The Communicator

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GCEAONLINE.ORG

Message from the President

Greetings Fellow GCEA Members,

The 2015 GCEA Annual conference is creeping up on us. The conference website is available from our gceaonline.org site. No login is required; from the home page, select CONFERENCES and then select 2015 ANNUAL CONFERENCE and you are there. There is also an accompanying Facebook page that you can access via the Facebook button on the conference site home page. Encourage your colleagues on Facebook and help build enthusiasm. We are expecting a great conference at Cal Poly.

This is the first ever GCEA conference combined with the International Circle conference. We will start a day earlier than the IC so the first full day of the conference will emphasize "GCEA Works". Through these sessions, our members will see how to: 1) get the most from their involvement, 2) use their talents to help make us better and more effective, 3) advance their students through opportunities made available to GCEA members. I have been looking forward to sessions of this type and am excited to see the impact it will have on GCEA.

GCEA works mainly through committees, Regional Vice-presidents and an Executive Board – people working, volunteering to serve. It is my vision that each us be clearly shown the objectives and tasks of committees and officer positions so we can determine for ourselves how we can best serve. It is my vision that every newly elected Regional Vice-president wants to serve in that capacity because they understand the role and see how vital it is to our success. It is my vision that seasoned committee members work with new members to prepare them for leadership and secure our future. It is my vision that voting to elect the Executive Board positions be exhausting because it is difficult to choose between the numerous qualified candidates. My vision for GCEA begins with "GCEA Works".

"GCEA Works" will include sessions on Project Exchange and Gutenberg Awards. All projects submitted since the 2014 conference will be reviewed by the appropriate committee to determine the best projects from each category which will be highlighted during the "GCEA Works" session. Project Exchange projects can be submitted online at www.gceaonline.org with a member login. After you login, you will notice the Project Exchange tab becomes visible at the top of the page – click on it and then the "Submit a Project" button. If you have not visited Project Exchange, plan to do it soon because time is short. Please submit projects to Project Exchange by June 1, 2015. The link to submit student projects to Gutenberg Awards can be found in the Student Resources > Student Competitions tab and a login is not required so your students can do it themselves. The deadline to submit your student's projects to Gutenberg Awards is also June 1, 2015.

The Graphic Communications Week Poster contest is a fantastic student project for graphic design and prepress. The first, second and third place winners get cash awards which should interest your students. You will find the info needed to enter posters under the Student Resources > Student Competitions tab. Each GCEA member may submit up to 3 entries and the deadline is July 1, 2015. All entries will be placed on display and the top three will be recognized during the banquet. Once again, conference attendance is not required but you will be missed if you are not there.

Enthusiastically,

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

2015 GCEA Conference

LAST CALL!

The International Conference for Graphic Communication Educators is right around the corner – July 5-9, 2015. Come join this unique event that will consist of the Graphic Communication Education Association (GCEA); the International Circle of Educational Institutes for Graphic Arts, Technology and Management (ICEIGATM); and, PrintED.

Don't miss this conference!

Not only is being held in stunning San Luis Obispo, California--but there are great paper presentations in store; applied hands-on workshops to attend; a banquet at a beautiful winery in Paso Robles, California to experience; and, four spectacular keynote speakers to hear:

Monday, July 6 – Gary Field, Professor Emeritus, California Polytechnic State University

Tuesday, July 7 – Jay Sperry, Director Graphic Commercialization at HAVI Global Solutions

Wednesday, July 8 – Kevin Clegg, President at Americhip & Al Marquardt, Graphics Production Manager at Kimberly-Clark

The facts:

1. It's not too late to register.

2. We will still taking proposals for paper presentations and workshops.

3. You can learn more about the conference and register on the website: GCEA2015.calpoly.edu.

4. You can also stay up to date with correspondences, applicable information and travel tips on the GCEA/IC Facebook page: https://www.facebook.com/pages/International-Conference-for-Graphic-Communication-Educators/344350212424454

5. It won't be the same without you. Come out to California and learn more about what is happening in our profession from across the globe. We guarantee it to be a worthwhile adventure.

For more information visit the website or contact Ken Macro, Conference Host, at kmacro@calpoly.edu or by telephone: 805-756-2257.

Awards & Contests

Gutenburg Awards

The annual Gutenberg Awards is still looking for your entries for print, layout, photography, and Web design. Simply follow this link to find out more information and to enter your student's

project details: www.gceaonline.org/student-resources/student-contests/gutenberg-award/

Please note you will still mail in your student's printed entries by printing out your registration form and attaching it to each of your entries. Actual photos will also be mailed in, but the system will allow you to submit digital photographs as well as website URLs. Submissions must be made by June 1, 2015. For further information please contact Charles Weiss at ctweiss@clemson.eiu.edu.

Graphic Communications Week Contest

The annual Graphic Communications Week Poster Design contest is still accepting submissions. The poster must be designed for Graphic Communications Week which typically revolves around Benjamin Franklin's birthday (January 17). The theme could encompass anything that symbolizes the power and importance of printed communications. Students from any secondary or post-secondary school are eligible. Work must be submitted through a Current GCEA Member by July 1, 2015. Visit: www.gceaonline.org/student-resources/student-contests/graphic-communications-week-poster-design-contest/ For further information please contact Harold Halliday at hhallida@Central.UH.EDU

Other News

Call for Resolutions

GCEA members wishing to submit resolutions for the 2015 Annual Business meeting need to submit them to President-Elect Tom Loch, Chair of the Resolutions Committee by June 15, 2015. This submission deadline is earlier than in previous years, as this year's annual conference is also earlier than in previous years.

Information about resolutions can be found in the Administrative Manual on page 46 and how to submit them on page 57. The Administrative Manual is posted on the IGAEA webpage at: www.igaea.org/images/stories/FinalAdminHandbook2014.pdf. It will also be posted at GCEAonline.org soon. You will need to log in, as these files are in the "members only" section. If you have any questions, contact Tom Loch at TomLoch@mac.com.

Call for Project Exchange Submissions

Do you have a teaching method that works? Do you have a project that students find to be engaging? Submit it to the GCEA Project Exchange at www.gceaonline.org. Login to gceaonline.org and submit a project through the Project Exchange link at the top of the page. Please submit projects to Project Exchange by June 1, 2015 If you have any questions about format, contact Can Le at chle3@Central.UH.EDU.

IGCSP Winners Announced

The Illinois Graphic Communications Scholarship Program is pleased to announce it's scholarship awardees. The IGCSP awarded over $13,000 to 13 students majoring in graphic communications

at schools all over the country. The recipients are as follows:

Samantha Gray, Arizona Sate University; Dirk Bradley, Illinois State University; JoAnna Sawallisch, Illinois State University; Elise Jensen, Illinois State University; Jeremy Faletto, Carroll University; Justin Derry, Western Illinois University; Jason Horn, Illinois Central College; Jessica Cupples, Illinois Central College; Kelsey Fields, Illinois Central College; Hannah Anderson, Illinois Central College; Joanna Dulian, Harper College; Talia Nagy, Harper College; Chukwuemeka Emeruem, Harper College.

News from Illinois Central College

The Graphic Communications program at ICC received three color Mark Andy 830 flexography press this year, due to a generous gift from the Harper Corporation. The program also received an Orbital X flexography platemaker that was given by Anderson Vreeland Company. Both of these gifts were the result of the hard work and the commitment of Bettylyn Craft of the Phoenix Challenge. The four students that won metals from ICC will be joining forces to compete in the Phoenix Challenge next year.

Three ICC students metaled at SkillsUSA in Graphic Communications. Jason Horn - Gold; Kelsey Fields - Silver; Shayla Rippey - Bronze.

This year ICC started reaching out to local high schools to help students prepare for the SkillsUSA competencies. As a result of this outreach, Tyler Philips from Pekin High School won the gold in Graphic Communications.

ICC students from left to right: Shayla Rippey, Jason Horn, Tyler Philips and Kelsey Fields.

Flip your classroom

By Dr. Charles T. Weiss

Graphic communication educators have always been on the cutting edge of technology. Now it is time we get on the cutting edge of curriculum, and embrace the various technology available to help us "flip" certain aspects of our classroom.

As teachers we are inundated with very repetitive tasks. How many times do you give the same general lecture? Certainly you may update it every semester but the central points of the lecture do not change that drastically from year to year. How often do you go over how to save a file properly in Photoshop? How often do you go over how to create Master Pages in InDesign? How often do you

talk to your students about image resolution? All of these topics are perfect for a hybrid lecture style that incorporates traditional lecturing along with flipping techniques that allow your students to view video lectures on their own time, possibly outside of the classroom at home, or in the library.

Flipping a lecture can be as easy as making your PowerPoints into PDFs and providing them on a website for your students to review outside of class. Unfortunately it can be difficult to get students to remember information they look at in a PDF, so you have to make the effort your students take outside of class to review the material worthwhile. This can be done with grades, or even extra credit in the fact a student may get ahead in the class and be able to move on to the next project sooner. There has to be a reason for the student though otherwise this curriculum method may not help you or the student.

PowerPoints can also be enhanced with music and embedded videos, and can be easily exported directly from PowerPoint as movies that can be viewed by programs like Quicktime. You could even record yourself lecturing with a video camera and include that as part of the PowerPoint.

Software programs like Camtasia (http://www.techsmith.com/camtasia.html) allow you to easily record computer screen movements and actions, as well as provide video editing. Videos are also easily shared for multiple sized devices. Snagit (http://www.techsmith.com/snagit.html) also allows screens to be captured or recorded and quickly edited for release to the World Wide Web. These software programs are both available for 30-day free trials, and their actual cost is very reasonable. Both are very easy to use as well.

One issue many teachers have is where to store this material so that students have access to it via the internet. Many schools have a content management system like Blackboard, while others do not. So, if you need some space for creating a class website try Wikispaces, http://www.wikispaces.com/content/classroom, which is a free online "classroom" allowing teachers to upload their content and share that content with their students. The free classroom allows you to manage your content the way you want to. It also provides a safe social learning environment for students and can aid in project-based learning.

There is also the concern of the digital divide as some of your students may not have access to an internet capable computer at home. If this is the case, they may be able to look at your flipped content in the school library, or you could even set up your curriculum so that your class is broken into groups, and one group could be working with you, while another was watching flipped content on classroom computers.

Flipping your classroom does take time, but if you calculate the amount of time you do a similar lecture or lesson again and again it might make sense to flip a portion of your class. Our students are very tech savvy, so we should be to.

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