



1899 Preston White Drive
Reston, Virginia 20191-4367
Telephone: 703-264-7200
Fax: 703-620-0994
www.igaea.org/

VOLUME XXXVIII, NUMBER 1
2004-2005 SCHOOL YEAR

the communicator

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

INSIDE THIS ISSUE

- From the President 1
- Best Practices in the Heart of
the Lonestar State 2
- Current Officers Addresses . . 2
- drupa 2004: Die Beste von
Zwei Welten 4
- Sustaining Members 5
- Membership Application. . . 8

The Editor of the Communicator welcomes your submissions for publication in future issues. Email craftjr@appstate.edu for details about preparing files for publication.

GRAPHIC COMM CENTRAL
(<http://teched.vt.edu/gcc/>)
The "Hub" on the Web for
Graphic Communication
Education



*IGAEA President
Cynthia Gillespie-Johnson*

From the President

Hello IGAEA Members!

It is my pleasure to serve as your 2004 President. We have just finished one of the best conferences. Hats off to Dr. Jerry Waite for hosting the 79th IGAEA Conference in Houston, Texas.

My mission for 2004-2005 is to lead this association towards becoming the premiere association—internationally, nationally, and locally. How can we do this? We must unite the generations. There is much to learn from all generations.

IGAEA must be a banquet to which everyone comes to be fed. We are farmers and gardeners. However, we have been leaving our crop at home. My challenge to all the members is to establish a Student International Graphic Arts Education Association at your high school, community college, and/or university. Encourage student presentations and participation at our IGAEA Conferences. Promote and encourage all areas of graphic communications through your prospective IGAEA Student Organization. Let the students be a part of the recruitment effort to gain new members. Start the interest of the association now while the students are still in school. When you feel a part of an organization, you are committed to its success. Do you see that IGAEA is on the verge of losing its multigenerational attractiveness? We need a face-lift, not that we are not beautiful. However, we need to pass it on—don't pass it up. It is amazing what we can get done if you don't care who gets the credit. We need to plant fresh ideas. If you stand a little taller, bend down and help someone else up.

The speeches I was interested in reading were the speeches you wrote to me at the end of my speech. Your ideas were great. It was amazing to read how so many of us are on the same page and embrace the idea of a Student IGAEA Organization. I believe WE can parlay the strengths of the members to blend the printing graphic designers, tech educators, and all areas of graphic communications into an integrated, complimentary and functional interdependent unit. I believe we can position the association to be proactive and to take advantage of changing academic, economic, societal, and future concerns now and beyond. I believe we can foster intellectual growth and career development for our students in an increasingly interdisciplinary environment.

continued on page 2

**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.

continued from page 1

I believe we can work cooperatively and collaboratively to have this association to take its rightful place as a bellwether association. I believe we can embellish our mission that will serve the members for many years to come. I believe we have the requisite skills and abilities to lead the association in making these beliefs a reality.

Listed Below Are Your Ideas Summaried:

1. Start a Collegiate IGAEA Association
2. Have every member to give a special letter from IGAEA to every Graphic Arts Communication Instructor at their institution
3. Assign an IGAEA member to personally contact and visit schools
4. Establish a telephone recruitment campaign
5. Frequent newsletter about the members
6. Focus on all aspect of graphic communication industry (not just the printers).
7. Embrace new members and first time attendees with the benefits of membership
8. Contact all of the high school teachers in the community college region who teaches graphic arts, and introduce them to IGAEA as a wonderful resource.
9. Need to get the word out beyond the existing base (e-mail, direct mail, regional conferences, everywhere. The 3 "Cs" – Communicate, Communicate, Communicate.
10. Appoint state directors to assist the regional vice president.
11. Recruit new members – from graphic arts fields and new media
12. Make Conferences as family friendly as possible.
13. Appeal directly to industry to support incentive awards.
14. Keep IGAEA Conference a family conference
15. Get the other disciplines involved.
16. Revamp the organization
17. Bring the students with us to our meetings.
18. Everyone to provide a project for the Communicator
19. Consider eliminating the invocation. It is a dated tradition that does not represent diversity.
20. Form collaborative relationships with ACCEC, GCC, and so on.
21. Hold the IGAEA Conference on the last week in June or First week in July for maximum attendance.
22. Need to follow-up the conference incentive award winners.
23. Need to assign a mentor to incentive award individuals to follow-up on them during the school year and encourage them to attend another conference.

Rookie Ideas

1. Revise the mission statement.
2. Give a more contemporary look to marketing materials.
3. Provide more detailed information to rookies.
4. Memorial service needs to be non-denominational, dropped from the program, or clearly identified as optional. It does not present an "open-minded" image of the organization.
5. Revamp the Gutenberg Awards.
6. Start a women in IGAEA e-mail group.

Whether WE embrace all ideas; WE are all entitled to our opinions. We are going to have an exciting year—WITH YOUR HELP.

President

gillispc@ncat.edu
Cynthia C. Gillispie-Johnson • Graphic Communications Systems • School of Technology • North Carolina A&T University • Greensboro, NC 27411 • Home (336) 644-7250 • School (336) 334-7379 • FAX (336) 334-7577

President-Elect

dougherty@dejazzd.com
Dennis B. Dougherty • Thaddeus Stevens College of Technology • 750 E. King Street • Lancaster, PA 17602 • Home (717) 733-4420 • School (717) 299-7767 • FAX (717) 299-7748

First Vice-President

craftjr@appstate.edu
John R. Craft, Department of Technology • Appalachian State University • Kerr Scott Hall • Boone, NC 28608 • Home (828) 264-8926 • School (828) 262-6362 • FAX (828) 265-8696

Second Vice-President

lbrowning@alton.madison.k12.il.us
Lexa L. Browning, J. B. Johnson Career Development Center • 4200 Humbert Road • Alton, IL 62002 • Home (618) 466-0536 • School (618) 463-2153 • FAX (618) 463-2092

Secretary

danton@wichitatech.com
Doris Anton • Wichita Area Technical College • Central Campus • 324 N. Emporia • Wichita, KS 67202 • School (316) 677-1344 • FAX (316) 667-1380

Treasurer

snyder@clemson.edu
Mark R. Snyder • Graphic Communications • Clemson University • G-01 Tillman Hall • Clemson, SC 29634-1353 • Home (864) 653-4771 • School (864) 656-6349 • FAX (864) 6564808

Immediate Past President

pdaniel@southsuburbancollege.edu
Pamela Daniel, Department of Technology • South Suburban College • 15800 S. State Street • South Holland, IL 60473 • School (708) 569-2000, ext. 2292 School • Fax (708) 225-5824

Sustaining Member Chair

dw.dailey@eku.edu
David W. Dailey • Department of Technology • Eastern Kentucky University • 307 Whalin Technology Complex • 521 Lancaster Avenue • Richmond, KY 40475-3102 • School (859) 622-1190 • FAX (859) 622-2357

IGAEA Home Office

www.igaea.org
Darcy Harris, Contact Person • 1899 Preston White Drive, Reston, Virginia 20191-4367 • Telephone: 703-264-7200 • FAX (703) 620-0994

The Communicator is the official publication of the
International Graphic Arts Education Association

1899 Preston White Drive

Reston, Virginia 20191-4367

Telephone: 703-264-7200 • FAX (703) 620-0994

www.igaea.org/

Articles may be submitted for publication by sending them to:

John Craft, Communicator Editor

Appalachian State University

Graphic Arts & Imaging Technology

Kerr Scott Hall

Boone, NC 28608

E-Mail—craftjr@appstate.edu

Office FAX: 828.265.8696

Home Telephone: 828.264.8926

Office Telephone: 828.262.6362

Best practices in the Heart of the Lonestar State (or Houston we do not have a Problem!)

IGAEA Members gathered in Houston, Texas for the 79th Annual Conference. Dr. Jerry Waite assembled a team of dedicated students and faculty to provide a memorable educational experience for participants.

The Conference began with a memorial service held at the A. D. Bruce Religion Center on the campus of the University of Houston, Sunday, July 11. The service remembered those members who have recently passed away. Former IGAEA President Robert Cox served as one of the speakers—remarked to attendees, “we should take the time to express our gratitude towards past members for their contributions in our lives.” Dr. Waite further expressed gratitude to Richard Hoffman for excellence in teaching typography and influences as an effective educator. Eugene Van Roy eulogized Richard Knox who was a Visual Communications Instructor at Western Wisconsin Technical College.

Dr. Waite also skillfully directed the St. Theresa Lisieux Catholic Church Choir of Sugar Land, Texas. The solemnity of the choir filled the chapel with quality music fittingly



Dr. Jerry Waite directs the St. Theresa Lisieux Catholic Church Choir in the A.D. Bruce Religion Center during the opening memorial service July 11.

commemorating those who have provided dedicated service to IGAEA.

Key-note speaker Lyn Johnson, Vice-President of Marketing and Emerging Technology for Buchanan Visual Communications, gave an inspiring presentation about the successful transformation and growth of a once small printing company— she and her husband purchased from Earl “Tiny” Buchanan —to a present day company making use of technology. Their personnel grew from 5 to 156 employees generating 25 million dollars a year from sales of



(l-r, top row) Past Presidents— Jerry Waite, Daniel McCluskey, Michael Stinnett, David Dailey, Kenneth B. Kulakowsky, Jesus Rodriguez, Ervin Dennis, and Lee Weir. (l-r, sitting) Robert Cox, Pam Daniel, Janet Oglesby, and Lenoir Collins (photograph by Matthew White).



Benjamin Franklin (Harry Benson) welcomed new and returning IGAEA Officers at the 79th Annual Conference in Houston, Texas. (l-r, standing) President Elect—Dennis B. Dougherty; Second Vice-President—Lexa Browning; Harry Benson; Secretary—Doris Anton; First Vice-President—John Craft; (l-r, sitting) Cynthia Gillispie-Johnson; Immediate Past President—Pam Daniel (photograph by Matthew White)

their products. The increase in personnel required expansion of their original 800 square foot facility to the present 75,000 square foot facility. “Customers truly want it faster, cheaper, and better,” Johnson said as she addressed members. Johnson further offered solutions for attaining better customer service and overall operational growth.

Following Johnson’s presentation, members, family and guests, boarded buses for a trip to the Lyndon B. Johnson Space Center. Debbie Wilson, Centralized Systems Specialist for Océ greeted everyone attending from the conference at the Visitors Center. Jodie MacLellen (Marketing Manager of Software) and Keith Johnson (National Account Manager), also from Océ, gave a presentation about the commitment Océ has with the National Aeronautics and Space Administration (NASA) in providing duplicating services to meet the space program’s needs. After the presentation, there were plenty of exhibits, tours, and demonstrations during the rest of the visit to the Space Center.

continued on page 6

drupa 2004—Das Beste von Zwei Welten

by John Craft

The name of the world's largest print media trade shows, drupa is derived from the German words *druck* (to print) and *papier* (paper). Since 1950, the city of Düsseldorf has played host to the world's premier trade show for printing and paper technology.

The massive displays of print media at drupa 2004 continues to attract people from all over the world. Beginning on May 6 and continuing until May 19, over 394,000 people visited drupa 2004. Reported in a press release from the Messe (Trade Fair) Düsseldorf—"drupa 2004, print media trade fair, has more than exceeded the expectations of the exhibitors." This follows the global economic difficulties experienced during the 2001—2002 years. Further, it was reported that the investment climate



Dr. Hartmann Liebetruth, Director of the Print Media Department at the University of Wuppertal, Germany served as moderator for presentations given by attendees of the 35th Conference of the International Circle of Institutes for Graphic Arts and Printing Management. Anastasio Politis (r) of Pireas, Greece explains his research pertaining to digital workflow to members of the International Circle. The two-day Conference closed with a banquet in Wuppertal. (Photographs by John Craft)



Albrecht Bolza-Shünemann, drupa President and President and CEO of Koenig & Bauer provided analysis of drupa 2004 at a press conference held on May 17. He stated that "drupa 2004 had a far-reaching significance for the entire industry—it brought back optimism and a sense of a fresh start for the international print media industry." (Photo courtesy of Messe Düsseldorf / Tillman & Partner)

improved significantly with exhibitors reporting numerous closed deals during drupa 2004.

Albrecht Bolza-Shünemann, drupa President and President and CEO of Koenig & Bauer commented about the renewed optimism for the international print media industry. During the Business and Analysts' Conference, he presented financial statements for 2003 and an interim report for the 2004 first quarter for Koenig & Bauer. He reported that response was positive to KBA's slogan, "Driving advances—together." Their purpose during the past year was to provide innovations "in technology to enhance standardization and take the guesswork out of printing." He also reported that sales for KBA were up by 39.9%. The

orders for KBA technology surpassed expectations with major contracts secured for commercial and rotogravure presses.

Dr. Hartmann Liebetruth, Chairperson of the Print Media Management Department at the University of Wuppertal coordinated the 35th meeting of the International Circle of Educational Institutes for Graphic Arts Technology and Management (IC). The IC conference was held for two days at the Congress Center building at drupa. Nearly 90 graphic arts educators, administrators and students attended the conference representing over 20 countries. Students from the Fachschule Stuttgart were on hand to assist presenters. Presentations given at the conference pertained to a variety of topics—from curriculums of study to research projects. Announced at the conference is the new graduate level study program to be offered by European Universities of Graphic Arts, Media and Communication Technology. The internationalization of print media education that goes beyond restricted small regional areas and moves toward a globalized community of learners and workers has made it possible for 15 partner education institutions to offer a new advanced study in print media.

John Craft (First Vice-President of the International Graphic Arts Educators Association) attended the IC conference and gave a presentation titled "IGAEA und IC—Das Beste von Zwei Welten (The best of two worlds)." The scope of the presentation was to inform members of the IC about membership opportunities available from IGAEA and the 79th Conference that was held at the University of Houston (July 11 – 16, 2004).

The next drupa will occur Thursday, May 29 until Wednesday, June 11, 2008. *Bis dann!*

IGAEA Sustaining Membership

To update membership information, or to become a Sustaining Member, please contact the Sustaining Member Chair listed on page 2.

Platinum Sponsors – \$500 & above

Adobe Systems, Inc. • Ms. Sara Flaherty, Education Marketing Manager • 801 N. 34th Street • Seattle, WA 98103 • 206-675-7739 • 206-675-6815 • www.adobe.com/education/ • flaherty@adobe.com

Heidelberg USA Inc. • Mr. Larry Kroll, Vice President, Print Media Academy • 1000 Gutenberg Drive • Kennesaw, GA 30144 • 770-419-6649 • 770-794-6253 • <http://www.us.heidelberg.com> • larry.kroll@heidelberg.com

Gold Sponsors – \$250 & above

Fuji Photo Film USA • Mr. Lawrence Warter • 850 Central Avenue • Hanover Park, IL 60133 • 630-773-6704 • 630-773-7999 • <http://www.fujifilm.com> • Fujiwarter@AOL.COM

Pantone, Inc. • Mr. Richard Herbert, President • 590 Commerce Blvd. • Carlstadt, NJ 07072-3098 • 201-935-5500 • 201-896-0242

Silver Sponsors – \$100 & above

G. E. Richards Graphic Supply • Mr. Larry Wagner, Owner • 928 Links Ave. • P.O. Box 339 • Landisville, PA 17538-0339 • 717-898-3151 • 717-898-9083 • www.gerichards.com

Océ • Ms. Debbie Wilson, Sr. Account Mgr. • 5851 San Felipe Suite 100 • Houston, TX 77057 • 713-278-6524 • 713-532-3733 • 800-788-5930 • www.oceusa.com • dwilson@oceprinting.com

Hurst Chemical Company • Mr. Doug Carmichael, Vice President, Sales • 2500 San Fernando Road • Los Angeles, CA 90065 • 800-7232=2005 • 800-723-2004 • www.smartplate.com • dcarmichael@hurstchemical.com

PIASC • Mr. Robert Lingren, President • 5800 South Eastern Avenue • Los Angeles, CA 90091 • 323-724-9500 • 323-724-2327 • bob@piasc.org

Printa Systems • Ms. Mo Goss, President • 127 10th Street South • Kirkland, WA 98033 • 425-828-8933 • 425-828-8956 • 800-601-6240 • www.printa.com • info@printa.com

Printing Industries Association, Inc. (PIANKO) • Mr. Thomas Lasik, Director of Education • P.O. Box 819 • Westerville, OH 43086-0819 • 614-794-2300 • 614-794-2049 • 888-676-1971 • www.pianko.org • tlasik@pianko.org

Thaddeus Stevens College of Technology • Mr. Dennis Dougherty, Instructor • 750 E. King Street • Lancaster, PA 17602 • 717-299-7767 • 717-299-7748 • dougherty@dejazzd.com

Ulano Corporation • Mr. Donald Marsden, Director of International Commercial Services • 110 Third Avenue • Brooklyn, NY 11217 • 718/237-4700 • 718-802-1119 • 800/221-0616 • <http://www.ulano.com> • marsdend@ulano.com

Bronze Sponsors & Educational Members – \$50 & above

RIT School of Print Media • Mr. Robert Chung Professor • 69 Lomb Memorial Dr. • Rochester, NY 14623-5603 • 585/475-2722 • 585-475-7029 • www.RIT.edu/~spms • rycpr@rit.edu

Against The Clock, Inc. • Ms. Ellenn Behoriam, President • 8490 W. Hillsborough Ave. Suite 215 • Tampa FL 33615 • 813/855-5067 • 800/256-4282 • courseware@gaspnet.com

Chowan College • Mr. Mike Steczak, Department Chair • 200 Jones Drive • Murfreesboro, NC 27855 • 252-398-6207 • 252-398-1237 • www.chowan.edu • steczm@chowan.edu

Eastern Kentucky University • Dr. David W. Dailey, Professor • 307 Whalin Tech Complex, 521 Lancaster Ave. • Richmond, KY 40475-3102 • 859-622-1190 • 859-622-2357 • www.technology.eku.edu/Academics/PrintMgt • dw.dailey@eku.edu

Eastern Westmoreland Career & Tech. Center • Mr. Brent Blinsky, Instructor • Latrobe, PA 15650

Ferris State University • Prof Bill Papo, Graphic Arts Professor • Printing & Imaging Mgmt Dept. • 915 Campus Dr. • Big Rapids, MI 49307 231-591-2845 • 231-591-2082 • <http://graphicarts@ferris.edu>

FLAAR at B G S U • Ms. Sheila K. Irving, Business Manager • 100 Saddlemire Building • Bowling Green, OH 43403 • 419-372-9130 • 419-372-8283 • sirving@bgnet.bgsu.edu

Foundation of Flexographic Technical Association • Ms. Shelley Rubin, Education & Meetings Associate • 900 Marconi Ave. Ronkonkoma, NY 11779-7212 • 631/737-6020 ext. 36 631/737-6813 • www.flexography.org • srubin@flexography.org

Goodheart-Willcox Publisher • Mr. Todd Scheffers, Sales & Marketing Manager • 18604 West Creek Drive • Tinley Park, IL 60477-6243 • 708-687-5000, ext. 1103 • 708-687-5068 • 800-323-0440 • www.goodheartwilcox.com • tscheffers@goodheartwilcox.com

Graphic Arts Association • Ms. Marge Baumhauer, CAE President • 1100 Northbrook Drive, Suite 120 • Treviso, PA 19053 • 215-396-2300 • 215-396-9890

Graphics Master 7 • Mr. Dean Lem, Publisher • P O Box 959 • Kihei, HI • 96753-0959 • 808/874-5461 • 808-875-1404 • 800-562-2562 • <http://www.graphicsmaster.com> • DEANLEM@maui.net

Journey Education Marketing • Mr. Mike Fischler, President • 13755 Hutton Drive • Dallas, TX 75254 • 972/248-7511 • 972-245-3585 • 800/874-9001 • www.JourneyEd.com • mfischler@journeyed.com

North Carolina A & T University • Dr. Cynthia Gillispie-Johnson • 1601 E. Market Street • Greensboro, NC 27411 • 336-334-7550 • 336-334-7577 • www.ncat.edu • gillisp@ncat.edu

Performance Screen Supply • Mr. & Mrs. Kathy & Bob Drake, Owners • 919 Route 33 • Freehold, NJ 07728 • 732-866-6081 • 732-866-6080 • 800-659-8337 • www.performancescreen.com • bob@performancescreen.com

Center for Wildlife Info. • Mr. Chuck Bartlebaugh, Executive Director • P. O. Box 8289 • Missoula, MT 59807 • 406-523-7750 • www.bebearaware.org • bearinfo@bigsky.net

G A T F • Ms. Bernie Eckert, PGSF Administrator • 200 Deer Run Road • Sewickley, PA 15143 • 412-741-6860 x309 • 412-741-2311 • 800-910-GATF • <http://www.pgsf.org> • beckert@gatf.org

G A T F • Mr. Jim Workman, Director, Training Programs • 200 Deer Run Road • Sewickley, PA 15143 • 412-741-6860 x111 • 412-741-2311 • 800-910-GATF • <http://www.gatf.org> • jworkman@gatf.org

N P E S • Ms. Carol Hurlburt, Director of Communications & Marketing • 1899 Preston White Dr. • Reston, VA 20191-4367 • 703-264-7200 • 703-620-0994 • www.npes.org • churlbur@npes.org

Universal Engraving, Inc. • Ms. Nicole Mercer, Marketing • 9090 Nieman Rd • Overland Park, KS 66214 • 913-894-9615 • 800-221-9059

Houston, we don't have a problem!



Jesus Rodriguez served as Master of Ceremonies for the 79th IGAEA Annual Conference Banquet.



Lenoir Collins is presented with the Fredrick D. Kagy Award.



Margo Booth receives one of many door prizes given at the Conference.



Michael Makin, CEO of the Printing Industries of America was the keynote speaker during the final day of the Conference.



Jack Simich presents Jim Workman of GATF with the Earl I. Sundeen Award.



Zeke Prust provided an excellent overview of drupa 2004



Dr. Lee Weir is honored with the Fred J. Hartman Award.



Julieta Chavez, student reporter for the Conference Register, interviews Jack Simich about a session he had attended.



April Showers is charmed by Ben Franklin (Harry Benson) during the Conference Banquet. April served as a member of the Conference Committee.

Past President, Dr. Jerry Waite inspects the Texas style barbeque.

79th Annual IGAEA Conference

Cynthia Gillespie-Johnson becomes President of IGAEA



Michael Stinett (r) produces a reproduction of a page from Gutenberg's Bible while touring the Museum of Printing History.



(l-r) Tony Cimaglia and his sons along with Jim and Jeanette Maxim enjoy the Texas style barbeque.



(l-r) IGAEA President Cynthia Gillespie-Johnson presents President Elect Dennis Dougherty with an award for service.

Photographs were contributed by John Craft and Matthew White. The Editor would like to thank the Conference Register (a daily publication during the IGAEA Conference) student reporters for their contribution to this issue of the *Communicator*—Jacquie Castillo, Julieta Chavez, Stacy Mattison, Eduardo Ruz, Tyra Spiller, Robert Tomlinson, Chris Williams, and Karl Zummallen. The Editor would also like to thank Jessica Hines, a graduate student from Appalachian State University for her assistance with the layout.



Conference Roundup: News and Views from Houston

An Apple a day...

Former Apple Systems Engineer Dreux Ste. Marie demonstrated the server capacities and lab management technology in the Atlantic Room after insinuating the OSX server is better than the PC.

Ste. Marie explained the architect behind the server then delved into its core server operating system. He followed with a discussion of lab management. With remote desktop, all clients' performances can be monitored by the administrator once their computers are tied to the network. This allows administrators to keep an eye on dangerous downloads, lock out and shut down computers, and limit the abilities of the client.

Evolving classrooms...

University of Wisconsin-Stout graphic communication management professor Len Bogner emphasized the importance of evolving with new technology during his presentation on the "good, the bad, and the distracting" points of transforming from a desktop to a laptop campus.

Bogner said there were tremendous benefits to the changes, such as the classroom becoming more mobile and communication increasing. There are also downfalls. Many educators expressed concerns about online cheating during classes. One tradition he said he maintains is regular class meetings so students feel comfortable with the tools.

Light of the world on a screen ...

Appalachian State University professor Dr. John Craft presented a demonstration on digital photography in the Graphics lab. He discussed digital photography equipment and software.

"The most important things to know about digital cameras are the parts," Craft said. "Also important are proper care and cleaning of equipment."

He continued his presentation with brief overviews of digital photography software, such as Adobe Photoshop, iPhoto, and Microsoft Picture It! Craft demonstrated techniques in iPhoto and Photoshop for removal of "red eye." He also demonstrated how to remove blemishes and alter facial features.

Managing color...

Western Michigan University associate professor Dr. Abhay Sharma presented an engaging demonstration on managing the complexities of color, and teaching it.

Using various visual aids, Sharma discussed the difficulties of color management and what needs to be done to improve current methods. The highlight of his presentation focused on Chromix's ColorThink software.

With a rotating three-dimensional color profiles graph, Sharma amazed the attendees. Such exceptional teaching tools make color principles easier to understand.

Hit the lights...

Associate professor Jerry Waite entertained session attendees with a lively discussion of white balance and color correction July 15 in the Mac lab and dark room. Waite demonstrated how lighting can inflict incorrect coloring when shooting digital. Waite demonstrated how to adjust white balance, and various lighting techniques. Results were shown for color correction through Photoshop.

Forgetting the ink pen...

Dr. Cheryl Willis and Susal Miertschin threw out conventional note-taking during their presentation on tablet PCs. Session attendees used Toshiba Protege 3500 tablet PCs to follow a PowerPoint presentation.

The technology mimics handwriting, and translates written strokes into computerized text.

"Because of things such as carpal tunnel syndrome, alternative input methods are being created," Willis said. "If you have students who turn in work electronically, you can mark it up on your computer."

Learning through service...

Arizona State University Polytechnic Campus educator Dr. LaVerne Abe Harris discussed the importance of service learning. Harris described a project from some of her former students. The main goal of creating coloring activity books for the Drowning Prevention Coalition was a learning experience, but the skills learned from project management experience and the personal growth and intrinsic rewards made the project a true success.

Cataloging the future...

Dr. John Craft informed session attendees about the future of catalog production in the United States. The presentation was based on Craft's recent study conducted of various companies and their catalog sizes.

According to the study, most respondents surveyed said they thought their print catalogs would decrease in size due to increased postal regulations and distribution costs.

Also, respondents said they believed Web search engines would be a major driving force in promotion and distribution of electronic catalogs. Eighty percent of businesses surveyed used "Google" to promote their company. In response to how large they expected their print versions to be, 39 percent said pages would stay below 35, and 31 percent said it would range from 36-100 pages.

Boone, NC 28608
 Kerr Scott Hall
 Department of Technology
 Appalachian State University
 John Craft
International Graphic Arts Education Association, Inc.



International Graphic Arts Education Association, Inc.
Application for Membership/Renewal

Please Print: ALL areas must be completed

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

 Last Name First Name Initial

 Mail Address, Street and Number

 City State Zip Code +4

 Area Code ()

 Home Telephone

Check one: New Member Renewal

Membership Type:
 (Check one)

- Regular (\$35-Individual)
- Associate (\$12-Retiree)
- Student (\$10-Full-time Student)
- Library (\$20)

Sustaining Business, Industry and Educational Membership: ask for new Sustaining Membership brochure.

- Platinum - \$500 & above
- Gold - \$250 & above
- Silver - \$100 & above
- Bronze - \$50 & above
- Educational Institutions - \$50

Level:
 (Regular Members only, check one)

- Middle/Jr. High
- Comprehensive High School
- Correctional Institution
- Vocational/Technical HS
- 2-yr. College/Post Secondary
- College/University
- Other _____

Number of years Teaching Experience _____

Please provide your work address below:

 School/College/Business

 Work Address

 City State Zip Code +4

 Area Code () Area Code ()

 Business Telephone Fax Telephone

E-mail Address

Subject areas you teach:
 (Regular Members only, check all that apply)

- | | |
|--|---------------------|
| <input type="checkbox"/> Graphic Arts | For Office Use Only |
| <input type="checkbox"/> Graphic Communications | |
| <input type="checkbox"/> Graphic Design/Commercial Art | |
| <input type="checkbox"/> Communication Technology | |
| <input type="checkbox"/> Communications | |
| <input type="checkbox"/> Graphic/Visual Imaging | |
| <input type="checkbox"/> Visual Communications | |
| <input type="checkbox"/> Printing | |
| <input type="checkbox"/> Photography | |
| <input type="checkbox"/> Journalism | |
| <input type="checkbox"/> Desktop Publishing | |
| <input type="checkbox"/> Drafting/CAD | |
| <input type="checkbox"/> Telecommunications | |
| <input type="checkbox"/> Multi-Media | |
| <input type="checkbox"/> Other _____ | |

Membership year is Sept. 1 through Aug. 31, except Sustaining Membership which is Jan. 1-Dec. 31. First time regular members joining after April 15th will be credited for the following year.

Payment must be in U.S. Currency.
 IGAEA Tax ID Number: 237425568
 \$20.00 for checks returned for insufficient funds.
MEMBERS RESIDING OUTSIDE THE UNITED STATES
 Please add \$5.00 to cover postage of publications.
 If paying through school P.O., attach this form WITH payment.

Check enclosed (Payable to IGAEA)
IGAEA Membership Chairperson
 1899 Preston White Drive
 Reston, VA 20191-4367