

Educators Symposium: Graphics—Bridging the Next Decade

University of Wisconsin-Stout
825 3rd St. E • Menomonie, WI
Communication Technologies Building, Room 202 March
13 & 14, 2020

REGISTRATION DEADLINE 3/1/2020—See Page 2

Day One

Steve Bonoff, President, Printing Industry
Midwest (PIM)

Industry Impact: The Powerful Story of Print, 45-minutes

The print industry is a near trillion dollar global powerhouse and one of the world's top advanced manufacturing sectors. There are some 42,000 print-related establishments in the US...more than subway and McDonalds US restaurants combined! To tell the powerful story of Print, a consortium of industry supporters have developed a new industry awareness and student recruitment campaign called PRINT IS EVERYWHERE, designed to promote the print industry to high schools, colleges, counselors, and career seekers, offering a clear path to why and how to get a career in print. In this session, we'll get an overview of this new campaign, as well as a brief update on the performance metrics of our industry.

Ryan LeFebvre, Executive Vice President of
Sales, Specialty Print Communications,
**Understanding Direct Mail Lecture/Discussion, 45-minute Information
Sample Sharing**

An overview and understanding today's direct mail marketing. A presentation to take back to your class with samples distributed. Learn about the marketing changes being pressured by technology advancements within the inkjet sector. Marketers are enabled to reach a consumer at the right time, with content that speaks to them, and delivered on the proper channel(s) to help drive action.

Matt Simoneau, UW-Stout
**Understanding Today's Issues in CTE: A View from the Midwest, 30-minute
Information**

This session will explore the issues facing CTE as well as strategies to remain sustainable into the next decade. Topics include declining enrollments, budgets, legislation and policies affecting CTE, student engagement, as well as recruitment and retention strategies.

Cassie Kopp, UW-Stout
Smartphone Photography, 40-minute Project Sharing

Visual literacy through still and moving image photography, utilizing mobile devices. Project concepts, processes and techniques applicable to many disciplines.

Lois Lemon, Western Michigan University
Teamwork in the Classroom Activity 40-minute Project Sharing

Graphics—Working with Teams in the classroom to strengthen engagement. Project sharing an activity that works directly with all curriculum to building knowledge content with the use of 3D type and Gutenberg in connection with two dimensional fonts, characters, basic typesets in the team's activity.

Shaun Dudek UW-Stout
**Templates, Templates, and More Templates: Templates are not just for
Packaging Prototypes, 20-minute Information**

Templates can be a playground for those creatives, production, and marketing. Direct Mail, consumer engagement, & promotional products to expand any print campaign project. Ideas and information to build your digital media content without expensive equipment.

Industry Tour—Menomonie or Eau Claire

Day Two

Steve Fischer, Color & Print Technology
Manager, Havi
Foundations of Brand Color Management, 40-minute Project Sharing

An educational session offering hands-on, best practices of color brand processes, tools, and terms for print quality and color control with samples for use in the classroom.

Pam Daniel, Illinois College
Civic Engagement through Graphics, 30-minute Information
Share a project to encourage civic engagement (an opportunity for students to learn about US political parties and why its important to be informed and vote) with related research and hands-on projects.

Andrew Delong, UW-Stout
Adobe Aero—AR in the Classroom, 40-minute Project Sharing
Presentation highlights of Aero features:
Intuitive authoring – Aero builds AR experiences with a visual; the *UIAnimation* – on mobile device to place objects in space, shape their paths, and add triggers so viewers can interact with objects;
Digital Assets – View hundreds of starter assets available in the app, plus the ability to import a broad set of 2D and 3D file formats including vector graphics, Adobe Photoshop files, OBJ, FBX, glTF;
Publishing and sharing – Understanding how to release directly on social or sending the experience to others via the Aero app.

Shaun Dudek, UW-Stout
Building Market Sector Data, 30-minute Project Sharing
Understanding the Role in Today's Graphics Classroom for Partnerships, Projects, and Career Pathways. Using IBISWorld Reports and ReferenceUSA Database. Student assignment shared for how teachers' can use the content to build industry support.

UW-Stout Graphic Communications
Screen Printing T-Shirt
Each Region One conference ends with the printing of a multi-color GCEA t-shirt. We will honor the tradition too!



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Graphic Arts Teachers' Association of Illinois

Friday's Schedule

8:00–9:00am Registration &
Breakfast/Refreshments
9:00–Noon Presentations
Noon–1:00pm Lunch
1:00–5:00pm Presentations

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5:30pm Wayzgoose w/fellow teachers (not
included in the registration fee)

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Saturday's Schedule

8:30–9:00am Breakfast
9:00–11:30am Presentations
11:30–12:30pm Lunch
12:30–2:00pm Presentations



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Lodging

Park and Walk:

Cobblestone Inn & Suites—149 Main St. E,
Menomonie, WI 54751
715-233-0211

2 Miles from Campus:

Hampton Inn & Suites—2017 Stout St.,
Menomonie, WI 54751
715-231-3030



Graphic Communications Program in
Communications Technologies Building #46
<https://www.uwstout.edu/maps-and-directions>

Pre-registration is a must! A conference of this size involves a lot of planning and preparation—and for that we need your cooperation. You must pre-register for this conference to attend. Everyone must return the pre-registration form to as soon as possible. Late registrants are encouraged to call and have information e-mailed in return. Please include your e-mail address on the registration form to facilitate timely communication.

Registration for the 2020 Region One Conference • Cost \$50

Two Choices for Payment—

QR Code to UW-Stout Credit Card Payment,

Comments/Description GCEA Conference or Pay by Check to GATAI

EVERYONE MUST SUBMIT THE INFORMATION BELOW BY EMAIL OR MAIL

Direct Registration Questions via Email to: dmccgraph@comcast.net

Shirt Size: S M L XL XXL



Name _____

School _____

School Address _____

Town _____ State _____ Zip _____

School Phone _____ Cell Phone _____

E-mail Address _____

Make Checks Payable to: GATAI—Graphic Arts Teachers' Association of Illinois

Send this Registration Form and Payment to: Dan McCluskey • Region One Conference
9 Cebold Drive • Montgomery, IL 60538-2713