

The Communicator



GRAPHIC
COMMUNICATIONS
EDUCATION
ASSOCIATION

FORMERLY KNOWN AS IGAEA

The Graphic Communications Education Association (GCEA), formerly known as IGAEA, is an association of educators in partnership with industry, dedicated to sharing theories, principles, techniques, and processes relating to graphic communication and imaging technologies.



Find this and previous issues of the Communicator at

GCEAONLINE.ORG

Message from the President

Print is Evolving

I would like to start by saying "Thank You!" to Michael Williams, his wife Jean, and his committee for putting on our 91st conference. I want you to know how much I appreciate your efforts in continuing this wonderful tradition of successful meetings we have enjoyed for over 90 years. You have joined a select few of our members that have an understanding of what it takes to host an event like ours. The rest of us have only to register and attend, to sit back and enjoy the seminars, workshops, and each other. We can continue interacting well into the evening, discussing anything and everything that is going on within our classrooms and industry. Each of us will gain a little more knowledge about new technology and what might be our future. We each have the opportunity to network, not just at the conference, but also by continuing to develop these friendships with other attendees within our State or around the country and beyond, using all of the technology available to us. Few other careers have these types of meetings open to them. Thank You Michael for your leadership, support, time, and your friendship!



PRINT IS DEAD, Really?

How often over the last ten years has someone, another teacher, someone from the industry, or an administrator spoken those words to you? And when you heard them how did you respond?

Print is NOT DEAD, its EVOLVING! Just as it has since the time of Gutenberg in 1450 with his invention of moveable type, the improved printing press and ink. Our next big leap took over 300 years, but once it started we have only looked back to wonder how we accomplished anything in the past. In the early 1800's we saw the first iron presses, which eliminated two to four jobs from running the wooden press. By 1886 the linotype machine was invented, for each unit sold until its end in the late 1960's six to eight men lost their job setting type by hand. Since then the evolution has been staggering and continuous. At the start of my career, in 1969, my students were learning the California Job Case and setting type by hand. We had no idea what a computer was and software was something we wore or a plastic spoon or fork. By the time of my retirement in 2010 the apple computer had been around for 34 years. It has become the job of a teacher to spend more time outside of their comfort zones, learning this new technology and finding ways to add it to the curriculum they teach, and to continue to develop young men and women who have a broad background and understanding of the many different career pathways within this industry. 80% of the 30,000 plus companies still employ only 20-25 people. These companies need employees, that like their teachers, are willing to work and learn outside their comfort zones.

President's Letter Continued on the next page

Continued from previous page

Print is NOT DEAD?

The following numbers from a 2015 report by the U.S. Bureau of Labor Statistics might help you prove it's not:

Manufacturing Industries:

Paper manufacturing and printing	890,000 jobs
Plastics and rubber products	504,000 jobs
Petroleum and coal products	206,000 jobs
Textiles, apparel, and leather	627,000 jobs
Wood products manufacturing	411,000 jobs
Electrical equipment and appliances	612,000 jobs
Pharmaceutical and medicine	521,000 jobs

GCEA is also EVOLVING!

Over the last few years you have witnessed the process that we used to change our name, rebranding. It was the initial step in our effort to evolve into a more open group of educators looking at the new "Graphic Communications" teachers that are focusing on Graphic Design, Web Design, Multi media, and Animation. This new direction will never be successful with just a name change. It will take the concerted effort of each member to develop a dialog welcoming these new teachers into our association. We need to reach out and make them aware of who we are and what we have been doing for the last 91 years. How we can be a source of information, a network of like-minded teachers, and even Mentors to help the new teachers last more than the average of two years in the classroom. We must ask them what they are looking for, what help they need, what types of programs they might be interested in attending. With that we also must remember that we represent an entire industry not any one segment of it. Our job is to open the doors to all of the career pathways within Graphic Communications and to equip our students with a wide range of skills that prepare them for employment in our industry. Let these students say, with confidence, "I can learn to do that".

I wish each of you a successful school year and a long career. I hope to see many of you at our 92nd conference at Ryerson University in Toronto, Canada next summer, July 16-20, 2017. Start planning now, your driver's license alone will not be enough to cross the board!

Sincerely,

Mike Stinnett, GCEA President

2016 GCEA Conference Recap

Annual Conference a Success!

The GCEA Annual Conference was held in Branson, MO from July 24-28, 2016. Over 50 educators from secondary and post-secondary institutions all over North America were in attendance.

Activities kicked off on Sunday evening with a memorial service where members that passed on were remembered for their service and contributions to the industry and organization. Following

the memorial service, a president's reception was held where participants began networking and engaging with colleagues to share updates from programs.

Each morning of the conference attendees listened to engaging keynote presentations. On Monday, Daniel Dejan of Sappi Paper wowed conference attendees with discussion and presentation on the psychological impact that print can have on a prospective customer. On Tuesday, Johnny Shell from SGIA shared information about the trends in specialty printing and graphics production. Wednesday's keynote was especially pleasing as Trish Witkowski presented on several key concepts in teaching students design concepts as well as sharing some fantastic folds. Michael Williams, Conference Host, was also prepared with great door prizes for attendees.

In addition to the engaging keynote presentations, participants had an opportunity to choose from a variety of hands on workshops and presentations given by knowledgeable instructors and industry professionals. Hands on topics included 3D printing, food photography, specialty screen printing, color management, variable data design, and several others. Other presentations included instituting a culture of change, 360 Degree Video, mailing requirements, and improving LinkedIn pages. There was clearly something that every attendee could have benefitted from at this conference.

Outside of the conference formal activities, attendees were delighted by the vast array of networking that went on outside of the conference. Attendees enjoyed many of the sights and entertainment offerings of Branson at a dinner show, visits to The Landing, and a friendly race at the local go cart track.

At the closing banquet, a live auction was conducted by Mike Stinnett. Some of the wonderful items that could be bid on included a page from Harpers Weekly from the 19th century, a litho stone, cigar box prints, and ten shilling note from the 18th century. At the closing banquet incoming president Mike Stinnett shared a history of graphic communication and emphasized that the advancements of today have not diluted the importance of print, but rather evolved its role in the continually changing nature of our society.

At the banquet, multiple awards were also given to members and those that support the work of GCEA members over the years. Five members of the GCEA family were recognized for their contributions to GCEA at the Annual Conference Banquet this past July 27 at the Branson Grand Plaza Hotel.

The GCEA Support Award was presented by previous recipient Jean Zabinski to Ardythe Browning, for her support of her daughter Lexa Browning-Needham. Ardythe has been a regular guest attendee at GCEA conferences, and was accompanied this year by her husband Dean.

Previous Robert "Bob" Cox Service to the Organization Award winners Lynn Damberger and Charles Weiss presented this year's award to Lexa-Browning-Needham, who has served numerous stints on the GCEA Board, most recently a Membership VP, and is currently serving as the Region One VP.

Trish Witkowski, last year's Earl Sundeen Award recipient announced that the 2016 recipient is Paul Foster, Vice-President of the Printing and Graphics Association Mid-Atlantic (PGAMA). Paul has worked tirelessly promoting and supporting PrintED and has been an industry advocate for Graphic Communication education.

Dr. Shaun Dudek was presented this year's Fred Hartman Award by John Leiniger, last years' Hartman recipient. Shaun is a Past-President of GCEA, has been involved in numerous conferences as a host and a planner, and is currently Chair of the Site Selection Committee.

Janet Oglesby announced that this year's recipient of the Frederick Kagy Lifetime Achievement Award is Julie Schildgen. Julie has served on the GCEA Board, has taught middle school, high school, and has taught college at Montclair State and Illinois State. Julie retired as Chair of the Graphic Arts Program at Rock Valley College, where she oversaw the expansion of the program to include Graphic Design and Cross-Media Production. Julie has been published numerous times and hold multiple educational awards.

In addition to these awardees, President Tom Loch announced that long-time GCEA members and Past-Presidents John Pagels and Dan McCluskey were awarded Lifetime Memberships in the GCEA. John still co-chairs the Associate Member Committee with Janet Oglesby, and Dan McCluskey chairs the Paul VonHoltz Conference Incentive Award Committee.

Overall the 91st Annual GCEA Conference in Branson, MO hosted by the College of the Ozarks was an engaging experience for all attendees. A special thanks goes out to Mike Williams, Jeannie Williams, Malcolm Keif, and all the others that helped make this past conference a success.

Help us make our conferences better!

If you attended the GCEA Annual Conference in Branson, Mo please fill out the survey at: <http://tinyurl.com/jiz42yc>

If you didn't attend the GCEA Annual Conference in Branson, Mo please fill out the survey at: <http://tinyurl.com/zxfyd5n>

We value your feedback.

Save the date! Annual GCEA Conference July 16-20, 2017 in Toronto, Canada.

Dr Abhay Sharma announced the conference venue and dates for next year and invited GCEA members and guests to come to Ryerson University in Toronto. Abhay distributed a Toronto flyer, lapel pin and sample of maple leaf cookies. Ryerson University has a 4-year program with 600 students majoring in Graphic Communications Management. Ryerson University has dedicated facilities for large format printing, digital printing, 3D printing, and vehicle wrapping. Speakers on the conference roster include April Burke who prints Canada's stamps. Every attendee will receive a Star Trek anniversary First Day Cover postmarked with the Star

Ship Enterprise, and then April will describe how it was printed including what to do with the waste!! There will be plant visits to Webcom who have an HP T350 inkjet production press for book printing and Holland & Crosby who have a grand format inkjet press. The university is located in downtown Toronto, right in the heart of the city. Accommodation will be on-campus in student dormitories with an option for normal hotel-style rooms. Toronto is 2.5 hours drive from Buffalo, and also has international Pearson airport, flying direct to all major US cities. Enjoy the strong US\$ in Canada's largest city, located on the shores of Lake Ontario. A trip to Canada is not complete without a visit to Niagara Falls, so pack your plastic poncho and passport! Save the date - 16-20 July, 2017, and visit our website to sign up to receive e-mail updates - gceatoronto.com. We look forward to seeing you in 2017.



Awards & Contests

Graphic Communications Week Winners

At the GCEA 2016 Conference multiple entries from the Graphic Communications Week Poster Contest were displayed and judged. They winners are as follows:

- 1st - Ben Alberti, Western Technical College
Instructor, Barbara Fischer
- 2nd - Janae Whillock, College of the Ozarks
Instructor, Michael Williams
- 3rd - Sarah Tschanz, Western Technical College
Instructor, Barbara Fischer

\$300 was awarded to the first place winner. The poster was to be designed for Graphic Communications Week which typically revolves around Benjamin Franklin's birthday (January 17). The theme could have encompassed anything that symbolizes the power and importance of printed communications.

Got News? Put it in The Communicator!

Submit your articles and updates about your program, teaching techniques, awards, competitions, and more to First VP Gabe Grant by sending an email to ggrant@eiu.edu

Gutenberg Award Winners Posted Online

Also at the GCEA 2016 Conference, several projects for the Gutenberg awards were displayed and judged. The Gutenberg Awards recognize exceptional achievement in the field of Graphic Arts. Awards were issued for printed items, websites, and photographs. Entries were submitted by graphic arts students from university, college, community-college, post-secondary technical school, high school vocational, high school technology education, and junior high/middle school technology education programs. A complete list of award winners is posted online at GCEAonline.org/student-resources/student-contests/gutenberg-award/.

Keep an eye on gceaonline.org for entry deadlines for the 2016-2017 Gutenberg Awards! Email any questions to Erica Walker at eblack4@g.clemson.edu.

Other News

Visual Communications Journal Seeking Authors

Consider writing an article for publication in the Visual Communications Journal (VCJ). 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 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.

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! If you have any questions about format, contact Can Le at chle3@Central.UH.EDU.

Posters for your classroom

Do you need posters to add some color and content to your classroom? A number of websites have PDF versions of great informational graphics to tell your students about the careers and opportunities in graphics. Take a look at the links on the right of this page to download a few.

Are you current with GCEA?

Login to gceaonline.org to ensure that we have your current mailing and email address so that you can receive The Communicator, The VCJ, and other information. Also, if you are not current with your dues they can be paid online. Contact Can Le, 2nd VP at chle3@Central.UH.EDU with any questions.



http://printisbig.com/_assets/PrintIsBig-24x36.pdf



<http://twosidesna.org/Two-Sides-Infographics>



<https://pgsf.org/career-poster/>

Oct. 21-22, 2016

See Graphic Communications Education Association
<http://gceonline.org/regions/region-1/>
for Information & Registration

Graphics Educator Symposium

“How to Thrive in an Era of Change”

For More
Information Contact:
Ted Bensen
Program Director
bensent@uwstout.edu

The symposium will
engage teachers and industry
representatives in discussions
about topics critical for
graphics educators:

- trends that are shaping the industry and what they should mean to you
- technologies that you need to understand
- strategies to keep your curriculum relevant
- methods to identify local or regional partners and ways to build relationships with them
- techniques to market and promote your program for future growth

2-Day Event
UW-STOUT
Menomonie, WI

Sponsors





President Mike Stinnett addresses GCEA members at the banquet.



2nd VP Can Le converses with Will Purcell before a keynote presentation.



GCEA members enjoy networking during the president's reception.



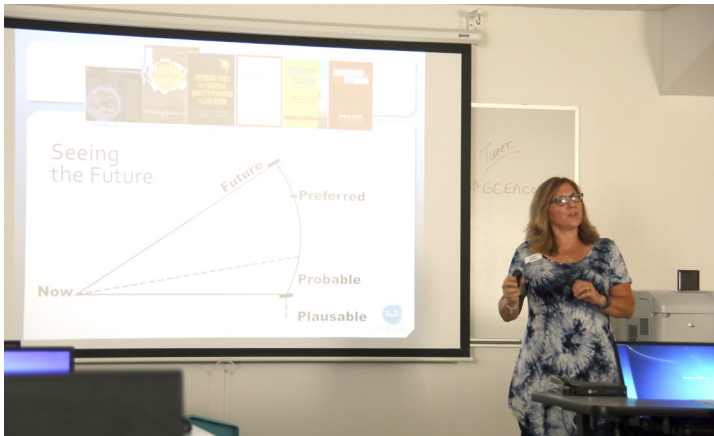
Johnny Shell of SGIA demonstrates specialty screen printing inks.



Dr. Charles Weiss of Clemson presents on techniques to teach design.



Trish Witkowski of the Fold Factory teaches a class on fold techniques.



Dr. Shaun Dudek of UW Stout presents on a preferred future.



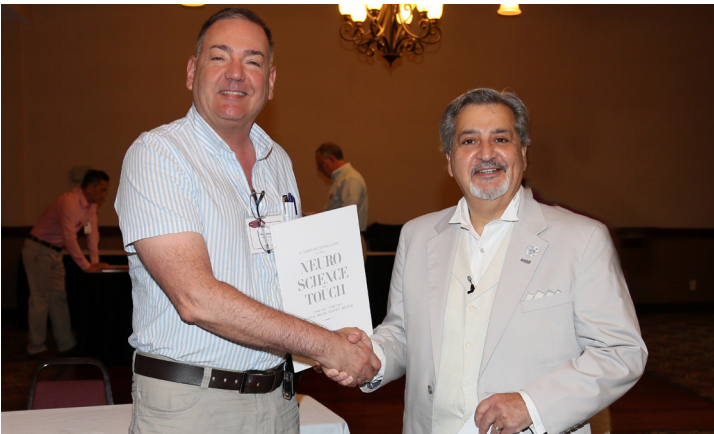
Immediate Past President Tom Loch speaks at the board meeting.



Craig Knippel looks at some auction items before the banquet.



Conference host Mike Williams presents a door prize.



Region 9 VP Richard Adams shakes hands with Daniel Dejan.



The GCEA Board and Regional VP's are sworn in by Dan McCluskey.



Dr. Renmei Xu of Ball State presents on 3D printing.



See more pictures at facebook.com/gceonline



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2016 Appreciation Resolutions
Graphic Communications Education Association
91st Annual Conference
College of the Ozarks
Point Lookout, MO



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A-1-2016

Whereas, members of the Graphic Communications Education Association, representing all levels of graphic arts, graphic communications, imaging technology, and related printing instruction, at their 91st Annual Conference assembled at the College of the Ozark, Missouri: July 24-28, 2016.

Whereas, the conference arrangements have been outstanding in their planning and execution for all members, spouses and guests; 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 2016 conference planning host Michael Williams, and committee planning members and staff; and all other faculty, staff, administration, and students of the College of the Ozarks who have all made conference preparations, including the care and entertainment of spouses and guests during the conference week; and therefore

Be it resolved that the members of the Graphic Communications Education Association, 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 said individuals.

A-2-2016

Whereas, the 91st Annual Conference with its theme "**Perspective**" was generously planned and hosted by the faculty and staff of the Collee of the Ozarks, had educational sessions and workshops of great merit and stimulation.

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 Graphic Communications Education Association, in Conference assembled, do hereby express their thanks to these leaders for their interest and assistance.

A-3-2016

Whereas, the following officers are completing their terms of office at this 2016 conference:

Michael Williams, Immediate Past-President
Tom Loch, President
Michael Stinnett, President-Elect
John Baggett, Region 1 Vice President
Kristine Hwang, Region 3 Vice President
Art Lindauer, Region 5 Vice President
John Stephens, Region 7 Vice President

Whereas, these persons have given willingly of their time and energy to the success of the Graphic Communications Education Association, 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-4-2016

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.

2016 Standing Resolutions
Graphic Communications Education Association
91st Annual Conference
College of the Ozarks
Point Lookout, MO



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S-1-2016

Whereas, the industries associated with the manufacture of equipment, supplies, software, and instructional materials for graphic communications and imaging technology have generously supported the Graphic Communications Education Association and graphic arts education in schools across the world; and

Whereas, this support has been continuous; now therefore

Be it resolved that the members of the Graphic Communications Education Association acknowledge and appreciate industry and business support as partners with educators in promoting and supporting graphic arts education.

S-2-2016

Whereas, graphic communications teacher members of the Graphic Communications Education Association desire to learn and share knowledge and skills with colleagues to help meet the challenges impacted by new technology in the extensive graphic communications industry; and

Whereas, the future of this dynamic industry depends upon a supply of educated personnel, and

Whereas, students in our graphic communications programs constitute such personnel; now therefore

Be it resolved that our members, as representative of all graphic communications teachers, continue to share and dedicate themselves to the task of educating personnel to achieve their highest potential, and strive to prepare youth and adults for successful careers, as well as for expected career changes.

S-3-2016

Whereas, safe health, ergonomics and other factors are of prime importance in our society; and

Whereas, the government has passed legislation to provide these safe conditions in the form of the Occupational Safety and Health Act (OSHA), Environmental Protection Agency (EPA), the labeling of hazardous materials, and the use of Material Safety Data Sheets (MSDS); now therefore

Be it resolved that the Graphic Communications Education Association promotes the knowledge of and compliance with the conditions of these regulations, and provides information to members.

S-4-2016

Whereas, the Graphic Communications Education Association headquarters are located at NPES, Reston, Virginia, lending stability to a constantly changing roster of Board of Directors; now therefore

Be it resolved that the members of the Graphic Communications Education Association express their appreciation to personnel at the NPES for their assistance and support of our mission.

S-5-2016

Whereas, the Regional Meeting concept tried and found to serve the membership beyond the Annual Conference; and
Whereas, it has been effective in recruiting new Graphic Communications Education Association members; now therefore

Be it resolved that the Graphic Communications Education Association is committed to increased service to its members at large and to educators beyond its membership through the continuation of Regional Meetings.

S-6-2016

Whereas, continued recognition of outstanding graphic communications students desiring to continue their education is an integral component of graphic arts education; and

Whereas, an increasing number of graphic communications students continuing their education are benefiting from graphic communications scholarships; now therefore

Be it resolved that members of the Graphic Communications Education Association acknowledge their appreciation to the many **graphic communications** associations, organizations, and individuals for establishing scholarship programs that provide educational opportunities for graphic arts students.

S-7-2016

Whereas, race equality, gender equity, prevention of sexual harassment, and professional behavior are important to the teacher, the profession, and particularly to the development of the positive self-esteem of young people; now therefore

Be it resolved that members of the Graphic Communications Education Association as representative of all graphic arts teachers, dedicate themselves to the task of treating both genders of all races with respect and equality, to developing students' highest potential to become whole persons, intelligent citizens, and worthy members of society and of the great industry that we represent.

S-8-2016

Whereas, the Graphic Communications Education Association is dedicated to preserving the environment, committed to stewardship with the world's natural resources, and steadfast to the goal of sustainability in all levels of graphic communications education, now therefore

Be it resolved that the members of the Graphic Communications Education Association do hereby express their support of all industry leadership, educational directives, and scientific research that are dedicated to these goals



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OPEN

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If you are interested in becoming the Region 4
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