

The Communicator



GRAPHIC
COMMUNICATIONS
EDUCATION
ASSOCIATION

We are a collaborative professional organization in partnership with industry, dedicated to sharing theories, principles, and practices relating to graphic communications. We exist to help our members become better educators.

CONNECT WITH US



gceaonline



#GCEAonline



Graphic Communications
Education Association



Find this and previous issues of the Communicator at

GCEAONLINE.ORG


Message from the President




Looking Forward

Happy New Year! We begin 2022 with “a hope in the unseen” (from Ron Suskind’s book of the same title). As we continue to teach during the time of the pandemic, we can only do what is possible to move forward by providing our students with meaningful learning experiences. Fortunately, there are learning opportunities for students to sharpen their skills as they prepare for a career in graphic communications.

Resources

Many resources from companies such as Adobe, are available online. Recently, Adobe offered their Adobe MAX Conference virtually from October 26th – 28th, 2021. The previous year they offered their conference for the first time as a virtual format from October 20th – 22nd. These virtual conference were available at no charge. There were 350 live and on-demand sessions. Most of these sessions are still available. Before the pandemic, the Adobe MAX Conference was available onsite costing \$1400 to register. Having their sessions available at no cost allowed interested students and educators to attend and experience the Adobe training that was only available onsite. Additionally, Adobe has a sneak preview of product upgrades such as Photoshop, Illustrator, XD, and InDesign. For now, these conference presentations are available at no cost from the following site:  <https://www.adobe.com/max.html>

Many of the presentations from the last Drupa are available from the following link:  <https://virtual.drupa.com/en/Keynotes>

Hopefully, you will find these resources useful for your classes in bringing awareness to your students about trends in production technology driving the graphic communications industry.

GCEA’s website features useful projects you may include in your courses that have been developed by highly experienced graphic communications educators. Useful projects include creating a web-based resume, page layout techniques, typography, and more.

Annual Conference

Hopefully, we can meet in person on the campus of Appalachian State University for the 97th GCEA Conference to share our experiences with teaching during a pandemic. Your GCEA Board of Directors— Rion Huffman, Hope Carroll, Laura Roberts, Amanda Bridges, Dina Vees, and Pradeep Mishra, and I are developing a strategy to meet in person for the 97th Conference. We will be sending information about the conference to all members with the plan to meet in person with a virtual option.

For now, save the dates of Sunday, July 24 – July 27th for the 97th GCEA Conference. We

President’s letter continued on the next page.

hope to see you on the campus of Appalachian State University—eager to explore the beauty of the Blue Ridge Mountains!

Sincerely,

GCEA President

2022 GCEA Conference

Annual Conference

GCEA board is delightfully working along with the conference site committee and the host of the conference towards the planning of our 2022 annual conference to keep the tradition going. We are just over six months away from the start of the 2022 GCEA Annual Conference at Appalachian State University, Boone, North Carolina, under the leadership of John Craft. Details are coming together as of right now and we will be happy to share with you as soon as they are finalized. We are all excited and looking forward to see all of you in person after a long time.



SkillsUSA National Championship, Call for Committee Chair and Members

The SkillsUSA National Championships is scheduled June 20-24, 2022 at the Georgia World Congress Center in Atlanta. We're looking for contest committee members, but even more importantly, someone to chair the committee. Volunteers would participate in regular virtual meetings to plan the conference, and ultimately, be on site in Atlanta to conduct the competition. If interested please contact Jim Workman (jworkman@printing.org; 412-215-4928) or Bill Pope (bpope@printing.org; 603-717-6654) at PRINTING United Alliance. For more information visit <https://www.skillsusa.org/competitions/skillsusa-championships/>



Contests & Scholarships

2022 Gutenberg Award Competition

As the spring semester begins, start looking for student work to submit to the Gutenberg Awards Contest. There are three different Gutenberg competitions: **Print, Web Site, and Photography**. This is a great way to highlight your students, your program and your school or college. For further information about the competition please go to our website <https://gceaonline.org/student-resources/student-contests/gutenberg-award/>. Must be a GCEA member to participate.



2022 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, 2022**. Visit: www.gceaonline.org/student-resources/student-contests/graphic-communications-week-poster-design-contest/

Scholarship Opportunities

The 2022 PGSF Application Process is now open. Scholarships are available for Full-Time, Part-Time and Graduate Students. Your students can apply at <https://www.pgsf.org/scholarship-application> Please share this link with your students and encourage them to apply for the scholarship.

The Print and Graphics Scholarship Foundation (PGSF) is a not-for-profit, private industry directed organization that dispenses technical school, undergraduate and graduate fellowship assistance to men and women interested in a career in the graphic communications field. For further information about the foundation, please visit www.pgsf.org

PGSF has two main missions. First, to attract young people to the industry and inform them of the wide variety of career opportunities available. Second, if they are pursuing post-secondary education in order to enter the field, we provide financial assistance to them. The Foundation, along with its donors and sponsors, are working to build the future workforce of the graphic communications industry.



Sad News



Arv Vogel (1929 - 2021)

It is with profound sadness that we share with you the passing of our respected friend and colleague Arv Vogel, USAF Veteran, retired GSU professor and CEO of Southern University Press, on December 5, 2021. He was born on November 18, 1929 in Provo, Utah and was raised in Thistle, Utah.

Arv enlisted in the Air Force as a pressman and started in Idaho printing propaganda and military warfare tactic manuals. He was responsible for printing

the leaflets that were dropped by airplanes over areas of conflict. He was later given assignment in England, with responsibility of printing secretive information for military officials. Years later he discovered his group was printing items for the CIA.

Once returning from the military he completed his bachelor's degree at Colorado State. From 1958 to 1963, he taught, was department head, and director of vocational education at San Ramon Valley High School in Danville, Ca. From 1963 to 1967, he was head of the graphic arts department at state university of New York (Oswego). Arv moved to Georgia Southern in 1967 to teach graphic arts. He developed and organized the printing management program in 1969 which turned out many outstanding graduates. Arv was a member of many professional organizations including Printing Association of Ga, International Graphic Arts Ed. Association (Pres, VP, Board of Directors), Georgia Association of Education (President, VP), American Industrial Arts Association and American Vocational Association.

Arv was the author of five books in the printing area and 143 articles for major publications, such as Eastman Kodak and American Industrial Arts Association. Under the Southern University Press, he laid out, designed and published over 500 college text, lab manuals and the like for many colleges in the southeast. He was a die-hard Ga Southern Eagle fan, watching baseball and Basketball in the '70s, but really loved the evolution of the football program in 1981.

Other News

Position Announcement

Department of Graphic Communication at California Polytechnic State University, San Luis Obispo, CA, seeks applications for a full-time (academic year), tenure-track Assistant Professor. This

position covers several teaching and research responsibilities including any three from the following list.

- ▶ Design and workflow for digital printing, cross-media communication, and publishing
- ▶ Emerging media and technologies for marketing using variable data and disruptive technologies
- ▶ Project management, product development, and management for digital and printed media
- ▶ Data management, data integration for cross-media communication, publishing, and marketing
- ▶ Information management, digital content strategy for digital media management and marketing
- ▶ Strategic planning for graphic communication applications
- ▶ Digital printing technologies
- ▶ Flexible packaging design, development, and production

Detailed job descriptions are included on the following website: <https://jobs.calpoly.edu/en-us/job/506350/assistant-professor-in-graphic-communication>

Position Announcement

The Graphic Media & Science Technology (GMST) department in RIT's College of Engineering Technology (CET) is seeking applications from exceptional candidates for a full-time, tenure-track position. Candidates for this position will be expected to teach and conduct focused research in Print and Graphic Media Science and Technology with an emphasis on dynamic electronic content creation as well as automation for pre-media and graphic production processes, and/or discipline-based education research. This position focuses in the areas of database publishing, web page development, variable data printing, information architecture, and pre-media / graphic media production automation. The ideal candidate has teaching experience working with Javascript, Tableau, CSS, HTML and automating workflows.

For more information please visit: <https://sjobs.brassring.com/TGnewUI/Search/home/HomeWithPreLoad?partnerid=25483&siteid=5291&PageType=JobDetails&jobid=1544649>



Please remember to renew your membership by visiting: <https://gceaonline.org/membership/educational-member-registration/>

We are always trying to keep our members informed, so if you know of interesting news or resources pertinent for our next "Communicator", please email firstvp@gceaonline.org





GRAPHIC
COMMUNICATIONS
EDUCATION
ASSOCIATION

1896 Preston White Drive | Reston, VA 20191

GCEA Board of Directors

John Craft, PRESIDENT

[Appalachian State University, Boone, NC 28608](#)
(828) 262-6362 | president@GCEAonline.org

Hope Carroll, PRESIDENT-ELECT

[Lenoir Community College, Kinston, NC 28504](#)
(252) 527-6223 | presidentelect@GCEAonline.org

Pradeep Mishra, VP - Publications

[Arkansas State University, State University, AR 72467](#)
(870) 972-3114 | firstvp@GCEAonline.org

Amanda Bridges, VP - Communications

[Clemson University, Clemson, SC 29634](#)
(864) 656 3447 | secretary@GCEAonline.org

Laura Roberts, VP- Memberships

[Mattoon High School, Mattoon, IL 61938](#)
(217) 238-7785 | secondvp@GCEAonline.org

Dina Veas, TREASURER

[Cal Poly University, San Luis Obispo, CA 93407](#)
(805) 756-1127 | treasurer@GCEAonline.org

C. Rion Huffman, PAST PRESIDENT

[Pittsburg State University, Pittsburg, KS 66762](#)
(620) 235-4848 | pastpresident@GCEAonline.org

Regional Vice Presidents

Renmei Xu

REGION 1 NORTH CENTRAL
[Ball State University, Muncie, IN 47306](#)
(765) 285-5657 | rxu@bsu.edu

Dan Casey

REGION 2 NORTHEAST
[Columbia-Montour VT school, Bloomsburg, PA 17815](#)
(570) 262-7356 | Dcasey@cmvt.us

Erica Walker

REGION 3 SOUTHEAST
[Clemson University, Clemson, SC 29634](#)
(864) 656-3654 | EBLACK4@clemson.edu

Jerry Waite

REGION 4 SOUTH CENTRAL
[University of Houston, Houston, TX 77204-4023](#)
(713) 743-4089 | JJWaite@Central.UH.EDU

Lorraine Donegan

REGION 5 West
[Cal Poly University, San Luis Obispo, CA 93407](#)
(805) 756-7302 | ldonegan@calpoly.edu

Csaba Horvath

REGION 6 International Countries
horvath.csaba@rkk.uni-obuda.hu

Got News?

"GCEA wishes you
a very Happy &
Healthy 2022"

Submit your articles
and updates about
your program, teaching
techniques, awards,
competitions, and more to
First VP Pradeep Mishra
by sending an email to
pmishra@astate.edu



GRAPHIC
COMMUNICATIONS
EDUCATION
ASSOCIATION