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www.igaea.org/

VOLUME XXXII, NUMBER 4
1998-99 SCHOOL YEAR

the communicator

Official Newsletter of the
INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

President's Message

Another year has come and gone. With the new year we as educators face new and different challenges. We can look at these challenges either as problems or as opportunities. If we view these challenges as problems then we are defeating ourselves before we are able to come up with a solution for solving the problem. But, if we view these challenges as opportunities, then we have won half the battle before even starting to come up with a solution.

The way we choose to face these challenges are passed on to our students and we have to deal with their attitudes in class, sometimes on a daily basis. Therefore, we as educators, have to promote healthy attitudes in our students. This helps them become more mature and better-mannered as they prepare to meet the world of work. Because of who we are, we have a daily opportunity to teach this responsibility and to show our students the results of a positive attitude. We are obligated to nurture and protect our students as we prepare them for work. We can't rely on someone else to do it. That responsibility belongs to us.

To develop a healthy attitude takes time. But, there are ways we can speed up the process. We have to first begin by avoiding negative sources and negative people. We have to get rid of our negative habits. As well as believe in ourselves and be open minded enough to consider challenges from every angle. We have to be strong enough to not give in or give up. We have to enjoy family, friends, and students as we value them as hidden treasures.

As we show our students how to face challenges with a positive attitude and outlook, we are giving them something that will benefit them for the rest of their life.

Sincerely,

Wanda F. Murphy
Wanda F. Murphy

GRAPHIC COMM CENTRAL (<http://teched.vt.edu/gcc/>)
The "Hub" on the Web for Graphic Communications Education

**IGAEA
MISSION
STATEMENT**

The International Graphic Arts Education Association (IGAEA) is an association of educators in partnership with industry, dedicated to sharing theories, principles, techniques and processes relating to graphic communications and imaging technology.



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IGAEA Sustaining Membership



Great Prizes for Great Projects!

Digital Media, Inc., Markzware and Extensis have generously offered to provide prizes for outstanding entries in the Project/Idea Exchange at the 1999 IGAEA Conference.

The total package for each winner will be worth approximately \$1300!!

Each package will contain

Scanning and Color Correction in Adobe Photoshop
 Print Preparation in QuarkXPress
 Print Preparation in PageMaker
 Trapping in Adobe Illustrator
 Preflighting DTP Files - all from Digital Media, Inc. and FlightCheck, XState, Markztools, and PM2Q from Markzware.

The winners will also receive one of six software packages from Extensis, one for each category winner:

2 - QX Effects 2 - PhotoTools
 1 - Photographics 1 - QX Tools

Prizes will be awarded to the winners in the following categories:

- **Best Classroom Project Idea**
- **Best Instructional Information Sheet**
- **Best Promotional Idea**
- **Best Middle School Project**
- **Best High School Project**
- **Best Higher Ed Project**

Rules for submission:

- Name, school and category must be on all sheets.
- The promotional piece must display the school name.
- All projects must be on 8.5 x 11 sheet size.

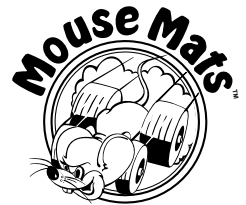
Ship 150 of each entry by July 15 to:

Bob Beaverson
 Graphic Communications
 Ferris State University
 915 Campus Dr. SWAN 314
 Big Rapids, MI 49307

Questions? E-mail
 Lee Collins, Project/
 Idea Exchange
 Chairperson at
 leegrapp401@aol.com

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The Communicator is the official newsletter of the
International Graphic Arts Education Association
 200 Deer Run Road, Sewickley, PA 15143-2328
 Telephone 412-749-9165

www.igaea.org/

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Conference '99 Preview

It was sunny, but cold in Michigan the weekend of Feb. 19-23. That was when your board ventured to Big Rapids, home of Ferris State University and IGAEA Conference '99. All of the grass was brown and the trees were bare, a familiar sight to those north of the Mason-Dixon line. Conference host Bob Beaverson assures all IGAEA members that Big Rapids in August is lovely and green.

All of the board members arrived in Big Rapids on Friday night for the midwinter board meeting and pre-conference look-see. Well, all but President Wanda and husband Frank, who were spending the night in Pittsburgh. They were delayed leaving Charlotte, NC of all places, by snow and ice.



Susan Hastings-Bishop

On Saturday morning, our first meeting was with Dr. Susan Hastings-Bishop, coordinator of Leisure and Wellness Programs at Ferris. She will lead the youth and childrens activities the week of the conference. She has assembled a staff of students in the recreation program with both classroom and live camp experiences.

Youth and Children

Depending on the ages and number of young people attending the conference, age groups will be approximately 5-7, 8-10, and 11-14. Numerous activities are planned around a flexible schedule to accommodate the interests of the group. Possible activities may include swimming, arts & crafts, coloring, basketball, tennis, canoeing and environmental pond studies. Older youth may wish to participate in orienteering (map and compass experience) and try the ropes course. Rock wall instruction and climbing is also planned for an afternoon experience.



Ewigleben Sports Complex Ice Rink



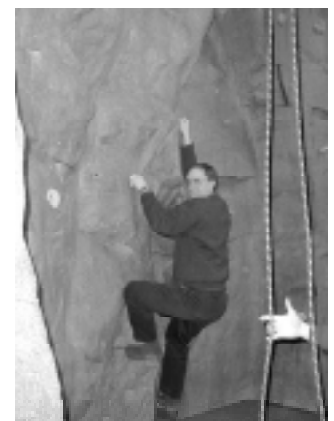
Pool time in the Student Recreation Center!

The Ewigleben Sports Complex Ice Rink is reserved on Monday night for family skate time. Bring your skates or \$1 for rental. You will skate on the home ice of the Ferris State Bulldog ice hockey team. Open skating may also be available at other times during the week.

Youth and children may wish to join their parents at the newly remodeled Student Recreation Center on Tuesday night open swimming. Inner tubes will be available for a lazy float. Parent who have life jackets for small children may want to bring them, although there are some jackets available.

Youth and children will board buses on Thursday for Ludington, about 40-45 miles from Big Rapids. The City Park and Nature Preserve on the shores of Lake Michigan will offer hiking and nature study. Be on the lookout for a variety of water birds as you hike the trails. Box lunches will be provided for a picnic in the park. Parents will not have to worry because all conference staff will be in constant radio contact throughout the week.

Four and under toddlers will have all day care by licensed workers at Tot's Place right on the campus. This facility will also relieve parents of worry on Sunday night, and during the President's Reception and Banquet on Thursday evening.



IGAEA Treasurer Hans Kellogg shows off his wall climbing skills.

Spouse Program

These programs run the gamut from health information to self defense, investing, stone lithography, basket weaving, and the Power of Color. Unique to the Ferris conference will be dramatic monologues portraying the characters of Georgia O'Keefe and Beatrix Potter. Also featured will be an "Antique" afternoon, featuring an antique fashion show, jewelry presentation and an antique pharmacy tour. Spouse are also encouraged to bring a favorite item to share during the "Quilts or Crafts Show 'n Tell".

On Wednesday, both participants and spouses will head to Grand Rapids, home of Amway Corporation. Participants will check out the extensive Amway printing operation, while spouses tour the visitors center and the historic Victorian style Voight house. After a box lunch, a choice of either the Gerald R. Ford or the Van Andel museum will be available. Van Andel features Grand Rapids history as well as featured touring exhibits.

The 2000 Conference Preview by the Penn College of Pennsylvania team and the banquet will put the wraps on the week. So begin planning now for a wonderful week in Bulldog Country at Ferris State University.

Participant Program

Courtesy of Frank Granger, IGAEA's own expert on Printing's Past, participants will be treated to 15 minute short spots on the history of our industry. These moments from days gone by will be intersperse all during the week as a part of the participant's program. And, the entire week of history will be available to members. Just bring a ZIP disk for downloading, or purchase one in the campus bookstore.



Board members Dan, Janet, Margo & Gary check out the hottub for a pre-conference board meeting site.

Additional features of the participant program will be a keynote by the president of North American Color and a presentation on CIE Color. Numerous breakout sessions will be scheduled during the week including hands-on time. Session topics include color measurement and theory, estimating and planning software, how to market your program, Bob Rateno's followup to his '98 presentation on obtaining grants, package printing, press simulation software, Photoshop, Illustrator, PageMaker, PDF software updates, screen printing, process offset printing, and others. Also a panel discussion group by representatives of the major printing associations: they will be discussing the educators role in preparing the next work force.

On Wednesday, after the tour of the Amway Corporation's printing facility, the afternoon offers a choice of touring a Georgia-Pacific recycled papermill, X-rite Corporation, or the Grand Rapids museums mentioned above.

Time has also been scheduled for IGAEA committee meetings and the general business meeting. Plan to get involved in your organization and attend one of the committee meetings. Lend a hand.

For sports and recreation enthusiasts, the Student Recreation Center will be available to IGAEA members all week just by showing your conference name badge. Check out the accompanying photos of the weight facilities, climbing wall, basketball courts, indoor track, and pool. This facility will be open all week, so stop over.

Pre-conference

For conference early birds, you will have a variety of choices for both Saturday and Sunday. Is the largest press in your lab an 11x17 ABDick, but you always wanted to get your hands on something bigger. Ferris has a four-color Heidelberg you will be able to spend a day with; setting up, hanging plates, getting up to color and actually



Rankin Center - general meeting area, dining, banquet, bookstore.



Complete workout facilities are available in the Student Recreation Center.

printing a job you will want to take back to your classroom. It has been suggested that this workshop be presented in a manner that will have large press applications in a small press classroom.

Stahl Graphics will also conduct an all-day workshop on Saturday covering applications of their screen printing and heat transfer equipment. During the web page design workshop, build your own graphic arts program web page ready for downloading once you return home. Bring photos of your school and program that you may want to use. Also bring a ZIP disk to save your work.

For golf pros and amateurs, there will be a pre-conference Sunday afternoon tournament. So bring your clubs and practice your swing.

Facilities and Housing

All of the facilities of Ferris State to be used by IGAEA members will be in close proximity. Conferees will be housed in either Clark or Carlisle Halls. Clark will be for families with children. Two rooms with bunk beds adjoin, and there is a bath between. Carlisle has two single rooms sharing a single bath: couples are close but apart, for those who need a little space. None of the dorm facilities are air conditioned, but Carlisle has ceiling fans in each room. If you are bringing children, you will be in Clark, so plan to bring a fan. If you need lower floor accommodations, please indicate that on your registration form. Dorms have three or four floors without elevators. Parking is close, and dorms have free washers and dryers available. Also in the lounges are ping pong and pool tables.



Carlisle Hall



Dorm room in Carlisle

Dining will be in the Rankin Center which is located halfway between both dorms. All facilities are close together, and there are no hills! Rankin will be the center of all IGAEA activities for the week; meetings, breaks, Gutenberg Award exhibits, receptions and banquet. And it is air conditioned. Bob Beaverson told the board that Big Rapids is usually not too hot during August, but one never knows.



Lounge and rec area in the basement of Rankin Center

University policy does not allow providing pillows for sanitary reasons, so plan to bring your own. Also, there will be a towel exchange during the week, but you may want to bring extras just in case, particularly if you like the fluffy type. Also bring a fan if you have children: you will be in Clark Hall which does not have a ceiling fan.



More Recreation Center Facilities

So get ready for a great week at the 74th Annual IGAEA Conference at Ferris State University in Big Rapids, Michigan.



Graduate Assistantships Available

Clemson University is seeking Graphic Communications graduate assistants. Assistantships may start in January, May, July or August, depending upon the applicant's background and the program's needs at the time. Clemson University has over 400 undergraduate and over 35 graduate students in GC. Both Masters students and doctoral students have assistantship opportunities, as do students seeking careers in either teaching or industry. If you or someone you know is interested, contact Dr. William E. West at Clemson University, Graphic Communications Department, G-01 Tillman, Clemson, SC 29634-0720; 864-656-3447; wewest@clemson.edu.

Graduate Resarch Assistantship for the the Graphic Comm Central Project Technology Education Program, **Virginia Tech**

The Project: Graphic Comm Central (<http://teched.vt.edu/gcc>), is a "hub" on the Web for Graphic Communication / Communication Technology teachers and students. This is a 3-year project, with one year of funding remaining in the current funding cycle.

Responsibilities: Maintain the GCC Web site, under the direction of the Project Director, Mark Sanders.

Preferred Qualifications: Experience with a variety of Web page development tools and applications. Since GCC is hosted on a Mac server, familiarity with the Macintosh OS and electronic publishing design fundamentals and applications such as Photoshop, PageMaker, Web editors, Acrobat Exchange, etc. is highly desirable. A bachelors or masters degree and teaching experience in Technology Education are also highly desirable, since Technology Education is the focus of our graduate program. Acceptance by the Graduate School is a condition of employment.

Salary: Approximately \$1,100/month for 9-12 months (negotiable), plus two semesters of tuition waivers (\$6354/year, out-of-state tuition), totaling about \$16,250-\$19,550/year.

Starting Date: August 15, 1999 (additional employment between 5/15/99-8/15/99 is also a possibility).

Applicants should provide a resume and letter of interest to Dr. Mark Sanders (144 Smyth Hall, Virginia Tech, Blacksburg, VA 24061-0432; 540-231-8173 [phone]; 540=231=4188 [fax]).

Nearly all pertinent information about the graduate program, faculty, course catalogs, etc. may be found at <http://teched.vt.edu/>. Or, contact Mark Sanders at the address noted above.

New Printing Management Degree

The Department of Technology at Eastern Kentucky University announces the initiation of a Bachelor of Science Degree in Printing Management beginning with students enrolling in the Fall of 1999. The degree program was unanimously approved by the Kentucky Council on Post Secondary Education at its regularly scheduled meeting on January 25th.

Eastern Kentucky University has offered a graphic arts program as a part of its Manufacturing Technology degree program for 35 years. Based on the recommendations and input from representatives of the printing industry, Eastern faculty developed a curriculum that would be responsive to the needs of the industry. The new degree will allow students to enroll in more printing related courses and also offers an increased emphasis in the business area. An additional aspect of the curriculum will be a collaboration with Murray State University, located in western Kentucky, by means of interactive television courses.

For additional information call 606-622-1190 or e-mail tecdaille@acs.eku.edu

Help Wanted

*Conference Session Host or Chair
Duties include speaker introductions and distributing door prizes. If you are willing to serve, contact Bob Beaverson
Robert_G_Beaverson@ferris.edu*

Address Changes	
Please indicate any address change here and return to: Gary E. Hinkle, 805 Firethorn Drive, Washington, IL 61571	
Name	
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City, State, Zip	
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E-Mail Address	

Call For Papers

Now is the time to begin preparing your article for possible inclusion in the 2000 Visual Communications Journal. The theme for the 2000 Journal is "Reflect on the Past - Build on the Future." However, articles addressing any topic relevant to teachers of graphic arts/communications, communication systems, desktop publishing, photography, graphic design, or other graphic-related discipline will be considered. Complete guidelines for article preparation and submission are provided in the 1999 Journal. If you do not have a copy, you can view and/or download a pdf of the Journal by visiting www.igaea.org. However, the deadlines for submission have been changed. *The new deadline to inform the editor of your intent to submit an article is November 15, 1999 and the deadline for submission is December 15, 1999.*

Please be sure to follow the guidelines with respect to style and be especially careful when preparing graphics. It is strongly suggested that you have a colleague copy-edit your work before you submit it. Beginning with the 1999 Journal, you have the choice of publishing an edited or a refereed article. Edited articles will be accepted/rejected and edited by the Journal's editor. Refereed articles will be accepted/rejected by a review committee. Refereed articles will be so indicated in the Journal. *You must indicate whether the article is to be edited or refereed when it is submitted for consideration.*

It is **strongly** recommended that you pay very careful attention to proper use of the language: that is, grammar counts. If grammar is not your strong point, ask a colleague from your English department to proof the article prior to submission. Since this is a once a year publication, we do not have the liberty to have the article reviewed or returned for corrections more than once.

Send all correspondence to Dr. Jerry Waite at jwaite@uh.edu. Snail-mail can be sent to Dr. Jerry Waite, c/o University of Houston, 4800 Calhoun Rd., Houston, TX 77204-4083.

DETACH AND ENCLOSE WITH REMITTANCE

International Graphic Arts Education Association, Inc. Application for Membership/Renewal

Please Print:

All correspondence will be mailed to the address indicated directly below:

Last Name _____ First Name _____ Initial _____

Mail Address, Street and Number _____

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Check One: New Member Renewal

Number of years Teaching Experience _____

Membership Type

Check One

- Regular (\$20 - Individual)
- Associate (\$12 - Retiree)
- Student (\$5 - Full-time Student)
- Library (\$10)

Sustaining Membership

- \$200 or more - 101+ employees
- \$100 or more - 26 - 100 employees
- \$50 - 1-25 employees (or regional representative of an above paid Sustaining Member)
- \$100 Educational Institutions

Level

Regular Members, Check One

- Middle/Junior High School
- Comprehensive High School
- Correctional Institution
- Vocational/Technical H.S.
- 2-yr. College/Post Secondary
- Other _____

Membership year is Sept. 1–Aug. 31, except Sustaining Membership which is Jan. 1–Dec. 31. First time regular members joining after April 15th will be credited for the following year.

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Subject Areas you teach:

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- Graphic Communications
- Graphic Design/Commercial Art
- Communication Technology
- Communications
- Graphic/Visual Imaging
- Visual Communications
- Printing
- Photography
- Journalism
- Desktop Publishing
- Drafting/CAD
- Telecommunications
- Multi-Media
- Other _____

Check Enclosed (Payable to IGAEA) **Invoice me at:**
 Gary E. Hinkle **Home**
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Payment must be in U.S. Currency.
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\$20.00 for checks returned for insufficient funds.
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IGAEA Sustaining Membership

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