

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.



Scan this QR Code to read our newest resolutions!

Find this and previous issues of the Communicator at

GCEAONLINE.ORG

Message from the President

Greetings fellow GCEA members. I am writing this letter 2 days before Thanksgiving Day with much thankfulness. We are very fortunate to have the resources and support made available to us through our professional organizations, our industry, and our membership that are willing to work hard and do good for us. I really do mean to “do good”. It is a good work that is being done for the advancement of our students and educators.



Preparing a memo to announce a meeting about scholarships for Graphic Communications students prompted me to think of how the good deeds of others bless our professional community. Due to the generosity of others, the list of scholarships is long and the financial impact is awesome. Now is the time to be prodding our students to apply. I hope we can get links to scholarships on our website soon. Just in case, you may want to visit <http://www.graphiccommcentral.org/gcc-students/scholarships> for a list of scholarships.

I appreciate the work Harvey Levenson and Jerry Waite did to rejuvenate “The Harvest of Wisdom” and for influencing GASC to reopen the Education component at GraphExpo this year. I also appreciate the opportunities to meet and learn from industry professionals at GraphExpo – the vendors are gracious to us and our students making GraphExpo a wonderful experience. I am thankful for the members who volunteered to attend our booth and those who came by to visit. Attending GraphExpo has become a tradition for many of us and I am confident it is because of the benefit it provides, thanks to the many people working to make it a great experience.

I know of 2 regional conferences since the last Communicator. Region 1 and Region 4 held conferences and I heard both were top drawer. I had planned to attend my home region conference, Region 4, and was disappointed when it became an impossibility. I did send 14 people from my department and by all accounts, David Oldham from PSU did an outstanding job of ram-rodin that shindig. Regional conferences require a lot of hard work from many people for weeks, even months, prior to the conference and the work extends through follow-up. To all those working hard to ensure great regional conferences, THANK YOU. To the Regional Vice Presidents, conference hosts, host support teams and presenters, thank you for the hard work you did for our good.

Ken Macro and his team are working hard to make sure we have a good 2015 annual conference at Cal Poly. For more information about the conference, visit the site at <http://gcea2015.calpoly.edu/>. There are incentive awards available to those members attending their first annual conference and applications can be downloaded from <http://gceaonline.org/conferences/conference-incentive-awards/paul-d-von-holtz-conference-incentive-award/>. If you know somebody that should be among us, an Incentive Award application is a good conversation starter.

To those serving in elected positions and especially those whose terms may be coming to an end soon, your hard work and good done for us through your service is appreciated. We need people to serve in positions that will be vacated and we need multiple people on the ballot for each: President-Elect, Second Vice-President, Secretary, and Regional Vice-Presidents for regions 2, 4, 6. Duties, responsibilities and qualifications of each position are explained in the Administrative Handbook (<http://www.igaea.org/images/stories/FinalAdminHandbook2014.pdf>). I hope you are willing to run for one of these positions and if you are, contact Immediate Past-President Monika Zarzycka. You have something GCEA needs and our members will benefit from your service.

I am thankful for each you,

Michael Williams

President, GCEA
COLLEGE OF THE OZARKS, POINT LOOKOUT, MO

2015 GCEA Conference

Authors, researchers, scientists and educators from the International Circle of Educational Institutes for Graphic Arts, Technology and Management; Graphic Communication Education Association; PrintED Consortium; research institutes; and, graphic communication industry, are invited to submit results of their research for presentation at the 47th IC Conference, **July 5-10, 2015**.

The theme of this year's conference is "The Release of Graphic Communication 3.5." The objective of the conference is to address questions related to emerging fields in Graphic Communication and Media Technology. Topics will explore the latest developments in design and technology used for mobile, online, and print media, as well as the educational consequences of these developments.

In addition to paper and poster presentations, in compliance with GCEA traditions, workshops will also be welcomed. Cal Poly Graphic Communication department has two modern Apple Computer Labs complete with the latest versions of Adobe Creative Suite and other applicable software applications. Additionally, smaller breakout session rooms will be made available for workshop presentations that will be scheduled to run simultaneously with other events during the main two days. For more information please visit: <http://ic2015.calpoly.edu/papers.html>

IC 2015–Call for Papers & Poster Presentation

Authors willing to present a paper at the conference should submit an abstract of 300 to 500 words, including 3-5 keywords. The conference review committee will select papers for presentation.

For more information regarding the call for papers, the submission of abstracts, and the peer-review process, please contact Howard Vogl, Chair of the Conference Review Committee at hvogl@calpoly.edu

IC 2015—Call for Workshop Presentations

Presenters interested in facilitating a hands-on workshop to demonstrate new and innovative technologies, skills, methodologies in graphic communication education are invited to submit proposals complete with workshop title, learning objectives, classroom, hardware, and software requirements, and targeted audience. Each workshop will be scheduled for 50 minutes. Authors willing to present a workshop at the conference should submit an abstract of 300 to 500 words, including 3-5 keywords. The conference review committee will select papers for presentation.

To submit a proposal for consideration, please submit it to Howard Vogl, Chair of the Conference Review Committee at hvogl@calpoly.edu

Suggested Topics

1. Media Convergence and the Future of Reading- The relation of print, online, mobile media, social media, cross media publishing, and content management to the future of reading
2. Graphic Communication Technology- Layout, prepress, conventional and digital printing technologies, developments in ink and substrates
3. Media Management and Business Environments- Workflow man-

agement for print, electronic and cross media environments, JDF, lean manufacturing, and entrepreneurship in media

4. Graphic Communication and Media Education- Key competences for the media professionals of tomorrow, the structure of technical, vocational and higher education in graphic communication

5. Media Design-The role of typography, color, images, layout, and user interface design in print and electronic media

6. Packaging Design and Production- Innovative packaging design for enhanced appearance and brand identity, new packaging production techniques

7. Printed Electronics and Functional Printing- Trends in printed electronics, security, and functional printing applications

Submission of Abstracts and Manuscripts

Submit an abstract of 300 to 500 words, which may include figures, clearly stating the content of the paper. The abstract should be written in English and it should contain: The title, the topic of the paper clearly stated and 3-5 keywords, relevant to the paper.

- Complete contact information for the author(s): full name(s), affiliation, address, telephone number, and email address.
- In addition submit a short bio of the principal author and/or presenter of the paper (up to 100-words).
- The abstract including all above information must be submitted through the online submission form.

Abstracts may be submitted until the **April 15, 2015**. Authors of papers submitted, will be advised of the results of the peer review process no later than the **May 4, 2015**.

Full Paper Submission - Instructions for Authors

Accepted abstracts will be recommended to the following peer-reviewed journals for full paper publication review: IC Circular and the Visual Communication Journal. The journals will inform the authors for publication decisions.

Accepted presentations including abstracts and full papers will be included in the conference proceedings.

Poster Submission

Current students enrolled in a University who would like to present a poster at the conference, should submit a draft version of the poster (including an abstract of 100 to 300 words, 3-5 keywords, methodology, data and conclusions) before **April 20, 2015**. The Conference Review Committee will respond to their submission by **April 27, 2015** with final comments and corrections. The deadline for the final poster submission is **May 18, 2015**.

Posters should be submitted as a pdf file with dimensions of 32 x 48in (80 x 120cm).

There can be up to 20 posters presented at the conference hall. For the submission of posters please contact one of the following members from the Conference Review Committee: Mr. Howard Vogl, Dr. Xiaoying Rong, and Ms. Lorraine Donegan.

Other News in and around GCEA

GCEA Region 1 Conference Held

This year's Region One Conference was held on November 14 & 15 in Illinois. Harper College in Palatine hosted the activities on Friday, and Stevenson High School in Lincolnshire hosted the Saturday presentations. A special trip was made to Paul Aken's letterpress printing museum, The Platen Press, in Zion on Friday evening prior to the Wayzgoose. Paul had his Linotype machine up and running as well as a working platen press that visitors could use to print some letterpress samples. Participants received their name cast in a Linotype slug as a souvenir.

Friday's program at Harper featured presentations on "Empowering Your PowerPoint & Keynote Presentations" and "Content Management on the Web with WordPress" by Amanda Loch, a demonstration of "Photoshop Tips" by Gia Nguyen, an "Overview of Esko Packaging Software" by Bon Foley, and "Illustrator Tips & Tricks" by Jay Whalen.

Saturday's program at Stevenson included presentations on "Laser Engraving" by Justin Zummo, "3D Printing" by John Baggett, "Web Musings: Using Adobe Muse to Create a Website" by Frank Radostits, "Printed Electronics: How to Use Conductive Inks to Produce Printed Circuits" by Kelly Smith, and a Region One tradition was continued with Dan McCluskey's presentation "Screen Printing on Nylon". Kelly's, Justin's, and Dan's presentations produced some nice take-home samples for the participants.

GCEA Region 4 Conference Held

Pittsburg State University, Pittsburg, Kansas was the site of "Packaging: Your Future," a one day conference representing GCEA's South-Central USA Region 4. The date of the conference was [November 19, 2014](#).

Pittsburg State houses the department of Graphics and Imaging Technologies (GIT) in the Kansas Technology Center. The center was the venue for the conference that featured 4 hands-on training sessions, and a keynote speaker all of which focused on the current packaging industry and the roll that modern graphic plays in it.

Presentations in package design and production were presented by members of the faculty – Andrea McConnauey, David Oldham, Chris Huitt and Jason Ward. The keynote speaker was Bob Coomes, an executive of Plastic Packaging Technologies of Kansas City, KS.

GIT is initiating a degree emphasis next fall, which will feature packaging studies. The conference was seen as an opportunity to provide helpful information to area educators and students while partnering with GCEA and providing a platform to promote its new curriculum.

There were 65 people in attendance – 43 students from two universities, 22 educators from seven high schools, one middle school, three universities and two career/technical schools. Collected feedback from conference goers was overwhelmingly positive.

GCEA Promoted at Graph Expo 2014

The GCEA had a booth on Education Main Street at Graph Expo 2014. It was manned continuously by GCEA members who volunteered to promote the GCEA at the first major print show since the name change from IGAEA.

Members representing the GCEA at the booth during the four-day run of the show were: Erica Walker, Tony Cimaglia, Pradeep Mishra, Tom Carrig, Lexa Browning-Needham, Hans Kellogg, Mike Williams, Dan McCluskey, and Tom Loch.

According to Print Show Booth Committee Chair, Tom Loch, "It was a great show. We had a lot of participation. Thanks to all of the members who volunteered their time to work the booth and to all those who provide content for the booth".

Illinois State Student Recognized at Graph Expo for Work on the IGAEA/GCEA Archives

Maggie McGuire, currently a junior at Illinois State University, was recognized for her work on cataloging and organizing the IGAEA/GCEA archives. Maggie volunteered to work on this as an Independent Study project during the Spring 2014 semester under the supervision of Adam Burke at ISU. Maggie was presented the President's Award and an honorarium for her work by President-Elect and History & Archive Chair, Tom Loch, at the GCEA booth at Graph Expo 2014.

Archives Have Been Cataloged and Organized

The IGAEA/GCEA archive collection is currently housed in the Dr. JoAnn Rayfield Archives at Illinois State University. ISU has been the home to the IGAEA/GCEA collection since Bill White and Fred Kagy worked at ISU. After Fred and Bill passed away in the early 1990s, the home of the archives at ISU was relocated temporarily in at least two different campus buildings before it was finally placed in its current warehouse building. During these relocations, there were also several changes in the supervision of the archives, as well as several changes in the personnel of the ISU graphics program.

To see what is in the IGAEA/GCEA archive catalogue visit: <http://tempest.libilstu.edu/Archon/index.php?p=collections/findingaid&id=102&q=IGAEA>

University of Northern Iowa Earns National ACCGC Accreditation

After completing an extensive self-study and hosting a site visit by a three-member team of industry and education experts, the Graphic Technologies program at the University of Northern Iowa was awarded national accreditation beginning [September 1, 2014](#). This program is among thirteen, associate and baccalaureate level, graphic communications related programs nationwide to have received this distinction.

For more information about the University of Northern Iowa, Graphic Technologies program, contact Dr. Sara B. Smith, Program Coordinator at sara.smith@uni.edu or by telephone (319) 273-2746 or (319) 273-2561.



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