

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
Education Association



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GCEAONLINE.ORG

Message from the President



Relationships

Happy Holidays and Happy New Year! It's refreshing to welcome in a new year. I always tell my students that the real value in their college education is the relationships they develop during their time in school. Every semester, I have each student introduce themselves to the whole class and then have them turn to the person next to them and introduce themselves again. I want them to get to know each other. I'm pretty adamant that the technology is wonderful, but it will change. Projects will come and go. Processes and systems will innovate, but through it all they'll need to learn and relearn new material. They will need to embrace a new attitude and plan on becoming a life-long learner. Learning to anticipate and accept change can be a challenge for some, but the people they will meet along the way is what will make the journey satisfying.

Belonging to a great association with great people makes it worthwhile. Being surrounded by supportive, like minded colleagues will provide the positive environment you need, we all need, to do our very best. GCEA is here for you, to support you and be a strong advocate for your programs. Some programs have it better than others, but it's through sharing our wisdom and knowledge we support one another.

As we look forward to the new year, I hope each of you is filled with optimism and hope for greater successes in every aspect of your life. It's easy to reflect on the past year and remember all things you wanted to accomplish but somehow those things got pushed to the back burner and were never completed. Sometimes you just need to let things go and start fresh. That is the joy of a new year.

We have plenty to look forward to in 2020. It's never too early to start planning to attend GCEA conferences. Submit your requests for professional development funds early. You never know when a school administrator has some slush fund they can draw from to help you out. Every little bit helps, and we want to see you at the conference.

The term Graphic Communications is a broad and slippery term. It means many things to many people. It embraces traditional printing, but also digital document preparation, data, web based technology, packaging, design and manufacturing. I could go on, but regardless of how it is used, I'm always amazed at how our members rise to the occasion and prepare themselves for their students. It is those relationships which are important to us. The time we spend with our students and colleagues are what make what we do special. Please know that GCEA values what you do and we're happy to support you anyway we can. Cheers to the new year!

Sincerely,

Thomas P. Bell, Ph.D.
GCEA President

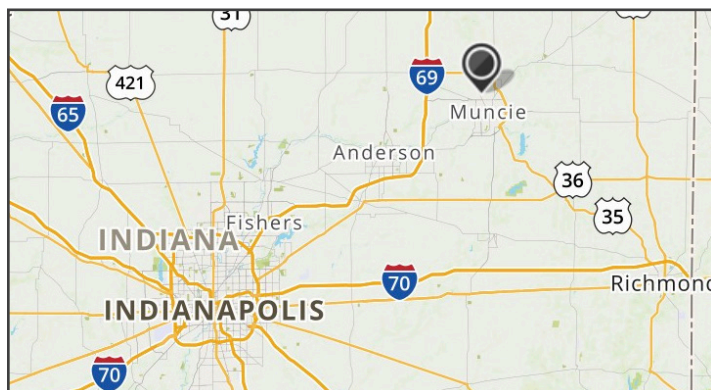
2020 GCEA Conference Update



Join us on July 26-30, 2020 for the 95th annual Graphic Communications Education Association conference at Ball State University in Muncie, IN. We have a fun and informative conference planned with innovative presentations and unique outings for all to enjoy.

GCEA has come a long way since Indiana hosted the first conference in 1922. Inspired by this idea, our engaging presentations will span the entire timeline of print history. We will have presentations on stone lithography methods, variable data, design and augmented reality. Since the Ball State University program is a part of the School of Art, we plan to offer a wide range of presentations which emphasize areas in Technology and Design. We are also fortunate to feature a keynote presentation from Pantone “The Art and Science of Color with Pantone”, including: color of the year. This conference goal is to encourage and inspire you as a teacher with ideas for the 2020 school year!

Both participants and partners will enjoy our visit to the Joseph Decuis Wagyu Farm, (<http://josephdecuis.com/farm>). Here, old world meets new as we tour “A Farm Dressed in a Tuxedo” for a gourmet luncheon experience in an ideal setting. Then, we head north for a special tour of the [Auburn Cord Duesenberg Museum](#) featuring the finest examples of elegance in car design. Partners will also enjoy a glass-making workshop, historic home tours, and a trip to our local winery. Everyone will get a chance to visit the hands-on book-arts workshop during an evening outing at our Wayzgoose, (google Wayzgoose if in question).



Come to Ball State University for this 2020 GCEA conference. Registration, which includes housing (air-conditioned dorms) and meals will be approximately \$650.

We look forward to seeing you Back Home in Indiana!

– Hans Kellogg
(hkellogg@bsu.edu)

Conference Incentive Awards

GCEA will award a number of grants, from a minimum of \$500 to a maximum of \$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 GCEA Annual Conference Incentive Awards Program (IAP) is designed to offer an inducement to members to attend their first GCEA Annual Conference. By encouraging and assisting members to attend their first annual conference, more members become better acquainted with the benefits of active participation in the work of the Association.

Anyone teaching Graphic Arts, Graphic or Visual Communications, Graphic Design, Graphic Imaging, Graphic Media, Web Media, or Printing is eligible to apply for the IAP. These grants have been awarded to teachers from junior or senior high school, 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 applicants must be paid-up members of GCEA. If the applicant is not a current paid-up member, the GCEA Membership Application can be found and completed online at www.GCEAonline.org.

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

If you or someone you know would like to attend for the first time, please submit a conference incentive award application by going to gceaonline.org ASAP.

Region 1 Fall Conference Recap

Dan Wilson and Adam Burke from Illinois State University hosted approximately 20 GCEA members at the annual Fall Region One Conference. Presentation topics included: High Tech Origami: Structural Design of Packages, So Many Choices: Variable Data Package Versioning, The Status of Technology Education, Teaching Vinyl Cutting, A New Sheriff in Town: Inkjet Printing, Slice & Dice:



Cutting Tables, How to Get Started Teaching VR, and Screen Printing Tone.

Region 3 Spring Conference Planned

Region 3 regional Spring Conference is happening on [March 13, 2020](#) at Clemson University, Clemson SC. Please share your experience with others at the conference. Proposals are due by 01/03/20. Registration information will be shared very shortly. Hope to see you in March.

Region 1 Spring Conference Planned

Region 1 regional Spring Conference is happening on [March 13-14, 2020](#) at University of Wisconsin-Stout, Menomonie, WI. Please share your experience with others at the conference. For more information please contact Shaun Dudek at dudeks@uwstout.edu

Contests & Scholarships

2020 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 www.gceaonline.org/student-resources. Must be a GCEA member to participate.



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 www.gceaonline.org/student-resources. Must be a GCEA member to participate.

2020 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, 2020](#). Visit: www.gceaonline.org/student-resources/student-contests/graphic-communications-week-poster-design-contest/

Scholarship Opportunities

SGIA
SCHOLARSHIP OPPORTUNITY
2020
SGIA, in conjunction with the Specialty Graphic Imaging Foundation (SGIF), will award \$2,000 to worthy students.
Apply today!
Submit your application by:
April 30, 2020
Contact the SGIA Membership Department at 703.366.1375 or at membership@gcia.org with any questions.
www.gcia.org

GRAPHIC COMMUNICATION SCHOLARSHIPS UP TO \$5,000
Apply by April 1st, 2020
ARE YOU ELIGIBLE?
Must be Member of GCEA in English Communication, Technology, or Management at U.S. Technical School or College (Must Be a High School Senior or High School Graduate)
Must Be a High School Senior or High School Graduate
Must Be a High School Senior or High School Graduate
Must Be a High School Senior or High School Graduate
APPLY TODAY!
PGSF.ORG

Other News

GCEA Member, Erica Walker, earns funds for technology development

Awards were granted to Erica Walker, assistant professor in the department of graphic communications at Clemson University, in collaboration with Hudson Smith, research associate in analytical systems and applications, to continue development of ColorNet, a color-management system based on Neural Networks, which takes in color-incorrect images and automatically outputs color-correct images when displaying brand colors on Jumbotrons. This correction alters only brand-specific sections of the image, as improperly displayed brand colors can negatively impact the brand and fan experience. (Source: [The Newsstand, Clemson University](#))



Pittsburg State Students at Adobe Max

In an effort to expose their students to some of the latest technology and creative visions the industry has to offer, Pittsburg State University GCEA members Rion Huffman, Traci Hughes and Rocky Restivo took a group of 11 students to Adobe MAX, the Creativity Conference in Los Angeles. The students and faculty alike enjoyed their time and came back with a renewed sense of creativity and understanding of the new Adobe software.



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 pmishra@astate.edu



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