

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.



Find this and previous issues of the Communicator at

GCEAONLINE.ORG

Message from the President

Greetings Fellow GCEA Members,

I recently saw the movie "McFarland" - an inspirational true story. In the movie, Kevin Costner plays the role of a terminated football coach who has just been relocated to McFarland, California (not too far from Cal Poly). It is a poor school district and the athletic programs are disastrous. None of the students see sports as a way out and most cannot see themselves ever doing anything to make a living other than picking produce.

Coach White sees potential in a few of the boys and asks to start a cross country track team. As much potential as the team had, and as hard they had trained, they came in last place at their first meet. They lost too much ground running up hill. Coach White knows nothing about coaching cross country track and it never occurred to him that he should be preparing his team to run uphill. It never occurred to him that there is a difference. The very next scene shows Coach White watching a VHS tape on the subject of "How to Run Uphill". (Spoiler Alert: skip the next paragraph if you prefer to not know the outcome of the movie.)

His team qualifies for the State meet by placing fourth in the district meet and then wins the State meet. McFarland won the State meet 9 times out of the 14 years of Coach White's tenure at McFarland. As remarkable as it is, coaching a cross country team of only 7 young produce pickers to take first place in the State meet and winning the State meet 8 more times in 13 years is not Coach White's legacy.

All seven boys went to college. They come back to McFarland: two as teachers at their home school, one became a detective for the McFarland Police Department, and all seven still run with the McFarland Cross Country team to help them train. Coach White's legacy is the impact he made on his students' lives and each one of us has or will have a similar legacy because we also discover the "uphills" our students will be required to run, watch the "How to Run Uphill VHS videos" and train our students to prepare for the terrain that is ahead of them.

GCEA is the source for our "How to Run Uphill VHS video". GCEA is the meet that opens our eyes to the course and shows us the terrain for which our students will be required to train. I hope to see you at the 2015 GCEA conference at Cal Poly this July. Incentive Awards to help defer the costs of attending are still available for first-time attendees. Download an application at www.gceaonline.org/conferences/conference-incentive-awards and apply immediately. Time is short, shorter than this message that is intentionally short to make space for important short stuff.

With much appreciation,

Michael Williams

President, GCEA

COLLEGE OF THE OZARKS, POINT LOOKOUT, MO



2015 GCEA Conference

HEAR YE, HEAR YE.....

Come one, Come all, to the 2015 International Conference for Graphic Communication Educators (GCEA Conference) to be held in beautiful and sunny San Luis Obispo, California on the campus of the California Polytechnic State University.



Just to make sure you understand what we are talking about here, the weather forecast for this week was sunny, 80's, and pleasant. Need I say more?

The registration site is now live: www.goo.gl/AeMqsi

You can access it at: <http://gcea2015.calpoly.edu/>

We are busily accepting paper and presentation proposals. You are encouraged to submit a proposal for either to Mr. Howard Vogl hvogl@calpoly.edu. He and the review committee will respond quickly with acceptance notices to assist you in attempting to obtain funding from your educational institution or funding source.

The program is now published (although still being tweaked), you can review it at: <http://gcea2015.calpoly.edu/programs.html>

We are working on developing a partner/spouse program and we will publish that when it is finalized.

We are currently scheduling some high-profile keynote speakers, so stay tuned for announcements on this.

We have a Facebook page. Please find us and friend us. There is lots of great information about the conference being uploaded daily, so do take note. www.goo.gl/upw2uc

We are really looking forward to hosting this conference and are planning a great event, so do give it some great consideration and feel free to give us a call or send us an email should you have questions or concerns.

My phone number is: [805-756-2257](tel:805-756-2257)

Our office phone number is: [805-756-1108](tel:805-756-1108)

My email is: kmacro@calpoly.edu

Here's to July, 2015!

Ken Macro, IC 2015 Conference Chair

GCEA can help you attend your first conference

The GCEA will award a number of grants, from a minimum of \$500 to a maximum of \$700, to educators who are members of the Association to assist them in participating in their first GCEA Annual Conference. The amount of the award will be determined by the distance the participant will have to travel to attend the annual conference. This year the 90th Annual GCEA/IGAEA Conference will

be held [July 5 – 9, 2015](#) in San Luis Obispo, CA.

Anyone teaching graphic arts, graphic or visual communications, graphic design, graphic imaging, or printing is eligible to apply for the IAP. These grants have been awarded to teachers from junior or senior high school, post-secondary schools, community or technical colleges, and four year colleges and universities. To accept an award, if selected by the IAP Committee, the applicant must be under contract for full-time teaching for the coming school year.

Incentive Award candidates must be paid-up members of GCEA. If the applicant is not a current paid-up member, the GCEA Membership Application and check must accompany this IAP application. A membership form is included with the application.

Any person who has previously participated in an GCEA/IGAEA Annual Conference as a regular dues-paying member of GCEA/IGAEA is not eligible for an Incentive Award.

The Incentive Award, named after Paul Von Holtz who proposed the incentive following the 1976 annual conference held at Glassboro State College, is a means for the GCEA to use excess funds generated by the annual conference to invest in the future attendees.

The Paul Von Holtz Incentive Award application can be downloaded from the GCEA website at www.gceaonline.org/conferences/conference-incentive-awards.

Follow the instructions and return it to the committee chair. Apply now as the committee has begun processing the applications so that the selected winners can have adequate time to plan their travel to San Luis Obispo conference from [July 5 – 9, 2015](#).

For further information please contact Dan McCluskey at dmccgraph@comcast.net.

Awards & Contests

Got Gutenberg?

The annual Gutenberg Awards are looking for your entries for print, layout, photography, and Web design. If you have never entered your student's work in the Gutenberg Awards this year might be a great year to start. If you have entered student's work in the past you already know how great it is for a student to receive an award.

The Gutenberg Awards are also moving to an online registration system. You will need to be member of GCEA and have created a login for the website before you can enter your student submissions. Simply follow this link to find out more information and to enter your



student's project details:

www.gceaonline.org/student-resources/student-contests/gutenberg-award/

Please note you will still mail in your student's printed entries by printing out your registration form and attaching it to each of your entries. Actual photos will also be mailed in, but the system will allow you to submit digital photographs as well as website URLs. The new online registration system will cut down on any errors and allow certificates to be printed quickly after this summer's conference. Submissions must be made by **June 15, 2015**.

Be sure to check out all of the Gutenberg Award information in the GCEA website. It is a great opportunity for you and your students to get recognition for the great work you are doing at your school.

For further information please contact Charles Weiss at ctweiss@clemsun.eiu.edu.

Graphic Communications Week Contest

The annual Graphic Communications Week Poster Design contest is now accepting submissions. The poster must be designed for Graphic Communications Week which typically revolves around Benjamin Franklin's birthday (January 17). The theme could encompass anything that symbolizes the power and importance of printed communications. Students from any secondary or post-secondary school are eligible. Work must be submitted through a Current GCEA Member by **July 1, 2015**. Visit: www.gceaonline.org/student-resources/student-contests/graphic-communications-week-poster-design-contest/ For further information please contact Harold Halliday at hhallida@Central.UH.EDU

Other News

Call for Resolutions

GCEA members wishing to submit resolutions for the 2015 Annual Business meeting need to submit them to President-Elect Tom Loch, Chair of the Resolutions Committee by June 15, 2015. This submission deadline is earlier than in previous years, as this year's annual conference is also earlier than in previous years.

Information about resolutions can be found in the Administrative Manual on page 46 and how to submit them on page 57. The Administrative Manual is posted on the IGAEA webpage at: www.igaea.org/images/stories/FinalAdminHandbook2014.pdf. It will also be posted at GCEAonline.org soon. You will need to log in, as these files are in the "members only" section. If you have any questions, contact Tom Loch at TomLoch@mac.com.

Free booth space offered at SGIA Expo

SGIA is pleased to announce the addition of Educator Row to the 2015 SGIA Expo Floor (Atlanta, November 4 – 6)! SGIA will be providing 10 complimentary booths (10' x 10') to any post-secondary member school interested in the opportunity to expose their students to potential employers and to get an insider look at

this active industry. They will have the opportunity to promote their graphic communications programs as well as their availability for contract services, research and case studies.

****Please note:** These booths are on a first come, first served basis. Any interested post-secondary educator member should contact Ashley Arneson **703-359-1323** or ashley@sgia.org as soon as possible. She will then send you an exhibit contract, which will confirm that you have read and understand the Show Rules and Regulations as they pertain to exhibitors. Upon receipt of your signed contract, SGIA will confirm your booth in Educator Row!**

Contact SGIA today for your free booth space!

Faculty Position Announcement

Pittsburg State University
College of Technology
Department: Graphics & Imaging Technology



Find out more at: www.pittstate.edu/jobs/GIT007003

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