

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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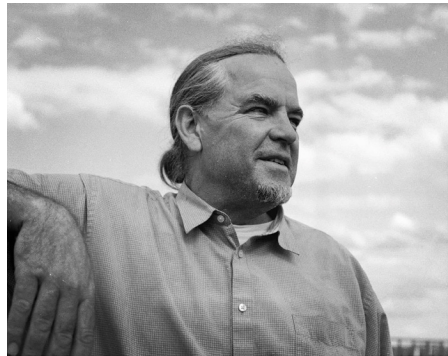
Graphic Communications
Education Association



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Message from the President



GCEA members and friends,

I am honored and humbled to be called President of GCEA, and I am excited to let you know of several important updates to our organization, and to update you on the GCEA summer conference in 2023.

The COVID years have not been kind to most of us involved in education. The pandemic made most of us rethink how we teach, and even how we interact. Most of us are very savvy in using software like Zoom to connect with each

other, but I think we are finally getting back to a time where we can look forward to more and more in-person interactions, between us, our students and our colleagues.

Last summer GCEA held a successful in-person conference at Appalachian State University and a huge thank you goes out to John Craft for organizing it. You can read much more about the conference in this Communicator. The number of attendees at last summer's conference was limited I feel because of COVID and I for one can state that I actually got COVID for the first-time last summer at the conference. Though, I am 99% sure I caught it while at a restaurant not while I was attending the conference. Last summer's conference was a taste of what I think we are looking forward to at this summer's in-person conference.

Paul Foster, of PrintED, and I have been working on securing a conference location and I can officially announce that it will be held on the campus of the **Rhode Island School of Design (RISD), in Providence, RI**. The dates for the conference will be **Sunday, July 16 to Thursday, July 20**. We are in the process of finalizing the details, but I wanted to share the date with you. One highlight of this summer's conference will be a day trip to the Printing Museum, with a personal tour by Frank Romano. In addition to this fun field trip, we are going to look to include presentations from all aspects of graphic communication, including newer topics like user experience, cross-media marketing, digital media, and branding as well as some of the more traditional GC topics. Look for a call for presentations to go out soon. We are really looking to make this a very exciting conference with lots of networking and learning opportunities for all the attendees.

As far as GCEA, as a whole, we definitely felt the impact of COVID directly and our membership numbers are down. But, in all honesty our membership numbers were dropping slightly before COVID. As we all know many graphic related programs have been closing at high schools, community colleges, and universities so the number of graphic communication educators has also started to decrease. It is a challenging time for organizations such as GCEA and the GCEA Board is looking at ways to move forward as an organization and increase our membership numbers. The Board met in January, and we are working on some exciting ways to increase the return on your membership investment, as well as ways to get

President's letter continued on the next page.

new members. We are also exploring new partnerships for us to engage in so that we can become an even stronger organization. Look for more news on this soon as we try to work on some details

I really hope everyone is having a great year so far. Please know that I, and the Board, are all working on making GCEA even greater. If you want to contact me feel free to send me an email at ctweiss@clermson.edu Look for more information on everything I have talked about soon. Thanks for all you do for the students of the world!

~ Charles Weiss • President, GCEA

2022 GCEA Annual Conference Review

John Craft, Appalachian State University



The 97th GCEA Conference was held on the campus of Appalachian State University (AppState) in Boone, North Carolina, July 24 – July 27, 2022. It was the first time AppState hosted a GCEA Conference and the first time in three years that a GCEA Conference was held on site since the pandemic caused the 95th and 96th virtual conferences. Educa-

tors and industry professionals came together to get inspired by the advancements in the graphic communication industry and education, network with other professionals from around the world, and learn new techniques and strategies to engage students in graphic communications.

Day One

Tim Futrelle, Mayor of Boone and Dr. Shannon Campbell, Dean of the College of Fine and Applied Arts, welcomed GCEA conference participants. Dr. Robert A. Banzhaf, Professor Emeritus, introduced the history of Graphic Communication Management program at Appalachian State University.

The keynote session on **July 25th** started by Dr. George B. Glisan from the Graphic Communications Management Program at Appalachian State University on the topic of **Sustainability: Does it have a role in Graphic Communication Education?** Dr. Glisan's presentation addressed the underlying challenges to sustainability and identified those topics that can be taught to



GCM students to inform and equip them to make a difference in their professional lives.



The educational programs on the first day of the conference included various learning and workshop sessions.

- **Dr. Abhay Sharma**, Toronto Metropolitan University (formally, Ryerson University) – **Teaching Color during COVID**
- **Dr. Peter Schlosser**, University of Wisconsin-Stout – **Program Enrollment - Crisis or Evolution? (Recruiting Today's Students)**
- **Charles Weiss**, Clemson University – **Reflection on Teaching in Germany for a Semester**
- **Paul Foster**, Print[ED] – **Print[ED] Professional Learning Community**
- **Jeff Stoudt**, President, Printing Industry of the Carolinas – **Your Local Resources**
- **Ray Weiss**, Vice President, eLearning and Certifications, Printing United Alliance – **Let's Talk About PRINTING UNITED ALLIANCE**
- **Debora Corn**, Print Media Center (PMC) – **#PrintLife**
- **Paul Foster and Mike Vares**, Print[ED] – **Print[ED] Past, Present, and Future**
- **Richard Adams**, Toronto Metropolitan University (formally, Ryerson University) – **Creating Educational eBooks in Press-books**

Day Two



Jeff White, Director of Development for the Print and Graphics Scholarship Foundation (PGSF) was the distinguished Keynote Speaker for the GCEA Conference session on Tuesday, **July 26**. White addressed the

question, "How can your school be more successful in attracting new young people interested in a career in the Graphic Arts?" and shared ideas on how schools at all levels can work with their local businesses to bring value to their programs. White also introduced PGSF Educational Grant Program, which has expanded its footprint and available resources to assist instructors, programs, and students today and tomorrow. The winners of PGSF Poster and T-Shirt contests were announced during the keynote session.

The educational program continued on the second day of the annual conference.

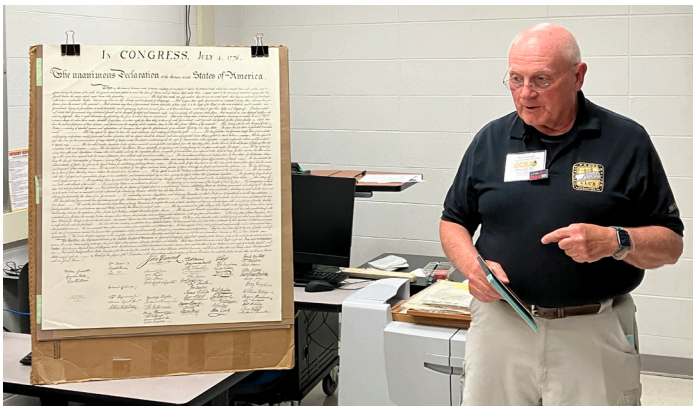
- **Richard Adams**, Toronto Metropolitan University (formally, Ryerson University) – **Advanced Web for Creating Special Effects in HTML and CSS**
- **Davang Mehta**, North Carolina Agricultural and Technical State University – **Create a 3D Digital Game Using Unity**



- **Donna Templeton**, California Polytechnic State University – **Level Up the Wow Factor in Graphic Communication Projects with Augmented Reality**
- **Lee Geisinger**, University of Northern Iowa – **A Curricular Analysis of Baccalaureate Graphic Communication Programs in the United States**
- **Tom Reeves and Kay Bishop**, Appalachian State University – **Lab Instruction during the Pandemic**
- **Carl Blue**, Clemson University – **Students' Post-Internship Perceptions Based on Industry's Interests in Attracting Interns and Future Talent**
- **Paul Foster and Mike Vares**, Print[ED] – **Printed Material Resource Giveaway**
- **Mike Stinnett**, **History Does Not Have to Hurt**
- **Amanda Wells Bridges**, Clemson University – **How to Teach Soft Skills in a Graphic Communications Classroom**
- **Mike Vares**, Print[ED] – **Digital Effects: Techniques and Layout**
- **Zachary Blackburn**, Central Piedmont Community College, Charlotte, North Carolina – **Meeting Students Where They Are - Equity and Diversity in Modern Classroom**

GCEA Awards Banquet

The GCEA Awards Banquet serves as the closing ceremony for the conference.



- **The Robert L. Cox Service Award** is for the GCEA members who have provided significant service to the association. **Mike Stinnett** received this award.
- **The Hartman/Dennis Award** is given annually to a GCEA member who has devoted years of service to the Association, and is nationally recognized. **Cynthia Carlton Thompson** received the award for her many years of service, including her role as President.
- **The Kagy/Prust Life Achievement Award** is the highest honor awarded to one of our members by GCEA. This award was presented to **Hans Kellogg**.
- **The Earl I. Sundeen and Jack Simich Award** is to recognize sustaining members who had made highly significant contributions to graphic arts education over an extended period of time. **Erv Dennis** is awarded.

PGSF Opportunities

The Print and Graphics Scholarship Foundation (PGSF) is a not-for-profit, private industry-directed organization that offers technical school, undergraduate, and graduate fellowship assistance to men and women interested in a career in the graphic communications field.

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 looking to continue their education part-time, we provide Financial Assistance to them.

PGSF currently has multiple opportunities to not only support students, but also faculty. They also hold annual contests for students to compete in and potentially win prizes.

Grant, Scholarship, and Contest Opportunities

**Print and Graphics
Scholarship
Foundation**



Student Scholarships: <https://www.pgsf.org/scholarship-application>

Scholarship awards vary in amount from \$1,000 to \$5,000 per academic year, in most cases, for up to four years. Financial assistance is also available for current employees in the industry who are taking part time classes to advance their career.

Faculty Grants: <https://www.pgsf.org/grants>

PGSF invites those institutions and instructors directly engaged in Graphic Communication, Visual and Design Technology and Print-centric educational programs to apply. These include high schools, trade schools, junior and community college associate programs, four-year colleges, and universities, along with Masters and Doctorate Degree programs. There are limited funds available annually to be used for a variety of purposes. These can include specific requests that will support furthering students' education and exposure to print, packaging, and related industries.

Contests: <https://www.pgsf.org/2023-student-design-contests>

Each year PGSF awards 200+ college-level scholarships ranging in value from \$2,000 to \$10,000 and we turn to our student community to help us promote these scholarship programs. This year, in addition to our T-Shirt and Poster Design Contests, we kick off our inaugural Box Design contest; co-sponsored with Electronics For Imaging (EFI).

The winning entrants will receive a \$500 check, award certificate, and will be honored in a national news release, on the PGSF website, and on social media platforms. In addition, the winning box design will be produced on an EFI Nozomi Press.

Submissions are now open and are due **April 25th, 2023**.



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