The International Graphic Arts Education Association, Inc.

Interactive CD-ROMs Revolutionize Flexographic Training

Trainee employees in the flexographic industry have just made a sharp turn toward the 21st century through the utilization of interactive CD-ROM technology. The Foundation of Flexographic Technical Association (FFTA), in cooperation with PIA, has just released two exciting interactive multimedia training programs designed to educate employees at all levels of responsibilities and experiences, from the print buyer to the press operator and everyone in between. This type of training redefines how our industry educates employees, customers and suppliers on the flexo printing process.

The first two programs in this series are: The Exciting World of Flexography—a unique learning experience about the global marketplace, variety of packaging products, ink & substrate versatility, press and in-line capabilities, graphic experiences, benefits vs. offset and gravure, and career opportunities, and An Introduction to Flexographic Printing, a 40-minute CD designed to teach beginners, newcomers and cross-trainers the basic, yet technical components of flexography. This program covers the history of flexo, uniqueness of flexo, graphic design, press, plate making, cylinders & shafts, plate mounting, anilox rolls, ink metering, flexo inks and types of presses. There is plenty of interaction and questions being asked during the program which concludes with a quiz that the trainee completes. The scores are recorded for the trainer to review and track the trainee’s progress.

The FFTA plans to introduce additional training programs on a regular basis. For more information, or to place an order, call Curt Dodd at 516-737-6620, or fax 516-737-6813.
President’s Message (continued from page 1)

When was the last time we really got excited about this industry and the opportunities it offers—and the excitement was expressed in our voice and actions? When was the last time you walked into your local grocery, department store, or home center and marveled at the fact that hardly an item is displayed which does not have a tag, label, or packaging covering it? I think we should be aware of this. If we don’t, we are in the wrong place.

What competition? Mostly with myself! I am always trying to improve. Participating, sharing, and networking with other IGAEA members improves both you and me. Among everything else we place in their school! Ask him or her to remove upon any administrator who says graphic arts, graphic communications, imaging science, printing, or whatever you call it, has no place in their school! Ask him or her to remove everything in their office which has printing on it! Ask him or her to remove all their clothing which has printing on it and don’t forget the tags in the back! Do we have reason to get excited about this industry? If we don’t, we are in the wrong place.

Call for 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 Janet Robson 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. The author or a representative should present the resolution at the meeting.

Call for Classroom Projects

Are you looking for a new and different project for your class? Here’s an idea that was developed for the Region One Conference last fall and will be part of the project exchange. I am developing an instructional sheet explaining the process including simple fixures that will attach to your multi-color machine or as a stand alone unit you can construct.

The process of printing on flyers (frisbee-like discs) is actually very simple and can be very popular with students and clubs. The best part is that you can print on them with poster ink and air dry. A standard screen frame is used with standard mesh and the stencil method can be hand cut or photo stencil. The drawback is that to use poster ink you must flame treat the flyers to remove production oils (without flame treating ink will not adhere). The flyers are about 20% the cost of a T-shirt and are easy enough to print that I used it as a project in my desktop publishing class. In production 50 to 60 per hour can be produced.

The complete instructional sheet will be included in the project exchange at the conference. See page 2 for details about participating if you can’t attend.

Do you need a reason to participate in Project Exchange?

Flies make good project and advertise your program

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Simple multicolor designs are easily printed one color at a time. This was a 2 color promotional piece given away at a Curriculum Fair.
Sakurai USA sponsors career night

Sakurai USA, Inc. hosted their first annual “Career Night” at their technology center in Schaumburg, IL to celebrate Graphic Communications Week. “The basis of establishing this function was to help direct and clearly portray potential careers of high school and college age students in Graphic Arts,” stated Larry R. Fuller, President of Sakurai USA. “Furthermore, if we can help develop and attract graphic arts students to our industry we will be helping our industry, as well as the careers of our future leaders.”

The speakers for the career night were (front row) Erika Gast, RIT, Pat Klaerenke, Ferris State, Frank Mucci, Triton College, Shaun Dudek, Colgate of DuPage, Randy Bierer, Rylander Co. (back row) Jerry Grouzard, Alstate Insurance, Bengt Bengtson III and Tom Kusek, Sakurai USA, Inc. representatives. Jerry Grouzard summed up the evening by saying, “If we convince even one student to make a commitment to a career in our industry, we have had a successful Career Night!”

Everyone agreed that the night was a good beginning and Sakurai is committed to hosting an even larger program in early 1998 as a way to develop the most important people in the industry, our future leaders. If you are interested in participating in next year’s program, contact Larry Fuller, Sakurai USA, at (847) 490-9400.

Georgia Printing Week continued

Students from several Chicago area high schools were treated to dinner and live demonstrations of Sakurai’s 2 and 5 color presses. Several members of the sales and technical staff fielded questions on the equipment and processes in the state-of-the-art demonstration center. Prior to the formal presentations, the students had time to discuss college programs and collect literature from the college representatives. Jerry Grouzard, Alstate Insurance, Bengt Bengtson III and Tom Kusek, Sakurai USA, Inc. representatives. Jerry Grouzard summed up the evening by saying, “If we convince even one student to make a commitment to a career in our industry, we have had a successful Career Night!”

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Odds and Ends . . .

Cam Hitchcock reports that Ken Kukawiski and 17 of his photography students spent a day at MGM Studios learning how to film a documentary in preparation for making a video of the Octara Senior Band’s appearance in the “Remember the Magic Parade” at the Magic Kingdom in Walt Disney World.

The Treasurer’s report in this issue was ready for publica- tion in January. My apologies to Bob Chang for its delay. It was overlooked by the editor for the last two issues. Thanks to Bob for jogging my failing memory.

Kendrick High School students listening to speakers at McIn- tosh High School.
9th Annual Gutenberg Awards
Enter your students' work in the 1997 contest

The Gutenberg Student Graphic Arts Contest is open to all students at any level. Students compete in five educational divisions in six categories and five classifications. There is a division for your students to be recognized for their craftsmanship and work.

Educational Divisions

- College and University
- Community College/Post Secondary Technical
- High School Vocational (2 or more hour labs)
- High School Industrial Arts/Technology (grades 9-12)
- Middle School (grades 5-8)

Categories

- Electronic Publishing
- Lithography
- Screen paper & textile
- Letterpress
- Flexography
- Gravure

Classifications

Pre-Press 'A': These entries include documents, publications, and other products that have used computer systems to assemble text and/or graphics into a final presentation. The samples will be scrutinized for page layout and design difficulty, the use of graphics, typography, difficulty and presentation. The judges request that only proofs be submitted, no finished pieces are necessary. Also, entries must be checked in the Electronic Publishing category. New This area will be divided into two subclasses, single color and color.

Pre-Press B: These entries include negative making, stripping, platemaking and proofing. The samples will be scrutinized for density of line negatives, quality of half tones, opaquing, position of film on flats, ruling of flats, register pin use, neatness, imaging quality of plates and proofs. The judges request that no printed pieces be submitted.

Single Color Printing: These entries are examples of printing in single color in any of these categories, except Electronic Publishing, thus demonstrating the student's skills. The sample will be scrutinized for ink coverage, ink density, blemish control (hiccups, picking, etc.) and setoff.

Spot Color Printing: These entries are examples of printing in two or more colors in any of the categories, except Electronic Publishing, thus demonstrating the student's skills. The sample will be scrutinized for register, ink coverage, ink density, blemish control (hiccups, picking, etc.). A complete set of progressives is requested by the judges.

Process Color Printing: These entries are examples of printing in four or more color process work in any of the categories, except Electronic Publishing, thus demonstrating the student's skills. The sample will be scrutinized for register, ink coverage, ink density, blemish control (hiccups, picking, etc.) and setoff. A complete set of progressives is requested by the judges.

General Rules and Procedures

1. No Entry Fee
2. No more than fifteen (15) total entries from any educational institution during a single contest period. From July 1 through June 30 of the normal school year.
3. Entries should be mounted on illustration board, in an attractive manner. An entry form must be securely attached to the front of each entry.
4. The student should be responsible for 90% or more of the entered work.
5. Only one sample is necessary for entries.
6. In the event of a tie, the judges may present duplicate awards in each classification. 1st, 2nd, 3rd, 4th, and 5th place awards will be made in each classification. Best of Show awards are determined by the judges from all entries that receive a 1st place award.
7. Entries will not be returned by mail, the instructor may however pick up the displays at the IGAEA Annual Conference.
8. Display of entries will be at the IGAEA and IAHPC Annual Conferences. Only “Best of Show” will be displayed at the IAHPC Conference.
9. A brief outline of work completed and equipment used by the student should be part of the entry.
10. Group Project - 2 or more students working on one entry. Only one certificate will be awarded to the school.
11. (New) The screen printing category will be divided into two subcategories: paper and textile.
12. Decision of the judges is final.

Entries due by July 1, 1997 to Mike Stinnett, Chairman Gutenberg Awards, Oakland/Technical Center Southeast Campus, 5055 Delemere, Royal Oak, MI 48073. If you have any questions contact Mike at: (248) 280-0060 ext. 407 or FAX (248) 280-4450 or EMAIL mstinnett@mevw.mff.org or mlsorok@moa.net

1996-97 IGAEA Board of Directors

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The event featured panelists that described opportunities in education and real life. The panelists also discussed careers they have established as well as educational opportunities that prepare them for these careers.

Ferris State University's Pat Klaerke described the program available at Ferris. Also present to discuss community college programs in the suburban Chicag area were Shaun Dudek, the College of DuPage and Frankucci, Triton College. Each outlined the programs and opportunities offered at each institution.

Rochester Institute of Technology was represented by Erika Gast, a graduate student who outlined the program at RIT. Erika also discussed the importance of cooperative experiences as part of graphic arts degree program. She described her cooperative experience aboard the Queen Elizabeth II while sailing around the world. She related her experience as part of the staff in the Print Shop aboard a cruise ship and its challenges.

After the college representatives described their programs and their costs, the focus turned to opportunities for employment in the graphic arts industry. Jerris Grouardt, Manager of Alistate Insurance in-plant print shop, described the operation of a large in-plant printing operation, how the in-plant operation fit into the company and the size of the facility. He described the entry level jobs available in in-plant operations and how they can lead to promotion and long term security.

Randy Bierer, Senior Vice President and General Manager of the print department at Rylander Company, described the commercial printing opportunities. Randy's career started as a pressman at age 15 and progressed through a variety of jobs including production, sales and management. He focused on the opportunities for the students in the printing industry, how successful they would be depended upon their drive and educational background.

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Georgia Printing Week continued from page 4

continued from page 4 stated that he got involved in graphics in high school by helping one of his friends help the instructor move some equipment. He was fascinated by the different technology in the graphics lab. Mr. Reese is now working at Omnigraphics as a service manager repairing printing equipment.

The Kendrick High School VICA Graphic Arts Chapter would like to thank Mrs. Margo Booth of McInstosh, Mrs. Marsha Lott of Effingham and Mr. James Watson of Valdosta for helping to make the first GSAMS Printing Week Career Forum a success.

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Do you know we should be doing, we should be sending our 50 or more new IGAEA members to do the same, and planning to attend the IGAEA Annual Summer Conference August 3-8. If you didn’t, please call me (864/654-0647) or Scott Williams (912/681-0190), or fax Scott at 912/681-1455.

Sincerely,

Lee Weir

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Free one-year IGAEA membership to the Best Classroom Project Idea, Best Instructional Information Sheet, and Best Promotional Idea. The decision of the committee is final.

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• Print your Name, School and Category on each of the 200 copies.

• Full out and mail your return mailing label (below) with your copies.

• Mail to: Scott Williams

IGAEA Project Exchange

Department of Industrial Technology

Georgia Southern University

P.O. Box 8046

Statesboro, GA 30460

Projects arriving by mail must be in Statesboro by July 31, 1997.

At the conference all projects submitted by mail and those submitted at the conference will be exchanged and mailed from Statesboro.

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Flyers make good project and advertise your program

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INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

Membership year is Sept. 1 through Aug. 31, except Sustaining Membership which is Jan. 1–Dec. 31.

Please PRINT

1996-1997 Application/Invoice for Membership

All correspondence will be mailed to the address indicated below. Please provide your work address below.

Payment must be in U.S. Currency. • $20.00 for insufficient funds checks. Moneys outstanding outside the United States—Add $15 American for return mailing cost.

Return application with payment (Payable to IGAEA) to:

Richard Grim, IGAEA Membership Chairman

293 Hillerod Drive

California, PA 15419

(Note: if paying through school P.O. box, please attach this form to payment.)

Check One: [ ] New Member [ ] Renewal

Member Type

Item

Regular ($25 – Individual)

Associate ($25 – Retiree)

Student ($5 – Full-time Student)

Library (100)

Sustaining Membership—Ask for Sustaining Membership brochure. [ ] $20.00 or less – 101+ employees

[ ] $200 or more – 101+ employees

[ ] $500 or more – 260+ employees

[ ] 500 – 1,250 employees (or regional representatives of a division/branch/related body)

Sustaining Membership brochure.

Check One: [ ] Other ________________________________

Location:

[ ] Library ($10) [ ] Vocational/Technical H.S. [ ] Other

[ ] Multi-Media [ ] Journalism [ ] Photography [ ] Visual Communications

[ ] Graphic/Visual Imaging [ ] Multi-Media [ ] Other

[ ] Print Shop

[ ] Desks/Office Space [ ] Telephone

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Interactive CD-ROMs Revolutionize Flexographic Training

Training employees in the flexographic industry has just made a sharp turn toward the 21st century through the utilization of interactive CD-ROM technology.

The Foundation of Flexographic Technical Association (FFTA) in an effort to improve learning experiences about the global marketplace, variety of packaging products, ink & substrate versatility, press and in-line capabilities, graphic experiences, benefits vs. offset and gravure, and career opportunities, and An Introduction to Flexographic Printing, a 40-minute CD designed to teach beginners, newcomers and cross-trainers the basic, yet technical components of flexography. This program covers the history of flexo, uniqueness of flexo, graphic design, prepress, plate making, cylinders & sleeves, plate mounting, amox rolls, ink metering, flexo inks and types of press. There is plenty of interaction and questions being asked during the program which culminates with a quiz that the trainee completes. The scores are recorded for the trainer to review and track the trainee’s progress.

The FFTA plans to introduce additional training programs on CD-ROMs on a regular basis.

For more information, or to place an order, call Carr Dudd at 516-737-6620, or fax 516-737-6813.