

# 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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## Message from the President



### Trying times

With our historic inaugural virtual conference in the books, (95th annual conference in our history) we can reflect on lessons learned and turn our attention towards our preparations for the upcoming school year.

I have only been a member of this organization since 2016, but in my short time, I have made countless new friends and discovered resources that have helped me make my classroom experience easier and better.

I have been a member of many other professional organizations, as I am sure many of you have as well, and to me, something that sets this organization apart from the rest is the sense of community or even family that is instilled. Of all the organizations that I have been a part of, GCEA, by far, is the most rewarding in that area, and to me, a lot of that comes down to the connections made at the annual conference.

I would have loved to be with all of you at Ball State University. As you know, that was the plan. But when those plans changed, we adapted, just as our administrators and our students are expecting all of us to do in the coming weeks and months.

Obviously, we are in trying times right now. The uncertainty of the coming months can make us anxious, maybe even angry or possibly excited for the challenges.

But hopefully during our virtual conference, or through other channels this summer, you have learned some new tricks and processes to take into your classroom. If not, I encourage you to reach out to fellow members to make connections and seek help.

A good organization fosters those types of bonds because we know that we can always learn from each other, and we are stronger together.

I want all of you to know that the GCEA Board of Directors is here for you, but more importantly, for each and every member of the organization. I would also like to add that the rest of the members are here for you as well. We are a community of educators and practitioners that are dedicated to graphic communications education and we are dedicated to each other and our students.

I personally think a lot about adaptation and flexibility. I think as technology teachers, we have to adapt quickly to new software or hardware and bring that knowledge into the classroom.

With that in mind, I think this quote helps me understand my role as a teacher and how I want to approach this upcoming school year. It's from Dr. Martin Luther King Jr. and he says

*President's letter continued on the next page.*

“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.”

I think that right now we are in a moment of challenge and controversy. Whether it's the controversy over whether or not to come back to school, or what that's going to look like; or the controversy over masks.

This quote helps me think about what type of person I want to be inside and outside of the classroom. We all have a chance to set an example for our students. What kind of example we set is up to each of us.

I hope that each of you see each challenge as an opportunity to grow and be a better leader for your students this year.

I wish each member the best of luck this upcoming year, and know that we are all in this together.

Sincerely,

Rion Huffman  
GCEA President

## 2020 GCEA Conference Recap

### **Historical Annual Conference a Success!**

The first ever virtual GCEA Annual Conference was hosted by GCEA board members on July 27 and 28, 2020, due to the COVID-19 pandemic. It was a great success and everyone learned so much in the process. Over 200 registered participants enjoyed the sessions on various topics by the reputed presenters from the field of Graphic Communication, over the period of two days.

Topics covered during the conference were Adobe Dimension, Adobe AfterEffects, Adobe Animation, Adobe Illustrator, Accessible PDF file creation, Interactive Motion, Interactive Games, Interactive Teaching, Design for 3D Print, Painting with Light, STRIPE Online, Dye Sublimation, Embossing by Lase Cutter, Digital marketing by digital Media Pro Simulation and many more. Keynote speakers included Lou Caron of PIASC and Ryan LeFebvre and Beckie O'Connor from Specialty Print Communications (SPC).

All GCEA members and all conference attendees will have access to the recorded sessions. You can view the sessions by going to: <https://gceaonline.org/2020-virtual-conference-presentations/>  
*Note: Zoom Recordings are password protected. Please use this password to view: GCEA-2020.*

The 2020 Annual Business Meeting Minutes can be viewed going to [GCEAonline.org](https://gceaonline.org).



## New Officers 2020-21

During the virtual conference, new officers were installed for the main board along with regional VPs for the year 2020-21. They are as follows:

- C. Rion Huffman, President
- Thomas Bell, Immediate Past President
- John Craft, President-Elect
- Pradeep Mishra, Vice President - Publications
- Kelly Smith, Vice President - Communications
- Laura Roberts, Vice President - Memberships
- Dina Vees, Treasurer
- Region 1 VP- Renmei Xu
- Region 2 VP- Daniel Casey
- Region 3 VP- Erica Walker
- Region 4 VP- Jerry Waite
- Region 5 VP- Lorraine Donegan
- Region 6 VP- Csaba Horvath



# Association Award Winners

During our first ever virtual GCEA annual conference 2020, an abbreviated Award Ceremony took place. Ceremony started with the wonderful music played by our own Anthony Cimaglia. Master of ceremony was Tom Loch and the association awards were presented to the following recipients:

ERICA WALKER  
Robert L. Cox  
Service to the Organization  
Award



MALCOLM KEIF  
Hartman/Dennis  
Support of Education Award



THOMAS LOCH  
Kagy/Prust  
Life Achievement Award



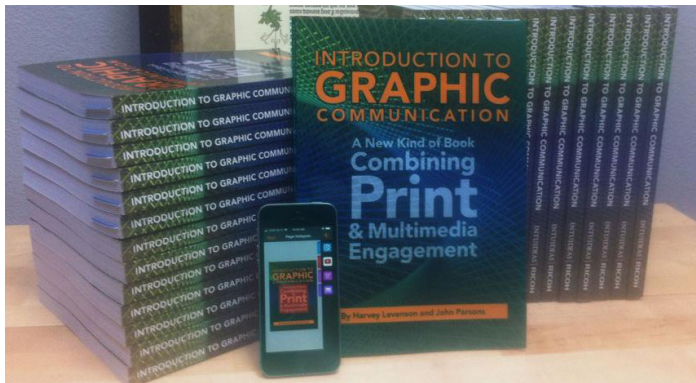
LOUIS CARON, PIASC  
Sundeen/Simich  
Industry Support Award

GCEA congratulates all the recipients for their long lasting service to the association and the industry as well.

To find more background information about each award and the biographies of each recipient, please login to: [GCEAonline.org](https://gceaonline.org)

## Other News

### Introduction to Graphic Communication Book



Harvey Levenson and John Parsons have generously offered to give GCEA members a discounted price (20%off) of their interactive Clickable Paper book, Introduction to Graphic Communication, please do not share this code with others.

1. Go directly to the ordering portal, <https://igcbook.myshopify.com/>, and then click the book cover image.
2. Follow the usual online ordering process. The discount will apply only to single copy orders.
3. In the checkout window, type the discount code GCEA2020 in the appropriate field. Doing so will deduct \$11.50 (20%) from the item price.

## Resources

### Are you teaching remote or hybrid next year?

Don't forget, GCEA curated a list of remote learning resources that may aid in a remote or hybrid learning environment. The list can be accessed here:

<https://gceaonline.org/covid-19-resources-for-distance-learning/>

### Pandemic Academics Lesson Sharing (PALS)

What is PALS? Monthly Zoom meetings for GCEA members only to share lessons, strategies, and resources for teaching during the pandemic. If you can think of someone who can be benefitted from such meetings, please encourage him/her to join GCEA. Keep an eye out for an email with the date and time!

### Certificate

Tom Bell, past president of GCEA, extends his sincere thanks to all the participants for attending the first GCEA Virtual Conference on July 27-28, 2020.

Although we were disappointed to have to cancel our face to face conference, we were excited

to continue to provide our members with outstanding professional development opportunities. All the attendees should have received an e-mail with a certificate, if you somehow overlooked, please go back to your email and print the certificate for your record.



### Appreciation

GCEA would also like to extend it's appreciation to Tom Bell and the other board members for their leadership during the past challenging year for hosting a virtual conference for all the interested participants for their professional development.





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## Got News?

### Put it in The Communicator!

Submit your articles and updates about your program, teaching techniques, awards, competitions, and more to First VP Pradeep Mishra by sending an email to [pmishra@astate.edu](mailto:pmishra@astate.edu)



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