disk if you can't convert it to a pdf). Please identify yourself and that you are an IGAEA member on the first page of the document. We hope that through your efforts others will see the value in becoming a member.

One of the problems that we are facing in the Chicago area is a lack of qualified teachers. Programs often close when a teacher retires because no new teacher can be found. For the past few months, I have been helping a couple of local teachers that are retraining as graphic arts instructors. Both have had considerable experience teaching, but teach courses that are experiencing declining enrollments. Unfortunately, there are very few common skills between agriculture or machining and graphic arts. Therefore, these teachers face a huge challenge in acclimating to a new industry, especially when their only graphic arts experience was a single class they were required to take as undergraduates in the late 60's or early 70's. Compound this problem with the fact that current technology requires skills that have little in common with what was taught in graphic arts classes twenty years ago.

To help teachers acclimate to contemporary graphic arts, I will be sending a unit on printing on flyers (frisbees) using screen printing. For those who might be interested, the project is very simple once a jig is made to hold the flyer. I redesigned the jig because the company supplying the flyers redesigned the flyer. The new jig is easy to construct and use. The flyers can be purchased for about \$.65 from a company in Florida. I use the project as part of a screen printing class to give students experience in using a specialized jig and setup. The flyers also make great advertisements for the class and effective giveaways at curriculum nights. There is a new ink that eliminates the flame treating the flyers used to require. The project design includes setting type on a



President Daniel McCluskey

See President's Letter on page 11

## INSIDE THIS ISSUE

From the President . . . . .	1
1999 Conference Report:	
Ink 101 . . . . .	2
Spouses Program . . . . .	4
Standing Resolutions . . . . .	4
Graphic Communications	
Council Named . . . . .	5
Imaging Skills Curriculum	
Launched at Graph Expo . . .	6
Position Announcements . . . . .	8
GAERF "Mini Grant" to support	
IGAEA 2000 Conference . .	10
IGAEA Member Killed . . . . .	10
Paul D. Von Holtz Conference	
Incentive Awards . . . . .	10
NSTF Scholarships Awarded . .	10
Application for Membership . .	11
Poster Contest . . . . .	12
Sustaining Members . . . . .	12

GRAPHIC COMM CENTRAL  
(<http://teched.vt.edu/gcc/>)  
The "Hub" on the Web for Graphic  
Communications Education

**IGAEA 2000**  
On the Campus of Pennsylvania College of Technology  
Williamsport, Pennsylvania  
Reflect on the Past - Experience the Future

## 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 communications and imaging technology.*

# 1999 Conference Report

## *Ink 101: A look at printing ink—where it's been and where it's going*

On Tuesday, August 3, Leonard Walle, from Flint Ink, presented a general session on the history of printing ink. He identified six key issues that have impacted—and continue to impact—printing ink: press technologies; raw materials; environmental concerns; digital technologies; market shifts, and the globalization of the ink industry.

### PRESS TECHNOLOGY

Ink must be suited to the press on which it will be used. As presses have changed, ink has also changed. According to Walle, the first ink was developed in China about 2600 BC. That ink was water-based and was designed to be applied by brush. From that time until the invention of letterpress printing by Gutenberg, printing inks remained water-based. However, to fully exploit the capabilities of his new invention, Gutenberg had to invent an oil-based ink.

Since Gutenberg's time, presses have evolved a great deal. This evolution resulted in many changes to ink formulation. For example, by the early 1700's, faster printing had led to higher demand for printed products. Higher demand, in turn, led to an increased need for production. One of ways printers decreased job turnaround time was to begin to rely on vendors to supply their inks (prior to that time, printers made their own ink—a highly dangerous process). In fact, the first ink factory was established in London in 1754.

Other significant changes to inkmaking occurred in the 1700's. One was the increased demand for colored—rather than black—inks. To create colorful inks, ink makers began to use organic and non-organic colored pigments. Prior to the introduction of colored pigments, lampblack was used as black pigment. Additionally, lithography was invented in the late 1700's. This new process required inkmakers to manufacture water-resistant inks. Various waxes and shellacs were added to oil-based inks to further protect the ink from fountain solution.

During the 1800's, lithography continued to grow in popularity, especially for colored images. In the late 1800's, the offset process was applied to the lithographic press. The offsetting action resulted in very thin ink films deposited on the paper. Therefore, ink manufacturers had to reformulate offset inks to contain stronger pigments.

The 1800's also saw the invention of both aniline (flexo) and gravure printing. Unlike previous processes, these methods required fluid—rather than paste—inks. These inks

were water- or alcohol-based and dried very fast. Gravure became especially suited to the reproduction of colored images. So, the demand for colored inks grew even more than before.

During the 1900's, presses became faster and ink makers one again adjusted ink formulations. Another significant invention in the late 1900's was waterless lithography. This new process required inks that adhere to some base material but not others. Ink makers, in conjunction with plate and press manufacturers, filled the need.

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## **RAW MATERIALS**

Printing inks have always contained a fluid (water, oil, or alcohol) and pigment. In ancient China, the earliest ink was composed of water and lampblack. To fill the needs of printers, many additional materials were added to inks. Most important are additives called driers. These chemicals help prevent the rub-off that occurs when people handle printed sheets that are not dry. Additives are also used for many other purposes. For example, special chemicals can be added to prevent laundry detergent from reacting with the carton's ink. Other additives can prevent ink from reacting with food.

More than 56,000 different materials are currently used in ink manufacturing. Of these, 80% are petrochemicals, 15% are forest products, and 5% are minerals and clay. The specific materials used in an ink depend on several factors including: the end use of the product, the type of substrate, the printing process, and the drying requirements of the process and/or substrate.

## **ENVIRONMENTAL CONCERNS**

Contemporary Americans are increasingly concerned about the environment. Printers and customers—sometimes voluntarily and sometimes by governmental regulation—are demanding inks that are environmentally friendly. One way to make inks less hazardous is to decrease the use of inorganic pigments. For example, lead and cadmium are no longer used as pigments. Another way to make inks safer is to use vegetable oils—rather than petroleum oils—as the ink's vehicle. Interestingly, the use of vegetable-based vehicles has a side benefit: vegetable oils are clear, so they do not dirty the ink's color. Hazardous chemical ink driers can be eliminated through the use of ultraviolet-curing and electron-beam drying inks. Some inks formulated to dry using electron-beam driers are so safe that they can touch food without contaminating it!

## **DIGITAL TECHNOLOGIES**

All forms of business and manufacturing are being changed by digital technologies, from systems that automatically order raw materials to sophisticated computer-to-plate devices. Digital technologies are also impacting ink manufacturers. For example, the world wide web, a digital technology, now competes effectively with the printing industry. Some documents that were formerly printed are now distributed on-line. Obviously, this decreases the amount of ink that must be manufactured. In addition, the instant-dissemination nature of the web has conditioned people to expect communication to occur faster than ever. Therefore, printers

are expected to decrease turnaround time. To produce printing faster, machines must run faster and be made-ready quicker. Ink makers must reformulate inks to handle these demands.

## **MARKET SHIFT**

Inkmaking is also being affected by changes in the print market. There are fewer newspapers than in the past, and their readership is down. However, the remaining newspapers are using more color than ever. As a result, the amount of ink consumed by newspapers exceeds the amount consumed when black-ink-only papers dominated the niche. While the number of newspapers has decreased, the number of niche publications, such as special-interest magazines and catalogs, has increased tremendously. These niche publications are generally short runs with quick turnaround times.

Packaging represents a major growth area in the ink industry. New substrates, such as flexible plastics, require new ink formulations. New light-weight corrugated materials are supplanting more traditional chipboard for product containers. Of special importance is customer desire to obtain and maintain brand loyalty through the use of recognized colors. For example, Coca-Cola demands that its trademark red be the same color no matter what the substrate or where the item is printed.

In general, print customers are demanding better, and more consistent, color, higher quality, quicker turnaround, and lower costs. Ink makers are working with printers and equipment manufacturers to help meet those demands.

## **GLOBALIZATION**

The gross number of printing firms is decreasing as consolidators buy up and close marginally profitable printers around the world. The result is fewer, but larger, firms. These mega-printers reduce competition and are able to profit from economies of scale. For example, very large printers are able to leverage their size and material-volume-needs to force ink manufacturers to lower ink prices.

Globalization presents ink makers with several challenges. The primary challenge is to provide consistent colors. One way to accomplish consistency would be to manufacture ink in one location and ship to international customers. However, ink makers must consider the logistical problems inherent in world-wide shipping. Many ink makers have decided to build factories near their international clients. To achieve color consistency in far-flung factories, global standards are being implemented. In addition, ink makers find that they must learn to appreciate and obey the laws, customs, and political requirements of many nations.

## Spouses Program

By Jeanette Maxim

The spouses program got off to a great start with our Keynote Speaker—Barbara Stevens, from Knoxville, TN. Her message, “Binding the Edges,” really summed up the true meaning of our IGAEA family.

Three conference spouses did hands-on activities. Carol Lock, from Arlington Heights, IL, helped us create beautiful painted T-shirts (see photo at bottom). Kathy McClusky, of Montgomery, IL, explained the art of quilt-making and hosted the craft share time. Also, Jeanette Maxim, of Cuba, NY, let us experiment with cake decorating and we all enjoyed the finished product at lunch (see photo at right).

In the “Investments” session, one of the many sessions from which spouses could select, suggestions were given on what to do with monies we’ve saved and what might happen in the near future in the stock market. Several sessions, such as “Cardio-Vascular Health” and “Osteoporosis” were presented by members of the Big Rapids medical profession.

All who attended the Longsberger basket demonstration were enchanted by the master basket weaver, Debbie Snyder, and the ease with which she created baskets. Everyone hoped his or her name would be pulled to win the door prize in this session!

Two of Ferris State’s English Department professors, Joyce Brownell and Rose Anne Shansky, presented outstanding dramatic renditions of the lives of Georgia O’Keeffe and Beatrix Potter. We were given a different point-of-view on those famous ladies’ lives.

A full day of touring was packed into our trip to Grand Rapids. Again, we had choices of museums—the Gerald R. Ford Museum or the Van Andel Museum—to visit and reflect on our past history. Places such as the Amway Corporation campus and the victorian Voight Houst were also of unique interest.



T-Shirt Printing: Sheryl Kellogg, Phyllis Cimaglia, Gloria Hartzell, and Kathy Van Roy



Cakes decorated by spouses

Our week quickly came to a close with Thursday afternoon’s activities. A vintage fashion show got us all saying, “I remember wearing an outfit like that!” The visit to Ferris State’s Old Time Pharmacy, where we listened to harpist Kay Janzen, added to remembering past times. Julie Greenman had us take a good look at ourselves with her discussion and stories about self-esteem. After finding out what to look forward to at IGAEA 2000 at Williamsport, PA., each spouse prepared for the closing banquet and memorable presentations.

All too soon, Friday arrived and good-byes had to be said. Lots of hugs were given as cars and vans were packed. IGAEA 1999 became a happy memory for all who attended.

## 1999 Standing Resolutions

### S-1-99

*Whereas*, the industries associated with the manufacture of equipment, supplies, software, and instructional materials for graphic communications and imaging technology have generously supported the International Graphic Arts Education Association, Inc. and graphic arts education in schools across the world; and

*Whereas*, this support has been continuous; now therefore *Be it resolved* that the members of the International Graphic Arts Education Association, Inc. acknowledge and appreciate industry and business support as partners with educators in promoting and supporting graphic arts education.

### S-2-99

*Whereas*, graphic communications teacher members of the International Graphic Arts Education Association, Inc. desire to learn and share knowledge and skills with colleagues to help meet the challenges impacted by new tech-



nology in the extensive graphic communications industry; and

*Whereas*, the future of this dynamic industry depends upon a supply of educated personnel, and

*Whereas*, students in our graphic arts programs constitute such personnel; now therefore

*Be it resolved* that our members, as representative of all graphic communications teachers, continue to share and dedicate themselves to the task of educating personnel to achieve their highest potential, and strive to prepare youth and adults for successful careers, as well as for expected career changes.

### **S-3-99**

*Whereas*, safe and healthy working environments are of prime importance in our society; and

*Whereas*, the government has passed legislation to provide these safe conditions in the form of the Occupational Safety and Health Act (OSHA), Environmental Protection Agency (EPA), the labeling of hazardous materials, and the use of Material Safety Data Sheets (MSDS); now therefore

*Be it resolved* that the International Graphic Arts Education Association, Inc. promote the knowledge of and compliance with the conditions of these regulations, and provide information to members.

### **S-4-99**

*Whereas*, the International Graphic Arts Education Association, Inc., headquarters are located at the Graphic Arts Technical Foundation in Sewickley, Pennsylvania, lending stability to a constantly changing roster of Board of Directors; now therefore

*Be it resolved* that the members of the International Graphic Arts Education Association, Inc. express their appreciation to personnel at the Graphic Arts Technical Foundation for their assistance and support of our mission.

### **S-5-99**

*Whereas*, the Regional Meeting concept tried and found to serve the membership beyond the Annual Conference; and

*Whereas*, it has been effective in recruiting new International Graphic Arts Education Association, Inc. members; now therefore

*Be it resolved* that the International Graphic Arts Education Association, Inc. is committed to increased service to its members at large and to educators beyond its membership through the continuation of Regional Meetings.

### **S-6-99**

*Whereas*, continued recognition of outstanding graphic arts students desiring to continue their education is an integral component of graphic arts education; and

*Whereas*, an increasing number of graphic arts students continuing their education are benefiting from graphic arts scholarships; now therefore

*Be it resolved* that members of the International Graphic Arts Education Association, Inc. acknowledge their appreciation to the many graphic arts associations, organizations, and individuals for establishing scholarship programs that provide educational opportunities for graphic arts students.

### **S-7-99**

*Whereas*, race equality, gender equity, prevention of sexual harassment, and professional behavior are important to the teacher, the profession, and particularly to the development of the positive self-esteem of young people; now therefore

*Be it resolved* that members of the International Graphic Arts Education Association, Inc., as representative of all graphic arts teachers, dedicate themselves to the task of treating both genders of all races with respect and equality, to developing students' highest potential to become whole persons, intelligent citizens, and worthy members of society and of the great industry that we represent.

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## **Graphic Communications Council Named**

The former Education Council of the Graphic Arts Industry is now the Graphic Communications Council (GC Council), with the byline "Serving Industry and Education". Last year the former "Ed Council" was renamed the Graphic Communications Career Center, but the current Board of Directors felt the "GC Council" name better portrays its purpose. The newly adopted mission statement of the GC Council is "to foster cooperative efforts of its members and to develop and administer mutually beneficial programs to enhance the industry image, promote career awareness, and expand recruitment and education within the many segments of the graphic communications industry."

The GC Council is working on sources for sufficient funding to develop and administer activities to enhance, promote, and expand positive efforts to benefit this industry. Dr. Lee Weir, GC Council Chair and Clemson University

GC professor, states “The GC industries are in dire need of a positive public relations program much like we see and hear on TV and radio-and read in newspapers and magazines-for the plastics, beef, pork, egg, cotton, dairy and other industries. It’s a shame when our industries constantly print to help all the other industries promote their fields, while doing virtually nothing similarly on a national basis for our own industry. GC needs people now like no other time I can remember in over 35 years, and young people must know something about a career field before they typically pursue it. We are too much like the cobbler whose children have no shoes—we help everyone except ourselves!” Weir emphasizes “the time is right for the GC Council to find ways to promote this industry’s image to the public and its career challenges and benefits to today’s prospective future employees.”

The current IGAEA president is a member of the GC Council Board of Directors. The GC Council membership is composed of a representative from each GC industry association, educational institutions with graphic communications offerings, GC supplier corporations, and printers, publishers, or others. The printer/publisher category of membership was just added. Any school interested in GC Council membership should contact the Graphic Communications Council, Attn: Carol Hurlburt, Administrator, 1899 Preston White Drive, Reston, VA 20191-4367; 703/648-1768, Fax: 703/620-0994, or edcouncil@npes.org.

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## **Imaging Skills Curriculum Launched at Graph Expo**

In response to the skyrocketing demand for the highly skilled digital workforce that is anticipated in the year 2000, the Graphic Arts Technical Foundation (GATF) announced the development of its Imaging Skills Training Curriculum. Designed for training and re-training prepress students and staff members quickly and effectively, this curriculum is the result of four years of intense research on the needs of the industry and input from industry experts and educators alike.

The launch of this thorough and methodical training system suitable for any size facility or school was announced at a Sunday, October 17 press conference held in conjunction with GRAPH EXPO '99.

According to a survey recently conducted by the Foundation, prepress training yielded the highest benefit at facilities, outweighing press, postpress, sales, customer service, supervisory, and several other types of training. The most popular training methods used for prepress were on-the-job training and vendor training. This is likely due to the rapid changes in technology and frequent introduction of new hardware and software. Printers around the country are fulfilling their need for prepress training so as not to be left behind.

The Imaging Skills Training Curriculum can help companies stay competitive by teaching their employees broad-based workflow theories and practical production procedures. The curriculum’s accompanying materials (lecture notes, CD-ROM, and textbooks) all contain up-to-the-minute technical information on emerging products and practices. New materials will be released on a regular basis to keep the content current.

“Companies can also expect to see an increase in the efficiency of prepress operations,” said Hal Hinderliter, director of GATF’s Center for Imaging Excellence and a lead developer of the curriculum. “It promotes effective communication among all parties involved in prepress workflow—from sales representatives talking with customers to preflight operators working with press crews.”

## ***A Comprehensive Yet Flexible Curriculum***

Modeled after GATF’s highly successful Sheetfed and Web Offset Training Curriculums, this comprehensive curriculum is organized by six broad-based subjects: orientation to desktop publishing; composition; job engineering; image capture; basics of press, binding, and finishing; and digital output. Each of its 36 modules balance theoretical knowledge with practical skills.

“Our curriculum is unique from others in that it is not oriented to specific software that may be quickly outdated,” said Mr. Hinderliter. “Instead, we aim to educate students and staff members on workflow principles so that they can acclimate to any printing facility.”

The curriculum can be customized to fit a variety of production environments. Specific software lessons, for example, can be inserted into general knowledge modules. Its flexibility allows academic professors to teach the curriculum over an entire semester or a facility trainer to conduct weekly sessions on only those subjects most relevant to the company. GATF has placed this curriculum in the public

domain as a means to standardize the teaching of prepress skills.

“This curriculum has been well-researched to meet the needs of the industry,” said George Ryan, GATF president. “Even if companies and schools are not capable of purchasing the curriculum’s materials, we hope that these organizations will recognize the curriculum as a valuable model for teaching imaging skills in a thorough and systematic manner. Our first objective is to raise the number of quality employees in the printing industry.”

Students who complete the curriculum can take a comprehensive examination and receive a certificate of achievement for a score of 80 percent or higher.

## ***Materials for Teachers and Students***

The Foundation offers Supervisor’s and Trainee’s Kits to facilitate teaching the curriculum. Available separately or as part of the kit, an Imaging Supervisor’s Training Manual offers more than 75 hands-on exercises for the instructor to use in the classroom, lesson plans, review exams, and answer keys. An Imaging Trainee’s Workbook contains skill checklists, reading assignments, and task objectives. Combining digital and traditional instructional tools, GATF also provides students with CD-ROMs containing supplementary text, exercises, study questions, real-world examples, as well as animated demonstrations and movies.

Three textbooks are included in both the Supervisor’s and Trainee’s Kits: The GATF Guide to Desktop Publishing, Third Edition; Understanding Digital Imposition; and Understanding Digital Color, Second Edition. The Imaging Supervisor’s Kit is available for \$650 (\$450 for GATF/PIA members), Order No. 9140S. The Imaging Trainee’s Kit is available for \$350 (\$199 for GATF/PIA members), Order No. 9140T. Shipping is extra.

Additionally, schools and organizations can purchase an “imaging reference library” to supplement studies. Offered as a discounted collection, the library includes six of the Foundation’s top selling textbooks for \$375 (\$250 for GATF/PIA members). Order No. 9140L.

# **IGAE 2000**

On the Campus of Pennsylvania College of Technology  
Williamsport, Pennsylvania  
Reflect on the Past - Experience the Future

## ***GATF’S Imaging Skills Training Curriculum Outline***

### **TASK I: ORIENTATION TO DESKTOP PUBLISHING**

Introduction to graphic communications • Introduction to hardware • Computing platforms • Introduction to software • Digital file basics • Introduction to PostScript

### **TASK II: COMPOSITION**

Design and typography • Color specification • Imaging editing software • Illustration software • Page layout software

### **TASK III: JOB ENGINEERING**

Graphic arts workflow • Client analysis • Imaging file formats • Font management • Digital file transport • Preflighting • Proofing and quality control

### **TASK IV: IMAGE CAPTURE**

Color appreciation • Color reproduction • Digital image basics • Image capture hardware and software • Introduction to color management

### **TASK V: BASICS OF PRESS, BINDING, AND FINISHING**

Reproduction models • Press considerations • Paper considerations • Binding considerations • Finishing considerations

### **TASK VI: DIGITAL OUTPUT**

Digital prepress workflow • File servers, OPI, and networks • Advanced PostScript and RIPs • Advanced proofing • Imagesetters and platesetters • Digital trapping • Digital imposition • Prepress imaging in review

## ***For More Information***

To learn more about the GATF Imaging Skills Training Curriculum, contact Christy Holstead, GATF’s training curriculums coordinator, by phoning 412/741-6860 extension 112, or emailing [cholstead@gatf.org](mailto:cholstead@gatf.org). Written inquiries can be faxed to 412/741-2311 or mailed to GATF, 200 Deer Run Road, Sewickley, PA 15143-2600.

# Position Announcements

## *Assistant Professor of Graphic Communications Management*

### UNIVERSITY OF WISCONSIN-STOUT

*POSITION DESCRIPTION:* Recently acquired funding has opened three new full-time, academic-year, faculty, tenure-track positions to teach undergraduate and graduate courses in a growing Graphic Communications Management (GCM) Program.

Duties include: Emphasis on up-to-date and emerging technologies and management of digital prepress, press, post-press and telecommunications systems related to the printing industry. Strong commitment to excellence in teaching on the undergraduate level. Interaction with the printing industry, research, university and professional service expected. Alternative curriculum development and delivery may be required.

*QUALIFICATIONS:* Applicants with the following preparation will be considered: (1) Master's degree required, Doctorate preferred, in Graphic Communications/Printing, Industrial/Vocational Education, Printing Management/Technology, or Business Administration, or related degree, must have strong graphic communications emphasis. Doctorate required prior to tenure. (2) Graphic communications teaching/training experience in education or business and industry is required. (3) Ability to make effective oral and written presentations required. (4) Must have expertise in three or more of the following technical areas: digital imaging, electronic publishing, offset press, flexography, gravure, screen printing, post-press, or printing management systems. (5) Related experience and demonstrated leadership in field preferred.

*PROGRAM INFORMATION:* The GCM Program is one of the seven within the Communications, Education, and Training Department. The program serves over 200 GCM majors and over 600 students yearly from other programs across the university. There are currently four permanent full-time teaching and two non-teaching staff in the program. The program is growing in response to the printing industry's need for human resources. Program information is available at <http://www.gcm.uwstout.edu>.

*RANK:* Assistant Professor desired, but other ranks considered depending upon qualifications.

*SALARY:* Commensurate with qualifications.

*DATE OF APPOINTMENT:* August 28, 2000 (pending sufficient funding).

*APPLICATION DEADLINE:* Screening of applicants will begin on Dec. 15, 1999, and will continue until positions are filled.

*TO APPLY:* Send letter, current resume and names and current phone numbers of five professional references.

*SUBMIT APPLICATIONS TO:*

Dr. James Tenorio  
Chair-Search & Screen Committee  
Communications, Education and Training Dept.  
University of Wisconsin-Stout  
Menomonie, WI 54751  
(715)232-1267 Fax: (715)232-1441

The University of Wisconsin-Stout is an equal opportunity, affirmative action employer committed to diversity in its people and programs.

## *Faculty Position in Printing Management*

### ARKANSAS STATE UNIVERSITY

*POSITION:* Full-time faculty position teaching undergraduate courses in a printing management program with emphasis on preparing entry level managers for the print publishing industry. Duties include teaching digital imaging/publishing and CT photography and contribution to the research and service activities of the program.

*QUALIFICATIONS:* Master's in appropriate discipline and significant professional experience. Doctorate is desirable.

*FACILITIES:* The department has a three-unit cold web news press, several sheet-fed Heidelberg presses, duplicators, Muller-Martini saddle stitched, perfect binder, and an 18-station Macintosh computer lab. The electronic department also has a Linotype-Hell S2000 scanner, and Agfa SelectSet 5000 imagesetter, color printers, and related equipment.

*GENERAL INFORMATION:* The department offers a bachelor of science in printing management. Arkansas State University is a public, four-year comprehensive university located in Jonesboro. A growing institution with more than 10,600 students, the university occupies 800 acres amid the hills of Crowley's Ridge. Our 380 faculty members guide students through academic programs in nine colleges, one independent department and a graduate school. ASU offers associate, baccalaureate, master, specialist and doctoral degrees. The university offers special opportunities for superior students through its Honors Program. Campus life is further enhanced by the university's participation in NCAA



Division I athletic programs. The university comprises the colleges of Agriculture, Arts and Sciences, Business, Communications, Education, Engineering, Fine Arts, and Nursing and Health Professions, along with University College, the Graduate School, the Department of Military Science and the Honors Program.

*THE COMMUNITY:* Jonesboro is a city of more than 50,000 in the northeast corner of the state. Memphis, Tenn. is approximately one hour's drive to the southeast; Little Rock, the state capital, is about two and one half hours to the southwest. Jonesboro occupies a plateau between the fertile Mississippi River Valley and the scenic beauty of the Ozark Mountains. Excellent highways serve the city, passing through rich farmlands and areas endowed with forests, lakes and streams. Scheduled air service to and from Memphis, shuttle service and two bus lines make Jonesboro a convenient spot to reach. The Jonesboro area has become a center for cultural, educational, industrial, commercial and medical interests. Recreational activities range from hunting and fishing to symphonies and theatrical productions. In addition to Arkansas State University, the Jonesboro area's educational facilities include excellent public elementary and secondary school systems.

*DEADLINE TO APPLY:* January 12, 2000

*EMPLOYMENT DATE:* August 15, 2000

*TO APPLY:* Send resumé, copies of transcripts and a list of three references addressing position to:

Dr. Joel Gambill, Chair  
Department of Journalism and Printing  
Arkansas State University  
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## ***Assistant Professor of Sheetfed Printing Technology***

### **CAL POLY POMONA**

Cal Poly will be announcing a full-time, tenure-track, faculty position beginning in Fall, 2000. The position will be for an assistant professor to focus on and develop in the areas of sheet-fed printing technology for conventional and electronic printing, and substrates and inks/toners.

A full job description along with qualification requirements will be available in January, 2000.

Those interested should send a request for further information to:

Harvey Robert Levenson, Department Head  
Graphic Communication Department  
Cal Poly  
San Luis Obispo, CA 93407  
Phone: 805-756-6151 or 1108; Fax: 805-756-7118  
E-mail: [hlevenso@calpoly.edu](mailto:hlevenso@calpoly.edu)  
Web Site: <http://www.grc.calpoly.edu>

## ***GC Faculty Positions***

### **CLEMSON UNIVERSITY**

The Graphic Communications Department at Clemson University, Clemson, SC is announcing two positions; one permanent, tenure-track (at the rank of Full or Associate or Assistant professor), and one for a one-year appointment with possibility of being renewed. Both are full-time, academic-year positions to primarily teach undergraduate GC courses. To fit within our broad-based, high-tech oriented faculty and program philosophy, successful candidates must have expertise in three or more of the following technical areas: electronic prepress, photography, quality assurance, offset lithography, screen printing, flexography, gravure, digital reproduction, wide-format imaging or finishing operations.

The GC Department at Clemson, within the College of Business and Public Affairs, is a growing department with over 450 undergraduate GC majors, over 25 students pursuing their MS in GC degree, and 3 working on their doctorate in Vocational/Technical Education. Current faculty consists of ten regular and four additional faculty working with industry training, research and testing. Departmental information is available at <http://graphics.clemson.edu>. Interested candidates should view the full announcements under "Career Opportunities" at GRAPHIC COMM CENTRAL (<http://teched.edtl.vt.edu/gcc/>).

Starting date is August 15, 2000, with screening of applicants beginning on or before February 1, 2000, and continuing until positions are filled. To apply send application letter, current resume, transcripts (unofficial accepted at this time) and names, addresses and current phone numbers of five professional references. Submit Applications to: Dr. John Leininger, Chair, Search Committee, Graphic Communications Department, Clemson University, G-01 Tillman, Clemson, SC 29634-1353. Phone 864/656-3447; fax 864-656-4808; e-mail [ljohn@clemson.edu](mailto:ljohn@clemson.edu).

Clemson University is an equal opportunity, affirmative action employer committed to excellence and diversity in its people and programs.

## GAERF “Mini Grant” to support IGAEA 2000 Conference

On October 26, 1999 the Graphic Arts Education and Research Foundation Board of Directors approved a “mini-grant” to help sponsor the IGAEA 2000 annual conference in Williamsport, PA. The grant, written by conference host Mark Snyder, is in the amount of \$2,500 dollars and will be awarded at the completion of the project.

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## IGAEA Member Killed

Jerry Watson, Associate Professor of Graphic Arts at the College of the Ozarks, Point Lookout, Missouri, was killed in a plane crash, just hours after receiving the Governor's Award for Excellence in Teaching.

The plane, owned by the college, crashed around 3:30 pm on December 9, after returning from St. Louis, where Watson was honored at a luncheon. The plane was within three miles of the College of the Ozark's airport.

Perished in the crash were IGAEA member Jerry Watson and his wife Pat Watson; Jerry's supervisor Marvin Oetting and wife Judy Oetting; aviation student Bart Moore; and the plane's pilot Joe Brinell, who taught in the college's aviation program.

Condolences can be sent to Jerry Watson's sons:

Mike and John Watson  
102 Oakwood Drive  
Branson, MO 65616

Funeral services were held Tuesday, December 14, 1999 at 2:00 pm in the campus chapel at College of the Ozarks, Point Lookout, MO. Memorial services for all six who perished in the plane crash were held Tuesday, December 14 at 7:00 pm at the College of the Ozarks in the Auditorium.

Graphic Communications Professors:

Don't forget to submit your students' best papers for inclusion in the 2000 *Visual Communications Journal*.

E-mail [jwaite@uh.edu](mailto:jwaite@uh.edu) for more information.

## Paul D. Von Holtz Conference Incentive Awards

The Paul D. Von Holtz Conference Incentive Awards Program (IAP) is designed to offer an inducement to members to attend their first IGAEA Annual Conference. This year, IGAEA will award a number of grants from a minimum of \$250 to a maximum of \$450. Educators who are members of the Association and have not previously attended an IGAEA Annual Conference are eligible to apply. The 2000 Incentive Award Program provides financial assistance to award recipients to participate in the IGAEA annual conference to be held July 30–August 4, 2000 at the Pennsylvania College of Technology, Williamsport, PA.

Enclosed in this mailing of *The Communicator* are the application materials for the Paul D. Von Holtz Conference Incentive Award Program. Deadline line for application is May 1, 2000. Questions and comments can be directed to Dr. Adrian J. Bernagozzi, Chair, Incentive Award Committee, 660-747-6624 (home), 660-543-4305 (school), 660-543-8753 (fax), or [ajb4305@cmsu2.cmsu.edu](mailto:ajb4305@cmsu2.cmsu.edu).

If you have previously participated in an annual IGAEA conference, please pass the enclosed application materials on to an educator who has not previously attended an IGAEA Annual Conference. Additional copies of the IAP application materials can also be down loaded from the IGAEA web site at [www.igaea.org](http://www.igaea.org).

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## NSTF Announces Scholarship Awards for 1999

The National Scholarship Trust Fund (NSTF) of the Graphic Arts recently granted \$347,2000 in scholarships to a total of 301 students pursuing careers in graphic communications and/or printing management. “That translates into NSTF helping 301 students further their education in the printing and graphics field, and reduced training costs and time for up to 301 future employers,” said John Wurst, NSTF board chairman.

Of the 301 undergraduate students awarded scholarships for the 1999-2000 academic year, 96 were first-time recipients, while the remaining 205 were previous recipients. Students who maintained a 3.0 cumulative grade point average and continue in an approved graphic communication or printing management program are eligible for renewal. Carefully screened from over 1,000 applicants by a selection committee, the 1999 winners were those who received the highest scores based on academic achievement, leadership qualities, and clearly defined goals for a career in the printing industry. The 301 students are from 32 states and represent over 150 different colleges and universities across the country.

"The more the industry invests in its future, the higher the quality of employees will be available," explained Mr. Wurst, chairman of the board of Henry Wurst, Inc. in North Kansas City, Missouri. "I strongly feel that employers of our students save valuable time and money by hiring someone with a shorter learning curve." Mr. Wurst sponsors a scholarship that currently helps to support three students.

For more information on scholarships or contributing to the National Scholarship Trust Fund of the Graphic Arts, please contact Kristin Winkowski, program director, at 200 Deer Run Road, Sewickley, PA 15143-2600; telephone 412-741-6860, ext. 309; fax 412-741-2311; or email [nstf@gatf.org](mailto:nstf@gatf.org). Qualified applicants can also obtain a scholarship application through the website at [www.gatf.org](http://www.gatf.org).

## PRESIDENT'S LETTER CONTINUED

*Continued from page 1*

circle either in Illustrator or Tpestyler then combining it with clip art or a scan to complete the design. I use templates to restrict the design to the imprint size so there is very little software experience necessary to complete the project. I hope to have it posted by the time you receive this *Communicator*. If you are not connected to the web, you can contact me for a printed copy of the plans or a pdf copy on a disk.



DETACH AND ENCLOSE WITH REMITTANCE

International Graphic Arts Education Association, Inc.

## Application for Membership/Renewal

Please Print:

All correspondence will be mailed to the address indicated directly below:

Last Name First Name Initial

Mail Address, Street and Number

City State Zip Code +4

Area Code ( )

Home Telephone

Check One:  New Member  Renewal  
 Number of years Teaching Experience \_\_\_\_\_

### Membership Type

#### Check One

- Regular (\$20 - Individual)
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- Student (\$5 - Full-time Student)
- Library (\$10)

#### Sustaining Membership

- \$200 or more - 101+ employees
- \$100 or more - 26 - 100 employees
- \$50 - 1-25 employees (or regional representative of an above paid Sustaining Member)
- \$100 Educational Institutions

Check Enclosed (Payable to IGAEA)  
 Gary E. Hinkle  
 IGAEA Membership Chairperson  
 805 Firethorn Drive • Washington, IL 61571

### Level

#### Regular Members, Check One

- Middle/Junior High School
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- Other \_\_\_\_\_

Invoice me at:  
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*Membership year is Sept. 1–Aug. 31, except Sustaining Membership which is Jan. 1–Dec. 31. First time regular members joining after April 15th will be credited for the following year.*

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Area Code ( ) Area Code ( )

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### Subject areas you teach:

*Regular Members only, check all that apply:*

- |  |   |
|--|---|
| <input type="checkbox"/> Graphic Arts                  | <input type="checkbox"/> Photography        |
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| <input type="checkbox"/> Graphic/Visual Imaging        | <input type="checkbox"/> Multi-Media        |
| <input type="checkbox"/> Visual Communications         | <input type="checkbox"/> Other _____        |
| <input type="checkbox"/> Printing                      |   |

Payment must be in U.S. Currency.  
 IGAEA Tax ID Number: 237425568.  
**\$20.00 for checks returned for insufficient funds.**  
**Members residing outside the United States—\$5.00 to cover postage of publications.**  
**If paying through school P.O. # attach this form to payment.**

# Don't Forget the Poster Contest!

All IGAEA members should have received a Poster Contest flyer with the September issue of the IGAEA

*Communicator*. If you haven't received a copy, or need another one, the flyer is available on the web <[www.igeaa.org](http://www.igeaa.org)> in the Adobe Acrobat file format.

All IGAEA members are strongly encouraged to get their students involved in the contest. Prizes are given to winning entries and teachers get national recognition.

## IGAEA Sustaining Membership

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**Clemson University** • *Bill West, Chair* • Dept. of Graphic Communications, G-01 Tillman, Clemson, SC 29634-0720 • 864-656-4808 • 864/656-3447 • <http://graphics.clemson.edu> • [wewest@clemson.edu](mailto:wewest@clemson.edu)

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Numbers with "=" signs are FAX numbers.

The Sustaining Membership year is from January 1 through December 31.