

The Communicator



GRAPHIC
COMMUNICATIONS
EDUCATION
ASSOCIATION

We are a collaborative professional organization in partnership with industry, dedicated to sharing theories, principles, and practices relating to graphic communications. We exist to help our members become better educators.

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Message from the President



GCEA: Unstoppable during the pandemic

It is an honor to be a member of this great organization and to serve as President. There are many I would like to thank for their continued involvement in the Graphic Communications Education Association.

I would like to thank Lexa Browning-Needham for her dedication as a former GCEA President and her continued involvement as a member. She was on the Board during the 2004 IGAEA Conference when it was held on site at the University of Houston. She did a great job as one of two vice presidents (I was the other vice president).

Thanks to the unstoppable energy of Jerry Waite and his colleagues, the 2004 IGAEA Conference became an enormously successful entry into the history of this organization. It was at that conference, Jesús Rodríguez served as the Master of Ceremonies for the awards presentations. Now, Jerry is serving as the Master of Ceremonies and Jesús was presented the Frederick D. Kagy and Zeke Prust Life Achievement Award at the 96th GCEA Conference hosted by the faculty and staff of the University of Houston.

During the 2004 IGAEA Conference, Cynthia Carlton Thompson was President. She became an inspiration to me for her kind wisdom and leadership. While serving as President-Elect she also served as hostess to the 2003 IGAEA Conference held on the campus of North Carolina A & T in Greensboro. She asked me to serve on the conference planning committee. Although this was pre-Zoom and it took two hours to drive the Greensboro from Boone, I served without hesitation. Thanks to the careful planning directed by Cynthia, the conference turned out well.

Now back to the present! Rion Huffman has done a wonderful job of organizing meetings and providing leadership as President during this most challenging year as the pandemic caused virtual conferences for the 95th and 96th GCEA membership. I am also grateful to Tom Bell for his guidance and role as Past-President. Kelly Smith, Laura Roberts, Dina Vees, and Pradeep Mishra contributed to a successful GCEA year by serving as Vice Presidents as they took care of the details necessary to support and keep GCEA running. I felt fortunate to be part of this unstoppable team!

A big thanks to Monica Alters, Jerry Waite, Can Le, and Mike Dawson for making this conference happen! Also, a big thanks to anyone that has served as President for GCEA or IGAEA—Rion Huffman, Thomas Bell, Lexa Browning-Needham, C.T. Weiss, Shaun Dudek, Tom Loch, Mike Stinnett, Malcolm Keif, Michael Williams, Monika Alters, Tom Carrig, Hans Kellogg, Mark Snyder, David Dailey, Dennis Dougherty, Cynthia Carlton Thompson, Pam Daniel, Jerry Waite, Jesús Rodríguez, and others willing to serve during the 96 years of GCEA and IGAEA.

President's letter continued on the next page.

As you all know, GCEA is not one person driving this organization, it is a team effort that has brought us together for the 96th meeting of graphics educators! The opportunities to connect with other educators that understand the purpose of teaching graphic communications is relevant to the professional development of GCEA members. We each have our strengths and together we continue our education and fellowship at GCEA conferences so that we can share our new knowledge with our students.

We all had to start from somewhere! Our passion for print may have started with the smell of ink on the pages of newsprint or the touch of printed fabric. Something brought us together with a shared appreciation of the printed illustration that may include the rich beauty of typography or the dynamic images from a publication. Whether setting type by hand or using a photo typesetter, the printed word was brought to life. We are fortunate to have in the membership, highly talented experts in typography, webpage design, page layout design, cross media production, photography, and much more.

During my time on the faculty at Appalachian State University, the program name changed from Print Production Management to Graphic Arts and Imaging Technology in 1990, based on a recommendation from our industry advisory board. Then, the program name changed to Graphic Communications Management in 2019 as recommended by the Accrediting Council of Graphic Communications program reviewers.

The courses I am teaching now did not exist when I was a student. Presently, I teach seven courses involving premedia and cross media production. Courses such as Introduction and Advanced Web Development for Graphic Communications, Digital Media Composition 1 and 2, Intro and Advanced Cross Media Production, and Graphic Communications Seminar require a great deal of attention in preparing students with skill sets necessary for employment. These courses are based on needs assessments and gathering information from similar university graphic communication programs.

That is why GCEA is more important as I continue as a faculty member at Appalachian State University. GCEA is a great source for quality professional development gained from the conferences. Each of the conferences I have attended since 2002 have given me a set of practical experiences contributing to most of the courses I teach. Even so, there is still so much more to learn.

As a graphics educator, I cannot do it alone. Having access to a network of experienced educators that are highly skilled in areas that I teach, is the quality assurance necessary for a successful teaching career.

Now, I would like to take this opportunity to congratulate Hope Carroll, President-Elect; Amanda Bridges, Vice President of Communication; Laura Roberts, Vice President of Membership; Rion Huffman, Immediate Past President; Dina Vees, Treasurer; Pradeep Mishra, Vice-President of Publications; and all the regional Vice Presidents for their willingness to continue the momentum of GCEA as we move closer to the 100th anniversary of this great organization. They are appreciated and they are unstoppable in maintaining the success of GCEA! Thank you!

John Craft
GCEA President

2021 GCEA Conference Recap

96th Annual Conference a Success!

The second in a row virtual GCEA Annual Conference was hosted by University of Houston on July 29 and 30, 2021, due to the COVID-19 pandemic. It was a great success and everyone learned so much in the process. Roughly 50 registered participants around the world enjoyed the sessions on various topics by the reputed presenters from the field of Graphic Communication.



Members tuned in for live talks and technical workshops that emphasized that with the right tools and strategic vision, graphic communications education will embark on the “next normal” of print, to quote Deborah Corn, Print Media Center. Topics covered during the conference were Adobe Acrobat, Cross-Media, Direct marketing, Mobile app design, Variable data, Data mining, Data visualization, Snapchat AR, Podcasting, Responsive website, Adobe AfterEffects, and many more.

All GCEA members and all conference attendees will have access to the recorded sessions. You can view the sessions by going to: <https://gceaonline.org/conference-presentations>

The 2021 Annual Business Meeting Minutes can be viewed going to [GCEAonline.org](https://gceaonline.org).

New Officers 2021-22

During the virtual conference, new officers were installed for the main board along with regional VPs for the year 2021-22. They are as follows:

- John Craft, President
- Rion Huffman, Immediate Past President
- Hope Carroll, President-Elect
- Pradeep Mishra, Vice President - Publications
- Amanda Bridges, Vice President - Communications
- Laura Roberts, Vice President - Memberships
- Dina Vees, Treasurer

- Region 1 VP- Renmei Xu
- Region 2 VP- Daniel Casey
- Region 3 VP- Erica Walker
- Region 4 VP- Jerry Waite
- Region 5 VP- Lorraine Donegan
- Region 6 VP- Csaba Horvath



Our GCEA board is at work finalizing everything about 96th annual conference before it started.

Association Award Winners

During our virtual conference, we held an abbreviated Awards Ceremony. Each year the association recognizes individuals who have devoted many years of service to the organization, have made highly significant contributions to graphic arts education, and influences the lives of many. This year the following members were presented with these prestigious awards. Please find time to thank them for their service and let them know how they have influence you and your career.

SHAUN DUDEK

Robert L. Cox Service to the Association Award

BARBARA JORGENSON FISCHER

Hartman/Dennis Support of Education Award

THOMAS LOCH

Honorary Lifetime membership

RYAN LEFEBVRE, SPC

Sundeen/Simich Industry Support Award

JESUS J. RODRIGUEZ

Kagy/Prust Life Achievement Award

GCEA congratulates all the recipients for their long lasting service to the association and the industry as well.

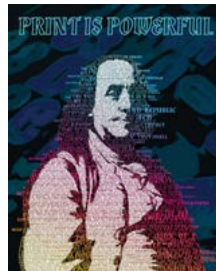
To find more background information about each award and the biographies of each recipient, please login to: [GCEAonline.org](https://www.gceaonline.org)

GCOM Week Poster winners

There are so many things to celebrate this month, but as teachers, we love nothing more than to celebrate the successes of our students. There were 15 entries in the Graphic Communications Week Poster Design Contest. Although it was a difficult decision, the judging panel determined a 1st, 2nd, and 3rd place winner. Please print and display these posters in your classroom during Graphic Communications Week, 2022. These posters are available in our webste: [GCEAonline.org](https://www.gceaonline.org) by navigating to student contests under the student resources tab. These designs will also serve as the cover of the Visual Communications Journal.

- 1st Place - Rachel Dreisbach, Western technical College
- 2nd Place - Amanda trout, pittsburg State University
- 3rd Place - Tan Jone Kiat, Pittsburg State University

All the winners will be awarded by \$300, \$200 and \$100 respectively.



Other News

Position Announcement

The Department of Technology, at Illinois State University is seeking a tenure-track faculty member to provide leadership and instruction for the Graphic Communications Technology program. The Department of Technology is committed to increasing the diversity of the campus community. ISU recognizes that a diverse faculty, staff, and student body enrich the educational experiences of the entire campus and greater community. Candidates who have experience working with a diverse range of faculty, staff, and students, and who can contribute to the climate of inclusivity are especially welcomed to apply. Further information, is available at <https://jobsearch.illinoisstate.edu/en-us/job/511960/assistant-or-associate-professor-in-graphic-communications-technology>. Should you have any question regarding this position announcement please contact Adam Burke, Interim Coordinator at aaburke@illinoisstate.edu

Appreciation

GCEA would also like to extend it's great appreciation to Rion Huffman and the other board members for their leadership during the past year to run the association under very challenging circumstances.



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Got News?

Put it in The Communicator!

Submit your articles and updates about your program, teaching techniques, awards, competitions, and more to First VP Pradeep Mishra by sending an email to pmishra@astate.edu



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