IGAEA International Graphic Arts Education Association, Inc.

The Communicator

Message from the President

Greetings IGAEA Members!

I want to update you on the status of the rebranding efforts and progress that has been made the last several months.

Several members of Branding Committee, including Sara Smith, Tom Loch, Dave Dailey, Pradeep Mishra, and myself, held two teleconferences to define specific vision and goals for the rebranding effort and to find different rebranding companies that would fulfill those goals.

We agreed rebranding needs to support the existing mission of the IGAEA and also keep current with the new and evolving world of graphic communications. We defined the primary goals for rebranding, as follows:

 a) Maintaining the current membership base of graphic arts and print media educators
 b) Establishing a brand that allows for us to evolve with current and future changes in graphic media
c) Welcoming new related technologies, and to the educators who teach it
d) Creating a new logo that represents a progressive identity pursuing the above goals
e) Establishing a web presence that supports our current information sharing and membership activities, that attracts new members, and that allows for growth and improved services in the future.

After we defined our goals, I had asked all members of the Branding Committee to contact different branding companies and acquire about their experience and price-points. I personally talked with several businesses and selected one Houston-based branding company, *Spindletop Designs*, to submit a detailed project proposal, which they did. I'm waiting for more proposals from different branding companies that the committee members interviewed. After I would get several proposals and recommendations, I would pass it on the Board to review them and determine the budget. Later, the membership would vote on that budget.

When considering the budget, please consider the value of hiring knowledgeable professions who have a successful rebranding track record. Those professional can help us articulate the IGAEA mission and values and paint a vivid picture of our organization. They can help us better identify and reach our target audience. They can also utilize fresh and creative approaches and technological advances that we might not possess. Most of us are printers and full-time instructors and we just don't have the sufficient time, energy or even knowledge to tackle such a delicate and crucial task.

If we want quality work, we need to invest in quality people! The rebranding effort might cost anywhere between $10,000 to $20,000, but it would be money well-spend. We can use the money from our

investment account, which has been a very profitable. This past year alone, we made about $15,000.

With that said, I hope all of you will support and approve the proposed rebranding budget, when it comes time to vote on it.

Kindest Regards,

Monika J. Zarzycka

Illinois Scholarships Available

IllinoisGraphic Communications Educators:

Announcing new scholarships for students attending college available through the Illinois Graphic Communications Scholarship Consortium (IGCSC). 2014 awards range from $500 to $1500 and students need to be enrolled or enrolling next year in a graphic communications-oriented degree program. Application deadline is March 1st, 2014.

Below is the link to the scholarship form, which also requires the student to email a letter of recommendation.

https://docs.google.com/forms/d/1UAAd_9sm2AJppT6j_Fi5BSqty5Ys3nwT6yF-U_BFk_0/viewform

California Printer Speaks to Graphic Art Students

In support of International Printing Week (January 13 -17) Jerry Hill from the California Office of State Publishing visited Venice High School's Shop 9 to speak to students regarding the printing industry and how to apply for a state job in printing or graphics. The California Office of State Publishing (OSP) is the largest state printing facility in the United States and the largest full-range commercial printer in the Western United States.

Augmented Reality and You Part I
by Dr. Charles T. Weiss

If you are not versed in how augmented reality (AR) can help your print designs (or your student's), maybe it is time for you to start learning. The term "augmented reality", in the simplest form, is the combination of real world products along with a digital or virtual asset. Think of a print advertisement, and then think of downloading an application (app) on your smart phone that allows you to view that print ad in a whole new way. The digital trigger could launch a video, an animation, a 3-d image, or a website. On a very simple level think about the next time you go to the movies. While walking outside the theater you see a printed movie poster. Rather than doing a Google search to find out more, you simply pull out your phone, point it at the movie poster, and the movie's trailer plays directly on your cell phone.

Augmented reality applications utilize a trigger that allows the software app to launch the digital assets. This is the same idea as a QR code, but the triggers for an AR app are not restricted to a certain format. The triggers can be text, images, or a combination, thereby allowing the designer more freedom when it comes to the actual print design. In the movie poster example above, the trigger is the printed movie poster itself.

Various uses for AR already exist and are constantly expanding. Some current examples are in entertainment, education, location based services, real estate, business, lifestyle and social networking. A real estate example might allow the consumer to view a 3-dimensional view of a house; a location-based service might help find local restaurants in a city; and, an educational use might explain the steps visually of how to load paper onto a printing press. The possibilities are endless.

Many companies are creating AR apps. In my next article I will explore various companies and possible AR uses educators might use as part of graphic communication education.

2013 Appreciation and Standing Resolutions

The IGAEA 2013 resolutions are now available for your viewing by clicking on the link below.

http://www.igaea.org/images/stories/Resolutions__2013.pdf

46th Annual International Conference
on Graphic Arts and Media Technology, Management and Education

25-29 May 2014, Athens and Corinthia, Greece

http://www.ic2014athensgreece.gr

INVITATION FOR PARTICIPATION

It is a great pleasure, to announce the 46th Conference of the International Circle of Educational Institutes for Graphic Arts: Technology and Management, to be held for the first time in Hellas-Greece.

On behalf of the organizing committee and the entire Graphic Arts Technology and Media sector in Greece, we are really happy to invite the academic, scientific and industrial worlds of Graphic Arts and Media in Greece. The conference will take place from Sunday, 25th until 29th of May, 2014. The location of the conference will be the Alkyon Resort Hotel and Spa (Vrahati, Corinthia, http://www.alkyonhotel.gr) and Athens TEI, Greece (http://www.teiath.gr).

The conference

The 46th IC conference on Graphic Arts and Media Technology, Management and Education, will be organized by the Panhellenic Union of Graphic Arts and Media Technology Engineers. Co-organizers are: The Department of Graphic Arts Technology at the Athens Technological Educational Institute-TEI and the Faculty of Applied Arts-Graphic Arts and Multimedia, Hellenic Open University, Patras.

Our ambition is to organize a very interesting conference with a range of valuable sessions and presentations and we expect to cover the most innovative developments in the fields of Graphic Arts and Media Technology, Management and Education.

For the conference attendants and their partners we will provide an enjoyable, friendly and relaxing atmosphere during their entire stay in Greece. We have secured very

comfortable accommodation at an excellent recently renovated 5-stars hotel, with crystal-clear water beaches, awarded with blue-flag and a quite interesting program with visits at famous archeological sites, historical Greek cities, the canal of Corinth, the Acropolis of Athens and the Museum of Acropolis.

We also offer a complete package for all attendants with a reasonable registration fee, and quite affordable accommodation, starting from 65 Euros per night (breakfast included). For further information and details please visit our website (http://www.ic2014athensgreece.gr), available from June 2013.

We are delighted to host the International Circle's first conference in Greece and we look forward to welcome you in Greece, the mentality of its people and our way of life. We also invite you to visit parts

of Greece's unique landscape and probably the richest archeological sites in the world!

The chairman of the Organizing Committee: Dr. Anastasios E. Politis (E-mail: politismedia@gmail.com)

The international Circle

The International Circle is an informal network of about one hundred members representing educational institutions, with focus on management and technology in the graphic arts, and media technologies, the printing and allied industries. The International Circle was founded in 1957 in Lausanne, Switzerland by a group of European universities. Prof. Dr. Wolfgang Faigle, Prorector of the Stuttgart Media University (HdM), is the president of the IC since 2006. Additional information about the International Circle is available on the website http://www.hdm-stuttgart.de/international_circle.

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