The Communicator

GRAPHIC COMMUNICATIONS EDUCATION ASSOCIATION

FORMERLY KNOWN AS IGAEA

The Graphic Communications Education Association (GCEA), formerly known as 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.

Find this and previous issues of the Communicator at

GCEAONLINE.ORG

Message from the President

Greetings fellow GCEA members. How do you like the sound of "GCEA"? It will eventually sound as natural as IGAEA and is already easier to pronounce. The name officially changed to International Graphic Arts Education Association d.b.a. Graphic Communications Education Association at the annual conference in Mansfield, Ohio. Everything about the conference was excellent; thanks Lynn, Bill and all of you who presented.

Our new name and branding is obviously implemented in this Communicator and should be in full use by the time GraphExpo begins at the end of this month. I am excited about our rebranding and am of the opinion that it will accomplish its purpose; to help us present a relevant image. However, I am more excited about the stir it is creating because I am also of the opinion that the rebranding will not increase our membership or make us relevant. Only we, the members, can do that through personal involvement. Rebranding alone will not accomplish what we can do through a personal invitation and follow-up.

I hope you are encouraged to stay involved or get more involved. Consider serving on one the committees or assisting your Regional Vice President. The Regional Vice Presidents are key to our success and they have a full plate just contacting regional membership and prospects. I know your assistance would be appreciated. Committee chairs also have considerable work to get done and are sometimes left to do all the work themselves. So, I invite you to contact me or a committee chair and offer your service in an area that appeals to you. Some committees that you may want to consider are as follows:

Associate Members, John Pagels
Conference Site, Shaun Dudek
Gutenberg Awards, Charles Weiss
Publications, Gabe Grant
Project Exchange, Can Le
Trade Show, Tom Loch
Sustaining Members, Monika Zarzycka and Tom Carrig

Incentive Awards, Dan McCluskey
Graphic Communications Week, Harold Halliday
History and Archives, Tom Loch
Membership, Lexa Browning-Needham
Nominations and Election, Monika Zarzycka
Scout Merit Badge, Ken Kulakowsky

There are several up and coming events. I am told the new website will be rolling out soon and I am ready to kick the tires. The 2015 conference at CalPoly has been announced and Incentive Award applications are available for us to encourage newcomers to attend. The SGIA conference in Las Vegas is October 22-24. We have members who attend the SGIA conference regularly and we need to build on that base. Thanks for your service and all you will do for our cause in the future. It is important and it is making a difference.

Michael Williams

President, GCEA
COLLEGE OF THE OZARKS, POINT LOOKOUT, MO

Envision Graphics Ohio 2014

The 2014 IGAEA conference was held at North Central State College in Mansfield, Ohio July 20-24. Over 100 people attended 2 days of presentations and 1 day of industry tours. There were 29 different presentations and 4 keynotes. 32 people attended the PrintEd pre-conference, run by Paul Foster and supported by GAERF from Saturday night to Sunday. Lynn Damberger of North Central State College and Bill Delgado of Cuyahoga Valley Career Center were hosts for the conference.

All of the presentations and the banquet were at the Kehoe Center at the NC State College Shelby campus. Attendees stayed in The Ohio State University Molyet Village campus apartments. Keynotes were presented by Vesco Mallette from IDL Worldwide, Dave Pilcher from Freeport Press, Trish Witkowski from Fold Factory, and Tim Plumer from Adobe. Jason Yard of Mac Tac and Monty Hand of Multicraft brought in a large format printer to present Graphic Application Basics and Mastering Large Format Printers. Johny Shell, Ashley Arneson, and Marci Kinter from SGIA (Specialty Graphics Imaging Association) also presented. The conference ended Wednesday with a panel discussion on the Challenges Facing Print and Graphics Education.

Some attendees toured the Mansfield Reformatory on Sunday, location for the shooting of the movie Shawshank Redemption. Monday dinner was down at Malabar Farm, home of author Louis Bromfield.

ABOVE: Conference attendees participate in a workshop presented by Erica Walker of Clemson University.

Tuesday, attendees boarded busses for tours of Bookmasters, a book manufacturer in Ashland, Ohio; Jakprints, a screen and offset printer in downtown Cleveland; the Rock and Roll Hall of Fame and Museum, and guided tours of the Cleveland Museum of Art. The day finished with dinner in the Little Italy section of Cleveland.

Guest activities included a tour of the Kingwood Center Gardens in Mansfield on Monday, followed by crafts with the Malabar Spinning and Weaving Guild at Malabar Farm. Tuesday they traveled with the members on the bus to Cleveland. Wednesday they visited the home of local artist, Linda McFarlin followed by a day in Amish country.

The conference was a success with lots of great networking, a variety of presentations, industry tours, and good food. The Kehoe Center including its newly opened conference center provided a nice setting for all of the events to be in one location. This was the first conference, of any group, hosted by NC State College. The 2015 conference will be at California Polytechnic State University in San Luis Obispo, California from July 6-10.

ABOVE LEFT: Presentation of Large Format printing and substrates.
ABOVE RIGHT: Ken Macro presents on the future of printing technologies.

2015 GCEA Conference Preview

The Release of Graphic Communication 3.5

We have had a heck of a run since Gutenberg, 500 years—printing indulgences, bibles, and everything else. And, Senefelder helped bridge us over into the world of lithography that took us to even newer and unmatched heights. Graphic Communication 1.0 was the beginning of a solid and persevering discipline that required a highly skilled workforce of both creative and manufacturers dedicated to the craft. However, in 1984, the advent of the Macintosh dawned a whole new world, one that included typography, self-publishing, and computer-assisted design. Graphic Communication 2.0 forever changed the landscape of an industry in need of creatives able to assist customers in making their print collateral stand out from the rest. And, that went well until the mid 1990s and the evolution of the Internet provided a venue in which to communicate and view information instantaneously from every computer interface connected to it. It provided a means for creating, disseminating, archiving, accessing, and viewing mass

IC 2015 July 5-10
San Luis Obispo California

volumes of data that was once printed and archived on book-shelves across the country. Graphic Communication 3.0 challenged every graphic communication enterprise, and educators alike, to rethink core competencies and develop markets that leveraged—or at least complimentary—to print. The Web, in need of talented creatives capable of both design and coding have forged ahead to intricately analyze human interaction on all of the electronic interfaces (and gizmos) that consume countless hours of time from the newly emerged bastion of knowledge workers known today. The quandary, however, is looking through the chaotic shifts that have defined the graphic communication curricula of the future—or in other cases, caused institutions to fade away. The release of Graphic Communication 3.5 is upon us. Unfortunately, we don't have 500 years. In fact, probably only a couple of years—in reality. The time couldn't be any better, riper, appropriate, or convenient than NOW to bring an international and vast perspective to this ever-challenging and continuous problem/dilemma/opportunity.

Cue the music...because you are all cordially invited to attend the 90th IGAEA Annual Conference; the 1st GCEA Annual Conference; and the 47th Annual International Circle of Educational Institutes for Graphic Arts, Technology, and Management Conference to be hosted by the Graphic Communication Department at the California Polytechnic State University in San Luis Obispo, California, July 5th through July 10th, 2015.

Comprised of educators from all over the world, this International Conference for Graphic Communication Educators will bring three organizations together into one festive, educational and memorable event: 1) Graphic Communication Education Association; 2) International Circle of Educational Institutes for Graphic Arts, Technology, and Management; and, 3) The PrintED Consortium.

The International Circle of Educational Institutes for Graphic Arts, Technology, and Management is comprised of scholars and academicians from universities all over the world that congregate annually at a hosting institution to present scholarly papers, posters, and abstracts. To have an opportunity to unite all three educational forces is unprecedented affair and will prove to only enhance improve the vast network of professionals dedicated to defining and perfecting the graphic communication educational future.

The tentative itinerary will look something like this:

Sunday, July 5th   Evening memorial service and reception

Monday, July 6th   GCEA and PrintED Day • Kick-off wine reception with entertainment

Tuesday, July 7th   Joint Sessions: IC & GCEA workshops, demonstrations, and scholarly paper presentations; evening BBQ and entertainment;

Wednesday, July 8th Joint Sessions: IC & GCEA workshops, demonstrations, and scholarly paper presentations; evening banquet at winery;

Thursday, July 9th Excursion to Hearst Castle, Cayucos, and Morro Bay and then San Luis Obispo Farmer's Market

Friday, July 10th   Check-out.

What will be the Release of Graphic Communication 3.5? You will have to attend to find out. As we analyze our individual curricula; we argue whether we belong with technical disciplines or creative; consider the relevancy of teaching user-experience web-design or negative stripping and plate exposure; packaging design or functional printing coupled with printed electronics...the presentations, demonstrations, and workshops will allow you to gain further understanding into the future of our cherished discipline and educational models.

There will be much to learn, great insights to gain, many new people to meet, opportunities to be developed, old friendships rekindled, and much wine to drink.

As we are still developing, planning and preparing, we have created a website on which will be updated. You can access it at: www.gcea2015.calpoly.edu, or www.ic2015.calpoly.edu

Registration information, projected expenses, housing, call for papers, call for presentations, proposed itinerary, partner's itinerary, and directions will all be forthcoming. So do check back periodically, and stay tuned for more information.

We look forward to having you in the conversation.

Save the Date!

GCEA Region 1 Conference

This year, the Region One Conference will be held on Friday, November 14 at Harper College in Palatine, Illinois, and continue on Saturday, November 15, at Stevenson High School in LIncolnshire Illinois. As always, it will be co-hosted with the Graphic Arts Teachers' Association of Illinois (GATAI). Details will follow later, but save the date now! Watch the IGAEA/GCEA website for more info (IGAEA.org or GCEAonline.org). To get on the e-mail list for conference updates, contact Dan McCluskey at: dmccgraph@comcast.net, or Region One VP John Baggett at: jbaggett@icc.edu

GCEA Region 4 Conference

The GCEA Region 4 Conference, "Packaging: the Future", will be held at Pittsburg State University College of Technology November 14, 2014. The cost is $15.00, $10.00 for students. For more information contact: David Oldham joldham@pittstate.edu.

Faculty Position Announcement

Rochester Institute of Technology
College of Imaging Arts and Sciences
Department: School of Media Sciences

Find out more at: www.goo.gl/wMUFd2

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