

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.

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Message from the President



App State welcomes GCEA!

The Thomas W. Reese Graphic Communications Management Program will become the host program for the 97th GCEA Conference. Tom Reese, former owner of the Hickory Printing Group (now R. R. Donnelley and Sons Company) took interest in the printing program located at App State. He established a significant endowment to fund students interested in commercial printing as a career, as well as provide state-of-the-art technology to advance the GCM program.

Additionally, Ron and Katherine Harper contributed greatly to the Graphic Communications Management Program at Appalachian State University. Their generosity made the study of flexography possible at App State. They also established scholarships as well as other donations to support creating a positive learning environment for the instruction of flexography. The building that houses the Thomas W. Reese GCM Program is housed in Katherine Harper Hall.

Dr. Robert A. Banzhaf, Professor Emeritus, started the Graphic Arts Program in 1967 as an Industrial Arts concentration for students pursuing a teaching degree. In the years since the first printing courses were offered, the concentration evolved into the Print Production Management Program.

The last week of July is a wonderful time to be in Boone, North Carolina—especially for the 97th GCEA Conference! If you enjoy the splendor of high adventure outdoors—hiking, cycling, kayaking, canoeing, fly fishing, rafting, snow skiing (during winter), and many other high adventure activities, then you will come to the right place.

Many points of interest make Appalachian State University a great conference site. The statue of Yosef, the mascot for the University, was sculpted by Robert Hallier. His son, Adam, majored in Graphic Arts and Imaging Technology. A photo of the statue is used in the 97th Conference banner photo montage.



President's letter continued on the next page.

Located in the Blue Ridge Mountains of western, North Carolina, Boone is the home of Appalachian State University. The town is named after the famous American pioneer and explorer Daniel Boone. Every summer since 1952 (except in 2020 due to the COVID-19 pandemic) the outdoor amphitheater drama, Horn in the West, portraying the British settlement of the area during the American Revolutionary War, attracts many visitors as well as residents to relive the time of Daniel Boone. It is the largest community and the economic hub of the seven-county region of Western North Carolina known as the High Country. Visit <http://www.townofboone.net/> to learn more about Boone, North Carolina.

The elevation of Boone is 3,333 ft, or as some residents like to say, the one-kilometer high town. King Street is the main street for uptown Boone.

Although Boone is a vacation destination to many folks from all over the United States, University Housing has a great assortment of excellent quality lodging available at a reasonable price for conference participants. There are 20 residence halls managed by University Housing.

Roess Dining Hall is the largest dining area on campus. It is also referred to as the Central Dining Hall. It opened in January 2009 serving students, faculty, and staff with a variety of meals. It was renamed the Roess Dining Hall in March 2014. The dining hall is conveniently located across from Katherine Harper Hall. Most of the conference events are scheduled in Harper Hall.

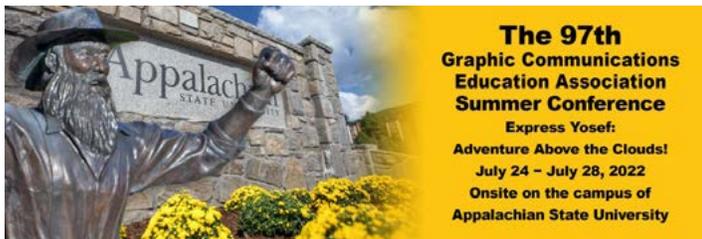
King Street is not far from campus. It is where you will find great shops for souvenirs, restaurants, brew houses, and much more. Weather permitting, you might catch local musicians performing from the Jones House porch... Mostly Blue-Grass music. For more information on activities such as music or art exhibits, visit <https://www.joneshouse.org>.

Please consider joining us in person on the campus of Appalachian State University!

Sincerely,

GCEA President

2022 GCEA Annual Conference



Early Registration: (ends July 1, 2022)

\$500.00 members, Double-Occupancy
\$550.00 members, Single-Occupancy
\$600.00 non members, Double-Occupancy
\$650.00 non members, Single-Occupancy
Conference Only: \$350.00

Late Registration:

\$550.00 members, Double-Occupancy
\$65.00 members, Single-Occupancy
\$650.00 non members, Double-Occupancy
\$700.00 non members, Single-Occupancy
Retired: \$400.00
Spouse: \$200.00

Please use the link below to know more about the conference, to register for the 2022 conference and call for presentation.

<https://gceaonline.org/2022conference/>

For registration questions or other issues contact **Carrie Henderson**, hendersoncf@apstate.edu

Contests & Scholarships

2022 Gutenberg Award Competition

As the spring semester ended, look 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/

PGSF

The Print and Graphics Scholarship Foundation continues to find more ways to support education for the print and graphics industry. They have expanded our funding opportunities by providing grant funding. This program was developed to fund student and instructor activities relevant to the graphic communications industry. In addition, the PGSF will consider requests for funds to acquire equipment to be used in an educational environment.

Educational institutions with a graphics / visual communications program are eligible to apply. These include high schools, trade schools, junior and community college associate programs, four-year colleges, and universities, along with masters and above

programs. There are limited funds available annually to be used for a variety of purposes. These can include specific requests that will support furthering students' education and exposure to the print, packaging, and related industries. Requests can include:

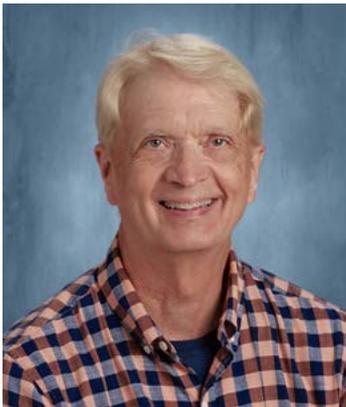
- Registration and travel expenses for students to attend industry expos and events
- Fees associated with thought leaders and experts to attend and present at a relevant event hosted by the institution,
- Purchase of equipment to complement a program and expand the school's current curriculum

Restrictions and other considerations apply. A committee will review all applications and award on merit and as funds allow as outlined in the PGSF bylaws. For grant application visit <https://kaleidoscope.my.salesforce.com/sfc/p/#36000000ojFe/a/1R000000RIUV/CYuK.bISg1NOgrEcrI5NhhMPIGxHUtCdf7TW5M7C8qY> or contact Dianne Bullas at dianne.bullas@pgsf.org

PGSF now has a new mailing address:
PO Box 15348
Pittsburgh, PA 15237

For further information about the foundation, please visit www.pgsf.org

Educator of the Month



Craig Knippel -
Craig is a Graphic Arts Teacher at Austin High School, Riverland Community College, Hanska Vocational Center

Mr. Knippel has been an educator for the last 41 years and he taught various subjects like Pre-press with Adobe CC, Offset Printing, Post-press (folding, cutting, windmill etc.) Screen printing, Sublimation, Laser engraving,

Sandblasting, Vinyl Cutting, Wide Format, Digital Photography, Estimating, and Production Scheduling.

What is something you are doing in your classroom that is unique/new that you would like to share with the organization?
The Austin High School Graphics class and Auto Class join forces to promote, prep and enter a demolition car as part of the annual "Paint the Town Pink" breast cancer fundraising activities in the cold month of February. The Auto class mechanically preps the car. Our Graphics I classes vinyl wrap the demolition car in pink w/vinyl lettering & vinyl wide format. The driver is a 3rd grade

elementary teacher in Austin, MN. We take the trunk lid over to his 3rd grade class and the kids sign it. The Graphics students also print over-sized t-shirts to go over the winter jackets to watch our car get wrecked at the fairgrounds. Great exposure for our ISD 492 educational school district.

Other News

GCEA Positions Available

GCEA Social Media and Website Coordinators

GCEA is seeking an individual to serve as our social media coordinator. This position would work closely with the GCEA board and provide regular updates regarding relevant GCEA information, industry-related news and events, and any other pertinent information. GCEA currently has active Facebook, Twitter, Instagram, and LinkedIn accounts.

GCEA is also seeking an individual to manage, update, and maintain our current Wordpress website. This position would work closely with the Website Committee and GCEA board regarding web content and maintenance. For more details, please check out our current website <https://gceaonline.org/> and contact Amanda Bridges, awbridg@clemsun.edu. for more information.

Position Announcement

The Department of Fine Arts at Mars Hill University is seeking a full-time tenure-track assistant professor of Graphic Communications to begin August 2022. For more information visit <https://mhu.peopleadmin.com/postings/780>

Shared Graphic Research Conference Coming to North America in September 2022

For the first time in their long history history, both iarigai and IC Conferences will be held jointly in North America. The 2022 Conferences, featuring graphic communications research and education, will be conducted September 19-23 at Clemson University, Clemson, SC, USA and will be hosted by the University's Department of Graphic Communications. Although both conferences have previously occurred in the US and Canada, this will mark the inaugural event where you can participate as a presenter (or attendee) at both meetings with a single registration. For more information about the conference, visit <https://www.clemson.edu/business/departments/graphics/iarigai/index.html> or contact conference team: Dr. Nona Woolbright (nwoolbr@clemson.edu), Dr. Amanda Bridges (awbridg@clemson.edu)

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





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1896 Preston White Drive | Reston, VA 20191

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REGION 5 West
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(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



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