

# 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.

CONNECT WITH US



[gceaonline](https://www.facebook.com/gceaonline)



[#GCEAonline](https://twitter.com/GCEAonline)



Graphic Communications  
Education Association



Find this and previous issues of the Communicator at

[GCEAONLINE.ORG](https://www.gceaonline.org)

## Message from the President

### *Remaining Relevant!*

I have more students this semester than I have ever had in 26 years of teaching graphics. A good problem for sure, but one laced with pitfalls of careful time and resource management along with endless hours of preparation and grading. At this point in the semester, it seems less about inspiration and more about perspiration.

Writing this letter, I am looking forward to the end of the first semester (as I am certain you are as well) and a much needed, although short, respite from the seemingly endless demands of teaching. There is such promise in those precious weeks before the new semester; The promise of family and friends, of travel, of rest and relaxation, of a good book, of hobbies untouched for months and the promise of the coming semester filled with new adventures.

Looking back to my first letter to our members, I received some feedback from a fellow member who feels that GCEA has little to offer new members and is, perhaps, irrelevant. I have to say that these comments got my attention. For those of us who have been long time members and involved at all levels in the leadership of our organization, GCEA is a touchstone, it is family and it is precious. However, there is always room for improvement and I know this board is committed to making changes for the betterment and the longevity of the association.

The Project Exchange used to be a huge part of IGAEA/GCEA conferences. Hundreds of copies of dozens of projects provided by annual conference attendees were collated and distributed to the participating members. Projects were judged and prizes were given for outstanding submissions. All new members received a bundle of projects as well as a directory, VCJ, Communicator, pin and a certificate as part of their new member welcome package. As the material moved from hard copies to digital format and curriculum became more readily available online, submissions to the Project Exchange waned. One of the goals of my Presidency is to repurpose the Project Exchange into a viable, collaborative and useful repository of information.

As educators, we are the guardians and disseminators of knowledge. As our budgets dwindle, we are pushed to cut costs and use free resources wherever possible. With the advent of the internet and specifically Google, the concept of free, re-purposed and collaborative sharing of information has quickly gained ground in the education community in the form of Open Education Resources (OER). With OER, any educational material can be shared as long as the creator of the content gives permission. The material can then be rewritten, improved, updated or expanded as long as the end user does not profit from it. Because of the interactive nature of OER it is a great tool for collaboration.



*President's letter continued on the next page.*

OER is also used to create repositories of specific types of information and, at this moment, there is no repository dedicated to the graphic arts. This is a tremendous opportunity for our association to be on the cutting edge and become the face of Graphics OER. GCEA could potentially become the largest resource of graphics OER in the U. S. Much of the content could be offered free to the public leading like-minded individuals to our association website and giving us new opportunities for members. We can become collectors, not just creators of content. OER would allow us to interact with other creators of graphics specific content in academia or industry to archive and preserve relevant knowledge in one place. Since current as well as historical material can be archived, all members, retired and active, could have a stake in preserving knowledge and practices for generations to come.

I personally believe that this is an important investment for GCEA at this time. Rion Huffman has graciously agreed to take the lead in directing this move. Please read the article he has prepared which explains OER in much greater detail. If you would like to assist in this process, please contact Rion or myself.

Have an awesome spring semester!

Sincerely,

Lexa Browning-Needham, GCEA President

## 2019 GCEA Conference Update

Conference in Clemson July 28-August 1, 2019



We are excited to invite GCEA back to Clemson University, for Camp Clemson. While you are here, you'll have the opportunity to take in lectures on pedagogy, emerging technologies and hands-on labs in Godfrey Hall where we have a new Nilpeter, 7-station flexo press, a Mimaki digital press, an HP Indigo, 2 photography labs and more.

We'll also continue the GCEA tradition of ice cream and taking in a little of the local color around the Upstate.

Call for Proposals: Conference proposals are being accepted now. The deadline to submit a proposal is [January 25, 2019](#).

We are looking for lightning sessions that run 25 minutes, 50-minute presentations including an activity, and 90-minute labs. Presentation proposals should be focused on some facet of graphic communications. Encouraged topics include, but are not limited to pedagogy and teaching, new media (eg. web or app development), software, digital/analog print production, entrepreneurship, imaging (eg. photography or videography), business skills (eg. marketing or sales).

Link for proposal- <https://goo.gl/forms/WqXsPLI8WyhBWh1p1>

Link to the conference website- <https://www.clemson.edu/business/departments/graphics/gceaconf.html>

For all other information about the conference please visit conference web site, also located in GCEA homepage. Or contact Erica and Charles at [elblack4@clemson.edu](mailto:elblack4@clemson.edu) and [ctweiss@clemson.edu](mailto:ctweiss@clemson.edu).

## Open Educational Resources and Project Exchange:

Rion Huffman – Associate Professor

Graphics and Imaging Technology, Pittsburg State University

Project Exchange, the educational resource sharing tool hosted by GCEA has a lot of potential to bring in a new crowd to the organization. To understand the possibilities and how to best utilize them, an understanding of Open Educational Resources is needed.

*What are Open Educational Resources?*

Open Education Resources or OER's are freely accessible, openly licensed text, media and other digital assets that are useful for teaching, learning and assessing as well as for research purposes. OER's have the potential to save students and taxpayers money, and increase flexibility and adaptability for educators in the classroom.

OER's are not new in the graphic communications classroom. Many educators have been using them for years. Because many traditional graphics classrooms rely heavily on hands-on learning techniques, many lessons are taught by experienced instructors demonstrating techniques to the students. Instructors use their prior knowledge from their studies and experiences in industry to create their lectures, slides, demonstrations, assignments and tests. When an instructor creates these resources, they have the option to make them openly available.

*What makes a resource open?*

Inherently all resources are not open, that is to say that they are protected by copyright. At the moment of creation copyright protects almost all resources in the United States. The moment a picture is taken, for instance, it is the copyright protected property of the photographer, without any filing with the U.S. Government. Therefore if an instructor creates a learning resource such as a PowerPoint® presentation, it is protected by copyright, whether that instructor wants that protection or not. In order for a resource to be considered open, that resource must conform to the "5-R" Permissions1.

1. Retain - the right to make, own and control copies of the content
2. Reuse - the right to use the content in a wide range of ways
3. Revise - the right to adapt, adjust or modify the content
4. Remix - the right to combine the original or revised content with other material to create something new
5. Redistribute - the right to share copies of the content with others

#### *Licensing Open Content*

The “5-R” permissions describe the attributes of a resource that is truly open. Once a resource meets those requirements, it must be openly licensed. The most common form of openly licensing OER is to use a Creative Commons (CC) license. CC licenses describe how a resource can or cannot be used by others. They allow creators to define how they want their work used, and they allow users to understand how they can utilize those resources. An exhaustive piece could be written only on these licenses, for more information visit [creativecommons.org](http://creativecommons.org).

#### *Why does it matter to GCEA?*

GCEA created Project Exchange as a way for graphic communications educators to help one another. There is an understanding that we are at our best when we learn from each other and collaborate. Project Exchange, at its roots is based on the idea of OER, but our efforts need to be strengthened behind it and open it to a new market. Educators all over the planet currently use OER in their classroom, and they obtain those OER's from a variety of repositories. As of now, there are no dedicated graphic repositories though. What if GCEA were able to transform Project Exchange into a graphic OER repository open to the public? Would the GCEA website see more traffic? Would the repository be successful? Would GCEA gain members from the endeavor? It's hard to answer these questions with certainty, but there is a potential opportunity to make a meaningful impact in the graphic communications OER area. In this age of rapidly evolving technology, it is beneficial to make every attempt to stay ahead of the curve. Revamping Project Exchange to benefit all graphic communications educators, not just GCEA members, might be just the vehicle to push GCEA ahead in the future.

## Position Announcement

### *University of Houston -*

The Digital Media program in the Information and Logistics Technology Department at the University of Houston is seeking applicants for a full-time, nine-month academic year, tenure-track position at the associate or full professor rank depending on qualifications. The anticipated start date of the position is September 1, 2019.

Candidates must have earned a terminal degree (doctorate or MFA) in an area of study related to the Digital Media Program (see Description above). Candidates must possess outstanding academic credentials that clearly demonstrate the ability to conduct independent and successful research as well as teach

courses in digital media. Candidates must have excellent communication skills with a commitment to engage in high quality undergraduate and graduate education.

The University of Houston is a Tier One Research University; thus, UH is looking for an outstanding candidate who will conduct research and contribute to a nationally competitive externally-funded research program at the University of Houston.

The successful candidate will have the background to move laterally into an associate- or full-professor position, be able to meet the requirements for tenure at the University of Houston, have a passion for teaching and mentoring students, and be committed to student success.

For complete information on this opportunity and how to apply for the position, please visit:

<http://www.uh.edu/tech/digitalmedia/about/teaching-positions/>

## Other News

Dear Members,

Several times this fall our board emails have been used in attempted scams. Emails that appear to come from me or another board member are being sent, usually to regional VPs or other board members, asking for large purchases of gift cards, or similar items. Please know that we would never request such a purchase and, if you receive an email like this, report it and then delete it.

Thank you for your vigilance,

Lexa





GRAPHIC  
COMMUNICATIONS  
EDUCATION  
ASSOCIATION

FORMERLY KNOWN AS IGAEA

1899 Preston White Drive | Reston, VA 20191

## GCEA Board of Directors

**Lexa Browning-Needham**, PRESIDENT

[Alton High School, Alton, IL 62002](#)

(618) 474-2205 | [president@GCEAonline.org](mailto:president@GCEAonline.org)

**Thomas Bell**, PRESIDENT-ELECT

[Millersville University, Millersville, PA](#)

(717) 871-7220 | [thomas.bell@millersville.edu](mailto:thomas.bell@millersville.edu)

**Pradeep Mishra**, FIRST VICE PRESIDENT

[Arkansas State University, State University, AR 72467](#)

(870) 972-3114 | [firstvp@GCEAonline.org](mailto:firstvp@GCEAonline.org)

**Can Le**, SECOND VICE PRESIDENT

[University of Houston, Houston, TX 77204-4023](#)

(713) 743 4082 | [secondvp@GCEAonline.org](mailto:secondvp@GCEAonline.org)

**Laura Roberts**, SECRETARY

[Mattoon High School, Mattoon, IL 61938](#)

(217) 238-7785 | [secretary@GCEAonline.org](mailto:secretary@GCEAonline.org)

**Dina Veas**, TREASURER

[Cal Poly University, San Luis Obispo, CA 93407](#)

(805) 756-1127 | [treasurer@GCEAonline.org](mailto:treasurer@GCEAonline.org)

**Malcolm Keif**, IMMEDIATE PAST PRESIDENT

[Cal Poly University, San Luis Obispo, CA 93407](#)

(805)756-2500 | [pastpresident@GCEAonline.org](mailto:pastpresident@GCEAonline.org)

## Regional Vice Presidents

**Shaun Dudek**

REGION 1 NORTH CENTRAL

[Univ of Wisconsin - Stout, Menomonie, WI 54751](#)

(715) 232-5617 | [dudeks@uwstout.edu](mailto:dudeks@uwstout.edu)

**Mark Snyder**

REGION 2 NORTHEAST

[Millersville University, Millersville, PA 17551-0302](#)

(717) 871-5547 | [Mark.Snyder@millersville.edu](mailto:Mark.Snyder@millersville.edu)

**Erica Walker**

REGION 3 SOUTHEAST

[Clemson University, Clemson, SC 29634](#)

(864) 656-3654 | [EBLACK4@clemson.edu](mailto:EBLACK4@clemson.edu)

**Rion Huffman**

REGION 4 SOUTH CENTRAL

[Pittsburg State University, Pittsburg, KS 66762](#)

(620) 235-4848 | [chuffman@pittstate.edu](mailto:chuffman@pittstate.edu)

**Lorraine Donegan**

REGION 5 West

[Cal Poly University, San Luis Obispo, CA 93407](#)

(805) 756-7302 | [ldonegan@calpoly.edu](mailto:ldonegan@calpoly.edu)

**Malcolm Keif**, IMMEDIATE PAST PRESIDENT

REGION 6 International [San Luis Obispo, CA](#)

(805) 756-2500 | [mkeif@calpoly.edu](mailto:mkeif@calpoly.edu)

## Sustaining Members

*Platinum Sponsors–*

Konica Minolta

[Dawn Nye, www.konicaminolta.com](#)

IDEAlliance

[dsteinhardt@idealliance.org](mailto:dsteinhardt@idealliance.org)

*Silver Sponsor–*

Printing Industries of America

[www.printing.org](http://www.printing.org)

*Bronze Sponsors–*

Against The Clock

[information@againsttheclock.com](mailto:information@againsttheclock.com)

Designing For Print

[Marina Joyce, marina@designingforprint.com](mailto:MarinaJoyce@designingforprint.com)

Performance Screen Supply

[Cathy & Bob Drake,](#)

[www.performancescreen.com](http://www.performancescreen.com)

Printing & Graphics Association

MidAtlantic

[Paul Foster, www.pgama.com](#)

Specialty Graphic Imaging  
Association

[Erin Nuss, www.sgia.org](#)