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the communicator

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

President's Message

As I attended my first conference in 1987 as an Incentive Award winner, little did I know that I would one day hold the office of President. I am honored to have been elected as President of IGAEA. I want to humbly thank each of you for your confidence and support in me and my ability to hold this office.

When I think of IGAEA, family, friends, and teamwork come to mind. Our organization is unique. Even though our members live all over the world, we are a family and treat each other with respect. Our friendships run deep and we value the closeness we experience. We are willing to work together and share our knowledge with each other. Being a volunteer organization, these qualities are essential if we are to prosper.

I came across a poem that I would like to share with you. It was written by an anonymous writer and is titled Three Builders. "What are you doing?" a man asked of three laborers beside a building under construction. The first man replied, "Nothing special." When the second builder was asked what he was doing, he replied, "Puttin' in time till something better comes along." When the third builder was asked what he was doing, he thought for a moment and with great pride stated, "I'm building a cathedral!"

What part of the IGAEA team are you? Nothing special, just puttin' in time or working to make IGAEA better and an organization you can be proud of. Never miss an opportunity to share your ideas, thoughts and expertise with others. This is what makes IGAEA grow and prosper as a volunteer organization. It takes all of us working together to make IGAEA a success.

Sincerely,

Wanda F. Murphy

Wanda F. Murphy



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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 communications and imaging technology.

Your 1998-1999 IGAEA Officers



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<p>200 Deer Run Road, Sewickley, PA 15143-2328 Telephone 412-749-9165</p>	<p>Articles may be submitted for publication by sending them to: <i>David W. Dailey, IGAEA Newsletter Editor</i> Eastern Kentucky University Department of Technology 307 Whalin Technology Complex, 521 Lancaster Ave. Richmond, KY 40475-3102 E-Mail—tecdaile@acs.eku.edu Home Phone 606-623-7180 School Fax 606-622-6274 Office Phone 606-622-1190</p>	

Call for Papers

Articles for possible inclusion in the 1999 *Visual Communications Journal* are now being accepted. The theme for the 1999 *Journal* is "Building on the Past for the Future." However, articles addressing any topic relevant to teachers of graphic arts/communications, communication systems, desktop publishing, photography, graphic design, or other graphic-related discipline will be considered. Complete guidelines for article preparation and submission are provided in the 1998 *Journal* (pages 67-68). If you do not have a copy, you can view and/or download a pdf of the *Journal* by visiting www.igaea.org. However, the deadlines for submission were changed after the *Journal* was published. *Note that the new deadline to inform the editor of your intent to submit an article is November 15, 1998 and that the deadline for submission is December 15, 1998.*

Please be sure to follow the guidelines with respect to style and be especially careful when preparing graphics. It is strongly suggested that you have a colleague copy-edit your work prior to submission.

Beginning with the 1999 *Journal*, you have the choice of publishing an edited or a refereed article. Edited articles will be considered and edited by the *Journal's* editor. Refereed articles will be considered by a review committee in a blind review, that is, the author will be anonymous to the committee. Refereed articles will be so indicated in the *Journal*. *You must indicate whether the article is to be edited or refereed when it is submitted for consideration.*

Send all correspondence to Dr. Jerry Waite at jwaite@uh.edu. Snail-mail can be sent to Dr. Jerry Waite, c/o University of Houston, 4800 Calhoun Rd., Houston, TX 77204-4083.

Thank You! Thank You!

Lenore D. Collins
Chair, Project Exchange

Michael Budd, President and CEO of Digital Media showed his dedication to graphic education and educators when he overcame all odds to be at the 73rd Annual IGAEA Conference at Cal Poly. First, he communicated at length with the conference host trying to get a spot in the program, then there was a mix-up about when he was to present, then he encountered flight problems which rerouted his plane and delayed his arrival. Even after all that, he STILL managed to give us some important hints and tips in his Photoshop color correction presentation, brought some great instructional CDS to give away at the session, and awarded complete packages of all Digital Media software to the winners of Project Exchange.

Michael was also instrumental in connecting us with Markzware and they donated to the winners, copies of each of their software products worth over \$700! Markzware has also been a good friend to graphic educators. To top it all off, he also donated two cash prizes, \$250 to Kevin Caliguri, and \$150 to Janet Robison, two of the six winners whose names were drawn at the banquet.

The membership of IGAEA sincerely thanks Michael Budd for all his efforts and Markzware and Digital Media for their generous donations of some of the most useful instructional and pre-press software products on the market today.

Winners were: Best Higher Ed Classroom Project, Bob Rateno; Best Higher Ed Instructional Sheet, Janet Robison; Best Promotional Project, Doris Anton; Best High School Classroom Project, Kevin Caliguri; Best High School Instruction Sheet, Byron C. Olson; and Best High School Promotional Project, Mike Riesterer.

Conference Site Proposals

The Conference Site Committee Members are seeking proposals for future conference sites. All IGAEA members are qualified to submit proposals to host a conference. We are still seeking proposals for the U.S. portion of the 2001 conference, but the decision will be made very early in 1999, thus the proposals must be received on or before December 1, 1998. Proposals for conferences 2002 and beyond are most welcomed throughout the academic year. Please request a copy of the comprehensive 46 page IGAEA Conference Planning Guide from the committee chair. It includes a wealth of information about hosting conferences plus a form for making the initial proposal. Committee chair: Dr. Ervin A. Dennis, 1034 West 15th Street, Cedar Falls, IA 50613-3659. Ph. (319) 266-8432, E-mail: ea.dennis@cfu.net

73rd IGAEA Conference, Cal Poly

Keynote Addresses, Academic and Technical



Dr. Paul Zingg

The morning was cool and clear as the 73rd Annual IGAEA Conference got underway on the campus of Cal Poly in sunny San Luis Obispo, CA. Dr. Paul Zingg, Provost and Vice-President of Academic Affairs at Cal Poly began the conference with the Academic Keynote Address. He stated that there are five prerequisites to excellence in teaching; 1) Command of discipline, 2) Cutting edge familiarity, 3) Contextual understanding, 4) Command of pedagogy, and 5) Commitment to engaged learning.

He continued with the statement, "Tell me and I will forget, show me and I will remember, but engage me and I will understand." The quality instructor will do everything in his/her power to become excellent in the field that the student may become fully immersed in the pursuit of learning.

The hallmarks of engaged teaching and learning bring the faculty member into close interaction as the subject is taught. There is a cooperation among students who are actively engaged in the learning process. The more time that is spent on task yields greater learning and consequently a better prepared student. Faculty members, students and the community all have high expectations of the learning process, which will move forward in this type of atmosphere.

Dr. Zingg concluded his remarks by saying that the force of personal example of the instructor and our ability to convey the love of what we do will provide the motivation to the student to become an enthusiastic learner.

After the spouses departed, Dr. Ken Musgrave, Director of Advanced 3D Research, Meta Creations, Inc., presented the Technical Keynote address in an examination of the topic "How to Build a Planet," or modeling natural phenomena. Through a variety of visual demonstrations, Dr. Musgrave discussed how complex mathematical equations are the basis for



Dr. Ken Musgrave

artistic natural rendering.

When the screen showed a typical equation involved in the rendering process, no doubt a hard lump was swallowed in many throats. The speaker confessed that he had failed high school algebra, but stated that he would have paid more attention had he known what was possible with mathematical applications.

In Memoriam

The 73rd Conference actually began on Sunday evening with the Memorial Service as members recalled the recent departures of Paul Von Holtz and Cam Hitchcock. Paul died on March 9th and was remembered in the last 97-98 issue of *The Communicator*.



R. Cameron Hitchcock died in his home in West Chester on July 18, 1998 at the age of 65. He earned a bachelor of fine arts degree in photography from RIT. He served as an instructor in photography in the US Army from 1957-1959, and then joined the DuPont Company where he held various graphic arts marketing and management positions. In 1965, he became the industry relations manager of the Imaging Systems Department in the Printing Systems Division of DuPont.

Cam served as a member of the board of directors for the Technical Association of the Graphic Arts, the Graphic Arts Literacy Alliance, and the International Pre-Press Association, and was a former board member of the board of directors for the Educational Council of the Graphic Arts Industry, Inc.

He was the recipient of the 1990 Award of Excellence from the Graphic Arts Technical Foundation, the 1990 Earl Sundeen Award from the International Graphic Arts Education Association, and in 1993 received an honorary lifetime membership from the IGAEA.

He is survived by his wife Carolyn and their three children, Mark G. Hitchcock of Newark, DE, Kristen Hitchcock Rudloff of West Chester, and Beth Meron Hitchcock Coronel of Breckville, OH. He is also survived by five brothers and ten grandchildren.

Cam was an active member of the First Presbyterian Church of West Chester, serving as an elder and choir member.



First things first, parent-child orientation.



Bill & Tina Craig enjoy the President's Reception.



Cal Poly staffer, Lisa Woody(l.) and tour group pause for a photo before walking the campus.



There is a lot of catching up to do among old IGAEA friends (l to r) Mike Stinnett, Margo Booth, Dan McCluskey, Lee Collins, Mike Kulakowski, and Don Cook.



"Alright, everyone line up with your bucket of ice cream, I want to get a picutre," says Kathy Van Roy.



Caught! Conference host Patrick Munroe on a last minute project.



Barbara & Tom Gray and Tom Perry register with Lee Collins and Joan McConaghy pinch hitting for the registration team.



IGAEA members tour past the pool at Hearst Castle.



Jean Bourges signs copies of her book **Color Bytes** for John Pagels, Mike Stinnett, Margo Booth and Wanda Murphy (l to r). All conference attendees received a complementary copy.



Like gulls on the rocks, IGAEA members picniced on the way to Hearst Castle.



Wanda finally made it to the beach.



Past presidents John Pagels and Bob Cox catch up after a long trip to California.

More Photos next issue!

Comments from the 73rd Cal Poly Conference Rookies

When I reflect on the time I spent at the IGAEA Conference, one of the most vivid impressions I had was that teachers are still dedicated to learning, their own and their students, family values and fun. Much attention was given to making a week's worth of activities available for spouses and children and many participants had traveled long distances at their own expense with their families to attend the conference. During sessions it was obvious that people were working hard to be current with what's happening in the industry. It was a great week, and I look forward to spending time with you at future conferences with the hope that I can add something beneficial.

Nancy Maiers, Director of Industry Relations, Hagen Systems, Inc.

Flying from Southwestern Michigan to California for a first time attendance to the IGAEA conference, I tried to prepare my husband and myself for some culture-shock. We arrived in San Luis Obispo late Sunday night, August 2, 1998 and missed the memorial service. My husband felt there was no way the Cal Poly officials would let us in at 10:00 p.m. that night. I had to try. I could see people in the back of Trinity Hall, the dorm we were scheduled to stay in. Hesitantly, I knocked on the back door, and was let in with a smile. "Don't worry you're like family here!" a fellow said with another broad smile.

That set the tone for a wonderful experience. A tired but knowledgeable gal verified our registration and gave us keys. We carried our luggage to the 3rd floor and settled in. Our room was clean and Spartan as dorms tend to be. The regional maps on each door told us about our neighbors, who they were and where they hailed from.

The next morning wearing our loud red, rookie badges, we made it to breakfast. Throughout the week, folks went out of their way to greet my husband and I and make us feel welcome. It was very easy to talk and mingle with all, young and old, both green and seasoned IGAEA members. Cal Polys' campus was picturesque and inviting, even if they were working on the roads! The seminars for the most part were interesting and pertinent to my particular educational interests. The tour of San Simeon, Hearst Castle was very beautiful and educational.

All in all, everyone I met through the IGAEA conference showed their love of the graphic arts and printing field and were eager to share their knowledge and learn

something new. It was a cherished, memorable experience that came and went, way too fast!

Lois Lemon, Kalamazoo, MI

Great effort by IGAEA AND CGAEA. I liked the break to Hearst Castle, golf tournament and clam bake.

Dave Fackler, Diamond Bar, CA

After 18 years of teaching graphic, 12 years of Craftsmen Club and numerous seminars and conferences, I am now an official rookie at the 73rd IGAEA Conference. "Welcome to Cal Poly Rookie."

I came to Cal Poly to update my technical information, improve our graphics program and "share our knowledge" with other educators and industry members. It's now Thursday evening and the banquet signifies the closing of the conference. After a week of seminars, covering most aspects of the printing industry, I received more useful information than I anticipated. Our family met several educators, spouses and children that made our stay very enjoyable.

When I get home, it will be time to include changes and additions to our graphics program at Riverland Community College. I will also have to install a football size swimming pool with two million 24 k gold tiles, to keep up with the Hearsts. Many thanks to the conference staff, the incentive award and Cal Poly. See you at Ferris in '99 as a non-rookie.

Craig Knippel, Austin, MN



1998 Paul Von Holtz Incentive Award Winners

(l to r, front row) Terry Mott, Benjamin Lee, Lois Lemon, Charles Hoiness, Gerry Giuliano, Penny Osmond. (Back Row, Craig Knippel, Malcolm Keif, John Guglielmin, Rodney Graf, John Ensink, Lane Butz. Each conference first timer received a check to help defray conference expenses based up distance traveled. If you have never attended an IGAEA conference, keep an eye out for the 1999 award flyer.

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