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the communicator

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

Message from the President

This summer's conference at Illinois State University had a very timely theme, sustainability. How do we as educator's plan on sustaining our graphic communication programs as we move further into 2010? How do we as an international organization plan to sustain our organization and help it grow? How are we going to be sustainable?



During my acceptance speech at this year's conference I highlighted areas of change that we as an organization need to acknowledge. Our graphic arts programs are not the same as they were 20 years ago, or even 10 years ago. Computer technology has transformed the graphic artist into a computer artist. Students do not get their hands dirty in the darkroom anymore, nor do most of them use process cameras. Additionally, graphic communication programs continue to close at the secondary and post-secondary levels. Graphic communication is no longer just about printing ink on paper - it is about so much more.

While we may look to change, really I feel we need to adapt to the changes going on around us. We need to be aware of what is going on in the world around us and be able to take advantage of it. Newspaper circulation is decreasing, while Web design is growing. Many printers are no longer referring to themselves as printers and have chosen to rebrand themselves as solutions experts. Other educational organizations have undergone name changes including the International Technology Education Association (ITEA) to the International Technology and Engineering Educators Association and the National Association of Industrial Technology (NAIT) to the Association of Technology, Management, and Applied Engineering (ATMAE). Change is happening and we need to adapt.

One way to adapt to this change is to reach across the aisles of your schools and interact with other teachers and other areas of study you may not normally associate

with. The obvious area to interact with is the art department as they are teaching graphic designers; why not help them educate those graphic design students by showing them the technical aspects of design? Why not work with the marketing department and help them design material for their marketing campaigns? Or even work with the science departments too and try to jump on the STEM wagon? There are many other educational areas that we can work with but it is going to take some work. We cannot wait for them to knock on our door - we need to knock on their's first!

Finally, I would like each of you to make a commitment to not only IGAEA, but also graphic communication education. Pledge to be a part of the adaptation to the rapidly changing world around us. Pledge to make this world a better place for your students and for our programs and do whatever you can to promote your program. Pledge to be an active voice in IGAEA. And, most importantly, pledge to be a great teacher and mentor to your students.

I look forward to the year ahead and please e-mail me directly with any concerns, questions, comments, or just to say "Hi." My email address is CT-Weiss@wiu.edu.

Charles Weiss, IGAEA President

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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 communication and imaging technologies.

All About IGAEA

Founded in 1935, the International Graphic Arts Education Association, Inc. (IGAEA) is a non-profit organization of educators in partnership with industry, dedicated to sharing theories, principles, techniques and processes related to graphic communications and imaging technology.

Among the activities sponsored by IGAEA are an annual conference, a comprehensive publication program, industry liaison programs, and resource networks. IGAEA fosters career awareness by promoting Graphic Communications Week, assisting Boy and Girl Scouts with their merit badges and interest projects and recognizing success through the Gutenberg Student Awards.

IGAEA members include over 700 educators representing approximately 40,000 students; future prospective employees!

There are five different membership categories in IGAEA:

Regular Membership is open to educators, supervisors, and others engaged or interested in graphic arts, graphic communications, graphic design, photography, journalism, communication technology, and/or related fields.

Sustaining Membership is open to business, industry, foundations, organizations, and educational institutions.

Associate Membership is open to retired persons interested in graphic communications and imaging technology education.

Student Membership is open to all full-time students interested in graphic communications and imaging technology education.

Library Membership is open to all libraries that wish to receive IGAEA publications.

Sustaining Members representing various graphic communications and imaging technology industries and organizations are vital. Through their involvement, there exists an active network of industry/education partnerships.

Sustaining members are invited to make presentations at IGAEA Conference and at regional meetings. As a result of this participation, graphic communications and imaging technology educators and industry representatives get to know each other on both a personal and professional level. Sustaining members receive a handsome wall plaque, an annual membership directory, and all publications of the Association.

Sustaining members are included with each issue of the Communicator and are invited to contribute articles.



The IGAEA Board of Director 2010-11

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The 85th IGAEA Conference - ISU

The 2010 Annual IGAEA Conference (Sustainability: Our discipline, our programs, our future) was held at the Illinois State University on July 25-29. Dan Wilson did an excellent job in organizing the conference.

The IGAEA members were able to enjoy various presentations, networking, and socializing. Guests were also able to enjoy various activities, such as bag painting or glass blowing presentation. If your school is interested in hosting an IGAEA conference, ask Dan Wilson for details on how to plan one.

The keynote speakers were: Tom Carroll (RR Donnelley), Mario Assadi (GreenerPrinters.com), Deterding (Taylor Corporation), Susie Stitzel (EskoArtwork), Tom Petrillo (Adobe Systems), Leon Clarin (HP), and Dr. J. Michael Adams (State University of New York). The presentations were informative and educational. For example, Carroll discussed sustainability from a human resources perspective; Stitzel focused on package design, including its popularity and challenges; and Petrillo presented the new features of Adobe CS5: Photoshop, Illustrator, InDesign, and Flash.

In addition, each day was also filled with member presentations. On Monday, topics were: 1) Screen Printing CMYK; 2) DEER Educational Network; 3) Green Media and Sustainability; 4) Creating a Quick Website Using only Photoshop and Dreamweaver; 5) Teaching Personal Branding Through Social Networking Sites; 6) Teaching Graphic Arts Students Entrepreneurship; and 7) Photoshop CS5: Imaging at the Speed of Light).

On Tuesday, presentations were: 1) Producing Screen Captured Videos to Enhance Learning; 2) From Paper to ePublishing; 3) Getting Started with Flexography in Your School; 4) Simple Animation Techniques for Novice Adobe Photoshop CS3 Users; 5) Computer to Plate/Screen Using a Laser Engraver; 6) STEM and Graphic Communications; 7) Type in Design; and 8) Low-cost 3D Photorealism with Sketchup and Podium.

Finally on Wednesday topics included: 1) Collaborative Teaching in the Graphic Communications Curriculum; 2) Create. Manage. Produce. Deliver. — Bringing the 4 steps of Dynamic Publishing to the Classroom; 3) Creating an Animated GIF file; 4) How to Engage Your Students in Creative Design for Packaging; and 5) Graphic Comm. Accreditation: ACCGC and PrintED.

In addition to break-out-sessions, members and guests were able to attend either the Normal Cornbelters Minor League Baseball or the Illinois Shakespeare Festival at Ewing Manor.

The conference ended with a banquet, during which new IGAEA board members (p. 2) were installed and the winners of the Hartman and Kagy awards were announced.

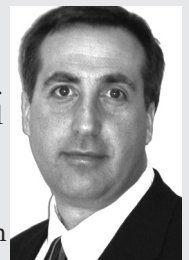


Award Recipients

Fred J. Hartman Award:

Dr. Mark R. Snyder

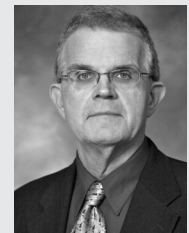
Mark is an Assistant Professor in the Department of Industry and Technology. Mark has served the IGAEA as Regional VP, Treasurer, President-Elect, President, and Past-President, and a conference host. He has been the Chair of the Gutenberg Awards and an Interim Editor of the VCJ. He is currently a member of the Editorial Review Board of the VCJ.



Fredrick D. Kagy Lifetime Achievement Award:

Dr. Jerry J. Waite.

Jerry is a Professor at the University of Houston. At the UH College of Technology, he started the graphic communications technology curriculum, which became a Digital Media major in 2008. He has served in many roles in the IGAEA, including Regional Vice-President, First Vice-President, President-Elect, President, Immediate-Past-President, and Conference Host (2004). Currently, he is the IGAEA Treasurer. He is also on the board of directors of the ACCGC, the Nolan Moore Foundation, and the Houston Production Manager's Association. He serves on various graphic-related advisory boards.





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Poster Contest Winners

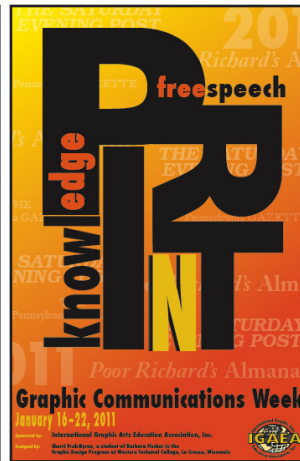
First Place:
James C. Yankee
College of the Ozarks

Second Place
Sherri Froh-Byrne
Western Tech. College

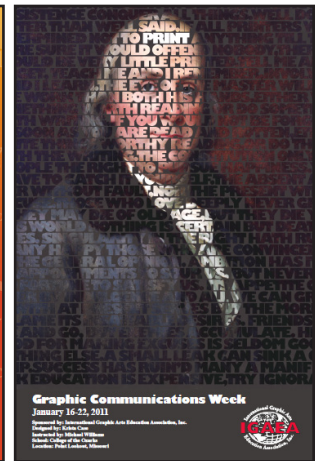
Third Place:
Krista Case
College of the Ozarks



1st Place



2nd Place



3rd Place

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