

The Communicator



GRAPHIC
COMMUNICATIONS
EDUCATION
ASSOCIATION

We are a collaborative professional organization in partnership with industry, dedicated to sharing theories, principles, and practices relating to graphic communications. We exist to help our members become better educators.

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Graphic Communications
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Communicator at

GCEAONLINE.ORG

Message from the President



Perseverance and Positivity

Happy Holidays! I hope each of you enjoy a much-needed recharge over the break, and you are able to come back ready to tackle the new year with a new sense of purpose and positivity.

While 2020 has undoubtedly been a challenge to us all, there have been lessons learned and I believe we will come out of this experience stronger than ever, both as an organization and as individuals.

In our current situation, it is easy to think negatively and to become overwhelmed with our new responsibilities and expectations. Instead, I want to focus on the positive changes that have come from our circumstances. In my experience, there have been some lessons learned that hopefully you can identify with as well.

Stronger online presence

I went into this pandemic having only ever taught a single hybrid course. Like many of you, I was thrown into a situation where I had to sink or swim in the matter of about a week. I pieced my classes together to work as best I could for traditional lab courses going online or hybrid. The first semester was a bit rough, but now in my second semester I have learned quite a bit more and refined my classes in a way that will help me in the future.

More family time

Personally, I had a lot more time to spend with my family. We were not allowed on campus at my University for much of the spring semester and my kids were home from school. When their lessons were done, we would play games, ride bikes and go hiking. It was a chance for me to reconnect with my family and I am still seeing the lasting positive effect of that time together.

Spotlight on education

For better or worse, this pandemic has brought a shining spotlight on education and how important educators are to society. Of course, all of us know how important education is to society and how hard educators work to help the leaders of tomorrow, but now the general public has come to realize how difficult our jobs can be and how integral a solid education system is to the health of our society.

There are more positives as well, such as funds coming available for reformation of information technology infrastructure, learning many new alternative delivery methods that will help us in the future and connecting with more people digitally than we may have during a traditional (in-person) semester. But at the end of the day, I hope you choose to focus on the

President's letter continued on the next page.

positive and realize that you have persevered through one of the most challenging periods of education in history. We are stronger now than we were a year ago and these experiences will only help us be better educators in the future.

Sincerely,

GCEA President

2021 GCEA Conference

Virtual Annual Conference

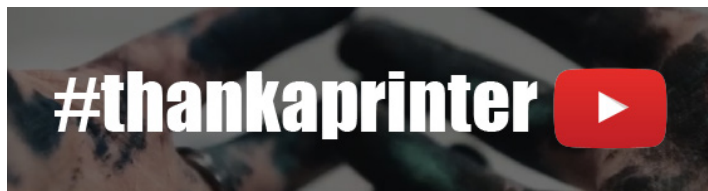
While the whole world is going through the unprecedented pandemic of COVID-19, GCEA board is diligently working along with the conference site committee towards the planning of our 2021 Annual conference to keep the tradition going. As of right now one thing is for sure: that our 2021 conference will also be a virtual conference. Further information will be provided to all of you as soon as the details are finalized.



Have you thanked a printer lately?

Print Media Center put out a very interesting video, written by Deborah Corn, to thank all the printers for how they have stepped up during the unprecedented pandemic of COVID-19. I encourage all of you to watch this video. #thankaprinter

You can watch this video by going to the following link.
<https://www.youtube.com/watch?v=elsbk1FjfOY&feature=youtu.be>



Contests & Scholarships

2021 Gutenberg Award Competition

As the semester winds down, start looking for student work to submit to the Gutenberg Awards Contest. There are three different



Gutenberg competitions: **Print, Web Site, and Photography**. This is a great way to highlight your students, your program and your school or college. For further information about the competition please go to our website <https://gceaonline.org/student-resources/student-contests/gutenberg-award/>. Must be a GCEA member to participate.

2021 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.

Work must be submitted through a current GCEA Member by **July 1, 2021**. Visit: www.gceaonline.org/student-resources/student-contests/graphic-communications-week-poster-design-contest/

Scholarship Opportunities

SGIA is now accepting scholarship applications for the 2020-2021 year. You can find more information about the scholarship at sgia.org, and the application for the scholarship can be found at : <https://scholarshipform.sgia.org/submit/>. Please share this link with your students and encourage them to apply for the scholarship.

PGSF provides financial assistance to the students who want to pursue their career in the field of graphic communication. The scholarship application process is open right now so please let your students know about this and have them apply. Applications are available at www.pgsf.org

Application Date
MAY 15TH, 2021
 You could receive up to **\$5,000**

THESE SCHOLARSHIPS WILL BLOW YOUR MIND!

Eligible If...

- Pursuing a career in graphic communication or related field at a U.S. technical school or college
- A Full-Time student
- High School Senior or high school Graduate
- Able to maintain a GPA of 3.0 or higher

LEARN MORE AT PGSF.ORG
 OR CONTACT@PGSF.ORG

DESIGNED BY ARJAL CARTER PATTERSON HIGH SCHOOL

SCHOLARSHIP OPPORTUNITY

PRINTING UNITED ALLIANCE
 In cooperation with the PRINTING UNITED FOUNDATION, will award \$2,000 to 25 students. Apply today!

Submit your application by:
April 30, 2021

SGIA.org/Scholarship

PRINTING UNITED ALLIANCE

PGSF Update

Print & Graphic Scholarship Foundation (PGSF) has two main missions. First, to attract young people to the industry and inform them (and their parents, school advisors, etc.) of the wide variety of career opportunities available. Second, if they are pursuing post-secondary education in order to enter the field or are currently working and look to continue their education



part time, PGSF provides financial assistance to them. This year PGSF awarded over 225 scholarships at 120 colleges, technical schools, and universities. Scholarship application process is open right now so please let your students know about this and have them apply. It can be reached at www.pgsf.org. Website also has an updated list of schools that support the Graphic Arts.

PGSF embarked on several major initiatives (listed below) during 2020 that have enabled it to become more streamlined and automated in 2021.

- ▶ In January, PGSF formally separated its operations from the Printing Industries of America. PIA has merged with SGIA and are now known as Printing United.
- ▶ PGSF moved off from DonorView software CRM to Kaleidoscope. Kaleidoscope enables PGSF to have donor, board, prospect, alumni, and recipient information in one place that can be accessed by the team at PGSF.
- ▶ PGSF team is working to update and release a new version of website (pgsf.org). This is a complete re-write of the site into a more stable and flexible WordPress template and provides a more robust content management system to manage the pages and search engine optimization.
- ▶ PGSF marketing team continues to tell the PGSF story to both via both print media as well as through our social media channels. Please make sure you subscribe to pgsf feeds on LinkedIn, Facebook, Instagram, or Twitter and share what you see to help raise awareness of value and grow our community.
- ▶ PGSF had a successful T-Shirt and Poster contest, with entries from all over the United States. Thanks to Ryan Moor of Ryonet and Danny Gruninger of Denver Print House who produced the T-Shirts for PGSF. You can watch them being produced utilizing the latest in screen print technology by going to the link below. https://drive.google.com/file/d/1T0_1SEm22HR6FJ8eYvLmXtZRWeyfy9rT/view

For information on how you or your organization can contribute to the future of the graphic arts industry, and to know more about PGSF, please contact Jeffrey White via jeff.white@pgsf.org or visit the site at www.pgsf.org

Other News

Position Announcement



Dear Graphic Communications Professional,

The University of Houston's College of Technology is seeking a **full-time tenure-track** and a **non-tenure track** faculty member for the Digital Media Program in the Information and Logistics Technology Department. Successful candidates will have educational and employment history in one or more of these areas of specialization: print, packaging, eMedia, eCommerce, motion media, app design, or simulation and gaming.

University of Houston is a Carnegie Tier 1 public research institution that is located in the heart of the fourth largest and most diverse city in the nation. We welcome candidates whose experience in teaching, research, or community service has prepared them to contribute to our commitment to diversity and excellence. If you know any faculty that would be interested in this opportunity, would you please share these position announcements and ask the candidate to email me at jwaite@uh.edu

Dr. Jerry Waite

Resources

Remote Learning Resources



Interested in making Zoom a little more exciting? Watch the video to see how. It's called mmhmm and they are giving teachers a free year of premium. The link is: <https://www.youtube.com/watch?v=c8KhKBL0SMk>

Happy Holidays & a Very Happy New Year from GCEA.

Please remember to renew your membership by visiting: gceaonline.org/membership/educational-member-registration/



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Got News?

Put it in The Communicator!

Submit your articles and updates about your program, teaching techniques, awards, competitions, and more to First VP Pradeep Mishra by sending an email to firstvp@GCEAonline.org



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