

	Monday, 7/17	Speaker name	Session title	Description
10:00 AM	50 min	Daniel Dejan	KEYNOTE 1	
11:00 AM	50 min	Julia Meassick	KEYNOTE 2	The first big break in Julia Meassick's Print Education was a video production program that was full. Not to be discouraged, she visited the Graphic Communications program, and the rest they say is history! Today Julia works as a Technical Sales & Marketing Coordinator at Atlantic Graphic Systems, Inc. In an informal conversation she will reveal the successes and challenges that she faced in getting her Print Education to work for her.
12:00 PM	25 min	Richard Adams & Katherine Farley	Interactive tools for teaching web design	Six web sites will be shown and demonstrated that provide valuable tools in teaching web design. These include Glitch, a free HTML/CSS authoring site with preview; Scratch, an online tool for creating animations, interactive stories, and video games; CSS Diner, a 32-step online game for teaching CSS selectors; Flexbox Froggy, a 24-step game for teaching the flexible box style of page layout; Grid Garden, a 28-step game for teaching the grid style of page layout; and Animista, a site that generates CSS transition and animation code from selected effects.
	LUNCH	Cafeteria	12:30 - 1:30	
1:30 PM	25 min	Erica Walker	Photography: At the intersection of the future and the past	This presentation will explore methods I have been exploring with undergraduate students to leverage their interest in historic processes as teaching and research tools that encourage physical exploration in an age where photography and video creation increasingly leans into automation and artificial intelligence. Attendees will gain knowledge about historic processes with a range of complexity that could be integrated into course work at varying levels depending on the number of students and with consideration regarding access to chemistry and appropriate space. We will introduce current designs for 3D printed pinhole cameras created by undergraduates and a "dark room box" that allows for development without a full darkroom. Both these and other options explored in this session can provide inexpensive ways to integrate these ideas into the classroom.
2:00 PM	50 min	Vicki Strull	KEYNOTE 3	
3:00 PM	25 min	Amanda Bridges	Using critiques as effective writing tools in a Graphic Communication's classroom	Graphic Communications is a highly hands-on field, where most learning assessments are based on small and large-scale projects. It can be challenging as educators to determine the best teaching strategies for incorporating writing into a graphic communications curriculum. Technical reports, research papers, and project proposals, are all examples of tools that have been used to measure a student's ability to write effectively. This project aims to develop and assess a more creative approach to writing in graphic communications by utilizing written student critiques.
	30 min	BREAK		
4:00 PM	25 min	Denise Perryman	Long ways in a short time	How do you give students a well rounded experience in design in only a semester. Time is short and students want easy. Hear a discussion about how students get to experience Adobe Photoshop, Illustrator, InDesign and Animate during their only chance in their high school years to explore the print industry.
	25 min	Donna Painter	Simplify and improve assessment with single point rubrics	The single point rubric provides a quick way to assess student work, while enabling instructors to succinctly add descriptive feedback to guide improvement. They can encourage creativity and higher levels of achievement. This session will identify key considerations for developing and using single point rubrics for a variety of graphic communication projects.
5:00 PM	25 min	Csaba Horvath	New educational endeavors in the world of printing in a small country on another continent	In the presentation, the authors present the Hungarian adaptation of the dual education system, which operates in several countries. The combined education in the world of printed communication, which takes place in parallel at school and at a company, and the first experiences about the effectiveness of the introduction are described.
	25 min	John Craft	Printing Across America	The purpose of this presentation is to bring awareness to Print Across America National Open House Day scheduled for October 25, 2023. Deborah Corn, Intergalactic Ambassador to The Printiverse is seeking to involve as many print media companies to host an open house to introduce students to opportunities for careers in the printing industry.

	Wednesday, 7/19	Speaker name	Session title	Description
9:00 AM	50 min	Jules VanSant	KEYNOTE 1	PGSF Presentation
10:00 AM	25 min	Dawn Nye	Printing United	
	25 min	Carl Blue	Accessing graphic apps and AI ideation tools for traditional and digital reproduction	This study investigates the growing use of tablet platforms and AI tools for graphic design education and the challenges in generating print-ready files. We examine the advantages and drawbacks of devices and apps like Adobe Illustrator, Photoshop, Procreate, Sketchbook, and AI image generators such as Midjourney and Dall-e for traditional printing processes. The research also delves into methods for improving and converting tablet-created graphics to meet pre-press requirements, offering examples of necessary adjustments. Furthermore, we discuss whether the emergence of tablet platforms signals a decline in conventional laptops and graphic design applications.
11:00 AM	50 min	Jason Reid	After Effects 101: Exploring essential motion graphics concepts	In this session we'll explore Motion Design using After Effects. We'll review techniques using keyframes to animate logos, text, and text properties. Discover how to build and animate projects created in Illustrator and Photoshop as well as exporting video using the Adobe Media Encoder.
12:00 PM	25 min	Lee Geisinger & Celeste Calkins	Academic graphic communications : Revising the taxonomy	The CIP 2020 10.03 Graphic Communications taxonomy developed by NCES has been unchanged for over 23 years and no longer describes current content within GC associate and bachelor's degree programs. This presentation highlights the challenges and offers insight into a redevelopment to align federal reporting metrics with the industry.
	LUNCH	Cafeteria	12:30 - 2:00 PM	
2:00 PM	50 min	Michael Crawford	The power of purposeful play	Have you ever needed to establish new group norms, foster better community, build leadership, increase problem-solving skills or strengthen communication within the classroom or workplace? This presentation will explore how including purposeful play - fun experiential education activities - can help grow these important skills within both teams and individuals.
3:00 PM	25 min	Renmei Xu	AI generated art in education	This presentation will look at several AI art generators and ways to use AI-generated art in a classroom.
	15 min	BREAK		
4:00 PM	60 min	GCEA Annual Meeting		