

The Communicator

Message from the President

I am honored and pleased for the opportunity to serve as the President of our Association for this upcoming 2013-2014 academic year and to follow such an incredible legacy that spans almost 90 years. First, I would like to thank the Conference Host, Peter Schlosser and all the Conference Planning Committee members for an excellent job organizing this year's conference. Second, I would like to thank the Board of Directors, Committee Chairs, and all members for their contribution to this association.

The workshop on augmented reality was a conference highlight and Keif Oss did a fine job demonstrating how video could be integrated with print to enhance our viewing and hearing experience. From the augmented reality workshop, we could see that print is no longer isolated from other "design" areas, such as video or animation. Print is now used more often in conjunction with other disciplines to form an innovative and exacting way of communicating.

Just as the role of print has changed over the last few years, so should the role of our organization. We cannot thrive if we do not grow and transform our "print-centric" mindsets. We should embrace new technologies, such as e-publishing and transmedia, and welcome the not-so-distant digital media members. We already took a

good step towards change by selecting a new name for our organization: "Graphic Communications Educators Association." However, a new name is not enough to retain current members and attract new ones. We need to do more! I have already formed two Ad Hoc Committees--DBA and Branding--to help with the re-branding efforts. Rebranding will help our organization get an external makeover, but we still need to focus an internal overhaul.

In the spirit of change, I urge the Regional Vice Presidents to investigate and contact graphic communication and digital media educators in their areas. I also ask the Regional VPs to plan a regional conference and to submit one article to *The Communicator* this academic year. Additionally, I urge all members to get involved by finding new members, joining committees, writing articles for the *Visual Communication Journal* and *The Communicator*, submitting project for the "Project Exchange" initiative, and by submitting presentation proposals for future conferences. Finally, I encourage everyone to communicate more often with the Board, with each other, and with non-members. I, personally, plan to utilize various technologies (print, email, web and social networks) for communication. I strongly believe that good communication will help us transition more effectively into



the future. With that said, you will be hearing from me and I look forward to hearing from you.

Monika J. Zarzycka
President of GCEA (former IGAEA)

IGAEA MISSION STATEMENT

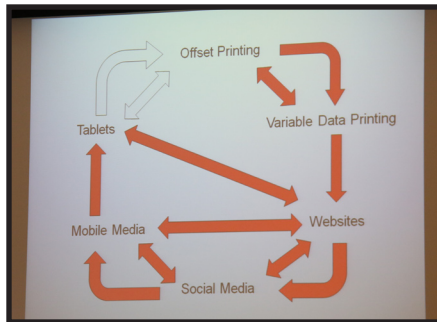
The International Graphic Arts Education Association (IGAEA) is an association of educators in partnership with industry, dedicated to sharing theories, principles, techniques, and processes relating to graphic communication and imaging technologies

Highlights of the 88th IGAEA Conference



The 2013 Annual IGAEA Conference (Print and Pixels The Evolution of Graphics) was held at the University of Wisconsin - Stout on July 21 - 25. Peter Schlosser did an outstanding job in organizing the the conference. The IGAEA members were able to enjoy various presentations, networking, and socializing.

The keynote speaker was Daniel Dejan from Sappi Paper. Mr. Dejan's keynote was titled "Print in the new media mix." Dejan focussed on how the new printing companies must include Variable Data Printing, Websites, Social Media, Mobile Media, Tablets, along with Offset Printing. He concluded that successful marketing campaigns use multiple mediums - And data points to print as a major component that should be included to maximize success.



In addition there were presentations and hands on break-out sessions which included pin hole photography using a paint can, pad printing, and augmented reality.

The conference ended with a wonderful banquet, during which new IGAEA board members were installed.



Region One Spring Workshop

On May 17th, Kelly Smith hosted an IGAEA Region One teachers' workshop at Stevenson High School in Lincolnshire, Illinois. In association with the Graphic Arts Teachers Association of Illinois, IGAEA members met to learn about 3D printing, building phone Apps, and special screen-printing techniques.



The first session was an overview and demonstration of 3D printing. Kelly discussed the viable 3D printer options available to schools, suggesting that at \$1500 "The Cube" is an excellent option (<http://cubify.com>). She went on to describe how purchasing this 3D printer enabled their Graphic Communications program to "compete" with the drafting program at the school, by teaching students how to design for and use this innovative technology in the GC classroom.

After leading a hands-on demonstration on the use of MeshLab to create 3D images to print, Kelly showed the group how to build phone Apps using Adobe Dreamweaver. She provided step-by-step instructions for how participants can teach students how to create their phone apps. To help teachers and students learn CSS, jquery, and web fundamentals, one day at a time, Kelly recommends using <http://www.codecademy.com>.

Sites that enable students and instructors to build and register their Apps (cost to register Android app - \$25, iPhone app \$100) include:

- https://build.phonegap.com/people/sign_in
- <https://build.phonegap.com/apps>
- <https://play.google.com/apps>

Sample code for creating an app that calculates resolution and the needed screen mesh to print halftones can be found on the IGAEA website, on the Region One page.

Moving to the print production side of the classroom, a direct to garment (DTG) printing session led by a senior student in the Stevenson Graphic Communications program. Printing a black t-shirt on a DTG printer made by Z-corp (cost approximately \$40,000) was easily done from a PC laptop. As a more affordable alternative, an Anajet DTG has comparable speed and quality and a more reasonable cost of \$18,000 – 22,000. A Neoflex printer can print on textile and onto promotional items (about \$2000 more than

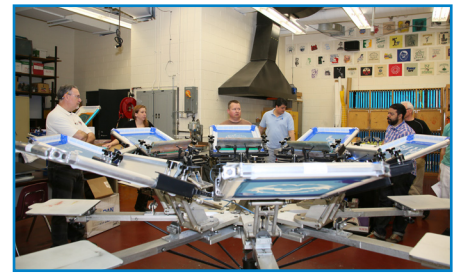
Anajet for the added on ability to print onto 3D items)

DTG uses an inkjet printer, contained cartridge printer (approx. \$68 per cartridge, \$274 for entire set of cartridges) and drops binder on powder, in layers – in drops at same time to create color.

A fabulous lunch, including Chicago style pizza, provided time for participants to discuss what they had learned. All agree that networking is a valuable part of IGAEA Region One workshops.

The afternoon finished with discussion and demonstration of discharge, blowout and granite printing led by David Gayton, President of Atlas Screen Supply Company. Kits and supplies are available from Atlas Screen Supply Company at www.atlasscreensupply.net.

Discharge printing involves using mixture of a binder, base and activator powder (made from formaldehyde). When printed on shirt, the "ink"



mixture removes dye from the shirt where the image appears. It is important to make sure that when you order shirts that are 100% cotton, you tell them you will be discharging (to avoid getting a re-dyed shirt, that will "show" an unwanted color). Good ventilation is very important. The printed shirts will need to go through oven for a longer period of time.

Blowout printing involves using an additive with plastisol ink – it produces thicker coverage of ink with a puffy 3D look. The resulting print can be affectively used with foils. Granite ink also involves using an additive with plastisol ink – it produces a thicker coverage of ink with a hard edge 3D look. Also works well with foils, and can produce areas with foil, and some without.



Overall, the day was jam packed with engaging instruction and many take aways for the IGAEA (Region One) and GATAI members. Congratulations to Kelly Smith of Stevenson High School for hosting a successful workshop.



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