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1997-98 SCHOOL YEAR

the communicator

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

President's Message: Why Be A Teacher?

As we return to the classroom, I'd like to share an article entitled *A High Calling*.

Many professions draw public attention like warm watermelon draws flies. Those who practice them are constantly in the news.

If it isn't the money they make, it's the company they keep or the trends they set or the controversy they spawn. Their notoriety is somewhere between amazing and appalling. In a society like ours, they are significant and often irreplaceable, even though we sometimes wrestle with that. But—as is always the case—the lunatic fringe sells papers, so those with integrity are often forced to practice their profession against the tide of misunderstanding made worse by stormy winds of suspicion.

There is one profession, however, that is neither notorious nor controversial. Although essential to our future as a nation, being inseparably linked to the home as few other professions are, it has been treated like a stepchild. Those who make their living in the field press on against overwhelming odds. They live with criticism they usually don't deserve. They invest extra hours for which they are never compensated. They maintain a standard of excellence regardless of resistance. They remain enthusiastic in spite of daily discouragements. They apply creativity and every motivational technique they can muster without applause or thanks from their recipients.

Fueled by hope, these brave men and women shape minds, stretch imaginations, challenge thinking and model consistency. They have one major enemy they fight with tireless energy: ignorance. Although he snarls with defiance, clothed in the armor of prejudice and defending himself with the sword of pride, he is ultimately forced to surrender to his skilled opponent. Knowledge will inevitably win out. The truth makes us free.

And who are those commanding the winning side? Who are the relentless, courageous heroes

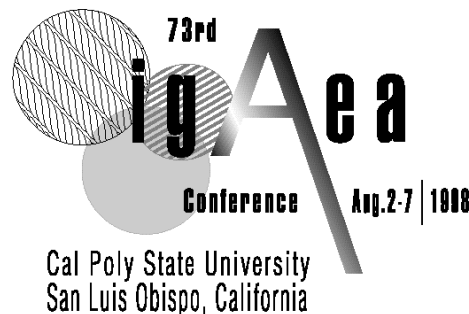
I'm describing? By now you know. *They are those who teach.*

Teachers ply their skills in classrooms large and small all over the globe. The tools of their trade may not seem that impressive—a piece of chalk, a book, an overhead projector, a homework assignment, a nod of affirmation, a strong word of warning, a grade, a project, a question to answer, a problem to solve, a commitment to stubborn facts, tact and timing, a provocative idea—yet they are the very instruments that give keen edges to otherwise dull minds. How powerful are those adept with such tools!

Continued on page 4

1998 IGAEA Conference

Cal Poly in San Luis Obispo, California will host the 73rd annual conference. San Luis Obispo is located 200 miles north of Los Angeles and 200 miles south of San Francisco. SLO airport is served by American, Delta and United airlines and also Amtrak. Conference cost for registration, meals and lodging from Sunday dinner until Friday breakfast is \$350 for participants, \$230 for spouses/guest, \$200 for youth, \$130 for children. Patrick Munroe is conference host, 805-756-2056, e-mail: pmunroe@calpoly.edu. Plan now to attend.



Focus on Teaching in the Graphic Arts

Wanted...

Men and women with the patience of Job, wisdom of Solomon and ability to prepare the next generation for productive citizenship under highly adverse and sometimes dangerous conditions. Applicant must be willing to fill gaps left by unfit, absent or working parents, satisfy demands of state politicians and local bureaucrats, impart healthy cultural and moral values and—oh, yes—teach the three R's. Hours: 50-60 a week. Pay: fair (getting better). Reward: mostly intangible. (*Time Magazine*)

Print's Future

While thinking about the possibility of print being replaced by the Internet (or something else), you might bear in mind that:

- Radio is stronger than ever after the coming of television.
- Live concerts haven't been replaced by recorded music.
- Move theaters haven't been replaced by cable television and VCRs.

—Source: Printing Industries of Wisconsin, PIW Messenger

**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.

Meet and Help the 1997-98 IGAEA Board of Directors

President

Janet L. Robison
 Western Wisconsin Technical College
 304 6th Street N.
 La Crosse, WI 54602-0908
 608-789-6262 School
 608-785-9407 Fax
 507-895-8807 Home
 robison@a1.western.tec.wi.us



Needs from the membership: Realizing you only get 24 hours in a day, I ask you to strive for these 8 priorities: Take time for your family and friends. Be the best teacher you can possibly be, keeping changing, trying something new even if you don't feel totally comfortable with the subject. Help the new teacher in your school. I also ask you to assist each officer (see their needs below). If you attended Georgia Southern Conference send Scott Williams a thank-you. If possible attend 1998 conference at Cal Poly, and recruit one new member. Most importantly, keep the spirit of IGAEA alive by encouraging students and fellow teachers, continuing to learn about our dynamic industry, share your knowledge with others and develop new friendships.

President-Elect

Wanda F. Murphy
 311 Long Shoals Rd.
 Bessemer City, NC 28016
 704-922-8891 Home
 704-922-8891 Fax
 Central Piedmont Comm. College
 704-330-6794 School
 wnmurphy184@aol.com



Needs from the membership: I have prepared a news release on the upcoming conference at Cal Poly and sent it to all graphic related periodicals. Contact me if you could put this release in a publication. I'll be a mentor to Bob Beaverson from Ferris State University in preparing for the 1999 conference.

First Vice-President

David W. Dailey
 Eastern Kentucky University
 307 Whalin Technology Complex
 Richmond, KY 40475-3115
 606-622-1190 School
 606-622-6274 Fax
 606-623-7180 Home
 tecdaile@acs.eku.edu



Needs from the membership: Members to submit articles to the *Visual Communication Journal*, the *R & R Report* and thank you that Jerry Waite and Bob Rateno have offered to be the editors of these two publications respectfully. Articles are also needed for *The Communicator*. If you are not a writer, can you print? Any members that have automated collators and stitchers I could use your assistance with the *VCJ* and the Directory.

Second Vice-President

Richard Grim
 293 Hillcrest Drive
 California, PA 15419
 412-938-8707 Home
 California Univ. of Pennsylvania
 412-938-4085 School
 412-938-4572 Fax
 grim@cup.edu



Needs from the membership: Good penmanship in filling out the application forms, especially the e-mail addresses.

Secretary

Margo Booth
 1211 Greer's Trail
 Peachtree City, GA 30269
 770-487-8084 Home
 McIntosh High School
 770-631-3232 ext. 202 School
 770-631-3279 Fax
 mcgraphics@netime.com



Needs from the membership: If you live in the Atlanta area, I may need your assistance to help stuff envelopes.

Treasurer

Evan G. Jackson
 510 26th Street
 Virginia Beach, VA 23451
 757-428-8975 Home
 757-437-4999 Fax
 Bayside High School
 757-473-5050 School
 ejackson@pen.k12.va.us



Needs from membership: If you can pay your dues, preferably right after you receive your first invoice, that will assist me in maintaining our budget. I have the multi-color lapel pins for \$5.00

Immediate Past President

Lee Weir
 Clemson University
 G-01 Tillman Hall
 Clemson, SC 29634-0720
 864-656-3647 School
 864-656-4808 Fax
 864-654-0647 Home
 leeweir@clemson.edu



Needs from membership: Submit to me the name of any company with a contact person that could be a possible sustaining member. Be willing to have your name placed on the ballot for a board office.

The Communicator is the official newsletter of the
International Graphic Arts Education Association
 200 Deer Run Road • Sewickley, PA 15143-2328
 Telephone 412-749-9165

Articles may be submitted for publication by sending them to:
Mr. David Dailey, IGAEA Newsletter Editor

Call for Articles

It is important to be professional, to communicate to fellow teachers and industry, and to advance our knowledge base. IGAEA offers that opportunity to you. The 1987 *Visual Communications Journal* editor, Jerry Waite, encourages any IGAEA member to submit articles for publication in the upcoming VCJ. The theme is the same as the 1998 IGAEA Conference, "Focus on Graphic Arts Teaching" but it is not mandatory that a proposed article fit the theme as long as it is relevant to graphic arts education.

Please advise Jerry by January 10, 1997, of your intent to submit an article, and to receive the manuscript guidelines.

Correspondence information: Dr. Jerry Waite, University of Houston, Department of Industrial Technology, Houston, TX 77204-4083, Office: 713-743-4089, Home: 281-565-2013, Fax: 713-743-4032, E-mail: jwaite@uh.edu

Jack Simich IGAEA Teacher Preparation Scholarship

Your family may be eligible

Through National Scholarship Trust Fund (NSTF) IGAEA will award a \$1000 scholarship. First criteria: A member of an IGAEA immediate family who is a junior or senior undergraduate student or graduate student, pursuing a teaching career in Graphic Communications field. On the NSTF application where organizations are listed, write in IGAEA. Second criteria: A junior or senior undergraduate student or graduate student, pursuing a teaching career in the Graphic Communications field. Applications can be received from NSTF, 200 Deer Run Rd., Sewickley, PA 15143.

Share your projects/ideas

The emphasis is on both Research relevant to our field and Resources that are available and valuable to fellow instructors in the graphic arts field. I am contacting our Sustaining Industry Members for information on recent developments. But since this is a member publication, what can you contribute?

I have a copy of all of the Project/Idea Exchange items distributed at the conference. After reviewing these, I may be contacting you for disk copy for publication.

Have you discovered something new that works in the classroom, or something old that works in a better way? What about a new way of doing something? I think you get the point: you may be doing something that would help another member, and the *R & R Report* is the place to let everyone know about it. And please, "original material only."

Send your items to me, copy on disk with hard copy at: Robert Rateno, Cuyahoga Community College, 1100 Pleasant Valley Rd., Parma, OH 44130, Phone: 216-987-5278, Fax: 216-987-5050, E-mail: robert.rateno@tri-c.cc.oh.us

Graphic Communications Week Poster Contest

Winning Entries

Tom Lindberg and Charlie Yates of Linn-Benton Community College were awarded first and second place respectively. Dennis Bechtel is the instructor at this college in Albany, Oregon. Joshua Cole of Wichita Area Vocational College, Wichita, Kansas received third place. Bobbie Greenup is the instructor. The 1998 Poster Contest will be open to all levels of education. See insert.

DETACH AND ENCLOSE WITH REMITTANCE

INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

Membership year is Sept. 1 through Aug. 31, except Sustaining Membership which is Jan. 1-Dec. 31.

PLEASE PRINT

1997-1998 Application/Invoice for Membership

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

Please provide your work address below:

LAST NAME FIRST NAME INITIAL

SCHOOL/COLLEGE/BUSINESS

MAIL ADDRESS, STREET AND NUMBER

WORK ADDRESS

CITY STATE ZIP CODE + 4

CITY STATE ZIP CODE + 4

AREA CODE ()

AREA CODE ()

HOME TELEPHONE

BUSINESS TELEPHONE

FAX TELEPHONE

Payment must be in U.S. Currency. • \$20.00 for insufficient funds checks. Members residing outside the United States—Add \$5.00 to cover postage cost.

Check One: New Member Renewal

Membership Type

Level

Check One

Regular Members Check One

- Regular (\$20 - Individual)
- Associate (\$12 - Retiree)
- Student (\$5 - Full-time Student)
- Library (\$10)

- Middle/Junior High School
- Comprehensive High School
- Alternative H.S. or Correctional Inst.
- Vocational/Technical H.S.
- 2-yr. College/Post Secondary
- 4-yr. College/Post Secondary
- Other _____

Sustaining Membership—Ask for Sustaining Membership brochure.

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

E-MAIL ADDRESS

Subject areas you teach—

Regular Members only, check all that apply & underline best description:

- | | |
|--|--|
| <input type="checkbox"/> Graphic Arts | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Graphic Communications | <input type="checkbox"/> Journalism |
| <input type="checkbox"/> Graphic Design/Commercial Art | <input type="checkbox"/> Desk Top Publishing |
| <input type="checkbox"/> Communication Technology | <input type="checkbox"/> Drafting |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Graphic/Visual Imaging | <input type="checkbox"/> Multi-Media |
| <input type="checkbox"/> Visual Communications | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Printing | |

No. Yrs. Teaching Experience _____

Referred by _____

FOR OFFICE USE ONLY

Check Enclosed (Payable to IGAEA) Invoice me at: Home School

Mail to: Richard Grim, IGAEA Membership Chairperson
293 Hillcrest Drive
California, PA 15419
(Note: If paying through school P.O. #, please attach this form to payment.)

President's Message, (continued from page 1)

Teachers. Tough-minded, clear-thinking, ever-learning educators who gave me their time and their attention, who early on overlooked my immaturity, who saw raw material behind my boredom, overactivity and mischievousness, who refused to get sidetracked, who held my feet to the fire and dared me to grab the challenge, who had enough wisdom to drop the bait in just the right places to hook me for life.

So to all of you who teach, hats off. Yours is an invaluable profession, a calling sure and high and noble, a model we cannot live without if we expect to remain strong and free.

Don't quit. Don't even slack off. If ever we needed you, we need you today.

Have a great year.

Janet Robison, 1997-98 IGAEA President

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Wanted Conference Sites Proposals

The 1999 conference will be held at Ferris State University, Big Rapids, Michigan. Conference sites for 2000 and beyond have not been determined, thus this is a call for "Conference Site Proposals" for the year 2000 and up through 2010. Yes, we do wish to look into the future and begin early to plan our conference site locations.

A 46-page Conference Planning Guide booklet has been prepared and is available for the asking. This Guide contains valuable information about how to conduct a conference, what is expected of the conference host and the site institution, a schedule of deadlines, proposal forms, and much more. If you would like a copy of the Conference Planning Guide, contact Conference Site Committee Chair

Ervin A. Dennis

Dept. of Industrial Technology.

University of Northern Iowa

Cedar Falls, IA 50614-0178

Phone: 319-273-2753

Fax: 319-273-5818 E-mail: ea.dennis@uni.edu

IGAEA Sustaining Membership

Adobe Systems, Inc.—Education Programs • Daniela Birch, Education Director • 411 First Ave. S. • Seattle, WA 98104-2871 • FAX 206=628=2641 • 206/628-2372 daniela.birch@adobe.com *

Against the Clock • Ellen Behoriam • 8488 West Hillsborough Avenue, Suite #215, Tampa, Florida 33615 • 813/855-5067 • courseware@interramp.com*

Assn. for Graphic Arts Training (AGAT) • c/o Thomas Schildgen • ASU • Mfg. & Ind. Tech. Dept. • Tempe, AZ 85287-6806 • FAX 602=965=5089 • 602/965-6685 *

Baldwin Americas Corp. • Gerald Nathe • P.O. Box 529 • Warrenton, VA 22816 • 703/439-1877

Delmar Publishing • John Anderson, Senior Administrative Director, 3 Columbia Circle • P.O. Box 15015 • Albany, NY 12212-5015 • FAX 518=464=0945 • 518/464-3583 • 800-998-7498 ext. 3583*

DK & A, Inc. • Robin Mueller, Product Marketing Mgr. • 1010 Turquoise St., Suite 300 • San Diego, CA 92109-9773 • FAX 619=488=9418 • 619/488-8118 • rmueller@dka.com • http://www.dka.com *

E. I. Dupont de Nemours & Co. • Joe Glenn, Director, Graphic Arts Marketing • Barley Mill Plaza 30-2278 • Wilmington, DE 19805 • FAX 302=892=8030 • 302/892-8722 *

Eastman Kodak Company • Gary Tice/MEC - CTTIS • 343 State Street • Rochester, NY 14650-0811

Encad, Inc. • Lorraine Sanchez, Press and Promotions Assistant • 6059 Cornerstone Court, West • San Diego, CA 92121 • FAX 619=452=5618 • 619/452-0882 • lsanchez@encad.com *

Expert Products • Larry D. Lamb, President • 11950 Hertz St. • Moorpark, CA 93021 • FAX 805=523=1088 • 800/225-6929 • 805/523-1000

Ferris State University • William Papo • 314 Swan Bldg. • Big Rapids, MI 49307 • 616/592-2854 *

Foundation of Flexographic Technical Assn., Inc. • Jennifer Leonovich, Educational Coordinator • 900 Marconi Ave. • Ronkonkoma, NY 11779-7212 • FAX 516=737=6813 • 516/737-6020 • http://www.fta-ffa.org *

Franmar Chemical • Frank Sliney, President • P.O. Box 97 • Normal, IL 61761 • FAX 309=862=1005 • 309/452-7526

Fuji Photo Film, USA • Lawrence Warter/Tim Combs, Assoc. Dir. • 1285 Hamilton Parkway • Itasca, IL 60143 • FAX 708=773=7999 • 708/773-6704 • Fujiwarter@aol.com *

Goodheart Willcox • Todd Scheffers • 18604 W. Creek Dr. • Tinley Park, IL 60477 • FAX 708=687=5068 • 800/323-0440 • 708/687-5000 *

Graphic Arts Technical Foundation (GATF) • Jim Workman, Director Training Programs • 4615 Forbes Avenue • Pittsburgh, PA 15213-3796 • FAX 412=621=3049 • 412/621-6941 *

Graphic Master 6 • Carol/Dean Lem • P.O. Box 959 • Kihei, HI 96753-0959 • FAX 808=875=1404 • 800/562-2562 • 808/874-5461 • DEANLEM@maui.net • DEANLEM@AOL.com • http://www.maui.net/~Dean Lem *

Gravure Education Foundation • Leon C. Hart • 107 E. Sutton Pl. • Wilmington, DE 19810 • FAX 302=475=2802 • 302/475-2802 *

Gretag Color Control • Joel A. Fontaine, President • 2070 Westover Road • Chicopee, MA 01022 • FAX 413=593=3577 • 800/880-3088 • 413/593-3577

Heidelberg USA • Larry Kroll, Director, Consulting Services/Mgt. Dev. • 1000 Gutenberg Drive • Kennesaw, GA 30144 • FAX 770=419=6608 • 770/419-6649 *

ImagingQuest, Inc. • Elizabeth Atteberry • 551 First Ave. S. • Seattle, WA 98104 • FAX 206=622=7388 • 206/622-7678

Imation Corporation • Bob Cavin • Building 235-1C-35 • St. Paul, MN 55144-1000 • FAX 612=736=2055 • 612/704-7577 *

Indigo America, Inc. • Joe Swaja, Director—Product Marketing • 400 Unicorn Park Dr. • Woburn, MA 01801 • FAX 617=937=8810 • 617/937-6406 • swajaj@indigo.co.il

Intl. Assn. of Printing House Craftsmen (IAPHC) • Kevin Keane/Teresa Sherwood • 7042 Brooklyn Blvd. • Minneapolis, MN 55427-1370 • FAX 612=560=1350 • 800/466-4274 • 612/560-1620 • KKEANE1069@AOL.com • TT9041@AOL.com • http://craftmet.eas.asu.edu/welcome.html *

Journey Education Marketing • Allan Fischler, Education Marketing • 10-34 166th St. #4D • Whitestone, NY 11357 • 718/747-1342 *

Komori America Corporation • James E. Scott • 5520 Meadowbrook Ind. Ct., • Rolling Meadows, IL 60008-3898 • FAX 847=806=9038 • 847/806-9000 *

Linotype-Hell Company • William Van Buskirk • 425 Oser Avenue • Hauppauge, NY 11788 • FAX 516=434=2720 • 800/633-1900 • 516/434-2062 *

MacAcademy • Shelly Schultz, Domestic Sales Director • 100 E. Granada Blvd. • Ormond Beach, FL 32176 • FAX 904=677=6717 • 905/677-1918 • http://www.macacademy.com

Miami-Dade Community College • David W. Smith • 11380 N.W. 27th Avenue • Miami, FL 33167 • FAX 305=237=1620 • 305/237-1186 *

Millet Group, Inc. d/b/a Institute for Graphic Arts Profitability • Gary Millet, President • 5012 Cliff Point Circle West • Colorado Springs, CO 80919 • FAX 719=592=9081 • 719/590-8445 • GUVUE48A@Prodigy.com • http://www.Netgrafx.com/millet/ *

Montage Productions • Jerry Donoghue • 3805 Monroe Road, Suite 204, Charlotte, NC 28205

NAPL National Association of Printers & Lithographers • Susan Reif, Work-Place Program Mgr. • 780 Palisade Ave., Teaneck, NJ 07666 • 201/342-0707

NAQP National Association of Quick Printers, Inc. • Don Dunham • 401 N. Michigan Ave. • Chicago, IL 60611-4267 • FAX 312=245=1084 • 312/644-6610 *

National Council for Skill Standards in Graphic Communications • William H. Smith, Managing Director • 208 Lafayette Center, Kennebunk, ME 04043 • FAX 207=985=6347 • 207/985-9898 *

NPES The Assn. for Suppliers of Prtg. & Publ. Technologies • Carol J. Hurlburt • 1899 Preston White Dr. • Reston, VA 22091-4367 • FAX 703=620=0994 • 703/264-7200 • 70732.2023@Compuserve.com *

nuArc Company, Inc. • Joseph M. Dixler • 6200 West Howard Street • Niles, IL 60714-3404 • FAX 708=967=9664 • 708/967-4400 *

Oklahoma State University, Technical Branch • Gary Borchert • 1801 East 4th Street • Okmulgee, OK 74447 • FAX 918=756=1315 • 918/756-6211, ext. 295 *

Pantone, Inc. • Richard Herbert, Senior Vice-President • 590 Commerce Blvd. • Carlstadt, NJ 07072-3098 • FAX 201=896=0242 • 201/935-5500

Presstek • Harry L. Miller • 8 Commercial St. • Hudson, NH 03051 • FAX 603=595=2602 • 603/595-7000

Prince, Raymond J. • P.O. Box 234 • Canton, SD 57013 • 605/987-4257 • same for FAX *

Printing Industries of America (PIA) • Mary L. Garnett • 100 Daingerfield Road • Alexandria, VA 22314 • FAX 703=548=3227 • 703/519-8196 *

Printing Industry of the Carolinas, Inc. • Jeff Stoudt • 3601 Rose Lake Dr., P.O. Box 19889 • Charlotte, NC 28219-0889 • FAX 704=357=1154 • 704/357-1150 *

Progressive Ink • Richard H. Lunney • P.O. Box 2308 • Huntersville, NC 28078 • FAX 704=948=1746 • 704/948-1739 *

Research & Engineering Council of the Graphic Arts Industry, Inc. • Fred Rogers (Ronald Mihills as of Jan. 1, 1997) • P.O. Box 639 • Chadds Ford, PA 19317 • FAX 610=388=2708 • 610/388-7394

Rochester Institute of Technology School of Prtg. Mgt. & Sci. • Robert Chung, Professor • 69 Lomb Memorial Dr. • Rochester, NY 14623-5603 • FAX 716=475=7029 • 716/475-2722 • E-Mail RYCPRP@RIT.EDU *

Screen (USA) • Ron Gustafson • 5110 Tollview Drive • Rolling Meadows, IL 60008-3788 • FAX 708=870=0149 • 708/870-7400 *

Sinapse • Peter Herman, Export Manager • 32 rue Jean Rostand, 91893 • Orsay CEDEX, France • FAX 331=694=8590 • 331/69418585 *

Ulano Corporation • Donald Marsden • 255 Butler Street • Brooklyn, NY 11217 • FAX 718=802=1119 • 800/221-0616 • 718/622-5200 *

Ultimate Technographics Inc. • Lyne March, Dir. of Communications • 1 Westmont Sq., Suite 1700 • Montreal QC H3Z 2P9 CANADA • FAX 514=938=5225 • 514/938-9050, Ext. 260 • lynem@ultimate.tech.com *

Uncommon Conglomerates Inc. • William H. Mason III, President • 287 E. 6th St. • St. Paul, MN 55101 • FAX 612=227=6526 • 800/323-4545 • b.mason3-uci@worldnet.att.com *

U.S. Screen Printing Institute • Scott Friesener, President • 605 S. Rockford Drive • Tempe, AZ 85281 • FAX 602=929=0766 • 602/929-0640 • sfres@usscreen.com *

Western Michigan University • Dennis E. Darling • Printing Programs—Welborn Hall • Kalamazoo, MI 49008 • 616/349-4405 *

Xerox Corporation • John P. Grattan, Industry Marketing Manager, Document Production Systems • 295 Woodcliff Drive 817-02 • Fairport, NY 14450 • FAX 716=264=2879 • 716/264-4743 • JGrattan@mc.xerox.com

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