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1999-2000 SCHOOL YEAR

the communicator

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

From the President:

I have been very busy with activities as President. In October, I attended the SGIA in Las Vegas. The displays were very extensive with ink jet printers and sublimation printing on almost every aisle. This show has the major manufacturers demonstrating their newest equipment and products. I also attended several educational seminars—education members of the SGIA can attend the seminars free by preregistering for the conference. You can become an education member for only \$25 by contacting the SGIA.

In October I attended *Graph Expo* in Chicago. I was unable to attend the teacher seminar that was held in conjunction with the show, but many of our members were there and spoke highly of the program. Wide-format ink jet printers, the internet, and companies marketing on the internet seemed to be everywhere. Over 1,000 students attended a free career presentation and the show on Wednesday. This program is a way to introduce the industry to its future workers. The Education Council works hard to organize this program and it has grown to the point that schools are turned away because of the limitations of the size of the room.

During the first week of November, 50 teachers from Region One attended the annual regional conference. Triton College sponsored Friday's activities: Adobe explained the advantages of their new program, *In Design*. Afternoon sessions included digital photography and courses presented via the internet. Saturday's sessions moved to Stevenson High School in Lincolnshire. Screen printing, *GoLive*, and *Powerpoint* were presented to rotating groups. After Friday and Saturday's sessions, attendees visited "The Platen Press," a letterpress museum owned and operated by a former teacher, Paul Aken. Paul welcomed the attendees, gave a tour, set their names on a linotype, and printed with some of the unique equipment he has accumulated. He has an amazing collection of equipment, most of it in working condition. It was a fascinating trip into the past.

I would like to thank Dr. Lee Weir, on behalf of the membership, for his work in trying to secure a CIP code for the Graphic Communications programs. He has worked diligently over the past several months in this effort. Although at this time the conclusion of this effort may still be months away, the work in accumulating data and testimony has taken many hours and we should express our appreciation to Lee for all his work.



President Daniel McCluskey

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The "Hub" on the Web for Graphic
Communications Education

IGAEA 2000
On the Campus of Pennsylvania College of Technology
Williamsport, Pennsylvania
Reflect on the Past - Experience the Future

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.

Y2K Graphic Communications Week Poster Contest Winner

Congratulations are in order for Joanna Kalevas of Central Piedmont Community College, Charlotte, NC. Her entry won first place out of 22 entries in the Graphic Communications Week Poster contest recently judged at the 74th annual conference of the International Graphic Arts Education Association (IGAEA) held at Ferris State University in Big Rapids, MI. Joanna will receive a cash award of \$300 for her efforts. Her instructor was Jobea Lindley.

Joanna's winning entry will be printed as the 2000 Graphic Communications Week poster. IGAEA members should receive their copies sometime in December. The entry will then be converted to magazine size and become the cover for the *Visual Communications Journal*, the official publication of IGAEA.

Now is the time for you to present the year 2000 contest to your students. Contest rules and entry form may be found on the IGAEA website in pdf format. Click IGAEA.org. Remember, you must be an IGAEA member for your students to enter: You will find an application forms under publications on the website. See p. 11 of this *Communicator* for a membership application form.

GATF Presents Education Awards of Excellence

The Graphic Arts Technical Foundation (GATF) has named Ronald W. Hawks and **Dr. E. Lee Weir** as recipients of the Education Awards of Excellence. The awards are presented annually to one industry representative and one academic representative in recognition of outstanding contributions to education and training in the graphic arts.

The selection committee of noted industry and education leaders looks for candidates whose efforts or leadership have

directly resulted in a distinguished education or training service, program, project, or accomplishment. Leadership on both a community and national level should be evident. Candidates need not be GATF members.

Industry Representative, Ron Hawks

During his entire career, from apprentice to journeyman, teacher to corporate VP, Mr. Hawks has been continuously involved in educational endeavors within both the industry

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and academic arena. Because most of his educational contributions have resulted while he was employed in an industry capacity, he has been chosen as the industry representative.

While employed for a national supplier, Ron designed and patented products that are still used today. He traveled extensively and trained industry personnel in the proper use of products. He also developed and presented special OSHA programs designed to help industry owners and employees alike.

While serving as director for the Chicago Graphic Arts Institute, he also took on the additional role of director of Educational Services for the Printing Industry of Illinois. More recently, he has been instrumental in the alliance and combining of resources of the Chicago Graphic Arts Institute and Triton College to provide advanced educational opportunities in postpress and press operator training, including web-offset, open to the entire industry.

“Now retired from his salaried position, Ron continues to work relentlessly to promote education, giving his time, effort, knowledge, and experience,” wrote his nominator at the Lithographers Club of Chicago where Ron served as president in 1987, and currently serves as Scholarship Chairman.

He has actively supported numerous industry organizations including serving on advisory boards for several colleges. Additionally, Mr. Hawks was named Lithoclubber of the year by the Lithographers Club of Chicago in 1990 and Outstanding Volunteer in Vocational-Technical Education by the State of Illinois in 1991.

Academic Representative, Lee Weir

Like Mr. Hawks, **Dr. Lee Weir** has worked in both the industry and academic field, but made his most significant contributions while employed in higher education. From 1965 through 1981, he guided development of the Graphic Arts Technology/ Management program at Central Missouri State University. Under his leadership, this program grew from two courses to eighteen, from one to five faculty members, and from not offering a major to serving more students in graphic arts courses than all but three other four-year graphic arts programs in the United States. Following nine years in the printing industry, he returned to teaching in 1990 at Clemson University, Clemson, SC. At Clemson, he has assisted in developing the Graphic Communications

Department's programs from approximately 160 students to over 450 undergraduate and 30 graduate students, and from six to fourteen full-time and three part-time faculty members.

Throughout his 37 years in the graphic communications field, Dr. Weir has been actively involved in scores of professional or trade organizations, civic groups, and collegiate committees. He is currently serving as the chair of the Graphic Communication Career Center (formerly the Education Council of the Graphic Arts Industry, Inc.) and secretary for the Accrediting Council for Collegiate Graphic Communications. “His multiple publications and record of volunteerism are all a testament to his devotion to the industry,” wrote **Janet Robison**, who succeeded Dr. Weir as president of the International Graphic Arts Educational Association. He was nominated by IGAEA.

AWARD CEREMONY

Mr. Hawks and Dr. Weir received the Education Awards of Excellence at a luncheon on Monday, November 8, during the 1999 Graphic Arts Industry Summit. This joint annual meeting that includes GATF, National Scholarship Trust Fund, and Printing Industries of America (PIA) was held from November 8-9, 1999 at the Hyatt Regency Hill Country Resort, in San Antonio, Texas.

Three Schools Honored with 1999 Kagy Award

As the result of an unprecedented three-way tie, the Frederick D. Kagy Education Award of Excellence will be presented to three extraordinary schools this year: Hilton Central High School in Rochester, New York; Cincinnati State Technical and Community College in Cincinnati, Ohio; and Western Wisconsin Technical College in La Crosse, Wisconsin.

Now its seventh year, the Kagy Award was established by Graphic Arts Technical Foundation's (GATF) Society of Fellows (SOF) to recognize an exemplary middle school, high school, or community college graphic communications program. Nominated institutions must demonstrate a strong instructional leadership, a high degree of professionalism, innovative techniques, and promotion of the industry.



Janet Robison and Phil Brochhausen from Western Wisconsin Technical College, Ron Hindmarch from Hilton Central High School, Gary Walton from Cincinnati State Technical and Community College, Dr. Zeke Prust, chair of the Frederick D. Kagy Award Committee.

“At a time when our industry faces a shortage of qualified technical workers, we are delighted to see so many schools working so diligently to introduce students to the wonderful opportunities within the graphic arts field,” said one of the six independent judges. “Furthermore, all three schools have strong ties to their business communities. Their give and take exchange of information and opportunities will provide practical experience for the 21st century workforce.”

Hilton Central High

Hilton Central High (HCH) is a comprehensive high school serving 1300 students. In 1972, HCH’s then newest teacher, Ron Hindmarch, revamped the school’s current graphic arts program. Six different tracks within the Technology Department allow students to explore their interests and strengths. The tracks cover computer graphics, multicolor lithographic offset printing, screen printing, heat transfer, some relief printing, and binding and finishing processes, film and digital photography, and much more. The Technology Department houses over \$1 million worth of equipment and supplies secured through grants, donations, and acquisitions.

The department has grown from nine students in its first year to the 220 students currently enrolled and has a waiting list of approximately 50 students. These students consistently take the top positions in several graphic arts competitions such as the International Association of Printing House Craftsmen’s Gutenberg Award; Monroe County Technology Education Association Award; and Rochester Club of Printing House Craftsmen’s Student Excellence Award.

The school’s program has actively promoted the graphic arts field to its students in several ways such as tours of local

facilities and lectures from local printing professionals. Through Mr. Hindmarch’s outstanding partnerships with local businesses, students are exposed to the many opportunities the field provides.

Cincinnati State Technical and Community College

Initiated in 1966, the Graphic Communications/Flexographic Communication Program has grown from educating 25 students per year to 150-170 students per year. In the past 20 years, CSTCC has placed 82–100 percent of the program’s graduates in the print industry.

Covering almost all aspects of prepress, press, and bindery issues, the program’s curriculum is reviewed annually by a program advisory committee, the program’s faculty, and the academic administration of the Business Technologies Division. Led by **Gary Walton**, program co-chair, all instructors have extensive experience working in the printing industry and all work as consultants solving printing problems and leading training seminars in the industry. The faculty receives further training to update their skills in workshops and seminars each year.

The program continually strives to meet the needs of, and promote, the printing industry. Two to three times each year, the school holds free training workshops for high school printing teachers to update their skills and knowledge of new technologies and equipment. An average of 500 high schools students, parents, and co-op employers visit and tour the facilities each year and learn more about the program and the printing industry. CSTCC also provides industry training on its campus and on-site to a variety of printing companies.

Western Wisconsin Technical College

First offering a letterpress course in 1918, today WWTC’s Printing and Publishing program is one of three programs within its Graphics Department. Almost 90 percent of the curriculum involves computers or computer applications. It focuses primarily on print production as opposed to the design, photography, and audiovisual production covered in the other two graphics programs.

Collaboration between the three programs and the integration of instruction and equipment allows students to best

prepare for their field and to work in partnership with each other. The best example of this integration is the annual creation of the graphics yearbook. Visual Communications students take the pictures, Commercial Art students design the book, and Printing and Publishing students complete the print production. In the past six years, Printing and Publishing students have won 85 Gutenberg Awards.

Due to the coordinated efforts of **Phil Brochhausen**, program head, **Janet Robison** and **Gene Van Roy**, instructors, and Rick Westpfahl, associate dean, the program maintains a close partnership with the graphic communications industry by hosting industry speakers. An active advisory committee consisting of industry experts provides the necessary linkage to business and industry to assure program relevance. In addition, students, as part of a mandatory internship, provide instructors with feedback to improve the program.

Award Ceremony

The Kagy Award was presented to the three program directors during the annual Society of Fellows Banquet on Sunday, November 7 in San Antonio, Texas. The banquet was held in conjunction with the 1999 Graphic Arts Industry Summit—a joint annual meeting that included GATF, National Scholarship Trust Fund, and Printing Industries of America (PIA)—at the Hyatt Regency Hill Country Resort, November 8–9, 1999.

The Society of Fellows

The Society of Fellows was founded in 1969 to honor industry leaders who made outstanding contributions to the progress of GATF and its affiliate, the National Scholarship Trust Fund; maintain good fellowship and friendly relations among those who served together to build the graphic communications industries; and assure communication among members of the Society and provide a link between the Society and the graphic communications industries.

The Frederick D. Kagy Education Award of Excellence

Established in 1992, the Frederick D. Kagy Education Award of Excellence honors the distinguished career of Frederick D. Kagy, professor emeritus, College of Applied Science and Technology, Department of Industrial Technology, Illinois State University.

As one of the most active and influential leaders in the field of graphic communications and technology education, Dr. Kagy was an inspiration to thousands of former students and professional colleagues. Without question, Dr. Kagy was a professional giant who demonstrated the highest level of professionalism throughout his career as an educator.

Dr. Kagy served as professor of graphic arts in the department of industrial technology at Illinois State University for eighteen years. His professional leadership activities included president of both the Industrial Technology Education Association (ITEA) and the International Graphic Arts Education Association (IGAEA), as well as an active at-large member of the Mississippi Valley Industrial Teacher Education Conference (MVITEC).

Dr. Kagy also served as an officer in a number of organizations such as the Education Council of the Graphic Arts, the GATF Education Committee, and the National Scholarship Trust Fund. His involvement also included participation in local printing clubs and various state education associations.

Among Dr. Kagy's professional honors were electrons to the ITEA "Academy of Fellows," the Distinguished Service Award from the Council of Technology Teacher Education (CTTE), the GATF Elmer G. Voigt Award, and the IGAEA Frederick R. Hartman Award.

Dr. Frederick D. Kagy was truly a pioneer and inspiration in graphic communications education and it is in this spirit that the GATF Society of Fellows has created the Frederick D. Kagy Education Awards of Excellence.

Meet Our Far-East Regional Vice-President

Kuo-lieh Chen is the IGAEA's new Far East Regional Vice President. Many IGAEA members have not had the opportunity to meet Kuo-lieh, so this article will help you get to know a little about him.

Kuo-lieh is a teacher at the Taichung Senior Vocational Industrial School in Taiwan, Republic of China (ROC). He earned his Master of Science degree in 1990 at the



Kuo-lieh Chen

University of Wisconsin–Stout under the direction of IGAEA member **James Tenorio**. His major was Industry/Technology Education. Interestingly, Kuo-lieh was able to attend UW–Stout because he earned a “Study Abroad Scholarship” that was awarded by the ROC Government. Prior to attending UW–Stout, Kuo-lieh earned his BS degree in Printing

Engineering from the University of Chinese Culture, Taiwan, ROC.

Since 1983, Kuo-lieh has chaired the Taichung Senior Vocational Industrial School in Taiwan, ROC. He has also been a part-time Instructor of Graphic Communications at the University of Chinese Culture since 1964.

Kuo-lieh has won several print-related awards. For example, he won a medal from the ROC Department of Education for his “Printing Learning Module.” He passed the “A” Level of the Electrical Graphic Composition (hands-on) Examination, which was conducted by the ROC Government. He was also chosen by the Taipei City Government to prepare the illustrations, for “Printing Science,” a text for children. In addition to earning the previously-mentioned scholarship to attend UW–Stout, Kuo-lieh also won a similar scholarship in 1982 to study with IGAEA member **Dr. Jack Simich** at the Graphic Arts Technical Foundation.

Kuo-lieh belongs to the IGAEA (of course); the Chinese Association of Graphics & Science Technology (CAGST), the Printing Association of China, Graphic Arts Technical Foundation, Technical Association of Graphic Arts, Wheelers Toastmasters Club, and Toastmasters International.

Call for Papers

Articles for possible inclusion in the 2000 *Visual Communications Journal* are now being accepted. The theme for the 2000 *Journal* is “Reflect on the Past—Experience the Future.” However, articles addressing any topic relevant to teachers of graphic arts/communications, communication

systems, desktop publishing, photography, graphic design, or other graphic-related discipline will be considered. Complete guidelines for article preparation and submission are provided on the last few pages of the 1999 *Journal*. If you do not have a copy, you can view and/or download a pdf of the *Journal* by visiting www.igaea.org. The deadline to inform the editor of your intent to submit an article is November 15, 1999 and that the deadline for submission is December 15, 1999.

Please be sure to follow the guidelines with respect to style and be especially careful when preparing graphics. It is strongly suggested that you have a colleague copy-edit your work prior to submission.

You have the choice of publishing an edited or a refereed article. Edited articles will be considered and edited by the *Journal*'s editor. Refereed articles will be considered by a review committee in a blind review. That is, the author will be anonymous to the committee. Refereed articles will be so indicated in the *Journal*. You must indicate whether the article is to be edited or refereed when it is submitted for consideration.

Send all correspondence to Dr. Jerry Waite at jwaite@uh.edu. Snail-mail can be sent to Dr. Jerry Waite, c/o University of Houston, 4800 Calhoun Rd., Houston, TX 77204-4083.

Conference Sites Needed

The Conference Site Committee Members are seeking proposals for future conference sites. All IGAEA members are qualified to submit proposals to host a conference. Proposals for conferences 2002 and beyond are most welcomed throughout the academic year. Please request a copy of the comprehensive 46 page IGAEA Conference Planning Guide from the committee chair. It includes a wealth of information about hosting conferences plus a form for making the initial proposal. Committee chair: Dr. Ervin A. Dennis, 1034 West 15th Street, Cedar Falls, IA 50613-3659. Ph. (319) 266-8432, E-mail: ea.dennis@cfu.net.

1999 Appreciation Resolutions

A-1-99

Whereas, members of the International Graphic Arts Education Association, Inc., representing all levels of graphic arts, graphic communications, imaging technology, and related printing instruction, at their 74th Annual Conference assembled at Ferris State University, Big Rapids, Michigan, August 1–August 6, 1999; and

Whereas, the conference arrangements have been outstanding in their planning and execution for all members, spouses, guests, and children; and

Whereas, the physical comfort and pleasure of the members have been cared for with the food service and living accommodations; and

Whereas, the gracious generosity of our 1999 Conference Planning Committee members Robert Beaverson, Kathy Beaverson, Pat Klarecki, Kathy Klarecki and with members of their local committees Susan Hastings-Bishop, John Pagels, Mike Stinnett, Don Cook, Carole Kamp, Denise Minten, John Colliton, Sean Towery, Dursa Rutowski, Michael Wolf, Brandy Williams Bryan Marquart, Lorie Helmer, the Westview Dining Hall Staff, Jana, Hurley Celeste Szczerowski, the Housing Staff and conference services staff who have all made conference preparations, including the care and entertainment of spouses, guests and children during the conference week; now therefore

Be it resolved that the members of the International Graphic Arts Education Association, Inc., in conference assembled, do hereby express their deepest thanks to all persons responsible for these arrangements, for their thoughtfulness, hospitality and concern; and furthermore that copies of this resolution be transmitted to the President and other administrators of Ferris State University.

A-2-99

Whereas, the 74th Annual Conference with its theme “Building on the Past for the Future” was approved by the Board of Directors of the International Graphic Arts Education Association, Inc., and generously planned and hosted by the Graphic Communications faculty and staff of

Ferris State University, Big Rapids, Michigan, had educational sessions workshops, and field trips of great merit and stimulation; and

Whereas, such educational sessions were generously provided by graphic arts leaders, educators, and industry representatives; and

Whereas, such persons contributed their talents, time, and materials to make this conference an educational inspiration; now therefore

Be it resolved that the members of the International Graphic Arts Education Association, Inc., in Conference assembled, do hereby express their thanks to these leaders for their interest and assistance.

A-3-99

Whereas, the following officers are completing their terms of office at this 1999 conference:

Janet Robison, Immediate Past-President
Wanda Murphy, President
Dan McCluskey, President-Elect
Dave Dailey, First Vice-President
Margo Booth, Secretary
Mark Snyder, Region 2 Vice-President
Richard Bunsgaard, Region 4 Vice-President
Dennis Bechtel, Region 6 Vice-President
Kuo-lieh Chen, Region 8 Vice-President

Whereas, these persons have given willingly of their time and energy to the success of the International Graphic Arts Education Association, Inc., now therefore

Be it resolved that special recognition and thanks be accorded to them for their dedicated service for the respective terms of their Association offices.

A-4-99

Whereas, college credit for the benefit of conference attendees was available at Ferris State University; now therefore

Be it resolved that all conference participants at the 74th Annual Conference of the International Graphic Arts Education Association, Inc. do hereby thank the officials of Ferris State University for providing this college credit opportunity to the membership.

A-5-99

Whereas, the Memorial Service for our departed members and friends has been a meaningful part of our Annual Conference; now therefore

Be it resolved that we express our appreciation to those who planned the service, participated in it, and provided the facilities for this special annual event.

A-6-99

Whereas, the programs for youth and children have distinguished our Annual Conference as a family-oriented event; now therefore

Be it resolved that the members of the International Graphic Arts Education Association, Inc. and their spouses express their appreciation to the committee for their effective coordination of the youth and skillful child care which allowed parents the freedom to enjoy the conference.

1999 Current Resolutions

C-1-99

Whereas, there is no known or commonly used definition of “Graphic Communications;” and

Whereas, in order to better communicate information about the dynamic field in which we teach and work to our students and prospective students, administrators, supporters, and to the public in general; now therefore

Be it resolved that IGAEA adopt the following definition of “Graphic Communications” and the accompanying descriptive paragraphs:

Graphic Communications—the creation, development, production, and dissemination of products utilizing or incorporating words, illustrations, or photographic images to convey information, ideas, feelings, and concepts; this includes the family of market segments which embrace existing and emerging technologies of printing, publishing, packaging, imaging, and their allied industries.

Graphic Communications companies create and produce a visual array of products which are part of daily life. Examples include books, magazines, catalogs, newspapers, web pages, multimedia, brochures, pamphlets, inserts, directories, direct mail, stationery, greeting cards, invitations,

coupons, tickets, forms, checks, currency, stamps, tags, labels, bumper stickers, decals, nameplates, signs, billboards, posters, displays, banners, textile products (clothing, sheets, bedspreads, etc.) and other packages (toothpaste and cosmetic tubes, boxes, cartons, sacks and bags, cans, bottles, bottle caps, wrappers, and pouches), wallcoverings, linoleum, carpets and rugs, china, cups, plates, napkins, fine art prints, promotional products (pens, pencils, key tags, portfolios, pocket items, desk items, drinkware, rulers, wearables, balloons, mouse pads, etc.), and other items where printing is incorporated into the manufacture of furniture, electronic circuit boards, clock faces, computer keys, cabinet tops, appliances, vehicles, and others.

Typically, the field of Graphic Communications is concerned with the printing processes (offset lithography, flexography, letterpress, gravure, screen printing, engraving, foil stamping, inkjet, direct digital, and other electronic imaging or specialty image reproduction methods), and all operations from the origination of the idea through the finishing and distribution of the product, whether it be two- or three-dimensional or by some electronic media. Graphic Communications, the United States’ third largest manufacturing industry, requires thousands of people in a variety of occupations which require creative, technical, production, management, sales, marketing, engineering, customer service, education, or other professional expertise.

C-2-99

Whereas, our future is dependent in part upon adoption of the Graphic Communications definition by agencies which list this field in order to communicate to young people its opportunities; and

Whereas, this industry is widespread and more integration is needed of the many segments falling under the term graphic communications; now therefore

Be it resolved that IGAEA form an ad hoc committee to pursue acceptance of the definition by other graphic communications associations and organizations, and furthermore that these associations’ assistance be solicited in requesting those agencies and organizations which we feel should consider adopting our accepted Graphic Communications definition (such as the U.S. Department of Education, SAT and ACT entrance exams, and the Occupational Outlook Handbook) so more current and accurate information can be portrayed in literature which young people peruse in career exploration.



Dr. Alan Lewis

CIE Color Presentation

CONFERENCE '99

During the first general session on Monday August 2, 1999, Dr. Alan Lewis, Dean of the Michigan College of Optometry, poked cannon-ball-sized holes into what

many, including people at Apple and Adobe, have preached as the gospel of color. CIE is the international commission that created and promulgated the ubiquitous horseshoe-shaped color gamut diagram (called the CIE-XYZ Chromaticity diagram) and the CIE-LAB color system that is the basis of color separation in Photoshop. Dr. Lewis serves as the President of the American committee of CIE, known as CIE-USA.

Until recently, CIE wasn't even interested in color. In fact, it was formed in the 1910s to develop ways of measuring light, not color. It has historically been concerned with issues such as the amount of light needed to properly illuminate student desks in classrooms, how much light is needed to make roads safe at night, the amount of light needed in stadiums and parking lots, light safety (preventing health problems caused by exposure to light), and light pollution.

About five years ago, graphic arts professionals began to dominate the discussions at the CIE meetings that are held every four years. Graphic artists need to know how to properly convert colors from one media to another (i.e. from the computer monitor to paper). To properly address this need, a special sub-committee of CIE was formed to study the issue.

Dr. Lewis' most surprising statements concerned the unsound research on which the entire CIE-XYZ system is based. Interestingly, two original studies were conducted to identify white light—not to measure color. The results of the two studies did not agree, so a committee massaged the data and came up with a compromise. This compromise worked well to measure and identify light courses (resulting in such standards as D50 and D65), but never did work well for other purposes.

The major flaw in the CIE-XYZ system is its inability to predict the color that will be produced when two colors are

combined. The original tests were made using light sources that provide a smooth spectrum of colors. Unfortunately, popular florescent lamps produce spectrums that are spiked—that is, they radiate more of some colors than others. These spikes cause individual colors to look different than they theoretically should. Over the years, several mathematical transformations were applied to the system, but the system still is, in Dr. Lewis' words, "horribly flawed." CIE's Fundamental Chromaticity Diagram with Physiologically Significant Axes Committee is currently working to update the entire system to be more related to how people actually see color in real situations.

CIE also created the CIE-LAB and CIE-LUV opponent color systems. The CIE-LAB system was designed to measure small differences between colors, while the CIE-LUV system measures large differences. The CIE-LAB system is most significant to graphic artists because it is the system used by Photoshop to separate colors into CMYK. The CIE-LAB system utilizes three measurements of each color: its lightness or darkness (L), how red or green it is (A), and how yellow or blue it is (B). The system is called opponent because yellow cannot be blue and red cannot be green. Significantly, the human visual system responds to color in approximately the same way. Therefore, the CIE-LAB system does make sense, although it is still imperfect.

To rectify all the known problems with the XYZ, LAB, and LUV systems, the CIE promulgated a new system, known as CIE-CAM97S (Color Appearance System, 1997, Simple), in 1997. This system is an interim successor to CIE-LAB and CIE-LUV and uses an agreed-upon set of pigments as its basis. CIE members are working on this system to perfect it. However, to Dr. Lewis' knowledge, the system has not yet been utilized for any practical purpose.

On a final note, Dr. Lewis mentioned white-light standards. In the United States, printers use D50 (5000 degrees Kelvin) to illuminate transparencies, prints, proofs, and press sheets. A better standard would be D65, however bulbs that emit 6500 degree lighting are not available. However, new D65 light sources are currently being developed and should be on the market soon.

In conclusion, it appears that the color standards we have learned (and hated?) are, like everything else in our business, about to be changed. Look for new D65 standard lighting and improved CIE color standards to make an appearance in the near future.

Position Announcements

Assistant Professor of Graphic Communication

EASTERN ILLINOIS UNIVERSITY, SCHOOL OF TECHNOLOGY

Assistant Professor, tenure-track faculty position in Graphic Communication available August 2000. Teach courses in print production including offset lithography and screen printing processes, print management, electronic pre-press including direct-to-plate imaging, photography and finishing operations. In-depth knowledge and experience with industry standards and computer software are highly preferred. Earned doctorate required. Candidates with at least one degree in Graphic Communication or Printing Technology will be given preference.

Applicants should submit a letter of application, current vita with names, addresses, and phone numbers of three references and copy of transcripts of all undergraduate and graduate work completed to Dr. Mahyar Izadi, Chair, School of Technology, Eastern Illinois University, 600 Lincoln Avenue, Charleston, IL 61920. A review of applicants will begin January 10, 2000 and will continue until the position is filled.

For a detailed job announcement, <http://www.eiu.edu/~tech/> or call (217) 581-3226.

Dean

UNIVERSITY OF HOUSTON, COLLEGE OF TECHNOLOGY

Applications and nominations are invited for the position of Dean, College of Technology. As the senior academic administrator of the college, the Dean reports directly to the University's Chief Academic Officer and serves as a member of the Council of Deans.

The College of Technology offers the Bachelor of Science, Bachelor of Science in Technology, Master of Technology, and Master of Science in Occupational Technology degrees. It is comprised of four departments: Civil, Mechanical and Related Technologies; Electrical-Electronics Technology; Human Development and

Consumer Sciences; and Industrial Technology. The college has received all appropriate program accreditations. It has 45 full-time faculty and enrolls 1500 undergraduate students and 200 graduate students

The successful candidate should have an earned doctorate in a discipline or related field represented within the college, and should have a proven track record of outstanding teaching and scholarly activity that would qualify for appointment at the rank of full professor with tenure. The candidate must be familiar with contemporary issues in technology, have experience as an academic leader, and have a successful track record in resource development. The Dean is expected to enhance the academic programs of the college, work with talented faculty in diverse fields, build the resource development programs in the college, be actively engaged in the academic life of the university, and continue and enhance linkages with Houston's vibrant business and education community.

The University of Houston is a comprehensive research and doctoral granting institution situated on a beautiful 550-acre campus in the fourth largest city in the United States. Our diverse student population exceeds 32,500 with over 900 ranked faculty. The university offers a wide range of programs including a number of nationally ranked graduate and professional programs.

Nominations and applications, including resume and the names, addresses, and phone numbers of three references, should be submitted to:

Dr. H. Jerome Freiberg, Chair
Dean Search Committee – College of Technology
C/o Office of the Senior Vice President for Academic Affairs and Provost
Room 212 – Ezekiel Cullen Building
University of Houston
Houston, TX 77204-2162

Review of applications will begin by December 10, 1999, and the position will remain open until filled. Interested candidates may wish to visit our website at <http://www.tech.uh.edu/>

The University of Houston is an Equal Opportunity, Affirmative Action employer. Women, minorities, and individuals with disabilities are encouraged to apply.

Graphic Communications Requests Department of Education Recognition

College and high school programs in the U.S. and Canada are assigned CIP (Classification of Instructional Programs) codes, which emanate from the U.S. Department of Education in Washington, D.C. There has been no common code available for use by students interested in GC to indicate a career interest in this field! Students are asked to indicate proposed major fields of study on SAT and ACT college entrance exams, but there is no listing for GC. The Occupational Outlook Handbook (OOH) is incomplete in its presentation of occupations in this field. Major revisions are needed in the OOH descriptions. The College Entrance Examination Board's annual publication Index of Majors and Graduate Degrees base their listings on the CIP titles, hence GC is left out. In all the above but the Occupational

Outlook Handbook, "graphic arts" and "printing" are also left completely out, are hidden, or diluted under such titles as "communication," "design," or "visual and performing arts"—or the materials featured are outdated.

A proposal was submitted on October 6, 1999 to the U.S. Department of Education for a CIP Code listing for graphic communications programs. Current and future GC programs can identify with and be categorized in these new descriptive codes. The acceptance of the proposal by the U.S. Department of Education will go a long way in resolving shortcomings in communication about this field to young people—the potential employees of the future. The proposal was accompanied by the definition of GC. Also submitted with the proposal was a listing of GC programs, almost 50 letters from educational and graphic communications industry associations and organizations supporting the CIP Code request, and suggested CIP Code numbers and descriptions. The proposed numbers and their descriptions, as well as the GC definition, may soon be viewed at the

DETACH AND ENCLOSE WITH REMITTANCE

International Graphic Arts Education Association, Inc.

Application for Membership/Renewal

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Subject areas you teach:

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\$20.00 for checks returned for insufficient funds.

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If paying through school P.O. # attach this form to payment.

GRAPHIC COMM Central web site at <http://teched.edtl.vt.edu/gcc/>.

“When the U.S. Department of Education accepts the CIP Code proposal, GC educators will have a place to ‘hang their hat’ in D.C.” emphasizes **Dr. Lee Weir**, Chair of the

GC Council. **Dr. Tom Gray**, who assisted Weir with the CIP Code proposal, added, “We must now get the attention of the college entrance exam administrators, the Occupational Outlook Handbook editors, and others, so we can better communicate to young people the excitement and possibilities in this fast-changing career field.”

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