The Graphic Communications Education Association

Region One Conference

in association with the Graphic Arts Teachers' Association of Illinois

Friday, March 16 Harper College/Xeikon

Tom Loch - Tom will cover a brief history & evolution of logos and the forces that shaped those changes. Basic strategies & technical requirements for creating a logo in today's environment of both print (CMYK) and screen (RGB) media. Shaun Dudek will expand on this topic on Saturday.

Larry Zabinski - LIGHTING - One of the 3 items we need to make a photograph. How has continuous lighting changed over the years as we have gone from film to the digital era. Larry will demonstrate the different types of lighting used in product & portrait photography.

Amanda Loch - What Is XD and How To Use It? Explore Adobe's newest tool for website and app design, Adobe XD. Prototyping has never been easier!

This will be a hands-on activity.

Xeikon Innovation Center

Xeikon America NA HQ
1375 E Irving Park Road
Itasca, IL 60143

Hosted by:
Ryan Pieratt, Innovation Center Specialist
Donna Covannon, Director, Marketing
Jim Quan, Innovation Center Manager

Agenda

1:00	Welcome and Introductions
1:15	Xeikon Presentation
2:00	Break
2:15	Xeikon Innovation Center Tour/Demo
3:15	Gather for final discussion Including scholarship program ideas

Saturday, March 16 Willowbrook H. S. - Villa Park

Mike Cermak - Today's t-shirt vinyl has a soft hand, holds up well in the washer and dryer and it is a great way to decorate certain garments where screen printing is not the best method. You'll see how to get your artwork ready for a vinyl cutter via an Illustrator plug-in, plus, you'll weed your own image and heat press it. And that's not all! We'll also show you distressed heat press numbers and letters that can be used in conjunction with screen printing to give a unique and vintage look.

Mike Schumann - Warren HS will be presenting their work with pennant printing. It has become a fun screen printing option in their classes. Learn how to use the inks and equipment you already have to add this fun and creative project to your program.

Lexa Browning-Needham and Bernice Schopf
Screen Printing with foil.

Dan Wilson - The omni-channel publication: how to teach all of graphic communications in **one** project.

Shaun Dudek - *Building a Brand Image through Logo Design—Building Brand Identities through Color Management*
In a world where brand identities reign, having the wrong perception of an image or wrong color will fracture the value of a brand, or the consumer's perception of a brand. Brand identity and color management are necessary in the creation of any logo. By creating a persona or style-tile for the brand that includes colors, fonts, patterns, and more...a creative can build the proper profile to meet the company's image. Color management is key due to the multiple media options to view the brands image and identity. This joint session with build skills needed to advance tomorrows workforce and allow your curriculum to navigate the basics of color movement without advanced tools, equipment or software. New project worksheets and components of the content will be shared.

Courtney Vala
Student project to be determined