

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

We are GCEA!

Even though I was a member of the Name Change & Rebranding Committees, and we have been transitioning to the moniker GCEA for the past year, I still need to make a conscious effort to remind myself of our new brand identity. It should be easier now that we have our new logo, our new GCEAonline.org web site, and have essentially finished the transition last year to doing business as the Graphic Communications Education Association. Old habits die hard, especially nice ones, but I am certain we are headed in the right direction with our new brand and expanded graphic media emphasis beyond just print.



First, a “Great Job!” call out goes to host Ken Macro and his team for the wonderful Annual Conference this year in San Luis Obispo, California. As I related to the Annual Conference Banquet attendees during the new President’s remarks, Cal Poly set the bar high with a fine example of professional collaboration and outstanding execution. During those same remarks, I also recounted the story of finding the name for our brand’s new URL, GCEAonline.org.

Back in 2013, when we voted to do business as the Graphic Communications Education Association, as a member of the Web Media Committee, I went to see if the URL GCEA.org was already taken. It turned out that GCEA.org was already being used by the Greater Cincinnati Electrical Association. So, then I tried GCEA.com, and that turned out to be, go figure, a ukulele web site!

Concerned that large numbers of ukulele playing electricians from a major metro area beginning with the letter “C” would consume all of the good URLs that could be used for our new name, we quickly purchased GCEAonline.org, with the question still lurking as to why in the world would GCEA.com be a ukulele site? It turns out that after very little research on my part, but with a positive fortuitous occurrence, I learned that the notes on the four strings of a ukulele are G-C-E-A. I’ve got to think that is a sign that we need to have a conference in Hawaii!

Maintaining a musical theme as we talk about future annual conferences, next year’s annual conference is in the very musically oriented city of Branson, Missouri, at the College of the Ozarks, and will be hosted by Mike Williams. More on next year’s annual conference will be coming up in future issues of The Communicator and on our website, GCEAonline.org. We are currently looking for a site for 2017, so contact Shaun Dudek on the Site Selection Committee if you have any ideas or wish to volunteer.

By the way, you can find the names and contact information of the Officers and Regional VPs at: GCEAonline.org/about/governance and names and email links of Committee Chairs at GCEAonline.org/about/committees.

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President's Letter continued from Page 1

Currently, we have several ambitious efforts underway. We have established an ad hoc Recruiting Committee, Chaired by Lynn Damberger. Members include John Leininger and Charles Weiss. Their job will be to work on developing and implementing strategies to recruit new members into our association—including both print and non-print graphic communications educators. The committee will be working with our Regional VPs to help identify and recruit potential new members and assist with any efforts to host regional conferences. Please consider helping out with these efforts when approached by one of these committee members or a Regional VP—and please don't hesitate to direct yourself, or a potential member you may know, to: GCEAonline.org/membership on our website, where anyone can get information explaining our organization, register, and establish their profile on our secure data base on the web site.

And speaking of profiles, if you haven't already done so, please log in to the new GCEAonline.org website and update your profile. We are now using our web site for members to update any changes in their contact information. Members with existing profiles on the old IGAEA.org web site were sent an email around the beginning of July that gave information on how to update their profile on the new site. When dues renewal time comes up this November (you can always renew earlier), you can renew on GCEAonline.org/membership and establish a profile if you don't already have one. Use your existing membership number when you do this. Establishing a profile allows you to access the "members only" area of the site, which includes areas like job postings, discussion boards, the membership list, opportunities for free Graph Expo tickets, and the Project Exchange. If you have any questions about updating your profile, or need help in logging in, contact Web Media Chair Kelly Smith at: info@GCEAonline.org.

The Project Exchange pages of our website is another area that we would like to expand. I know that there are many excellent lessons being taught by our membership, and I encourage you to share some of those lessons with our membership. Once you have a profile established on our new web site, go to GCEAonline.org/project_exchange, which is in the "members only" section. There you can access lessons contributed by other members, and contribute lessons of your own.

It is our overarching goal on the Board this year to do what we can to get our membership more engaged in the workings of our association. Please refer to our GCEAonline.org website, and check out the links we have to social media. "Like" us on [Facebook](#) and follow us on [Twitter](#). Both of those connections can be made from links on our website.

It has been my experience that active participation in any organization is a much more beneficial experience than a passive one. If you have been a passive member of our association in the past, consider becoming more connected and involved. It will be a win-win for you and our association. Please feel free to contact me or any other officer or Regional VP if you have any questions.

Have a great year.

Sincerely, Tom Loch, GCEA President

GCEA 2015 Conference Review

Joint Conference a success!

The Graphic Communications Education Association, the International Circle of Educational Institutes for Graphic Arts, Technology, and Management, and PrintEd collaborated in a joint conference held at California Polytechnic University in San Luis Obispo, CA from July 5-9. Over 150 educators and students from secondary and post-secondary institutions all over the world were in attendance.

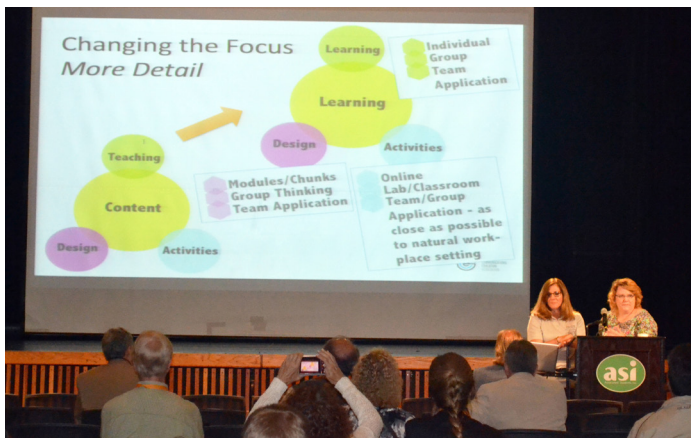
Activities kicked off on Sunday evening with networking and a tour of the Cal Poly Shakespeare Press Museum. The museum features several working presses in excess of 100 years old as well as other print and typesetting equipment. Brian Lawler demonstrated the operation of a working Linotype machine to all those in attendance. Attendees were blown away by the demonstration.

Each morning of the conference attendees listened to engaging keynote presentations. On Monday, Professor Emeritus Gary Field of the Graphic Communication Department at Cal Poly shared fascinating imagery and information on the history of process color printing. On Tuesday, Kevin Clegg of Americhip Industries displayed and discussed multiple examples of electronics integrated print promotional pieces as well as multiple super pop ups in print advertisements. Wednesday's keynote was especially pleasing as Dov Isaacs, from Adobe Systems visited and shared the history of the PDF Document and provided insight into the importance of emerging technologies and standards in the realm of digital file and asset management.

As interesting as the keynotes were, the following presentations covered a plethora of new and emerging topics in graphic communications such as 3D printing, SCRUM Project Management, gravure printing, responsive web design, and new teaching pedagogy. Participants also had the option to sit in on workshops in screen printing, XML in InDesign, 3D Modeling in Photoshop, printable electronics, and teaching sales to graphic communications students. Attendees definitely had a variety of topics to choose from and knowledge to bring back to the classroom.

The joint nature of this conference yielded a unique opportunity for members of GCEA, the IC, and PrintED to network with a wider array of colleagues. Evenings were filled with wonderful conversation and sharing among individuals from the United States, Germany, India, Estonia, Switzerland, Sweden, Canada, and many other countries.

At the closing banquet, conference host Ken Macro divulged the answer to a question that was posed at the beginning of the week, which was: What is Graphic Communication 3.5? The answer: We are. All of the participants' commitment to continuously improving themselves and their curriculum is what will define the future of this industry and the success of our students. Overall, the conference was wonderful exposure to new and emerging technologies, ideas, and people.



ABOVE: Conference attendees listen to a presentation by Shaun Dudek of the University of Wisconsin Stout and Sarah Smith of the University of Northern Iowa at the past GCEA conference.

Conference Incentive Award Winners

Six new faces were with us at the past international conference. Through the The Paul D. Von Holtz Conference Incentive Awards Program (IAP) members were able to attend their first annual conference. This program helps members become better acquainted with the benefits of active participation in the work of the association. The incentive award winners were as follows:

- Bethany Phipps, Tuscola Technology Center, Caro, MI
- Tim Romain, Tuscola Technology Center, Caro, MI
- Paige Welch, Hutchings College & Career Center, Macon, GA
- Edwin Cuenco, Angelo State University, San Angelo, TX
- Melissa Munro, Cuyahoga Valley Career Center, Brecksville, OH
- William Purcell, Lehigh Career & Technical Institute, Schnecksville, PA

Graphic Communications Week Winners

At the GCEA 2015 Conference multiple entries from the Graphic Communications Week Poster Contest were displayed and judged. They winners are as follows:

- 1st - Meghan LaPointe, Western Technical College
Instructor, Barbara Fischer
- 2nd - Melanie Stefka, University of Houston
Instructor, Monika Zarzycka
- 3rd - Kim Vaughter, 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.

Gutenberg Award Winners Posted Online

Also at the GCEA 2015 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/.

Other News

Save the Date! GCEA 2016 in Branson, MO!

Mike Williams at College of the Ozarks in Branson, Missouri will be the host of the GCEA 2016 conference **Sunday, July 24 thru Thursday, July 28, 2016**. The theme of this conference will be "Perspective". Information about Branson and College of the Ozarks has been posted on the GCEAonline.org website. More updates will be coming to the website and in coming issues of The Communicator. If you would like to help in organizing the conference, please contact Mike Williams at (417) 690-2511 or pastpresident@GCEAonline.org.



Stop in and see us at Graph Expo!

We have a booth at the Graph Expo September 13-16, 2015 in Chicago, IL. Mark booth #768 in your planner. Make it a point to stop by and see us and to refer your colleagues as well if they are not already members. If you are interested in working in the booth for a while contract the Trade Show Committee Chair Tom Loch at (847) 255-7142 or at president@GCEAonline.org.



ABOVE: Brian Lawler of Cal Poly demonstrates the use of a working linotype machine in the Shakespeare Museum at the past GCEA conference.

2015 Appreciation Resolutions
Graphic Communications Education Association
90th Annual Conference
California Polytechnic State College
San Luis Obispo, California



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A-1-2015

Whereas, members of the Graphic Communications Education Association, representing all levels of graphic arts, graphic communications, imaging technology, and related printing instruction, at their 90th Annual Conference assembled at California Polytechnic State College, San Luis Obispo, California; July 5-10, 2015.

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 2015 conference planning host Ken Macro, and committee planning members and staff; and all other faculty, staff, administration, and students of California Polytechnic State College 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-2-2015

Whereas, the 90th Annual Conference with its theme "**The Release of Graphic Communications 3.5**" was generously planned and hosted by the Visual Communication faculty and staff of California Polytechnic State College, 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-3-2015

Whereas, the following officers are completing their terms of office at this 2015 conference:

Monika Zarzycka, Immediate Past-President
Michael Williams, President
Thomas Loch, President-Elect
Lexa Browning-Needham, Second Vice President
Kelly Smith, Secretary
William Delgado, Region 2 Vice President
Barry Wilson, Region 4 Vice President
Tony Sittner, Region 6 Vice President
Yung-Cheng Hsieh, Region 8 Vice President

Whereas, this 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-4-2015

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.

2015 Standing Resolutions
Graphic Communications Education Association
90th Annual Conference
California Polytechnic State College
San Luis Obispo, California



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S-1-2015

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-2-2015

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-3-2015

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-4-2015

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-5-2015

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-6-2015

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-7-2015

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-8-2015

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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