President’s Message

Recently your IGAEA Board of Directors met for their midyear meeting at Ferris State University. The weekend was packed with taking care of IGAEA business, visiting the university, and a little sightseeing around Big Rapids. I want to take a few moments of your time to share items of interest with you.

The annual conference August 1-6, 1999 is going to be packed full of things to do for everyone. Bob Beaverson and his committee have been working long hours, getting everything ready for us. By now you should have received your conference registration package with tentative programs included.

IGAEA’s Regional Vice-presidents have been busy promoting IGAEA in their respective areas. Regional conferences, mailings, newsletters and even an IGAEA corner translated into Chinese highlight some of their accomplishments.

Gutenberg Certificates are being printed. Each year the number of entries grow. This is one way your students can be recognized for their work.

Paul D. Von Holtz Conference Incentive Award Applications have been sent out. We want to continue bringing first-time attendees to the Annual Conference. This year $4,000 has been allocated to introduce educators to IGAEA and the rewards being a member offers them.

The Conference Site Committee is continually looking for future conference hosts.

Prizes have been secured for the Project/Exchange winners. Awards will be given for: Best Classroom Project Idea, Best Instructional Information Sheet, Best Promotional Idea, Best Middle School Project, Best High School Project, Best Higher Ed. Project. All members are encouraged to participate.

The number of Sustaining Members keeps growing. It’s great to be part of an organization that is backed by industry.

The Cal-Poly Final Report was accepted by the Board. Many thanks are extended to Janet Robison, Douglas Haines, Craig Polanowski, Neil Bruington, and (Cont. on p. 2)

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.
Stan and Carlyn Curtis for the many hours they devoted to helping Patrick Munroe organize last summer’s conference.

With all of the evident progress we as an organization have made, I am honored to be a part of IGAEA. I thank each member for their contributions in guaranteeing our organization continues to be a success. I want to leave you with a poem written by Frank Granger titled “I am a Printer.”

They say I have ink in my blood and it is so.
I’d rather be printing than any job I know.
“But isn’t it just another boring task?
The same as any other job?” they ask.
You may laugh, scoff and sneer at it,
But it has to do with a fraternal spirit.
What I do is important, you see,
What I do keeps America free!
“But what you print is ever so mundane,
Boxes, flyers, ads . . .”, they proclaim.
Nevertheless I am part of the mold,
Part of a process that is very old.
Of Franklin, Zenger, and Glover I am a part.
These are the people who gave us our start.
They established the concept of our basic right
To think and to print. In this there is might.
The fact that we can print any want or need
Without law’s interference is important indeed.
They considered this art from heaven was sent
So I’ll do my best in whatever I print.
It’s more than a job. It’s my contribution.
I’m helping to build this great institution.
My job is important and I do love it!
Yes, I am a PRINTER
and extremely proud of it!

Sincerely,

Wanda F. Murphy

Scholarship Opportunities

THANKS to the Graphic Communication Career Center, who provided the data, a listing of 22 different Scholarship Opportunities has been posted on the Graphic Comm Central website.

You (and your students) will find them under the what used to be the “Career Opportunities” (now called “Careers / Scholarships”).

1999 Conference Update

For the latest on the 1999 IGAEA Conference at Ferris State University in Big Rapids, MI, check out the website at (http://graphicarts.ferris.edu/). The site is up to date and corresponds with the registration material.

Have questions concerning the conference or special needs? Contact Bob Beaverson, Conference Host at:

Robert Beaverson
Graphic Arts Program
915 Campus Drive, Swan 314
Big Rapids, MI 49307
Office Phone: 616-592-2908
Home Phone: 616-796-3537
E-mail: robert_beaverson@ferris.edu

Remember the Early Bird Registration is June 11 for significant conference savings.
IGAEA Region #2 Conference exposes Pennsylvania’s best kept secrets!

On March 12 & 13, 1999, twenty teachers and professors representing six states in the Northeast Region converged on Williamsport, PA. They assembled there for the IGAEA Region #2 Conference held at Pennsylvania College of Technology and discovered two of the best kept secrets in Pennsylvania — the printing and publishing program and the sticky buns at the City View Motel!

The participants were Tom Bates, Angela Benfer, Peter Bovio, Bryan Carvalho, Tom Chiocca, Ed Cunnally, Clair Denlinger, Dennis Dougherty, Randy Knipe, Ken Kulakowsky, James Maxim, David Mears, David Moerder, Richard Rutledge, Len Sheridan, Virginia Skoglund, Joe Stolz, Dana Torok, Dan Williams and Scott Yoder.

The conference was inspired by the regional conferences regularly held in Region One and served to unite and introduce many teachers from the northeastern states. The program included of several hands-on seminars and two guest speakers.

On Friday, Larry Kroll, Director, Consulting & Training for Heidelberg, did a great job of opening the event by speaking about current trends in the industry and the outlook for printing in the twenty-first century.

On Saturday afternoon, IGAEA president Wanda Murphy addressed the group as the closing speaker and also reflected on the conference as a participant.

Mark Snyder, Associate Professor at Penn College and IGAEA Regional Vice-President, hosted the conference. Penn College staff who helped with the seminars during the Regional Conference were Chuck Brown, Tina Decker, Ray Fisher, Donald Hunter, Park Williams, and Associate Professor Dan Wilson.

The conference was a successful professional development experience. Participants used state-of-the-art technologies to expand their expertise and learn new processes associated with the printing and publishing industry. The seminars that were offered dealt with digital imposition and preflighting, digital imaging with high-end scanners, various finishing and binding processes, screen printing fake color T-shirts, direct-to-plate with the Heidelberg Speedmaster, transmission and publication of digital media, and the SHOTS sheet-fed offset training simulator.
Employment Opportunities

Effingham County High School

PIA Print Ed Certified Program in Effingham County, Georgia seeks qualified instructor to work with students grades 9 - 12 at Effingham County High School, available August, 1999. Lab includes 12 Macintosh computers with Adobe software and Quark; AB Dick 9850 with T-51 Swing arm; Ryobi 900; Multi 1250; SilverMaster Platemaker; Process darkroom with Vertical Kenro 7200; NuArc Flip-top Platemaker; 35mm darkroom with Beseler di-chrome print enlarger; power drill press; guillotine and Baumfolder. School newspaper, Eclectica, published in conjunction with Savannah News-Press; yearbook currently with Josten’s - both products of GA program. Excellent administrator support, conservative discipline applied system-wide; Advisory Council on hand and interested in supplying internships for advanced students. Locale is 45 minutes from Hilton Head Beach and Tybee Island; just 30 minutes from beautiful historic Savannah, mild winters. Interested individuals should call Principal Harris Hinely, Jr. (secretary Mrs. Hunter) at (912)754-6404, or call the Graphic Arts lab at (912)754-5512.

West Virginia University

Institute of Technology

Master’s degree required with a bachelor’s degree in Printing Technology, Printing Management, Graphic Communications or other applicable degree. Applicant must have at least three years of related experience in offset press, preferably on a Goss Community or other web press. Must be computer literate, committed to teaching excellence, responsive to student needs, and must have good communication skills. Candidates with equivalent experience are encouraged to apply.

The successful candidate would be expected to teach, perform routine maintenance and take additional training in web and sheetfed press operation. Additional responsibilities will include teaching process camera/image assembly, paper and ink, and bindery. The candidate may also be asked to teach desktop courses.

Effective date: August 16, 1999. Applications will be considered until the position is filled. Interested individuals should send a letter of application, resume, transcripts, and three references to: Human Resources Office; West Virginia University Institute of Technology; Montgomery, WV 25136.

Technical Support Representatives

Due to increased efforts and success within its Commercial Division, Van Son Holland Ink Corporation is seeking technical support representatives for its Chicago and Los Angeles regions. Position will be responsible for providing technical support to the sales team in the territory.

Skills should include:
- Knowledge of Quality Control and measurement of printing inks
- Troubleshooting for Ink/Press related problems
- Expertise in Color Matching and Adjustment
- Experience with Process Color Printing

Candidates should have Technical Service experience with commercial size printers; “hands on” experience with printing inks and excellent communication skills.

We offer an innovative working climate in an exciting field with good possibilities for personal growth and development. Excellent salary and fringe benefits.

Interested parties please send resume to: Van Son Holland Ink Corporation; 92 Union Street; Mineola, New York 11501; Attn: Ken Ferguson; Fax# 800=442=8744

New Board Officers

IGAEA is grateful to the candidates that ran for elected offices of the organization. The new officers for 1999-2000 are President-Daniel McCluskey, President-Elect-David Dailey, First Vice-President-Jerry Waite, Second Vice-President-Gary Hinkle, Treasurer-Hans Kellogg, Secretary-Margo Booth, Immediate Past President-Wanda Murphy.

Regional Coordinators: Region 1-Pam Daniel, Region 2-0 lusegun O desina, Region 3-Scott Williams, Region 4- Doris Anton, Region 5-Doug Haines, Region 6 & 8 will be appointed by the board.

A change in the Constitution was necessary: according to our by-laws this has to be performed by a mail ballot. The membership agreed to change the title “regional vice presidents” to “regional coordinators.”

Approximately 200 ballots were returned from the approx 500 that were mailed out.
GRAPHIC COMM CENTRAL (http://teched.vt.edu/gcc/)

The “Hub” on the Web for Graphic Communication Education

With three years of support (1997-2000) from the Association for Suppliers of Printing and Publishing Technologies (NPES/GAERF), GRAPHIC COMM CENTRAL has been established as “the HUB” on the Web for Graphic Communication / Communication Technology teachers and their students. The Project is directed by Dr. Mark Sanders at Virginia Polytechnic Institute and State University.

The GCC Web site offers a wide range of educational materials and services, including the following “Sections”:

- **GAERF:** (The NPES foundation that funded the GCC Project): Includes the GAERF publication: Vanguard 1997, Vanguard 1998
- **IGAEA:** The GCC Project established and maintains the Web site for the International Graphic Arts Education Association
- **Associations:** More than 50 Graphic arts associations are listed (most with active links)
- **Calendar of Events:** Calendar of upcoming Graphic Arts conferences, etc.
- **Call for Materials:** Describes how teachers may submit articles and instructional materials to GCC for publication, so other teachers can benefit from their good work!
- **Career Opportunities:** Job postings for positions in graphic communication education and industry
- **Colleges/Universities:** About 180 Colleges and Universities in the US listed (most with active links)
- **Curriculum/Tutorials:** Course Outlines, More than 30 Tutorials created by teachers, More than 50 Tutorials created by industry; Dozens of “Readings” (technical papers), Instructional Modules, 15 Screen Printing Lessons, PowerPoint Presentations, Dozens of Printing’s Past articles, an Online Interactive Crossword Puzzle, etc.
- **Donations:** A place where industry is encouraged to post equipment and supplies to be donated to education.
- **Grants:** GAERF Proposal Guidelines and links to many other funding sources
- **Join the Listserv:** Instructions on how to join the GCC-L Listserv, a worldwide electronic discussion group for those interested in Graphic Communication education
- **Publications:** Links to more than 80 different on-line publications relating to Graphic Communications
- **Résumés/Portfolios:** Links to resumes/portfolios from recent graphic communication students/graduates
- **Secondary Schools:** Links to public school Graphic Communication programs
- **Standards:** Links to Accrediting Council for Collegiate Graphic Comm; NAPL's Carl Didde WorkPLACE® Program; National Council for Skill Standards publications, board, etc.; National Vocational Qualifications - NVQs (UK); NPES Standards for the Printing and Publishing Industry; U.S. Dept. of Labor Skill Standards & Certification; Skill Standards Glossary; Skill Standard Systems - NAPL; SkillsNET; Performance Manufacturing; Printing - Inventory of Certification Programs
- **Training:** Links to a variety of different graphic arts training providers
- **Crossword Puzzle:** Interactive online puzzle of graphic communication terms
- **Search Engine:** Allows keyword searching of the entire GCC Web site

In addition, the Project maintains a Listserv (electronic discussion group) for anyone interested in matters relating to Graphic Communication Education. The Project encourages both educators and industry personnel to join the GCC-L Listserv, so they may discuss education issues with Graphic Communication Educators at all levels throughout the World.
How to Join the GRAPHIC COMM CENTRAL Listserv (GCC-L)

The GCC-L is an e-mail based discussion list for all persons interested in graphic communication and communication technology education. To join the GRAPHIC COMM CENTRAL Listserv:

1. Address an e-mail message to: macjordomo@teched.vt.edu
2. Leave the subject of the message blank
3. In the body of the message, type: Subscribe GCC-L YourFirstName YourLastName
4. Be sure you have not included a “signature” file at the bottom of the message

Once you send this message, you will be “subscribed” to the Listerv. You will be part of the worldwide conversation about graphic communication education. You can unsubscribe at any time.

For more information, browse the GCC site at http://teched.vt.edu/gcc/ or send email to gcc@teched.vt.edu.

Updating School Links on GCC Web Site (http://teched.vt.edu/gcc/)

GRAPHIC COMM CENTRAL would like to update the information for “Colleges and Universities” and “Secondary Programs” posted on the GCC Web site. If you are already listed, please check the “Colleges/Universities” OR “Secondary Schools”) links on GCC site (http://teched.vt.edu/gcc/) to be sure YOUR University OR High School Program has the correct address and a link to your most current/appropriate Web site. Of course, if you are not currently listed, please send us your information so you can be included.

In some cases, we've had to link to your main university/school URL, which isn't nearly as good as linking directly to your Graphic Communication Program Web site (if you have one, that's definitely our preference!). In other cases, there wasn't a Web site to link to when we originally established this Directory on GCC and maybe now there is???

If you will complete the form below and either email the information to gcc@teched.vt.edu (email preferred) or snail mail it to Mark Sanders, 144 Smyth Hall, Virginia Tech, Blacksburg, VA 24061-0432, we will gladly update your school listing / link on the GCC Web site.

PRINT LEGIBLY or TYPE!!!

1. College/University/High School Name: __________________________________________________________

2. Mailing Address of Graphic Communication (GC) Dept: ____________________________________________
   __________________________________________________________________________________________

3. URL for GC Program Web site (or School URL if no Program Web site): _____________________________
   __________________________________________________________________________________________

4. ONE Contact Person’s Name/Title: ______________________________________________________________

5. The Contact Person’s Email Address: __________________________________________________________

6. GC Dept Phone Number to post on GCC Web site (if any): _______________________________________

7. (For College/University Programs) - List All Degree’s Offered (Be specific/thorough, e.g., “BS in Printing Technology,” MS in Printing Management,” “BA in Graphic Design,” etc.): ______________________________
   __________________________________________________________________________________________

8. Number of full-time Faculty teaching GC specific courses: ________________________________________

RETURN ALL COMPLETED FORMS to: gcc@teched.vt.edu (Preferred method) or mail to: Mark Sanders, 144 Smyth Hall, Virginia Tech, Blacksburg, VA 24061-0432
Clemson Updates and Celebrates

On January 21, 1999, the Clemson University Graphic Communications Department celebrated International Printing Week by recognizing the industry which assisted with Clemson's upgrading in the digital printing world. The event also recognized the retirement of Dr. J. Page Crouch, who first taught graphic communications at Clemson University in 1968. He started with a single class, and now the program has grown to over 400 undergraduate students and over 35 full-time graduate students. The faculty consists of nine regular faculty, three visiting faculty, two adjunct professors, and four faculty who work primarily with industry research and testing, week-long training programs for industry, and symposia for industry and education.

The International Printing Week celebration also featured live demonstrations of printing in the university union and displays of student work, all for the purpose of making other students and employees across campus understand how important printing is in their life. On the afternoon of the 21st, the Graphic Communications Department hosted an open house, demonstrating several of the new pieces of equipment donated by Agfa, Heidelberg USA, Muller Martini, OLEC, and Xerox.

After the open house Clemson formally dedicated the new equipment. This past semester Heidelberg USA installed a 4-color Quickmaster DI 46 press along with a Polar 78 paper cutter, a Stahl B20 folder, a Heidelberg Topaz scanner and PacPilot - a packaging software program. Heidelberg has made a huge investment in industry training in Atlanta with their facility that helps to train and retrain new operators in prepress, press and postpress activities. However, this training center does not address the need to attract young people to the management side of the industry, and with Heidelberg's help, that is the goal of programs at Clemson and other four-year institutions across the country.

Xerox is another major supporter of Clemson's GC program. Clemson has been involved in helping with training of Xerox representatives. With the installation of a DocuTech 6180, a DigiPath front end station and a DocuColor 40, Clemson can now give students and industry trainees more valuable hands-on experiences in digital processing of information, print-on-demand, database management, and personalized printing. Xerox is committed to ongoing support of the program though their service agreements to keep the equipment and software constantly updated.

Muller Martini installed the very first piece of equipment in the current lab 11 years ago. They renewed their commitment to Clemson with the recent installation of a new Presto stitcher with 2 pocket feeder and a cover feeder. The machine was designed specifically to fit into the needs of the Clemson GC lab. Computer controls and more user-friendly adjustments are featured, allowing students to be more effective with less assistance in performing their lab requirements.

Several other companies have installed equipment critical to Clemson's instructional needs. OLEC Corporation placed a Teaneck DEC (Desktop Exposure Center) in the lab for platemaking and proofing. Agfa has renewed its commitment with continuation of their service agreement on the Avantra 25 imagesetter. Supplies to run all of the equipment mentioned are critical and Clemson received support for Heidelberg Quickmaster DI consumables from Presstek for plates, Day International for blankets, Wikoff for ink, Varn for chemicals, and Heidelberg for direct supplies. Fuji has continued their support for film. A list of over 200 companies who have supported the Clemson GC program over the years was posted during the open house.

Page Crouch dedicated his professional life to learning and teaching about the graphic arts industry, but not just for his students. He has constantly gone out into the industry and worked with industry partners to bring education to them and to involve industry in Clemson's undergraduate and graduate programs. Page brought graphic communications to Clemson, but with the continued support of the industry and other faculty members, Clemson's GC program will continue to grow and serve our industry well.

Dr. Crouch continues to work as a Visiting Professor at Clemson, assisting with industrial symposia, industrial training and industry relations. He is currently also working on several important consulting projects, one of which is working with the Printing Industry of the Carolina's (PICA) PrintForce initiative to eliminate the "Best Kept Secret" in the Carolinas - the multitude of excellent career opportunities in the printing/graphic arts industries. PrintForce seeks to increase the quantity and caliber of young people seeking opportunities, either directly or through school programs, and to enhance the quality of all school graphic arts programs.

January 21st was a celebration of what can be done when all work together for a common goal. One person, Page Crouch, made a difference, and when so many people get involved in a program like Clemson's, great things happen.
**Weir Elected Chair of National Council**

At the recent Board meeting of the Graphic Communications Career Center (GCCC), formerly known as the Education Council of the Graphic Arts Industry, Dr. Lee Weir, GC Professor at Clemson University, Clemson, SC was elected Chairman. Mr. Larry Kroll of Heidelberg U.S.A. in Kennesaw, GA was elected Vice-Chair, and Mr. John Berthelsen of Suttle Press in Madison, WI was named Treasurer. This marks the first time an educator has held the position of Chair of this organization.

GCCC is a council made up of a representative from each of almost all major printing industry related organizations, associations, and educational institutions, as well as printing corporations.

Goals of GCCC include promoting a positive image of the graphic communications industry, developing and promoting programs and activities which benefit industry career awareness, recruitment and education, and to serve as a resource center for promoting these needs. A coordinated national effort is something the graphic communications industry sorely needs to educate prospective employees and school guidance counselors about this extensive field and its multitude of opportunities.

Dr. Weir, whose doctoral dissertation is on recruiting, has served both industry and education in various capacities related to public relations and recruiting. He has served as a member of the Board of Directors of GCCC or the former Ed Council for over eight years.

**Call for 1999 Resolutions**

Members are encouraged to submit appreciation, or current resolutions for consideration at the IGAEA annual business meeting. Appreciation resolutions are “thank-yous” and appreciations for the conference and the association year. Current resolutions give direction to the board and association. They set policies that support current educational theories, issues, etc. Any member of IGAEA may submit a proposed resolution in writing to President-Elect Dan McCluskey by July 15, 1997.

The resolution committee will schedule a meeting at the conference before the annual business meeting. The author or a representative should attend the resolution committee meeting and the annual business meeting to answer questions and clarify points if needed.

**Don’t Forget**

- Early bird conference deadline - June 11
- Gutenberg Awards deadline - July 1
- Project Ideas deadline - July 15

**From the Editor**

As I complete my term as First Vice President and editor of the Communicator, I would like to take a moment to extend my appreciation to those who assisted during the past two years. First of all, to Gene Van Roy who has gone above and beyond the call in being available to print for the organization, almost on call. Thanks Gene! Also, assisting in printing IGAEA publications has been Ron Dyer, Dennis Dougherty, Delbert Hillegas, and Ken Kulakowsky. I am sure the new First VP would appreciate a call offering your assistance in printing our organization’s publications.

Thanks go to Bob Rateno and Mike Ditchen who served as editors of the R&R Report. Although their personal time constraints only allowed one issue each year, there should be no problem in the future. The board voted to double the salary of all officers, editors, printers, and other workers in the organization from what it has been in the past. :)

Many thanks go to the incoming First Vice President, Jerry Waite, for his untiring efforts in producing quality issues of the Visual Communications Journal. Jerry has spent many hours editing, formatting, and proofing the journal to make it a top flight publication.

Also thanks go to Mark Sanders for putting all IGAEA publications on the web at the Graphic Comm Central website.
Conference Site Planning

The Conference Site Committee Members are seeking proposals for future conference sites. Every effort is made to identify and contract sites three years in advance. This gives the conference host(s) time to make the needed preparations for the annual IGAEA Conference. For example, the 1999 conference will be held at Ferris State University, Big Rapids, Michigan; and the 2000 conference will be held at the Pennsylvania College of Technology, Williamsport, Pennsylvania. Plans are still tentative for the national and international conference in 2001. The Southern Alberta Institute of Technology, Calgary, Canada, is considering 2002 or 2003, or perhaps 2001 if the international conference falls apart.

All IGAEA members are qualified to submit proposals to host a conference. Proposals for conferences are most welcomed throughout the academic year. Please request a copy of the comprehensive 46 page IGAEA Conference Planning Guide from the committee chair. It includes a wealth of information about hosting conferences plus a form for making the initial proposal. Committee chair: Dr. Ervin A. Dennis, 1034 West 15th Street, Cedar Falls, IA 50613-3659. Ph. (319) 266-8432, E-mail: ea.dennis@cfu.net

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