

# The Communicator



GRAPHIC COMMUNICATIONS EDUCATION ASSOCIATION

FORMERLY KNOWN AS IGAEA

The Graphic Communications Education Association (GCEA), formerly known as 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.

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[GCEAONLINE.ORG](http://GCEAONLINE.ORG)

## Message from the President

### Networking Old and New!

SkillsUSA Graphic Communications contest.

I've been involved with SkillsUSA for almost 30 years. Its time consuming and you are always wondering about how to pay for it, but the rewards are awesome! The effect it has on the students as they attend Regional, State, or National contests is amazing to watch and be part of. For the majority of my students, earning a medal at Skills was the equivalent of earning a varsity letter. My medal winners were always invited to a school board meeting and recognized for their achievement, a wonderful PR moment for the program.

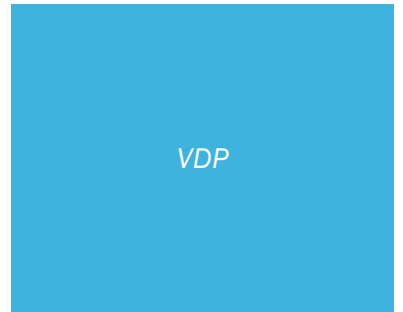


Of the over 100 contests at Nationals, Graphic Communications is one of the most demanding. Each student is tested in the following seven areas:

Digital Workflow is a two hour test.

The remaining six are each 55 minutes long:

- Offset Press Operation – You do NOT need to be a press expert to win a medal!
- Digital Press
- Finishing/Bindery
- Oral Assessment – an interview
- Production Planning – an estimating problem
- General Knowledge written test



The instructors that enter their students in this contest are preparing the next generation of industry leaders, owners, managers, and customer service reps. These are students that are motivated and have a willingness to take on tasks outside of their knowledge base. It is for this reason that some of the largest graphic arts companies have joined the GC contest technical committee. They are RR Donnelly, Quad Graphics, Xerox, Baum, Print Craft, and EFI. Each is looking to recruit talented young adults for their companies.

If you are new to Skills you can obtain a CD with last years actual tests or you can find an individual contest online and download a PDF file for a small fee. This is a great way to get a head start on this contest. We also have a website you might find useful: [www.futureprintersofamerica.com](http://www.futureprintersofamerica.com)

Comments or questions you have about Skills, please forward to me. I'm currently the National Technical Committee Co-Chair: [ms-ink@comcast.net](mailto:ms-ink@comcast.net)

### The Value of Competing!

I used contests, any and all contests, as a test of how effective I was in my classroom. Were my students competitive? They didn't have to win and I never guaranteed that they would. I gave them the opportunity to compete, to test their skills against students of the same age and grade, studying the same subject. If they did poorly, I took it as a failure on my part. I studied the entries or individuals that won. I wanted to determine what the judges were looking for and tried to discover what I needed to do to improve my skills. I believe this

made me a better teacher. It forced me to develop skills I never had. I think that a good teacher is not just a subject expert but also a coach, one who motivates, encourages, and supports their students.

A few other things that worked in my classroom.

Have FUN! – Enjoy yourself, enjoy your students! When they see you having a good time, teaching and learning become much easier.

I used the “O” grade, to wake up some of my students . It was equal to 3 quiz grade “E’s”. In grading, being fair and consistent is always the best policy.

Team work – For the last eight years I taught, the students at ROHS watched two teachers that enjoyed teaching and having each other in the room. The students would talk about other teaching teams in the building that could not work together. The attitude of the teacher/teachers has a direct impact on the learning that will take place in that classroom. Never let a student wait to get a question answered, no matter whose student it is.

And remember that every student that walks into your classroom will leave with an imprint of you, how you treated them, and what they learned!

Things you might find useful:

YouTube - “Did You Know 2016” 6:56 long  
<https://youtu.be/uqZiI00Y17Y>

YouTube - A Palindrome Poem – “Lost Generation” 3:01 long  
<https://youtu.be/z92HQkRmhlc>

YouTube – “The Last Lecture –Achieving Your Childhood Dreams” 1hour and 16 minutes long. [https://youtu.be/ji5\\_MqicxSo](https://youtu.be/ji5_MqicxSo)

I would suggest that you build a worksheet for a video this long! My students loved the video.

Sincerely,

Mike Stinnett, GCEA President

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## 2017 GCEA Conference Update

### Women in Print

We are pleased to announce the 92nd GCEA Annual Conference, at Ryerson University, Toronto, [July 16–20, 2017](#). The web site, schedule, call for presenters, list of speakers, travel, accommodation, registration - all details are now available. Registrations and hotel bookings are in full swing - if you are thinking of coming to Toronto this summer - please book now.

The theme of the conference is Women in Print. In order to reflect the majority women students in our classrooms, we seek to engage with more women role models at GCEA 2017.

Consider attending a presentation entitled “Canada’s Star Trek Stamps – Boldy Go and Print” by April Burke, VP, Operations and Technology, the Lowe-Martin Group, Ottawa. The Lowe Martin Group prints Canada’s stamps, including the Star Trek 50th Anniversary set. April Burke is part of the management team that manages the facility where these stamps are printed. This presentation will explore the security issues, hidden UV marking, and what to do with the make-ready waste? Every attendee will receive a First Day cover of William Shatner as Captain Kirk.



Figure caption: April Burke will describe how her company printed Canada’s Star Trek Anniversary stamp set. A free First Day Cover for all attendees.

In another conference presentation, Dawn Nye, Solutions and Services Marketing Manager, Konica Minolta will describe a student-led marketing campaign “MKT 400 - Marketing Ourselves: How Students Used Cross-media Marketing to Promote This Conference.” A real-life class project, from the classroom to the mailroom. Students from CalPoly and RIT were given the assignment to use cross-media marketing to promote the 2017 GCEA Conference. How (and what) did they do? Did you get an email blast or other marketing material from them? Konica Minolta is sponsoring these students to attend the conference, where you’ll review the effectiveness of their marketing campaigns. As the teachers, you get a say on their final grade for this project!

As part of the program, there are plant tours to Webcom (a digital book printer with HP T300) and Holland and Crosby to see the Inca inkjet device. There is an exciting trip to Niagara Falls - be prepared to get wet! The strong US\$ creates a very favorable exchange rate for American colleagues and the conference registration fee is “tax-free”. 2017 is a very special year as Canada celebrates its 150th anniversary, please pack your passport and join in the celebrations.

Please go online and register today. We have a very exciting program for you in Toronto this summer.

Abhay Sharma, Conference Coordinator, Ryerson University, Toronto

Register now and visit our website to sign up to receive e-mail updates at [gceatoronto.com](http://gceatoronto.com). Don’t forget your passport!

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### GCEA can help you attend your first conference

The GCEA will award a number of grants, from a minimum of \$500 to a maximum of \$700, to educators who are members of the Association, to assist them in participating in their first GCEA Annual Conference. The amount of the award will be determined by the distance the participant will have to travel to attend the annual conference. This year the 92nd Annual GCEA/IGAEA Conference will be held [July 16 – 20, 2017](#) in Toronto, Canada.

Anyone teaching graphic arts, graphic or visual communications, graphic design, graphic imaging, or printing is eligible to apply for the IAP. These grants have been awarded to teachers from junior or senior high school, post-secondary schools, community or technical

colleges, and four year colleges and universities. To accept an award, if selected by the IAP Committee, the applicant must be under contract for full-time teaching for the coming school year.

Incentive Award candidates must be paid-up members of GCEA. If the applicant is not a current paid-up member, the GCEA Membership Application and check must accompany this IAP application. A membership form is included with the application.

Any person who has previously participated in an GCEA/IGAEA Annual Conference as a regular dues-paying member of GCEA/IGAEA is not eligible for an Incentive Award.

The Incentive Award, named after Paul Von Holtz who proposed the incentive following the 1976 annual conference held at Glassboro State College, is a means for the GCEA to use excess funds generated by the annual conference to invest in the future attendees.

The Paul Von Holtz Incentive Award application can be downloaded from the GCEA website at

[www.gceaonline.org/conferences/conference-incentive-awards](http://www.gceaonline.org/conferences/conference-incentive-awards).

Follow the instructions and return it to the committee chair. Apply now as the committee has begun processing the applications so that the selected winners can have adequate time to plan their travel to the Toronto, Canada conference from **July 16 – 20, 2017**.

For further information please contact Dan McCluskey at [dmccgraph@comcast.net](mailto:dmccgraph@comcast.net).

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## *Interested in Hosting a Conference?*

GCEA is looking for future sites to host conferences. This is a great way to showcase your program as well as share new knowledge and insights with other educators. If you are interested in becoming a host for a national conference please contact the conference site committee chair Shaun Dudek at [dudeks@uwstout.edu](mailto:dudeks@uwstout.edu). If you would like to host a regional conference please contact your respective Regional Vice President.

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## Passing of a Legend

Memories of Dr. Zenith (Zeke) A. Prust by Erv Dennis:

Zeke passed away on Friday, January 6, 2017 from two massive strokes. He was born March 4, 1924 in Green Bay, Wisconsin. At his passing, Zeke was 92 years and 10 months old; a long life, but never long enough!!! A memorial service, according to his two sons, Randy and Donald, will be held in February. Specific details will be available soon.

I first became acquainted with Zeke in graduate school at the University of Northern Colorado in Greeley during the summer academic sessions of 1958-1962. Zeke was pursuing the Doctor of Education degree (Ed.D.) and I the Master of Arts (M.A.) degree. I was fortunate to be enrolled in several graduate courses with

a number of doctoral students. From that time period forward,



Zeke and I became close friends through our attendance at both education and industry conferences and shows.

Over the years, Zeke informed me that when WWII broke out, he was 17 years of age, but wanted to serve his country, thus he enlisted. He served in General George Patton's army as a tank commander. He entered Europe (France) on the 5th wave at Omaha Beach, fought across France, Belgium, and participated in the Battle-of-the-Bulge. My wife (LaVada) and I along with Zeke's wife (Mary Ann) were fortunate to travel to the coast of Normandy with Zeke during the 51st anniversary of the allied invasion. Zeke had brought a small glass jar with him and even though it was a windy, rainy day, he walked down to Omaha Beach and filled the jar with sand – memories of so many years before! We then walked up to the American cemetery where hundreds of our young soldiers are resting in eternal peace. All at once, Zeke was surrounded by a group of French school children (he had on a ball hat containing his Army outfit insignia) and they wanted to touch him and they asked for his autograph. Undoubtedly, the 5th/6th grade French teacher had fully informed the children of what the American soldiers did to liberate and save France from the Nazi Germans. Zeke also identified a location in Austria where he and his crew had to stop and do some repair on their tank.

Upon arriving home following the unconditional surrender of the WWII Axis forces, Zeke enrolled in the industrial technology program at the University of Wisconsin-Stout in Menomonie. That is where he became interested in graphic communications and decided that this technology based area was his interest and specialty area to pursue in the academic world. During his time at UW-Stout, Zeke met and married Mary Ann who was also attending Stout with a major in Home Economics. They were blessed with two sons, Randy and Donald.

After completing the baccalaureate degree at UW-Stout, Zeke went on to earn the master's degree at the University of Minnesota. He accepted a teaching position at a high school in Phoenix, AZ where he taught graphic communications. Shortly thereafter, a position opened at Arizona State University in the graphic communications area of which he was accepted. The program was small when Zeke took the position, but he expanded it and brought much acclaim to the program. With his doctoral degree from the University of Northern Colorado, Zeke also worked extensively in the graduate program serving as an advisor to many masters and doctoral students over the years.

Besides teaching and advising, Zeke was dedicated to serving in the graphic communications industry and in education. He was a member of several industry related graphic communications organizations and he served as president of IGAEA (now GCEA) for the operational year 1973-1974. Zeke attended and contributed to many industry and education conferences over the years. Zeke was a prolific author and had several graphic communications and safety related textbooks to his name, thus many students in secondary and post-secondary programs benefited from his knowledge and presentation style.

Throughout his university career and specifically following retirement, Zeke and his wife, Mary Ann, enjoyed travel in the USA and to many countries. My wife, LaVada, and I were fortunate to join them on several trips – train ride across Canada, Alaska by land and sea, Europe – England, Scotland, Wales, France,

Germany, Austria, and Belgium. A tribute to his love for his mother – we were together in Berlin, Germany and Zeke received a telephone call that his mother had passed away unexpectedly. He immediately made airline reservations and traveled to her home in Wisconsin to be with family and to attend the memorial service for her. He returned to Berlin and we all continued on our planned trip. In fact, Zeke and I attended two DRUPA shows in Dusseldorf, Germany together over the years – wonderful experiences.

During my time at the University of Northern Iowa, I was fortunate to assemble a most helpful advisory committee for the baccalaureate level graphic communications management program. Yes, Zeke accepted my invitation to serve on the committee and for several years, he and Mary Ann would fly from Phoenix to Cedar Falls to participate in the two annual meetings (fall and spring) per year. He never accepted reimbursement for his travel expenses even though he was offered such for each trip.

Regarding ACCGC, Zeke never served on the Board of Directors, but he did strongly support the establishment of an accrediting council for post-secondary graphic communications programs. He attended several organizational meetings during the mid-1990's and contributed to the initial writing of the ACCGC Bylaws and ACCGC Accreditation Manual.

Ladies and gentlemen, I lost a very dear friend on January 6, 2017; in fact, for anyone knowing Zeke, we all lost a very good friend. Being a WWII veteran, Zeke was one of many contributors to the USA winning WWII against Germany. Zeke was a strong believer in our Lord, thus we know that he is now resting in eternal Heaven.

Sincerely

Erv Dennis, ACCGC Managing Director

Cedar Falls, IA

Leave a memory or condolence by visiting

[goo.gl/6vyDRQ](http://goo.gl/6vyDRQ)



## Competitions and Contests

### Gutenberg Competition

The annual Gutenberg Awards are coming up and we will be looking for your entries for print, layout, photography, and Web design soon.

If you have never entered your student's work in the Gutenberg Awards this year might be a great year to start. If you have entered student's work in the past you already know how great it is for a student to receive an award. Certificates for last year's winners will be mailing out soon and winners are posted on the website.

The Gutenberg Awards will once again use an online entry system. You will need to be a current member of GCEA and have created a login for the website before you can enter your student



submissions. Simply follow this link to find out more information and to enter your student's details: [www.gceaonline.org/student-resources/student-contests/gutenberg-award/](http://www.gceaonline.org/student-resources/student-contests/gutenberg-award/)

If you are not currently a member of GCEA, this would be a great time to renew your membership, or start a new one if you have never been a member in the past.

Please note you will still mail in your student's Print entries by printing out your registration form and attaching it to each of your entries. Website URLs will be submitted completely electronically this year, and photography will have both online and mail in entries depending on the category being entered. The online registration system will help cut down on any errors and allow certificates to be printed more efficiently. Please double-check your student entries for spelling errors. All submissions must be completed by **June 1, 2017**.

Be sure to check out all of the updated Gutenberg Award information in the GCEA website. It is a great opportunity for you and your students to get recognition for the great work you are doing at your school.

For further information please contact Charles Weiss at [ctweiss@clemsoneiu.edu](mailto:ctweiss@clemsoneiu.edu).

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### Graphic Communications Week Contest

The annual Graphic Communications Week Poster Design contest is now accepting submissions. The poster must be designed for Graphic Communications Week which typically revolves around Benjamin Franklin's birthday (January 17). The theme could encompass anything that symbolizes the power and importance of printed communications. Students from any secondary or post-secondary school are eligible. This year the method of submitting the entries has changed to an electronic submission.

Work must be submitted through a current GCEA Member by **July 1, 2017**. Visit: [www.gceaonline.org/student-resources/student-contests/graphic-communications-week-poster-design-contest/](http://www.gceaonline.org/student-resources/student-contests/graphic-communications-week-poster-design-contest/)

For further information please contact Harold Halliday at [hhallida@Central.UH.EDU](mailto:hhallida@Central.UH.EDU)

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## Other News

### Visual Communications Journal Seeking Authors

Consider writing an article for publication in the Visual Communications Journal (VCJ). Articles that describe technologies, processes, or curricular activities are central to the purpose of the journal as a means to communicate and improve graphic communications education. Please consider sharing your innovative projects and expertise with your colleagues through this important publication resource.

Check out all of the recent VCJ publications on our website: <http://gceaonline.org/publications/visual-communications-journal/>

Contact Dan Wilson, VCJ Editor, for any questions at [dgwilso@ilstu.edu](mailto:dgwilso@ilstu.edu).



## Call for Project Exchange Submissions

Do you have a teaching method that works? Do you have a project that students find to be engaging? Submit it to the GCEA Project Exchange at [www.gceaonline.org](http://www.gceaonline.org). Login to [gceaonline.org](http://gceaonline.org) and submit a project through the Project Exchange link at the top of the page. Please submit projects to Project Exchange! If you have any questions about format, contact Can Le at [chle3@Central.UH.EDU](mailto:chle3@Central.UH.EDU).

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## Membership directory

A PDF version of the GCEA membership directory will be made available under the members only area of [GCEAonline.org](http://GCEAonline.org). The membership directory will be posted **August 1st** of each year with contact information for each of our members. Only members that are current with GCEA will be able to login and access the directory.

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## Call for Resolutions

GCEA members desiring to submit resolutions for the 2017 Annual Business meeting need to submit them to President-Elect Malcolm Keif, Chair of the Resolutions Committee, by **June 15, 2017**.

Information about resolutions can be found in the Administrative Manual on page 46 and how to submit them on page 57. The Administrative Manual is posted on the [GCEAonline.org](http://GCEAonline.org) webpage in the “members only” section (log-in required).

If you have any questions, please contact Malcolm Keif at [mkeif@calpoly.edu](mailto:mkeif@calpoly.edu)

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## Call for GCEA Candidates

If you are interested in serving as an officer or Regional VP in the GCEA, here is your chance.

I am currently building the slate of candidates for the 2017–18 term, and am looking for a few good members. To maintain continuity of leadership in the GCEA, our Association staggers the election of board members and Regional VPs so that their terms overlap. Positions that come open for this 2017–18 term are: President-Elect, Second VP of Membership, Secretary, and even numbered Regional VPs—Region 2 and Region 4. All are two-year terms, except for the President-Elect, which is a three-year commitment that includes also serving as President and Immediate Past-President.

Service to our Association is an important part of being a member. It is a great way to help shape the future of our Association and to build an organization in which we can all continue to take pride. Please consider volunteering to run for any of the positions listed above. You can see the job descriptions for these positions by visiting our GCEA website and reviewing the Constitution & Bylaws (basic overview), and Administrative Handbook (a great detailed guide to the list of tasks done by each officer or Regional VP). These documents can be viewed at:

<http://gceaonline.org/about/governance/administrative-documents/>

Also, if you would like to nominate someone that you think would be interested in serving, please ask him or her first, and let me know.

As a current and former Board member, and former Regional VP, I can attest that serving our Association is rewarding work, and worthy of your

time and effort. Please consider running for one of the open positions. Your current Board members have done great work in service to you, and should you be elected, you will have the support and experience of those Board members who will remain for the rest of their staggered term. Our Association is always looking for new people and ideas to move us forward. Become one of them!

Contact me, Immediate Past-President Tom Loch, if you have any questions, or would like to volunteer to run. I can be reached at [pastpresident@gceaonline.org](mailto:pastpresident@gceaonline.org), [TomLoch@mac.com](mailto:TomLoch@mac.com), or a by phone at **(847) 255-7142**.

Please support the GCEA!

-Tom Loch, GCEA Immediate Past-President

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## UH Receives Reaccreditation

The University of Houston Digital Media program received national re-accreditation from the Accrediting Council for Collegiate Graphic Communications, Inc. (ACCGC). The national accreditation is for six years. Accreditation

“This is a great statement about our program,” said Jerry J. Waite, professor and program coordinator. “Being nationally re-accredited tells our students and their future employers this degree has added value because it comes from a program that has gone through the rigor of review and emerged among the very best in the country.”

A formal presentation was made during the annual ACCGC meeting in Orlando, Florida.

The ACCGC is an independent body professionally supported by leaders in the collegiate educational area and by the management personnel in the graphic communications industry.

The digital media program is part of the Department of Information and Logistics Technology at the UH College of Technology and housed at the University of Houston Sugar Land. It is now among 13 associate and baccalaureate level graphic communications programs nationwide with this distinction.

The ACCGC reviews qualitative and quantitative evidence gathered through an institution’s self-study and a campus visit. The program is evaluated in 14 areas:

- Mission Statements and Learning Outcomes
- Competency Alignment and Outcomes Assessment
- Governance/Administration
- Financial Support, Equipment and Facilities
- Staff Support Services, Curriculum
- Instruction and Evaluation
- Internships/Practicums/Cooperative Study
- Industry Advisory Committee(s)
- Faculty
- Faculty Evaluation
- Student Records and Advising
- Graduate Placement and Follow-up.

*Continued on the next page.*

"The University, college, department and Digital Media degree program mission and curricular outcomes clearly meet the needs of the State of Texas and the graphic communications industry. The students are excited about the curriculum being offered and the opportunities to explore the numerous job possibilities," the ACCGC said in its report.

The Bachelor of Science in Digital Media explores print, computer graphics, web design and e-media, e-commerce, photographer, motion media and leadership. Students also benefits from many networking and internship opportunities

The 12 other accredited programs are Arizona State University, California Polytechnic State University, California University of Pennsylvania, Ferris State University, Harper College, Illinois State University, New York City College of Technology, Rock Valley College, University of Northern Iowa, University of Wisconsin-Stout, Western Illinois University, and Western Michigan University. Read the whole story at [goo.gl/YJFJl](http://goo.gl/YJFJl)

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## *Zarzycka Honored by OutPutLinks Communication Group*

Monika Zarzycka, instructional associate professor with the University of Houston College of Technology Digital Media program, was one of 10 women honored as a Woman of Distinction at the Graph Expo & Print 2016 Annual Conference. The annual award celebrates the achievements of women in the graphics communication industry and took place in ceremonies in Orlando, Florida.

"It's such a great honor to be recognized as one of the Women of Distinction among many great female leaders in the graphic communications industry who were chosen for this award," Zarzycka said. "I would like to thank Jerry Waite for supporting me and helping me strive in my career."

Professor Jerry Waite is the coordinator of the digital media program.

The "Women of Distinction" designation is an industry recognition program from OutPutLinks Communication Group, which has been honoring women for 15 years. All honorees were nominated by their peers and selected based on their contributions to the industry. WomenofDistinction

Zarzycka began her teaching career at the University of Houston in 2005. She and Waite created the digital media major in 2008, and secured a six-year accreditation from the Accrediting Council for Collegiate Graphic Communications in 2010 and in 2016. The major currently has nearly 500 students.

Through university grants, Zarzycka designed interactive lessons for various courses, including those that help students improve their writing. In fall 2016, she obtained a \$25,000 Teaching Improvement Grant to utilize interactivity and gaming in online teaching.

"Seldom in a professor's career is it possible to watch a young student grow from an inquisitive and hardworking college student to a nationally-renown 'Woman of Distinction,'" said Professor Jerry Waite, coordinator of the UH Digital Media program. "I am fortunate because I was her teacher at University of Houston and am now her proud colleague. Even though I'll always consider her my 'padawan learner,' she's grown to a position of national prominence and is a positive force in our digital media industry."

Zarzycka is the former president of the Graphic Communications Education Association (GCEA), past director of college relations for the Houston Production Management Association, and faculty sponsor of a student chapter of GCEA (GCEAUH). She has published scholarly articles in the Visual Communications Journal and presented her research at numerous national and regional conferences.

Zarzycka join 117 women worldwide, representing professional, technical, entrepreneurial and management, who have been recognized by OutPutLinks Communications Group. For a complete list of honorees, click here.

Originally from Poland, Zarzycka moved to United States in 1996 as a high school exchange student. Her American host family—C. J. and Martha Fertitta—exposed her to graphic design and printing, which inspired her to pursue studies in that area. A scholarship allowed her to pursue undergraduate studies at the University of Houston College of Technology, where she earned a degree in technology leadership supervision. She later earned a master's degree in training and development and later a Master's of Divinity. Read more at [goo.gl/mN4jqk](http://goo.gl/mN4jqk)

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## *UH Student Enjoying Successful Career*

Colby Kibbe is a 2009 graduate of the UH digital media program. His studies led him to graduate school at the Rochester Institute of Technology in New York. Back in Houston, he's now the Technical Marketing Program Manager for Pageflex. Read the interview at [goo.gl/nd20Et](http://goo.gl/nd20Et)

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## *Region One News – October 21 & 22*

The Cross-Media Graphics Management program at the University of Wisconsin-Stout, Menomonie, WI, hosted its first ever Graphics Educator Symposium: How to Thrive in an Era of Change. Region One GCEA members, along with new educators from six states participated in the 2-day event. Thank you to the 44 participants and presenters that attended.

UW-Stout hopes to make the Graphics Educator Symposium an annual or bi-annual event.

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## *GCEA 100th Anniversary*

The 100th anniversary of our organization is in 2025. In anticipation of this event we are looking to establish a committee to prepare a 100th anniversary book as well as plan for the conference. If you are interested in helping with planning please email Mike Stinnett at [ms-ink@comcast.net](mailto:ms-ink@comcast.net)

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## *FTA Scholarship Deadline Extended*

Flexographic Technical Association (FTA) has now extended the deadline for applying to three annual scholarships to **March 31, 2017**. Find out more at <https://www.flexography.org/honors-awards/scholarships/>

# Teaching Innovations

## Touch the Future—Educational Opportunities for University Graphic Communications Degree Programs

*Bridging Two Disciplines by Dr. Charles T. Weiss*

*In the world of academia, “cross-disciplinary” is a term that is said often and encouraged from the school administration. A successful cross-disciplinary project can help create a bridge between Departments that was not there previously. It is with this in mind that I discussed doing a cross-disciplinary student project with an architecture faculty member at Clemson University last summer during a critical thinking seminar held on our campus. While it took us a bit of time and a lot of discussion to put this project together we finally figured out the details, and I am very excited about the possibilities. My reasoning for writing this article, as well as the follow up article to discuss the final results of our collaboration, is to hopefully inspire you to reach out and make your own cross-disciplinary project. I am also very excited about this project and what the end results are going to be.*

*In the initial discussions it was decided to work with two sophomore level classes. Students in a sophomore level architecture class were selected for this project as they create various drawings, both by hand and on the computer. These drawings are very intricate and filled with detail. Meanwhile my sophomore level graphic communication students are learning how to properly prep a digital file for output and to use a one-color automatic screen printing press. After discussing these details we decided that my students would take 10 of the various architectural drawings and recreate them with a single color on our presses. Several of the drawings have crisp sharp lines, while some of the others have shading, and differing colors. It will therefore be up to my students to recreate the drawings as best they can with a single screen-printed color. My students will need to use the knowledge they have learned in my class, as well as in their previous classes to complete this project.*

*My students will receive most of the drawings on paper. We will therefore have to use a studio light set up and a digital DSLR to make a copy of the drawing since the drawings are much larger than the flat bed scanners we have in our labs. A couple of the drawings will be provided in digital form so those should be much easier to handle. I will assign each drawing to one of my students as this will make the dividing up of the drawings that much easier.*

*From the perspective of the architecture students they will be able to see their drawings made into great looking prints, while also seeing some of the limitations in the screen-printing process. Most of the architecture students are not familiar with the screen-printing process at all, so the end result should be very interesting for those students to check out.*

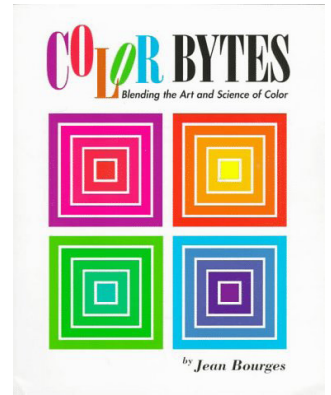
*On the flip side, my students will get the chance to work with a client, and follow the process from the digitization of the original drawing, through the digital editing process, and finally through the final printing process. My students will hopefully be able to take the original drawings and make them look outstanding as screen-printed prints.*

*We will complete this project during the spring 2017 semester so look for a follow up article in a later Communicator that will also include some visual examples of the before and the after.*

## Free book on color theory, multiple copies available

By Hal Hinderliter

Jean Bourges' 1997 book *Color Bytes* (160 pp.) offers a lively, designer-oriented view of color appreciation and palette selection. Recommended by authorities including Fred Ebrahimi (found of Quark) and David McDowell (Senior Technologist at Kodak), *Color Bytes* presents the topics of complementary colors, tints, four-color palettes, and some interesting slices of color theory using a wealth of illustrations. Anyone who teaches graphic design will find a use for this fascinating work, and now it is yours for the asking! John Werner (former editor of the *Graphic Communications World* newsletter, aka “The Green Sheet”) has a large number of these books stored in his Scarsdale, NY home, and he is offering to send them free of charge to anyone who asks (recipient pays for the shipping). For more information, email John at [jr Werner@earthlink.net](mailto:jr Werner@earthlink.net). For more information about the book, see [goo.gl/8Z6kb2](http://goo.gl/8Z6kb2)



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