

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.

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Message from the President

Thank you GCEA Members!

How many different ways are there to say Thank You? So often you feel the words are never enough to show your appreciation. GCEA has seven board members, nine regional vice presidents, twenty two standing committees, two ad-hoc committees, a conference chair and conference committee. They are the heart and soul of our association. For the most part their work goes unnoticed and many times one might think unappreciated, they would of course be wrong. Without each of them we would be so much less as an association. I would ask each of you to take a look at these positions and consider how you might help to make us a little stronger. I would also ask you to visit our website and take a look at this years summer conference. Dr. Abhay Sharma and his committee are waiting to welcome us to "Women in Print" in the beautiful city of Toronto to celebrate our 92nd conference.

I will finish my last Presidents message I promise, really, this will be my last time, with the following.

As part of a two year Phd leadership program called "Galileo Leaders" we had to create a "Personnel Mission Statement" and "A Teachers Pledge". Up on my retirement I was interviewed by our school newspaper, an exit interview. As always I hope you will find something interesting and maybe useful from the following.

Personnel Mission Statement

(with a little help from Aristotle)

"We are what we repeatedly do. Therefore, excellence is not an act. It is a habit." – Aristotle

"I am what I repeatedly do.

Fairness, Integrity, Honesty, Service, Patience, Encouragement, Faith, and Excellence, then, will never become just acts, but will always remain my habits of life.

I will look to the past with respect and awe, to the future with anticipation and excitement, and strive to make each day of my life one of accomplishment and learning."

A Teachers Pledge!

I will strive each day to teach with the enthusiasm I had on my first day of teaching.

I will work to perfect my skills within:

- my subject matter.
- my understanding of human nature.
- my willingness to truly listen to all sides.
- my belief that each child has the desire to learn.
- my ability to smile, when smiling is difficult.

I will strive to always be fair, but firm and possibly more important, consistent.

I will look for the strengths of each child and build on them.

I will also try and understand their weaknesses and make them into strengths.



I will work to make my classroom a safe place to learn.

I will treat each child with respect, as I would my own.

I will not tolerate intolerance.

I will look forward to each new day in my classroom with the thought – Nothing will surprise me today! and then smile to myself and wait for the surprises to begin!

Retiring teachers questionnaire – From The Herald, Royal Oak High School

1. What classes have you taught throughout your career or what has been your specialty? What has been your favorite one?

Having taught only one subject for the last forty years this one is easy, Graphic Communications. Starting in 1969 at Seaholm High School, moving to the Southeast Oakland Vocational Education Center (SEOVEC) more recently called OTEC for 28 years and finally the last ten happy years at ROHS.

2. How long have you been in education?

Starting in Kindergarten, at about 5 till now, I would say 64 years would be a good guess. Give or take a few months off here or there for good behavior and an excellent work release program.

3. What has been your biggest reward while educating?

I am afraid this answer must be in four parts:

- a. Intellectually – The ability to come to work each day and mess with the minds of teenagers and get paid for it is in itself a very rewarding reason to go into education as a career.
- b. Emotionally – When you enjoy laughing and watching the young grow into what might be useful adults (this is true for the most part). Teaching can be a very entertaining place to make a living.
- c. Financially – Although you will probably never hang out with Bill Gates or the owners of Wal Mart, Education as a career is not a bad way to spend your life. After all someone might be watching and hand you a Milken National Educator Award and a check for \$25,000 and then again maybe not! In the end life can not always be about \$. Happiness and the enjoyment of your career must also play an important part of your career choice.
- d. Physically – After forty years of teaching, to know that you still have that full head of brown hair, good looks, and slim body that made you who you are today, is all still in place. Just as long as you stay away from any surface that reflects your image, it is not a bad way to remember yourself. That and an excellent working knowledge of Adobe Photoshop is very useful!

4. What plans do you have for after retirement?

Become president of GCEA/IGAIA for the second time or maybe start subbing – I still have this need to see how much damage I can do to young minds. I might find that travel will take up my time. I have dreamed of climbing the pyramids of Egypt, all 138 of them. A visit to Rome or Athens might not be a bad idea either.

I hope that all who have made it to the end of this story find careers as enjoyable and interesting as mine has been. I will miss

the contact with each of you and your stories the most. Have a wonderful, full, and successful career and life – enjoy every minute!

I know I have!

To my GCEA friends, Best Always to each of you and may you always find something to smile about every day, no matter what kind of day it might be.

Mike, President GCEA

2017 GCEA Conference Update

We are filling up fast! Register today!

We are pleased to announce that we already have 60+ colleagues attending “Women in Print”, the 92nd GCEA Annual Conference, at Ryerson University, in Toronto, from [July 16–20, 2017](#). Please see the program and registration details at [gceatoronto.com](#). We have a very exciting program with industry speakers and education experts from across North America on a variety of different topics. We have a number of plant tours planned and this year we will customize and print your t-shirt. Affordable accommodation is very limited and going fast, please register today to ensure your spot. For any questions, contact Conference Organizer, Dr Abhay Sharma, Ryerson University, sharma@ryerson.ca

Don't forget your passport!

Competitions and Contests

Gutenberg Competition

The annual Gutenberg Awards are coming up and we are still looking for your entries for print, layout, photography, and Web design soon. If you have never entered your student's work in the Gutenberg Awards this year might be a great year to start. If you have entered student's work in the past you already know how great it is for a student to receive an award. Certificates for last year's winners will be mailing out soon and winners are posted on the website.



The Gutenberg Awards use an online entry system. You will need to be a current member of GCEA and have created a login for the website before you can enter your student submissions. Simply follow this link to find out more information and to enter your student's details: www.gceaonline.org/student-resources/student-contests/gutenberg-award/

If you are not currently a member of GCEA, this would be a great time to renew your membership, or start a new one if you have never been a member in the past.

Please note you will still mail in your student's Print entries by printing out your registration form and attaching it to each of your entries. Website URLs will be submitted completely electronically this year, and photography will have both online and mail in entries depending on the category being entered. The online registration system will help cut down on any errors and allow certificates to be printed more efficiently. Please double-check your student entries for spelling errors. All submissions must be completed by [June 1, 2017](#).

Be sure to check out all of the updated Gutenberg Award information in the GCEA website. It is a great opportunity for you and your students to get recognition for the great work you are doing at your school.

For further information please contact Charles Weiss at ctweiss@clemsun.eiu.edu.

Graphic Communications Week Contest

The annual Graphic Communications Week Poster Design contest is still 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. This year the method of submitting the entries has changed to an electronic submission.

Work must be submitted through a current GCEA Member by **July 1, 2017**. Visit: www.gceaonline.org/student-resources/student-contests/graphic-communications-week-poster-design-contest/

For further information please contact Harold Halliday at hhallida@Central.UH.EDU

Other News

VCJ Seeking Authors

Consider writing an article for publication in the Visual Communications Journal (VCJ). Articles that describe technologies, processes, or curricular activities are central to the purpose of the journal as a means to communicate and improve graphic communications education. Please consider sharing your innovative projects and expertise with your colleagues through this important publication resource.

Check out the recent Spring 2017 VCJ publications on our website: <http://gceaonline.org/publications/visual-communications-journal/>

Contact Dan Wilson, VCJ Editor, for any questions at dgwilso@ilstu.edu.

Call for Project Exchange Submissions

Do you have a teaching method that works? Do you have a project that students find to be engaging? Submit it to the GCEA Project Exchange at www.gceaonline.org. Login to gceaonline.org and submit a project through the Project Exchange link at the top of the page. Please submit projects to Project Exchange! If you have any questions about format, contact Can Le at chle3@Central.UH.EDU.

Call for Resolutions

GCEA members desiring to submit resolutions for the 2017 Annual Business meeting need to submit them to President-Elect Malcolm Keif, Chair of the Resolutions Committee, by **June 15, 2017**.

Information about resolutions can be found in the Administrative Manual on page 46 and how to submit them on page 57. The Administrative Manual is posted on the GCEAonline.org webpage in the "members only" section (log-in required).

Please contact Malcolm Keif at mkeif@calpoly.edu with any questions.

UW Stout Students, staff help Boy Scouts earn graphic arts merit badges

A group of young men recently inched closer to living out the imperative that guides them and has guided other young men like them for more than a century: be prepared.

The Chippewa Valley Council of the Boy Scouts of America brought 13 boys from seven troops to University of Wisconsin-Stout's graphic communication labs for three nights to help them earn their merit badges in graphic arts.

Although learning the intricacies of printing doesn't fall into the category of being prepared for an emergency, it helped the scouts develop a deeper understanding about a part of the world that they might otherwise take for granted.

How are printed products designed and produced? What might a career in this field be like?

"We wanted to introduce young people to a high growth career pathway that is vibrant and changing. This was one way to inform and educate the scouts about our program and assist them with earning their badge," said Shaun Dudek, UW-Stout assistant professor.

Thirteen students from the Stout Typographical Society volunteered. Lead organizers were Samantha Keller, of Goodhue, Minn., and Emily Thomas, of Middleton.

"The UW-Stout students had the opportunity to share their passion for their major, share their expertise with the scouts and develop leadership skills. A few of the students have also expressed interest to one-day teach in a program like ours, and this gave them first-hand experience," Dudek said.

UW-Stout's graphic communications undergraduate program, which recently changed its name from cross-media graphics management, prepares university students for management careers in industries associated with graphics, printing, marketing and imaging. Learn more at www.uwstout.edu/programs/bscmgm.

Read the whole story at: <https://goo.gl/rWjuhF>

News from the University of Houston

Check out all of the excitement at the University of Houston:

Graphic Excellence from UH Digital Media Students: <https://goo.gl/qVH62w>

Digital Media Students Learn 'Transmedia' Approach to Storytelling: <https://goo.gl/GrLbVd>

New Digital Media Course Takes Transmedia Production on the Road: <https://goo.gl/fO0dTH>

Two DM Students Finalists in "Photographer's Forum Magazine" contest: <https://goo.gl/kqv0QW>

Nearly half the 2017 graduates from the UH Digital Media program did so with honors: <https://goo.gl/9bE7hF>



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Royal Oak High School (Ret), Dearborn, MI 48124
(313) 605-5904 | president@GCEAonline.org

Malcolm Keif, PRESIDENT-ELECT

Cal Poly University, San Luis Obispo, CA 93407
805-756-2500 | presidentelect@GCEAonline.org

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University of Houston, Houston, TX 77204-4023
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Laura Roberts, SECRETARY

Mattoon High School, Mattoon, IL 61938
(217) 238-7785 | secretary@GCEAonline.org

Pradeep Mishra, TREASURER

Arkansas State University, State University, AR 72467
(870) 972-3114 | treasurer@GCEAonline.org

Tom Loch, IMMEDIATE PAST PRESIDENT

Harper College, Palatine, IL 60067
(847) 255-7142 | pastpresident@GCEAonline.org

Regional Vice Presidents

Lexa Browning-Needham

REGION 1 NORTH CENTRAL
Alton High School, Alton, IL 62002
(618) 474-2205 | grafixteach@gmail.com

Lynn Damberger

REGION 2 NORTHEAST
North Central State College, Shelby, OH 44875
(419) 755-5664 | LDamberger@ncstatecollege.edu

Kristine Hwang

REGION 3 SOUTHEAST
Kennesaw State University, Kennesaw, GA 30144
(470) 578-6035 | khwang@kennesaw.edu

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REGION 4 SOUTH CENTRAL

If you are interested in becoming the Region 4 VP,
or have membership questions please contact Tom
Loch by email: pastpresident@GCEAonline.org

Lorraine Donegan

REGION 5 SOUTHWEST
Cal Poly University, San Luis Obispo, CA 93407
(805) 756-7302 | ldonegan@calpoly.edu

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If you are interested in becoming the Region 6 VP,
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John Stephens

REGION 7 ENGLAND & EUROPE
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(020) 7514-6000

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If you are interested in becoming the Region 8 VP,
or have membership questions please contact Tom
Loch by email: pastpresident@GCEAonline.org

Richard Adams

REGION 9 CANADA
Ryerson University, Toronto, ON Canada
(416) 890-6195 | richard.adams@ryerson.ca