

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.



Find this and previous issues of the Communicator at

GCEAONLINE.ORG

Message from the President

Our "Association"

A volunteer organization like our GCEA really requires only two things to endure and be successful: volunteers and organization.

We have been blessed with a long history and visionary leaders in the past that have helped to shape this organization and its traditions. For those who have ever read the Administrative Handbook (available for your reading at: http://gceaonline.org/wp-content/uploads/2015/03/Administrative_Handbook_Revised2015.pdf),

You will see that over time, our elected leaders have structured a solid organization for us. Our organization has endured and continues to serve its membership because of this organizational vision.

The Administrative Handbook has been tweaked over time to reflect the changes that we have all seen in how we communicate; and many of those tweaks reflect the communications changes that we have all hopefully been incorporating into our graphic communications curriculum as well—after all, it is why we voted to change our name to Graphic Communications Education Association.

As for volunteers, recent history has given us some *very* dedicated volunteers on the Board, as well as on committees. The great thing about a dedicated volunteer is that he or she takes on *all* the work that needs to be done, and then gets it done. The bad thing about a dedicated volunteer is that he or she takes on all the work that needs to be done, and then gets it all done by his or herself—but then the organization becomes too dependent upon that one individual, and our organization's "institutional knowledge" becomes isolated and unintentionally cloistered—not a healthy pattern to perpetuate.

One of the goals of the Board this year is to engage more members into the operation of our organization. It would be best to have committees of individuals working as a team, overseen by the board, to share some of the work that in that past may have only been done by one board member or just the committee chair. Besides the benefit of spreading the workload and not putting all of our "institutional knowledge eggs" in one basket, it also allows those members who are interested in helping out, or learning to help out, on a team that will support and help that member grow—hopefully into a future committee chair, officer, or president.

Examples of where this strategy has started is on the Web Media Committee, overseen by Secretary Laura Roberts, but essentially coordinated by Kelly Smith, and executed by Tyler Nagel, and myself (although this presidential gig is getting in my way for a while). More members are welcome.

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Another example is the Associate Members committee. While Can Le is our Second VP of Membership, Associate Members Committee Co-Chair Janet Oglesby is working at contacting all of our retired members, putting together a directory for them, and helping them get their profiles established and updated at GCEAonline.org. This lets Can deal with the regular membership duties and, this year especially, integrating our existing membership database with the profile database on our new GCEAonline.org website.

Also on the membership front, Sustaining Membership, which is overseen by the Immediate Past-President, is being assisted by Sustaining Member Committee member Tom Carrig; who along with current Immediate Past-President (and 2016 Annual Conference host) Mike Williams, worked the recent Graph Expo 2015 show soliciting new sustaining members.

You may have noticed that although the title of this letter is "Our Association", I have avoided using that "Association" word so far in this letter. That purposeful effort is to accentuate the point that if we don't actively engage, and *associate* ourselves with other volunteers in our organization, we are not going to be as strong an *association* as we can be.

I encourage you to get connected, and to volunteer to help out on any of the committees that we have. Pick something that looks interesting and become part of the team. Volunteer by contacting your Regional VP about helping to host a regional conference, or just presenting at one. Be a GCEA evangelist, and recruit a new member. Get a colleague to join you on a committee or attend a conference with you.

To find the Officers and the Regional VPs visit:

<http://gceaonline.org/about/governance/>

or to find the Committee Chairs, visit:

<http://gceaonline.org/about/committees/>

If you have any questions, feel free to contact me directly.

It is our goal on the Board and in the committees to welcome all helpers, and to make this operation not just an organization of a few volunteers and passive members, but *our association* of many active members.

Join the team!

Sincerely, Tom Loch, GCEA President

GCEA on the Move

We are Building

We are building a database of graphics educators and programs across all 50 states. The database will be used to promote attendance at our upcoming conference and to hopefully track the state of graphics programs across the country.

If you have names of teachers who are not members of GCEA or who might be interested in our organization, please forward their contact information to Lynn Damberger at

ldamberger@ncstatecollege.edu for the database. If you know a state education representative who would have a list of high school programs, please forward their information to as well, so we can contact them. If you have a list, or are willing to gather up a list of higher education programs in your state, please contact Lynn either by email or phone [419-755-5664](tel:419-755-5664).

Visual Communications Journal Seeking Authors

Consider writing an article for publication in the Visual Communications Journal (VCJ). Contrary to popular belief, the article does not have to be based upon academic research. Articles that describe a technologies, processes, or curricular activities are central to the purpose of the journal as a means to communicate and improve graphic communications education. For example, recent application-oriented articles cover understanding large format photography, a 3D photography activity, understanding resolution for web design, and so much more. 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.

GCEA 2016 CALL FOR PRESENTATIONS

Authors, researchers, scientists and educators from the Graphic Communications Education Association; PrintED Consortium; research institutes; and, graphic communication industry, are invited to present research findings, instructional strategies and learning modules for presentation at the GCEA 2016 Conference, [July 24-28, 2016](#)



The conference theme for this year is "Perspective." Graphic Communications is all about engaging humans in communication by understanding the perspectives of modern society. Understanding culture, markets, design and combining creative ideas with innovative production strategies provide the foundation for the next generation of graphic products and Graphic Communication education.

The objective of the conference is to address questions related to emerging fields in Graphic Communication and Media Technology. Topics will explore the latest developments in:

- Design Process
- Package Design
- 3D CAD and 3D Printing
- Industry Trends/Future of the Graphic Communications Industry
- Photography
- Printing and Imaging Processes
- Classroom and education

Presentations will take place in the conference meeting room with limited laboratory opportunities.

Authors willing to present a paper or presentation at the conference should submit an abstract of 300 to 500 words, including 3-5 keywords. The conference review committee will select presentations.

For more information regarding the call for papers, the submission of abstracts, and the peer-review process, please contact the review committee.

Papers Submission for publication - Instructions for Authors

Accepted abstracts will be recommended to the following peer-reviewed journals for full paper publication review: the Visual Communication Journal.

Conference Review Committee- Charles Weiss, Clemson University & Malcolm Keif, California Polytechnic University

Save the Date! Region 1 Conference Planned

The 2015 Region One Conference will be held Friday and Saturday, **November 13 and 14**, at Harper College (13th) and Hersey High School (14th).

Check out the "Save the Date" flyer link at: <http://gceaonline.org/wp-content/uploads/2014/08/R1-2015-SaveTheDate.pdf>

and as soon as new information becomes available, like hotel info and the final program flyer with registration, get that new info at the GCEA Region One page at: <http://gceaonline.org/regions/region-1>

Spread the word and bring a friend! Hope to see you at the 2015 Region One Conference.



Other News

ACCGC Awards and Recognitions - 2015

During the annual Board of Directors meeting on Sunday, September 13 during Graph Expo 2015, the 19-member Board formally accredited or re-accredited five collegiate graphic communications programs, recognized three new Sustaining Corporate Affiliates, and five special people.

Two new program accreditations were awarded: Georgia Southern University, Graphic Communications Management Program – Mr. Hans Mortensen, coordinator and Illinois State University, Graphic Communications Program – Dr. Daniel G. Wilson, coordinator.

Three continued program accreditations were awarded: California

University of Pennsylvania, Graphics and Multimedia Program – Mr. Joseph G. Schickel, Chair, Applied Engineering and Technology Department; Ferris State University, Graphic Media Management – Mr. Patrick Klarecki, coordinator; and University of Wisconsin-Stout, Cross-Media Management - Dr. Ted M. Bensen, director.

Three new Sustaining Corporate Affiliates were recognized: Canon Solutions America, Inc. – Mr. Guy H. Broadhurst, Vice President for Technology and Client Solutions; FASTSIGNS International, Inc. – Mr. Mark L. Jameson, Executive Vice President; and KBA North America Inc. – Mr. Eric Frank, Vice President of Marketing & Product Management.

Service on the ACCGC Board of Directors: Dr. Thomas P. Bell, Millersville University of Pennsylvania, for serving nine years on the board and the last two years as council president; Mr. Kevin L. Cooper, California Polytechnic State University, for serving three years on the board; Ms. Julie A. Schildgen, Rock Valley College, for serving three years on the board; and Mr. J. Michael Steczak, Chowan University, for serving nine years on the board.

Dr. Richard F. Hannemann Service Award: The 2015 recipient was Mr. Ralph J. Nappi, President of NPES, GASC, and GAERF. He has provided excellent support in several ways to ACCGC. Previous recipients of this highest ACCGC award of recognition are: The family of Dr. Richard F. Hannemann, Richard was a professor at California State University-Chico and provided considerable insight and energy into the development of ACCGC prior to his passing; Dr. Adrian J. Bernagozzi, University of Central Missouri; Dr. Harvey Robert Levenson, California Polytechnic State University; Dr. Lenore D. Collins, Rhode Island College; Mr. Edward J. Kelly, 3M Company; and Dr. Jerry J. Waite, University of Houston.

ACCGC is a national and international program accrediting council for graphic communications and related academic areas at the associate, baccalaureate, and graduate collegiate levels. Additional information is available on the ACCGC website at www.accgc.org.

Ohio Hi-Point students take home Gold at Skills USA

Kelsey Barney, Abigail Watson and Carlie Losh won the Gold Medal in the SkillsUSA national championship competition in Career Pathways – Arts and Communications at the 51st National Leadership and Skills Conference (NLSC) last week.

The SkillsUSA Championships, held in Louisville, Ky., took place June 24-25. During the week, more than 6,000 career and technical education students, all state contest winners, competed hands-on in 100 different trade, technical and leadership fields.

Barney, Losh and Watson are 2015 Printing and Graphic Arts graduates. "We are very proud of these girls and all that they have accomplished," said Tom Carrig, Ohio Hi-Point's Printing and Graphic Arts instructor. "They have worked hard and applied what they learned in the classroom to the community to help make a difference. This gold medal is extra special because of that."

Read the whole story at: <http://blog.ohiohipoint.com/blog/2015/07/02/students-take-gold-at-skillsusa-national-competition/>



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