



200 Deer Run Road
Sewickley, PA 15143-2328

VOLUME XXX, NUMBER 5
1996-97 SCHOOL YEAR

the communicator

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

President's Message:

Competition and successful programs

The "buck stops here"

Why do some graphic communications programs have more students than they know what to do with, while others strive to just exist? *Is it competition?* If so, is it competition with other course offerings in our own school? Is it competition with administration, school boards, curriculum plans, courses, available equipment, budget, status, experience, looks, "shop", time, or something else? Or is it competition with our self?



Lee Weir, 1996-97
IGAEA President

My personal experiences and my observations plainly show me that most competition is with ourselves! It is **not** competition with other institutions' graphic arts programs-no matter at what level (junior high, middle school, high school, post high school, community college, college, university). Most schools' students are from within a geographic region served by that institution, so crossover to other schools is infrequent or nonexistent. A little of that exists between higher education institutions, but not enough to really be a concern, and certainly not enough to worry about that before we worry first and foremost about competition with ourselves.

What are those teachers doing in the populous, waiting-list-only programs that is **not** being done by those who don't know if they will have a job next year? First, of course, there is no clear-cut, single answer. However, I feel we each need to look in the mirror first before looking elsewhere! We can blame the counselors, the school board, the lack of budget, the principal, the dean, the de-

partment chair, the quality of students, the students' behavior, the lack of equipment or supplies, the short class periods, and we could go on and on and on! But all of this pales to the real fact that the "buck stops here" with us.

When was the last time we communicated our goals for the semester or year to our administrators? When was the last time we presented to the decision-makers a year-end review of our students' activities and accomplishments. Did we do it in a written, organized, illustrated, professional-looking composed and accurate format? Did it present a more attractive first impression than others received by our administrators? (Do they receive such a thing at all? Would your's be the only one?) When was our last advisory committee or advisory board meeting? When was the last time we visited a local printer to talk about our program, our students, our hopes and needs? When was the last time we held an open house to show others what our students are doing? When was the last time we made an item (note pad, calendar, magnet, umbrella, T-shirt, cap, bumper sticker, etc.) to promote our program or our school. When did we last speak about our program, courses, or activities to the journalism or publications teacher, the art teacher, the computer teacher, or the yearbook or school newspaper sponsor? When was the last time we asked an area printer to speak to our students, donate paper or other substrates for special projects? When did we last propose equipment to help enhance our offerings or excite our students, and was it justified in writing and accompanied with proposed course outlines incorporating those items into the curriculum?

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hosted by Georgia Southern University's
Printing Management Program

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.

President's Message (continued from page 1)

When was the last time we really got excited about this industry and the opportunities it offers-and the excitement was expressed in our voice and actions? When was the last time you walked into your local grocery, department store, or home center and marveled at the fact that hardly an item is displayed which doesn't have a tag, label, or card attached, or a package covering it which has ink on it-and/or even a print right on the product itself? Heaven forbid the wrath that could-and maybe should-be bestowed upon any administrator who says graphic arts, graphic communications, imaging science, printing, or whatever you call it, has no place in their school! Ask him or her to remove **everything** in their office which has printing on it! Ask him or her to remove all their clothing which has printing on it-and don't forget the tags in the back! Do we have reason to get excited about this industry? If we don't, we are in the wrong place.

Competition? Mostly with myself! I'm always trying to improve.

Participating, sharing, and networking with other IGAEA members improves both you and me. Among everything else we know we should be doing, we should be sending our 50 or more words to share with our fellow members, recruiting one or more new IGAEA members to do the same, and planning to attend the IGAEA Annual Summer Conference August 3-8.

You should have received your conference mailing by now. If you did not, please call me (864/654-0647) or Scott Williams (912/681-0190), or fax Scott at 912=871=1455.

Sincerely,



Lee Weir

Call for Resolutions

Members are encouraged to submit *appreciation*, or *current* resolutions for consideration at the IGAEA annual business meeting. *Appreciation* resolutions are "thank-yous" and appreciations for the conference and the association year. *Current* resolutions give direction to the board and association. They set policies that support current educational theories, issues, etc. Any member of IGAEA may submit a proposed resolution in writing to President-Elect Janet Robison by July 15, 1997. The resolution committee will schedule a meeting at the conference before the annual business meeting. The author or a representative should attend the resolution committee meeting and the annual business meeting to answer questions and clarify points if needed.

The Communicator is the official newsletter of the
International Graphic Arts Education Association
4615 Forbes Ave., Pittsburgh, PA 15213
Telephone 412/682-5170

Articles may be submitted for publication by sending them to:

Mr. Dan McCluskey, IGAEA Newsletter Editor
Willowbrook H. S.

1250 S. Ardmore Ave. • Villa Park, IL 60181

E-Mail—DMcCGraph.AOL.com
School Fax 708=530=3401

Home Phone 708/859-2823
Office Phone 708/530-3693

Need classroom projects, information sheets, promotional material . . . *but can't make it to the conference in August?*

- Mail 200 copies of your classroom project, information sheet or promotional idea.
- Print your *Name, School and Category* on each of the 200 copies.
Categories: ✓ classroom project idea,
✓ instructional information sheet,
✓ promotional piece for your program or the industry.
- Make \$5 check or money order (\$15 U.S. dollars for overseas) payable to IGAEA for return mailing.
- Fill out and mail your return mailing label (below) with your copies.
- Mail to: **Scott Williams**
IGAEA Project Exchange
Department of Industrial Technology
Georgia Southern University
P.O. Box 8046
Statesboro, GA 30460
- Projects arriving by mail must be in Statesboro by July 31, 1997.

At the conference all projects submitted by mail and those submitted at the conference will be exchanged and mailed from Statesboro.

Awards for Best in each category

Free one-year IGAEA membership to the *Best Classroom Project Idea*, *Best Instructional Information Sheet*, and *Best Promotional Idea*. The decision of the committee is final.

Name _____
Address _____
City _____ State _____ Zip _____
Country _____

Sakurai USA sponsors career night

Sakurai USA, Inc. hosted their first annual "Career Night" at their technology center in Schaumburg, IL to celebrate Graphic Communications Week. "The basis of establishing this function was to help direct and clarify potential careers of high school and college age students in Graphic Arts" stated Larry R. Fuller, President of Sakurai USA. "Furthermore, if we can help develop and attract graphic arts students to our industry we will be helping our industry, as well as the careers of our future leader."

The event featured six panelists that described opportunities in education and real life. The panelists also discussed careers they have established as well as educational opportunities that prepare them for these careers.

Ferris State University's Pat Klarecki described the program available at Ferris. Also present to discuss community college programs in the suburban Chicago area were Shaun Dudek, the College of DuPage and Frank Mucci, Triton College. Each outlined the programs and opportunities offered at each institution.

Rochester Institute of Technology was represented by Erika Gast, a graduate student who outlined the program at RIT. Erika also discussed the importance of cooperative experiences as part of graphic arts degree program. She described her cooperative experience aboard the Queen Elizabeth II while sailing around the world. She related her experience as part of the staff in the Print Sop aboard a cruise ship and its challenges.

After the college representatives described their programs and their costs, the focus turned to opportunities for employment in the graphic arts industry. Jerry Grouzard, Manager of Alstate Insurance in-plant print shop, described the operation of a large in-plant printing operation, how the in-plant operation fit into the company and the size of the facility. He described the entry level jobs available in in-plant operations and how they can lead to promotion and long term security.

Randy Bierer, Senior Vice President and General Manager of the Rylander Company, described the commercial printing opportunities. Randy's career started as a pressman at age 15 and progressed through a variety of jobs including production, sales and management. He focused on the opportunities for the students in the printing industry, how successful they would be would depend upon their drive and educational background.

Students from several Chicago area high schools were treated to dinner and live demonstrations of Sakurai's 2 and 5 color presses. Several members of the sales and technical staff fielded questions on the equipment and processes in the state-of-the-art demonstration center. Prior to the formal presentations, the students had time to discuss college programs and collect literature from the college

Odds and Ends . . .

Cam Hitchcock reports that Ken Kulakowski and 17 of his photography students spent a day at MGM Studios learning how to film a documentary in preparation for making a video of the Octara Senior Band's appearance in the "Remember the Magic Parade" at the Magic Kingdom in Walt Disney World.

The Treasurer's report in this issue was ready for publication in January. My apologies to Bob Chung for its delay. It was overlooked by the editor for the last two issues. Thanks to Bob for jogging my failing memory.



The speakers for the career night were (front row) Erika Gast, RIT, Pat Klarecki, Ferris State, Frank Mucci, Triton College, Shaun Dudek, College of DuPage, Randy Bierer, Rylander Co. (back row) Jerry Grouzard, Alstate Insurance, Bengt Bengtson III and Tom Kusek, Sakurai USA, Inc.

representatives. Jerry Grouzard summed up the evening by saying, "If we convince even one student to make a commitment to a career in our industry, we have had a successful Career Night!"

Everyone agreed that the night was a good beginning and Sakurai is committed to hosting an even larger program in early 1998 as a way to develop the most important people in the industry, our future leaders. If you are interested in participating in next years program, contact Larry Fuller, Sakurai USA, at (847)490-9400.

Georgia Printing Week *continued from page 4*

stated that he got involved in graphics in high school by helping one of his friends help the instructor move some equipment. He was fascinated by the different technology in the graphic arts lab. Mr. Reese is now working at Omnigraphics as a service manager repairing printing equipment.

The Kendrick High School VICA Graphic Arts Chapter would like to thank Mrs. Margo Booth of McInstosh, Mrs. Marsha Lott of Effingham and Mr. James Watson of Valdosta for helping to make the first GSAMS Printing Week Career Forum a success.



Kendrick High School students listening to speakers at McInstosh High School.

Enter your students' work in the 1997 contest

The Gutenberg Student Graphic Arts Contest is open to all students at any level. Students compete in five educational divisions in six categories and five classifications. There is a division for your students to be recognized for their craftsmanship and work.

Educational Divisions

- College and University
- Community College/Post Secondary Technical
- High School Vocational (2 or more hour labs)
- High School Industrial Arts/Technology (grades 9-12)
- Middle School (grades 5-9)

Categories

- Electronic Publishing
- Lithography
- Screen paper & textile
- Letterpress
- Flexography
- Gravure

Classifications

Pre-Press "A": These entries include documents, publications, and other products that have used computer systems to assemble text and/or graphics into a final presentation. The samples will be scrutinized for page layout and design difficulty, the use of graphics, typography, difficulty and presentation. *The judges request that only proofs be submitted, no finished pieces are necessary. Also, entries must be checked in the Electronic Publishing category. (New) This area will be divided into two subclassifications, single color and color.*

Pre-Press B: These entries include negative making, stripping, platemaking and proofing. The samples will be scrutinized for density of line negatives, quality of halftones, opaquing, position of film on flats, ruling of flats, register pin use, neatness, imaging quality of plates and proofs. *The judges request that no printed pieces be submitted.*

Single Color Printing: These entries are examples of printing in single color in any of these categories, except Electronic Publishing, thus demonstrating the student's skills. The sample will be scrutinized for ink coverage, ink density, blemish control (hickeys, picking, etc.) and setoff.

Spot Color Printing: These entries are examples of printing in two or more colors in any of the categories, except Electronic Publishing, thus demonstrating the student's skills. The sample will be scrutinized for register, ink coverage, ink density, blemish control (hickeys, picking, etc.). A complete set of progressives is requested by the judges.

Process Color Printing: These entries are examples of printing in four or more color process work in any of the categories, except Electronic Publishing, thus demonstrating the student's skills. The sample will be scrutinized for register, ink coverage, ink density, blemish control (hickeys, picking, etc.) and setoff. A complete set of progressives is requested by the judges.

General Rules and Procedures

1. **No Entry Fee**
2. No more than *fifteen* (15) total entries from any educational institution during a single contest period. From July 1 through June 30 of the normal school year.
3. Entries should be mounted on illustration board, in an attractive manner. An entry form must be securely attached to the front of each entry.
4. The student should be responsible for 90% or more of the entered work.
5. *Only one sample is necessary for entries.*
6. In the event of a tie, the judges may present duplicate awards in each classification. 1st, 2nd, 3rd, 4th, and 5th, place awards will be made in each classification. Best of Show awards are determined by the judges from all entries that receive a 1st place award.
7. **Entries will not be returned by mail**, the instructor may however pick up the displays at the IGAEA Annual Conference.
8. Display of entries will be at the IGAEA and IAHP Annual Conferences. Only "Best of Show" will be displayed at the IAHP Conference.
9. **A brief outline of work completed and equipment used by the student should be part of the entry.**
10. Group Project - 2 or more students working on one entry. Only one certificate will be awarded to the school.
11. **(New)** The screen printing category will be divided into two subcategories: paper and textile.
12. **Decision of the judges is final.**

Entries due by July 1, 1997 to Mike Stinnett, Chairman Gutenberg Awards. Oakland Technical Center Southeast Campus, 5055 Delemere, Royal Oak, MI 40873. If you have any questions contact Mike at: (248)280-0600 ext. 407 or FAX (248)280-4540 or EMAIL to stinnett@mevw.mff.org or mlsorok@moa.net.

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Kendrick High School VICA Graphic Arts Chapter Celebrates National Printing Week

On Friday, January 17, 1997, the Kendrick High School VICA Graphic Arts chapter sponsored a Printing Week Career Forum using the GSAMS Distance Learning Network. Kendrick's students traveled to nearby Carver High School to link up with McIntosh High School of Peachtree City, Effingham County High School and Valdosta High School. Each site arranged for industry speakers to talk to the students about how and why they got involved in the graphic arts industry.

GSAMS, the Georgia Statewide Academic and Medical System, is the world's largest and most comprehensive distance learning and health care network. This public-private partnership, led by Governor Zell Miller, is changing the course of education and the delivery of health care in Georgia. With GSAMS's advanced telecommunications technology, people in two or more locations easily and effectively interact with one another regardless of geographic distance. Through the use of telephone lines, video cameras and television monitors, GSAMS links K- 12 public schools, colleges, universities, adult and technical schools, hospitals, prisons, Georgia Public Television Network, and even Zoo Atlanta together in a fully interactive, two-way environment.



Shafeeq Phillips, Georgia VICA State North Region Vice President welcomes each site to the Printing Week Career Forum.

The Career Forum was held on January 17 to celebrate International Printing Week and Benjamin Franklin's birthday. The forum began at the Carver Site with an introduction from Cheryl Rees, Graphic Arts Instructor at Kendrick, and a welcome from Shafeeq Phillips, VICA State North Region Vice President. The first speaker was Dwight New a designer from Communicorp in Columbus. Mr. New graduated from Auburn University with a degree in Advertising Design. He suggested to the students that they should take as many art and design and computer courses as possible along with the graphics courses. Students were able to ask questions from each site. A student from Kendrick asked Mr. New what software programs Communicorp was using and he replied that they used QuarkXpress, Photoshop, and Freehand.

Next, the forum switched to the McIntosh site with Mr. Charlie Nelson from Print Graphics. Mr. Nelson has been involved in the printing industry for almost 43 years and is now involved in

publishing a Japanese language magazine that is distributed to 12 southern states. It is distributed to Japanese people living in the South working in Japanese companies and is written in the Japanese language. Mr. Nelson is receiving articles for the magazine from



Dwight New, a designer from Communicorp, speaking about careers to students across the state of Georgia through the GSAMS network.

people in Japan via the internet. One student asked Mr. Nelson about the software his company also used and he replied that they used Quark, Freehand, Illustrator and for the administrative side, Lotus Spreadsheet. He made a point that students should also take the time to learn a spreadsheet and a word processing program. He stated that students in this age group will almost be illiterate when they come out of high school if they can't operate a computer.

McIntosh's second speaker was Casey Campbell of Continuous Forms and Checks. Mr. Campbell started out in a management training position at Datagraphics before starting his own company. His company is primarily a check printer. He gave three objectives that graphic arts businesses are basically concerned with today. The first is keeping up with the rapidly changing technology. The second concern is increasing the plant's productivity and finally acquiring good employees is a critical area for most printers.

Valdosta speakers included David Newborn from U. S. Press and Charlene Watson from Colson Printing Co. Mr. Newborn discussed preflighting and working with customers submitting disks instead of artwork. He stated that 98% of all work received today is received on disk. Mr. Newborn also expressed that students should have good math skills to be successful in the printing industry. Mrs. Watson has been in the printing industry for 23 years. She told the students that it is very important to learn as many computer skills as possible while in high school. Mrs. Watson was asked how important communication skills were. She says that they are very important and that students are usually very weak in this area.

At Effingham County, David Reese, a graduate of Effingham, spoke to the students about his job at Omnigraphics. Mr. Reese

Continued on page 5

Do you need a good reason to participate in Project Exchange?

Flyers make good project and advertise your program



An end view of the fixture mounted on a Hix six color machine. This was built from scraps in the wood shop.



A standard frame can be used with poster ink and any stencil method that is compatible with the ink



Don't let the flame treating scare you away from this project. Passing the flame from a propane torch quickly across the surface removes the manufacturing oils.



The flyer is quickly mounted onto the fixture with two rubberbands to hold the flyer in place during printing.



Simple multicolor designs are easily printed one color at a time. This was a 2 color promotional piece given away at a Curriculum Fair.

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

1996-1997 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 ()

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 \$2.00 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 High School
- 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

Return application with payment (Payable to IGAEA) 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.)

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 Editor • 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 deNemours & Co. • Joe Glenn**, Director, Graphic Arts Marketing • Barley Mill Plaza 30-2278 • Wilmington, DE 19805 • FAX 302-892-8030 • 302/892-8722 *
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- 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 *
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- Goodheart Wilcox • 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 Ateberry** • 551 First Ave. S. • Seattle, WA 98104 • FAX 206-622-7388 • 206/622-7678
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- 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 *
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