# 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.

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## Message from the President

*CHANGE.*

You either love or hate that word. Change is good when it means we move past old thinking and embrace new ways of doing things...things that are stimulating, more efficient or just more modern. But it also means going to uncomfortable places. We get complacent in our work and our positions and don't want to mess those things up. We like our nice, familiar little lesson plans and PowerPoints and don't really want the time-commitment that goes along with developing new content. I get it. Like you, I'm tired. And, sometimes we're just not motivated. We need to change that...for our students...and for our own wellbeing and pride.

Our industry is changing. GCEA is changing too. We have a great history but we cannot survive by doing things the way we have in the past. We need to change more rapidly.

As an association, we need to modernize our association processes. One change coming this year...we are going to hold our officer elections this spring using an online election system called Electionbuddy.com. You may remember voting last summer changing the Bylaws to include this procedure. We will be transitioning this year with both an online option and a printed/mailed option, beginning with an email link to the ballot coming on April 1st. We hope you click on the link and complete the election process. But, for those who do not complete the electronic ballot, we will be mailing out a follow-up ballot approximately two weeks later; but only to those who do not vote online prior to the release of the mailing. You will only be able to vote once as every member has a unique security code, preventing duplicate votes. The election software uses the highest security and we will never know HOW you voted...just IF you voted. We hope you vote early and online, which saves our association the cost of the printing and mailing the follow-up ballots. Next year, our plan is to use the election software exclusively so please give it a try now. Look for an email from Electionbuddy.com in the next few months with a subject line "GCEA Elections". We will also send an email out directly from GCEA at the same time so you can keep an eye out for it. If you haven't updated your profile on the GCEAOnline.org website with a current email and postal address in a while, it might be a good time to do so.

We also need to change our association's value proposition and position our organization with better offerings to our members. That means we need to clarify needs of our members and develop better programs that meet those needs—both current and future. Your association officers and committee members are working diligently on this; but you can help us too. Let us know how YOUR association can help you be a better Graphic Communications Educator. Send me an email personally at president@gceaonline.org.

And speaking of change, as educators we also need to change our instructional offerings and make sure our students are receiving a modern graphic education. Every graphic communications school, college and university needs to quickly transition to teaching digital principles. Not just digital design, but the use of data, data visualization, data analytics and how to leverage digital marketing techniques in our modern society. We need to think of

*Article continues on the next page.*

output in an agnostic way. If you teach printing, that is great. But today our offerings need to focus more on the use of data and how to leverage data in communications, marketing, and visualization. Printing is one way to visualize data but we need to teach multiple ways, including social media...web and mobile.

As graphic professionals, we need to push our industry to more quickly adopt data-focused, digital principles. Yes, we've had digital files and digital workflows and digital controls on presses for years. But we really need our industry to position themselves as data management experts...not printers. You can help that process by preparing your students to impact those companies with increased knowledge about data and how to manage, analyze and visualize data.

If you already teach VDP, good job. If you are teaching HTML and CSS, excellent. If you are doing prototyping for mobile, nice. These are all great ways to engage students and get them prepared to impact all graphic communication companies.

But now, go to Lynda.com and view some videos on Entity Relationship Design (ERD). Search YouTube.com for videos about the use of data in digital marketing. Teach your students to understand primary and foreign keys and how relational databases work. Teach them about content management systems and data-driven marketing. Teach them how data is used in digital marketing. Explain to them how loyalty programs and loyalty marketing works. Teach them how social media collects and uses data to create personas (i.e. Affinity Groups). Teach them how to use analytics to drive marketing decisions (i.e. Google Analytics). Teach them how to drive traffic to a site by using Google Adwords and how auctions work with quality scores. Teach them how ad serving works and about cookie-syncing and retargeting. Make sure they know about common ad sizes, both in pixels and aspect ratios. Get them familiar with the Digital Advertising Alliance (DAA). Make sure they know what programmatic advertising is. Teach them about geo-targeting and geo-fencing. Get them familiar about SSO (Single Sign-On) and SAML and OAuth2. Teach them about data mining and topic extraction (i.e. Gmail) and data persistence. And, don't forget IoT, Big Data and Hadoop. If you already teach some of these concepts, consider presenting at a GCEA conference and help your follow colleagues grow. If you just read this paragraph and wondered what language I am speaking, don't feel overwhelmed. Just pick something and research it a bit. One bite at a time, right?

If we move our industry and our educational offerings forward...we will not only survive, we will be the academic leaders in our schools, colleges and universities. It's time to move forward.

Sincerely,

Malcolm Keif, GCEA President

# Upcoming Conferences

## GCEA can help you attend your first conference

The GCEA will award a number of grants up to $700, to educators who are members of the Association, to assist them in participating in their first GCEA Annual Conference. The amount of the award will be determined by the distance the participant will have to travel to attend the annual conference. The 93rd Annual GCEA Conference

will be held in Millersville, PA.

Anyone teaching graphic arts, graphic or visual communications, graphic design, graphic imaging, interaction design (UI/UX), or printing is eligible to apply for the Incentive Award Program. These grants have been awarded to teachers from secondary schools, post-secondary schools, community or technical colleges, and four year colleges and universities. To accept an award, if selected by the IAP Committee, the applicant must be under contract for full-time teaching for the coming school year.

Incentive Award candidates must be current members of GCEA. If the applicant is not a current paid-up member, the GCEA Membership Application and check must accompany this IAP application. A membership form is included with the application.

Any person who has previously participated in a GCEA Annual Conference as a regular dues-paying member of GCEA is not eligible for an Incentive Award.

The Incentive Award, named after Paul Von Holtz who proposed the incentive following the 1976 annual conference held at Glassboro State College, as a means for the GCEA to use excess funds generated by the annual conference to invest in future attendees.

The Paul Von Holtz Incentive Award application can be downloaded from the GCEA website at www.gceaonline.org/conferences/conference-incentive-awards.

Follow the instructions and return it to the committee chair. Apply now as the committee has begun processing the applications in order to recognize the selected winners with adequate time to plan their travel to Millersville. For further information please contact Dan McCluskey at dmccgraph@comcast.net.

# Region 4 Conference

## Registration Closing Soon

Region 4 regional conference is happening on March 30, 2018 at Pittsburg State University. Topics include Web SEO, VR and AR, utilizing drones for 3D mapping, Video, creation of Mobile Media and much more. Sign up today for this awesome slate of content. Register at http://gcea.pittstategit.com Registration will CLOSE on 03/16/2018.

# Contests & Scholarships

## 2019 Graphic Communications Week Contest

The annual Graphic Communications Week Poster Design contest is now 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. This year the method of submitting the entries has changed to an electronic submission.

Work must be submitted through a current GCEA Member by July 1, 2018. 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

## 2018 Gutenburg Award Competition

The annual Gutenberg Awards are coming up and we will be looking for your entries for print, layout, photography, and Website design soon. If you have never entered your student's work in the Gutenberg Awards, this year might be a great year to start. If you have entered student's work in the past you already know how great it is for a student to receive an award. Certificates for last year's winners will be mailing out shortly.

The Gutenberg Awards will once again use an online entry system. All entries, even if they are mailed in, need to be registered online. You will also need to be a current member of GCEA and have created a login for the website before you can enter your student submissions. 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 Gutenberg print and film photography entries by printing out your registration form and attaching it to each of your entries. The online registration system will help cut down on any errors and allow certificates to be printed more efficiently. Please double check your student entries for spelling errors. All submissions must be completed by June 1, 2018. Remember there is also a 15-entry limit per current GCEA member. Email any questions to Will Purcell at purcellw@lcti.org.

## Project Exchange Competition

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/project_exchange.

Beginning in January 2018 we will be holding quarterly contests for the best Project Exchange submitted. Do you have a great project you can share? We will be holding a different contest every quarter in 2018 in the following categories:

Q1 – Typography & layout (Jan-March, 2018)

Q2 – UX/UI/Web/Mobile design & development (April-June, 2018)

Q3 – Photography, video & animation (July-Sept, 2018)

Q4 – Printing, wide format, finishing (Oct-Dec, 2018)

Winners will be highlighted on our website and recognized at our annual conference.

How to submit: Login to the GCEAonline.org website and click on the Project Exchange menu at the top (only visible when logged in). Next, click on the "Submit A Project" button and fill out the title of the project, your name, your school name and the category of the project. If you don't see a category that matches the above topics... just create a new category and name it as such. Then you upload a .pdf file or a .zip file of the project. It is that simple. If you have any questions email Renmei Xu at rxu@bsu.edu.

By the way, login to gceaonline.org to check out an awesome new submission by Lorraine Donegan, Cal Poly San Luis Obispo Teaching InDesign – Design a Technical Paper.

## SGIA Scholarship

Supported by generous donations from endowment investors and industry leaders, the Specialty Graphics Imaging Association Scholarship Program will award $2,000 to ten student recipients. Applicants will complete a rigorous application process, and scholarship winners will be carefully selected by members of the SGIA Education Committee.

Student applicants are reviewed based on their scholastic achievement, application essay, participation in extracurricular activities, achievements and work experience, and academic and professional recommendations. They must be a student of an active SGIA Educational Institution Member and committed to pursuing a career within the growing imaging community.

The 2018 SGIA Scholarship application is now available! Please mail one copy of your application to SGIA Headquarters by April 14, 2018. Find out more information at https://www.sgia.org/resource/other/sgia-scholarship-application

If you have any questions, contact Erin Nuss erin@sgia.org, SGIA's Associate Manager of Education.

## EDSF Scholarship

The Electronic Document System Foundation's scholarship program enables students to receive the education necessary to pursue careers in the document management and graphic communications industry, while providing much needed assistance in offsetting the ever increasing financial burden.

The scholarships are awarded based on scholastic achievement, honors received, participation in school activities and community service and organizational affiliations. Find out more information at http://www.edsf.org/scholarships/scholarship-opportunities/apply.html

Deadline to apply is May 1, 2018.

## GAERF 10th Annual Student Design Competition

The GAERF 2018 Student Design Competition is themed "Dominate the Display", and challenges students to design and print an appealing informational label for a fictitious product (of their choice), that showcases its unique brand and influences the decision to purchase. Entries will be judged on their compelling and influential design, (fictitious) product and brand identification, fit to the product container, creativity and originality, and use of printing enhancements. One secondary, and one post-secondary school winner will be identified for each of the first, second, and third place awards. First place awardees will be regonized at Print 18 Career Awareness Day on October 2, 2018.

Entry deadline is June 1, 2018.

Visit gaerf.org/designcompetition.aspx for more info, or contact Margie Garr at: mgarr@aptech.org or (703) 264-7200

*Be sure to login to GCEAonline.org to update your membership. While there, checkout the recent GCEA webinars and new Project Exchange Submissions!*

# GCEA Leadership Candidates

## President Elect - Thomas P. Bell, Ph.D.

Dr. Thomas P. Bell is currently a Professor of Graphic Communications at Millersville University of Pennsylvania, where he primarily teaches course work in communications and information systems, desktop publishing and R&D in graphic communications. He's been involved in printing and education for over 30 years. He is a past president of the International Technology and Engineering Educators Association (ITEEA). He is a past president of Accrediting Council for Collegiate Graphic Communications (ACCGC). He is a past IGAEA regional VP, has served on the Susquehanna Litho board of directors and is a founding member of the .918 Club. He also hosted the 2005 IGAEA conference at Millersville.

## First Vice President- Pradeep Mishra

Pradeep Mishra joined the faculty of Arkansas State University in 2001, with primary teaching responsibilities in the areas of Graphic Communications in the Department of Media under the College of Liberal Arts and Communication. He is also the director of University Printing Services since August 2007. Mr. Mishra has been associated with the printing/graphic communications industry for over twenty five years. Prior to teaching, he worked in the world class commercial printing and publishing sectors as a member of the senior management team. Earlier, Mr. Mishra worked as a plant manager for Tata Donnelley Limited in Bombay, India – the largest commercial press in the country.

Pradeep joined in 2001, attending nearly all GCEA/IGAEA conferences since then. He served as the regional Vice-president for region IV and was a member of rebranding committee. He is currently serving the GCEA as one of the board of directors (Treasurer) since 2014. He will complete his term as Treasurer on July 31, 2018.

If elected as First Vice-President, I will serve the needs of the organization by publishing the latest news and current events as well as communicating with the current and prospective members. I will promote GCEA as a viable and professional organization that exists to serve its members.

## Treasurer- Dina Vees

Dina Vees is completing her second year as Assistant Professor at Cal Poly. Prior to her relocation to California, she taught as a Print Media Instructor at Waukesha County Technical College in Wisconsin for 19 years. She balanced additional responsibilities outside of her teaching workload. Her industry experience is in prepress. She has worked many facets of prepress from production to setting up departments with equipment and training staff. Keeping current with trends and software is important to her. She has a BS in Graphic Communication and a MFA in Media Design.

Dina was a member of GCEA Region 1 when she worked at WCTC and spoke at a conference in 2006. She looks forward to serving the GCEA board and its members, promoting education in the graphic communication field for years to come.

## Region 1 Vice President - Hope Carrol

Hope Carroll has been teaching Graphic Communications since 2002 (high school) and 2005 (higher education). She has taught in Graphic Communications programs at Clemson University, Appalachian State University, Georgia Southern University and University of Wisconsin-Stout, where she is currently an Assistant Professor in Graphic Communications. She has an AAS in Graphic Arts and Imaging Technology (Lenoir Community College), a BS in Graphic Arts and Imaging Technology (Appalachian State University), a MA in Industrial Technology (Appalachian State University), and an EdD in Integrative STEM Education (Virginia Tech). She is passionate in her research on user experience design (UXD) and design thinking, specifically she aims to engage students by incorporating design thinking strategies in the classroom. Hope has taught classes in all facets of graphic communications, but gets the most enjoyment from teaching classes on web design and development and packaging.

## Region 3 Vice President - Erica Walker

Dr. Erica Walker received a BA in Film Production from The University of Colorado, Boulder, a MS in Graphic Communications from Clemson University, and a PhD in Curriculum and Instruction from Clemson University. Before returning to the classroom, she co-founded a film production company specializing in feature length documentaries. Initially joining the Department of Graphic Communications at Clemson University as an Adjunct in 2012, she was recently promoted to Assistant Professor.

Walker has been a member of GCEA since 2014 and has attended and spoken at the last three conferences. She is co-chair of the Project Exchange Committee, Photography Coordinator for the Gutenberg Awards, and has served on the Web and Digital Media Committee since 2015.
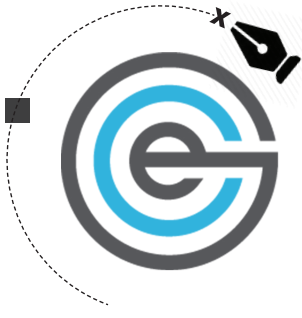
# Composing *our* future
## Design • Technology • Pedagogy

## World Class Professional Development

The Annual GCEA Conference is known for providing graphics teachers with the best in technical and professional training—this year is no exception. The Conference Committee, with support from our membership, has organized an exceptional program of topics including:

- **Hands-on print workshops** in flexography, screen printing, and packaging.
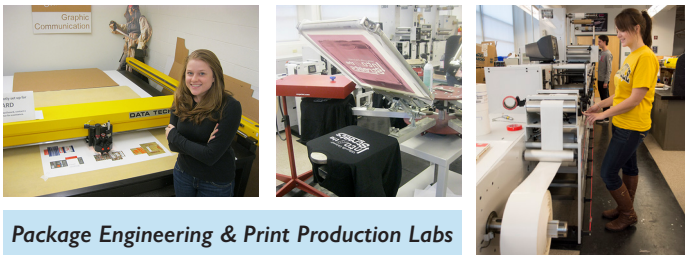
*Package Engineering & Print Production Labs*

- **Pedagogy sessions** sharing teaching strategies and techniques for enhancing student learning.
- **Industry forecasts** from Printing Industries of America and the Specialty Graphics Imaging Association. Learn about the areas of our industry that have the most need and opportunity for young talent.

**NEW**
- **Interactive Design Track** featuring presentations and workshops centered around teaching courses in the development of onscreen media solutions.
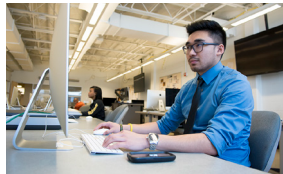
## Network & Make Connections

Make new friends and connect with colleagues from around the country. The Conference schedule is packed with great learning sessions, but also includes some fun activities to allow time for socializing.

- **Gutenberg Awards Celebration & Ice Cream Social**
- **Wayzgoose at Copper Hill Public House**
- **Lunch at Central Market, Lancaster**
- **Ride the Strasburg Railroad & BBQ Dinner**

*Central Market is the oldest farmer's market in the country. It has been in operation for 275 years. Tuesday's lunch there is on your own to explore, eat, socialize, and enjoy.*

## Great Location

Millersville University is located in Lancaster County, Pennsylvania, which is known for its Amish population, farming, and food production. From mid to late summer, a drive down any road will lead you to a farm stand with fresh and reasonably priced produce. The region is both scenic and historic. It is a one-day drive from the Northeast and Mid-Atlantic states, and less than two hours from Philadelphia and Baltimore.

**Nearby Attractions:**
- National Watch & Clock Museum
- Strasburg Railroad Museum
- Wheatland, President James Buchanan's Home
- Hershey's Chocolate World
- Gettysburg Civil War Battlefield
- Independence Hall and The Liberty Bell (Philadelphia)

## Transportation

Full Conference registration includes transportation to and from Harrisburg International Airport and the Lancaster Amtrak station. Once on campus our housing, dining, and Conference sessions are within easy walking distance (.5 miles). If you are planning to drive to campus, free and convenient parking is available.

## Guest Program

Registration includes double-occupancy lodging in a Millersville Residence Hall, most meals, and transportation to off-campus events.

- Tour and lunch at **Longwood Gardens**
- Ride on the **Strasburg Railroad** & BBQ dinner
- Shopping at **Kitchen Kettle Village**
- Visit to **Lancaster Cupcake**
- Includes ticket to **GCEA Awards Banquet**

## Osburn Hall

Millersville University's Department of Applied Engineering, Safety & Technology and the Graphic Communication program are located in Osburn Hall. Completely renovated and expanded in 2004, this facility houses three graphics laboratories — Digital Publishing, Print Production, and Package Engineering. Our Conference technical workshops and small format sessions will be held here. Presentation rooms are equipped with a built-in computer, document camera, audio, and projection system.



## Lodging



The full Conference registration includes double-occupancy lodging in a Millersville Residence Hall. All campus housing is smoke-free, has air conditioning, wifi, and laundry facilities. Linen service—pillow, sheets, pillowcase, blanket, and towels—is provided for Conference participants. At the time of Conference registration, you will be able to make roommate and other lodging requests.

### Off-Site Lodging Options

- **Blue Rock Bed & Breakfast**, Millersville (1.5 miles)
- **Circle M RV & Camping Resort**, Lancaster (4 miles)
- **DoubleTree Resorts**, Lancaster (6 miles)
- **Lancaster Marriott at Penn Square** (5 miles)

## A Beautiful Campus

Millersville's campus consists of nearly 250 acres with rolling grassy lawns and pathways that lead to the scenic University Pond. The pond is home to Miller and S'Ville, a pair of nesting swans, and is designated as a Certified Wildlife Habitat by the Natural Wildlife Federation.



Millersville's campus also contains a biological preserve and mature trees, some of which are designated as Trees of Distinction. It is a safe and picturesque campus for an early morning or evening walk.



## Top Notch Dining

The Upper Deck, in Gordinier Hall, is located near residence halls and was recently renovated. They serve a wide range of foods including gluten-free and vegetarian options. Several of our on campus meals will be served here.



## Registration is Open

Full Conference & Single Day Rates • Early Bird until May 31

To Register Visit
***gceaonline.org***

*Questions?*
donna.painter@
millersville.edu



2018
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## Region 5 Vice President - Lorraine Donegan

Lorraine Donegan is a Professor in the Graphic Communication Department at Cal Poly State University in San Luis Obispo, California. She is the coordinator for the Design Reproduction Technology concentration within the Graphic Communication department. One specific goal of Ms. Donegan's teaching is to link design with technology, preparing students to understand the language and role of the graphic designer, the print provider and the final product. Versed in digital and traditional printing she also emphasizes how to repurpose print design to meet the flexibilities and constraints for web publishing. Her teaching and research specialties include typography and design technology for books, magazines and web.

In 2006 Ms Donegan was honored with the Electronic Document Systems Foundation (EDSF) Educator of the Year award for her contributions to educational efforts in the advancement of printing, document management and communications. She has spoken at conferences in San Diego, San Francisco, Seattle, Portland, Chicago and New York City on the issues of design and production for print. She has taught in London and travelled to Germany and England to participate in major graphic arts events including DRUPA and HP Digital Publishing Initiative. Her student's book and publication design projects have been award winning within the domestic and international graphic arts community.

# Other News

## New Webinars Posted
Have you seen the cool webinars that GCEA has put on this year? Check them out at http://gceaonline.org/publications/webinars/

## Jack Simich Scholarship Recipient
GCEA and the Print and Graphics Scholarship Program awards a scholarship in honor of Jack Simich, a longtime GCEA member. This year's recipient, Kalani Ferguson is attending Illinois State University majoring in graphic communications. Her future plans are to teach graphic communications at a technical school. GCEA has awarded a complimentary student membership to Kalani to continue supporting her career goals and professional development.

# Position Announcements

## Clemson University: College of Business: Graphic Communications
## Lecturer- Graphic Communications
Full-time, nine-month faculty position based on a yearly renewable contract to teach undergraduate courses in one of the country's premier graphic communications degree programs. Applicant must

fit within our highly technical, hands-on oriented philosophy and have expertise and enthusiasm for teaching in at least two of the following areas: color management, traditional print technologies (offset lithography, screen printing, flexography, gravure), digital print technologies (inkjet, toner, dimensional), signage & display production, web development, photography & videography, and packaging development.

This position requires a dedication to the continuous development of creative lecture and laboratory teaching approaches that embrace current and emerging technologies to build upon current instructional practices. It is also expected that all faculty participate in service activities including committee service, student advising, and developing and maintaining industry relationships. The individual filling this position will be expected to primarily teach undergraduate graphic communication courses, including intensive hands-on laboratory courses and classroom theory. Furthermore, they will assist with course and curriculum development, advise students, supervise and promote special projects and research activities, develop and maintain laboratories, assist in developing and maintaining industry relationships, assist with industry training if needed, and participate actively in department, college and university activities. Additionally, they will be responsible for ordering appropriate supplies, lab maintenance, and creating and maintaining relationships with a network of industry professionals.

QUALIFICATIONS
Effective oral and written communication skills. Ability to conduct and supervise student scholarly activities and research. Demonstrate commitment to maintain a safe and healthy laboratory environment. Possess effective interpersonal skills to work cooperatively with colleagues. A Masters degree and 3-5 years of teaching experience is expected, however, applicants with exceptional industry and/or academic experience may also be considered.

APPLICATION INSTRUCTIONS
To apply, upload the following to Interfolio: an application letter of interest, CV, unofficial transcripts of graduate work, three letters of recommendation, and evidence of teaching effectiveness. Applications received by April 16, 2018 are assured full consideration. For inquiries, please contact Associate Professor Charles Weiss ctweiss@clemson.edu.

Apply here: https://apply.interfolio.com/48669

## Visual Communications Journal Seeking Authors
Consider writing an article for publication in the Visual Communications Journal (VCJ). Scholarly research as well as articles that describe a technologies, processes, or curricular activities are central to the purpose of the journal as a means to communicate and improve graphic communications education. Please consider sharing your research, innovative projects, and expertise with your colleagues through this important publication resource. Check out all of the recent VCJ publications on our website: http://gceaonline.org/publications/visual-communications-journal/ Contact Dan Wilson, VCJ Editor, for any questions at dgwilso@ilstu.edu.

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