



The Communicator

Message from the President

Greetings IGAEA Members!



I hope your fall semester has been productive and you got many things accomplished this year.

It has been a very busy and productive few months for the IGAEA.

Region 1 held a two-day conference at the Eastern Illinois University in October. Dan Wilson and Adam Burke did a splendid job hosting the conference and putting together various workshops. The topics (and workshops) ranged from “3D Printing” to “3D Product Photography.”

Region 4 also hosted their first Regional Conference at the Pittsburg State University in November. Barry Wilson, the newly-elected Regional Vice-President, and his colleagues put together a very informative and well-received one-day program. The theme of the Conference was “Color in the Classroom” and the topics ranged from “Color Theory” to “Screen Printing.”

Not only Dan Wilson and Barry Willson had a productive few months, but also Lynn Damberger and Bill Delgado had their hands full organizing an upcoming Annual IGAEA Conference at the North Central State College, Ohio, in July. From what I can tell, it is going to be a wonderful and exciting conference. Lynn and Bill are working diligently on creating a fabu-

lous participant and guest programs for the entire family to enjoy. Be sure to mark your calendars for July 19-24, 2014 and invite your colleagues and peers to attend it. The Conference’s web site and Twitter page should be accessible within few months.

Finally, the Branding Committee had been busy discussing the vision of the organization and researching for various re-branding companies. Sara Smith, the Chair of the Branding Committee, delegated various duties and tasks to other committee members. The committee is composed of dedicated IGAEA service members, including Tom Loch, Dave Dailey, Charles Weiss, Pam Daniel, Lexa Browning, Kelly Smith, Pradeep Mishra, John Baggett, Tom Carrig, and Mike Williams.

Currently, the Branding Committee’s focus is on finalizing the vision and researching re-branding companies nationwide. The Committee members have already contacted several companies and acquired about their experience and prices. The Committee is planning on narrowing down their choices to three (maybe five) companies to present to the Board of Directors by January.

As you can tell, it is going to be an exhilarating year for the IGAEA and I want you to join-in on the excitement! Please don’t forget to renew your membership by January and to continue being part of the IGAEA family.

Happy Holidays!

Monika Zarzycka

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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 communication and imaging technologies

Baccalaureate Program in Graphics and Multimedia at California University of Pennsylvania Earns National ACCGC Accreditation

After completing an extensive self-study and hosting a site visit by a three-member team of industry and education experts, the Graphics and Multimedia program at California University of Pennsylvania was awarded national re-accreditation beginning September 1, 2013. The program at California University of Pennsylvania was originally awarded accreditation by ACCGC on September 1, 2007. This program is among eleven, associate and baccalaureate level, graphic communications related programs nationwide to have received this distinction.

A formal presentation was made during the September 8, 2013 annual ACCGC Board of Directors meeting that was held during the Print '13 industry show in Chicago. A plaque recognizing the re-accreditation was presented in his absence to Professor Joseph G. Schickel, Chair, Department of Applied Engineering and Technology at CalU by the ACCGC team members during the ACCGC September 8, 2013 Board of Directors meeting.

For more information about ACCGC, contact Ervin A. Dennis, Managing Director, at ea.dennis@cfu.net. The Council's website address is www.accgc.org.

For more information about the California University of Pennsylvania (CalU), Graphics and Multimedia program, contact Professor Joseph G. Schickel, Chair, Applied Engineering and Technology Department at schickel@calu.edu or by telephone (724) 938-4085.



Left to Right: Dr. Donald Arnel, ACCGC Team member and Professor, Georgia Southern University; team member Lawrence C. Warter, Warter Colors, and Dr. Thomas E. Schildgen, ACCGC President, Arizona State University.

Professor Joseph G. Schickel, Department Chair at CalU, was unable to attend this presentation, but he stated in advance: "We are pleased to again receive ACCGC accreditation for the Graphics and Multimedia program at California University of Pennsylvania. The benefits of this continued accreditation are apparent throughout our curriculum and facilities, with our faculty and administration working together to continuously improve student learning outcomes."

In their Visitation Report, the ACCGC team noted this statement from the students they interviewed: "They believed that their education was 'top notch' and that they were well prepared for the print media career field."

The accrediting agency, **Accrediting Council for Collegiate Graphic Communications, Inc. (ACCGC)**, awarded the academic accreditation. ACCGC is an independent body professionally supported by leaders in the collegiate educational area and by management personnel in the graphic communications industry.

Gutenberg's Bible



On permanent display at the Huntington Library in San Marino, California, Johann **Gutenberg's Bible** was the first substantial book printed with movable type in the West. Printed about 1450-55 in Mainz, Germany, the Bible is in Latin, in the standard medieval Catholic version known as the Vulgate. Only the text, in type called black letter, or gothic, was printed with movable type. The Huntington copy is one of eleven surviving copies printed on vellum, and one of three such copies in the United States. An additional thirty-six copies printed on paper also survive. Photo courtesy of Art Lindauer.

2013 Region One Conference

Graphic communication educators in Region 1 gathered at Illinois State University on October 11 and 12 for the Annual Region One Conference.

Over the course of two days, IGAEA and Graphic Arts Teachers Association of Illinois members learned about Flexographic printing, 3D printing, 3D product photography, packaging prototypes and more. Complete 2013 Fall Conference Session details and materials can be found at <http://www.igaea.org/Region-1/>



The first conference session was an overview and discussion of 3D printing. Rob Martin, an ISU graduate, discussed the skillset needed to teach 3D printing and provided options for some reasonably priced equipment. Rob shared his inspiration for starting the company “Open Source Classroom” to help schools integrate 3D literacy into their classrooms. Learn more about what his company is doing at <http://opensourceclassroom.com>

As Flexography is one of only two printing processes in growth mode (the other is digital printing), a hands-on workshop was offered during the second session of the conference. ISU’s Adam Burke provided information about flexographic technology and workflow, from design through print production. As an example of how students are encouraged to learn about flexo principles, an overview of ISU’s student involvement and participation in the Phoenix Challenge was shared with attendees. Information about the competition is available at <http://phoenixchallenge.org>

In a consecutive session, Kelly Smith (Stevenson HS) showed how to build simple phone Apps using Dreamweaver, HTML, CSS and JavaScript. She provided details on using PhoneGap Build to package the applications for various mobile platforms. To help teachers and students learn CSS, jquery, and web fundamentals, one day at

a time, Kelly recommends using <http://www.codecademy.com>.

At lunch, **Dan Wilson was presented with IGAEA’s Hartman Award for his many years of service.** The Fred J. Hartman Award is given annually to an IGAEA



member who has devoted many years of service to the Association and in addition is nationally recognized through contributions and accomplishments in graphic arts teaching, research and/or service. Please congratulate Dan the next time you speak with him.

Like 3D printing, 3D photography is growing in use for product photography for online catalogs, allowing viewing of products from all angles. Martin Wiser (ISU) led a group in an exploration of tools and techniques required to shoot 3D objects for deployment on a web page. A handout with the HTML and JavaScript files necessary to deploy was given to attendees, and can be found along with other Region One conference materials at <http://www.igaea.org/Region-1/>

In Friday’s final session Dan Wilson provided information about an agile project management method called Scrum, which is used by many businesses to improve collaborative productivity. Attendees learned how to use this method in their graphic communication classrooms as an effective collaborative instructional approach. Students can use scrum to manage their projects at <http://www.scrummy.com>

At the end of day one, a Graphic Artisan Happy Hour and dinner convened at Medici in Normal, IL. This extremely popular event provided time for participants to discuss what they had learned and catch up with old friends. Networking is always a valuable part of IGAEA Region One workshops.

Josh Brown (ISU) led a discussion of STEM during the first session on Saturday. As attendees sipped their coffee and munched on donuts they learned about the critical trends arising in technology education.

With collective eyes focused on the future, Dan Wilson then assured attendees in the Lenticular Printing session that they don’t need 3D glasses to create 3D images like postcards, posters and book covers. The hands-on session provided the group with step-by-step Photoshop 3D tools to design a 3D image for use with a lenticular lens. I personally recommend you look for the PowerPoint presentation and examples on the Region 1 webpage.

Afternoon consecutive sessions were offered on Package Prototypes and Artwork for Screen Printing using Photoshop Spot Channels. Adam Burke (ISU) provided attendees with information on how Esko



software and a CAD table can be used to develop package prototypes. The result of the session was a package that was cut, folded and glued.

Hans Kellogg, of Ball State University, showed attendees several techniques for creating artwork in Photoshop for screen printing. Techniques included the use of selections, spot channels, under base white and trapping.

The closing conference session was presented by Dan McCluskey, in which he demonstrated new strategies for using discharge screen printing in the classroom. Discharge printing involves using mixture of a binder, base and activator powder (made from formaldehyde). When printed on shirt, the “ink” mixture removes dye from the shirt where the image appears.

Overall, the Region One Conference was packed with engaging instruction and many take aways for the IGAEA (Region One) and GATAI members. Congratulations to Dan Wilson for hosting an informative and successful regional conference.

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Adobe Changes License Models for Educators

Dear members of IGAEA –

In May of 2013, Adobe changed its licensing model for their popular creative tools such as Photoshop, InDesign, Illustrator, Flash Pro, and other design, web, and video offerings in what used to be known as Adobe Creative Suite.

Now, Adobe's flagship products are provided under the Adobe Creative Cloud umbrella and are only available as term-based or subscription licenses at monthly or yearly charges. Adobe still offers Adobe Creative Suite 6 licenses under previous terms but will no longer update them to newer versions. It is important to note that Adobe's new Creative Cloud applications, such as Photoshop CC and InDesign CC, are still installing directly on desktop or laptop computers and do not run as "software-as-a-service" (SaaS) in the cloud.

For education customers interested in Adobe Creative Cloud products, you may choose among the following:

FOR INDIVIDUALS:

Adobe Creative Cloud Student & Teacher Edition

This version, available from www.adobe.com is for individual use by students, teachers, and staff on personal computers and includes full versions of our most popular desktop applications — Adobe Photoshop CC, InDesign CC, Illustrator CC, Acrobat XI Pro, and much more. It also includes full access to storage, typekit fonts, and other cloud services to help create mobile-ready content and apps. Limit to one account per person.

FOR INSTITUTIONS:

Education Enterprise Agreement (EEA)

The EEA (Education Enterprise Agreement) program serves K-12 and HED institutions that need to install Creative Cloud software anonymously, especially in lab and classroom environments where more than one person is using a single computer. The EEA

program provides access to always up-to-date Creative Cloud desktop applications - but without online tools & services.

Adobe Creative Cloud for Teams

This purchasing program is best for several individuals, small work groups, or departments (up to 100 users) within an educational institution (not suitable for use in the classroom or lab environment). Creative Cloud for teams offers the same software and cloud services as the Student Teacher Edition plus centralized administration, extra storage, and expert support services.

Adobe Creative Cloud for enterprise

This program is best for large school districts, colleges, and universities that want to deploy large numbers of Creative Cloud desktop applications and require customized solutions.