



1899 Preston White Drive  
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 www.igaea.org

# the Communicator

VOLUME XLIII NUMBER 3  
 2009-2010 SCHOOL YEAR

Official Publication of the  
 INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

Welcome new and returning IGAEA members as you read our association's newsletter! The global market has affected us all and it has been a tough year for many IGAEA members' school programs. I have heard from many members the affects of trying to do more with less. Even so, we need to stay positive. The last Communicator shed light on examples of how to market our program and grow enrollment, but did not address how to retain those new recruits.

Each summer many members take time to invest in themselves by attending the Annual Conference. At the summer sessions, new technologies are introduced and the latest techniques are acquired, therefore attendees have increased motivation to re-group from summers lulling effects. As the school year begins, you do an assessment of your program's marketing plan; review and update lectures, and classroom projects for today's relevant market. On top of that, you evaluate your budget, with or without your administrator directive, knowing what you need to complete the projects for the year. Looking at it...you have spent your professional career developing a specialty program, and you still recognize each year the responsibility of maintaining the high quality standards in which you and your programs are known. Even with all this in place, many members are edging toward re-

tirement or are past the time to qualify for retirement, but do not leave the classroom for a variety of reasons.

Therefore, I recently asked a few members that have been part of our association for a number of years — their thoughts on how they have kept “the focus and drive to sustain the curriculum changes and technology advancements to keep each program current and recognized as ‘quality programs’ within IGAEA. Each of you have mentored your own replacement...please comment on the why/how and when, you knew the person you wanted to hire to carry-on your program.”

**Dan McCluskey**, with 34 years of service, currently a retired teacher, of Willowbrook High School, Villa Park, IL, and continues to teach at the local community college. Dan believes that each program needs to have high visibility within in the school. Everything produced should be of the highest quality, which reflects on your program. He also believes the social networking of the students will do more for your class size than any other form or recruitment. One comment Dan made was to equipment and budgets...he stated you must try,

*continued on page 4...*



*IGAEA President: Shaun Dudek*

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### IGAEA Mission Statement

*The International Graphic Arts Education Association (IGAEA) is an association of educators in partnership with industry, dedicated to sharing theories, principles, techniques and processes relating to graphic communications and imaging technology.*

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## All About IGAEA...

Founded in 1935, the International Graphic Arts Education Association, Inc. (IGAEA) is a non-profit organization of educators in partnership with industry, dedicated to sharing theories, principles, techniques and processes related to graphic communications and imaging technology. Among the activities sponsored by IGAEA are an annual conference, a comprehensive publication program, industry liaison programs, and resource networks. IGAEA fosters career awareness by promoting Graphic Communications Week, assisting Boy and Girl Scouts with their merit badges and interest projects and recognizing success through the Gutenberg Student Awards. IGAEA members include over 700 educators representing approximately 40,000 students; future prospective employees!

There are 5 different membership categories in IGAEA:

**Regular Membership** is open to educators, supervisors, and others engaged or interested in graphic arts, graphic communications, graphic design, photography, journalism, communication technology, and/or related fields.

**Associate Membership** is open to retired persons interested in graphic communications and imaging technology education.

**Student Membership** is open to all full-time students interested in graphic communications and imaging technology education.

**Library Membership** is open to all libraries that wish to receive IGAEA publications.

**Sustaining Membership** is open to business, industry, foundations, organizations, and educational institutions.

**Sustaining members** representing various graphic communications and imaging technology industries and organizations are vital. Through their involvement, there exists an active network of industry/education partnerships. Sustaining members are invited to make presentations at IGAEA Conference and at regional meetings. As a result of this participation, graphic communications and imaging technology educators and industry representatives get to know each other on both a personal and professional level. Sustaining members receive a handsome wall plaque, an annual membership directory, and all publications of the Association. Sustaining members are listed in each issue of the *The Communicator* and are invited to contribute articles.



## 85th IGAEA Conference July 25-29, 2010

If you haven't checked out the participant's schedule on the conference Website lately (<http://my.ilstu.edu/~dgdwilso>), you've missed some of what this summer's conference has to offer. Here are a few of the highlights:

Tom Carroll, Chief Human Resource Officer overseeing 65000 employees for RR Donnelley & Sons, will present his views on human resource issues in the graphic communications industry, given the shifts in skills, technology, innovation, and economic conditions and expectation from customers and employees.

Dianne Kennedy, VP of Media and Information Technologies for IDEAlliance will share an overview of the new Digital Enterprise Education and Research (DEER) Educational Network, with resources that IDEAlliance has made freely available to educators on topics about Digital Photography, Color Management, SWOP Proofing, G7, XML, XMP and much more.

Susie Stitzel, EskoArtwork's Solution Manager for Design Lifecycle Management, will present an overview of the various challenges in sustainable packaging design present a live software demonstration of products that can be used to meet these challenges.

Also already scheduled are exciting and useful hands-on sessions on the Adobe Creative Suite, packaging design, digital printing, flexographic printing, and screen printing.

Be sure to register before May 31st for the early bird discount.

*Dan Wilson, IGAEA 2010 Conference Host*

*President's message, continued from page 1...*

even with a small budget to keep as current as possible, and if no equipment updates can be made, then keep what you have in good working order. Broken machinery or an unorganized lab sends a negative message to students, parents and administration. Dan said, "It is hard to walk away from a career you have struggled to build. You want to maintain the respect and trust your administration to choose a qualified and enthusiastic replacement. I started looking two years before I retired. There was one student graduating from college, a former student of mine, completing her teaching degree with the background that fit for a perfect replacement. I impressed on my administration the need to recruit my replacement early or the replacement would not be able to support their needs as I had. My replacement signed a contract prior to Thanksgiving of that year I retired. In the years since, my replacement has increased the enrollment in graphic communications by 50 percent and has continued to improve the program."

A second response to my question came from **Mike Stinnett**, at Royal Oak High School, in Michigan, working his last of the 40-year career has had in education. Mike is one of those lucky teacher's that has never really had to recruit enrollment. Word-of-mouth from students over many generations of family members have commented on how they wanted to take his class or intended to take his class. Mike stated he has always supported the school with posters, t-shirts or small tokens, and gave short presentations to students and parents, but was not sure if that had an impact to enrollment. Mike stated, "I have spent my career using the new technology within the industry—computers, software, equipment, dye-sub, screen printing, etc. and the technology developed to help my teaching, i.e. projectors, whiteboards, multi-media software [PowerPoint, Testing-Exam View, etc.]. I have spent my career trying to lead in these areas. He also conducts interviews each of his students, starting with seniors. He commented it does take some time, but believes it "tells my student that I really care about whom they are and that I am there to help!" With three different courses, sometimes running concurrently in one 55-minute session, Mike has made it easy for guidance counselors to schedule students into his class sessions. His belief is that it truly comes down to the person in front of the class and who they are and how they connect, and want to connect with the kids. Royal Oaks High School has

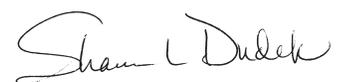
hired his replacement this school term, prior to Mike leaving this June. Mike's latest email stated registration for next year is complete and 300 students, representing 20% of the total student body, are taking graphic communications next year.

The third teacher I received a response from is **Tom Loch**, from Adlai Stevenson High School, in Illinois, with 30 plus years of teaching. Tom's opening response was "The word I would use, to describe what drives the decisions in my program, is 'relevance'. Obviously a program needs to be relevant to the technology and practices of the time, but a student needs to see a benefit to taking the course." He also has a belief that the feeling of success is necessary to students and that accomplishment within the classroom will give the student satisfaction and pride, allowing it to carry-on in outside the class. Tom used examples of taking advantage of student contests like the IGAEA Gutenberg Awards or the poster content, among others that recognize a student's efforts. One comment Tom wrote was that while parents like to see pride and satisfaction in their child's experience, that they must see a beneficial future with a career track option. As to doing this, Tom has collaborated with colleges and universities to make his classes weighted within the school grading system as an Advanced Placement (AP) for higher grade point averages.

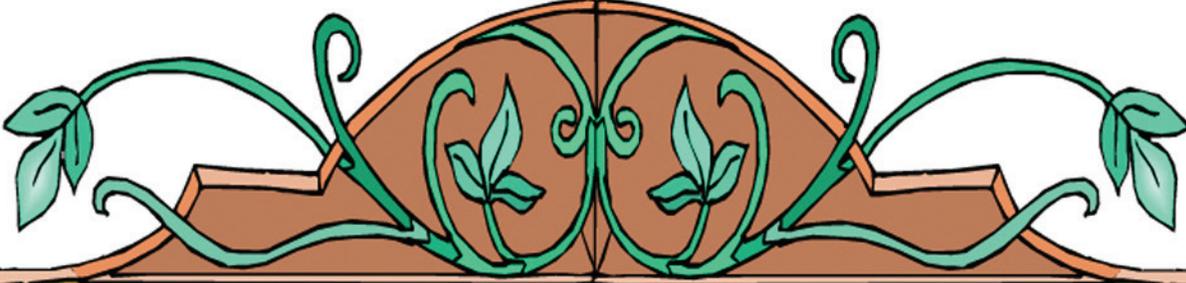
As for transitioning the graphic arts program at my school, I was fortunate to have an outstanding student teacher, Kelly Smith, several years before my retirement. At the same time, we had the opportunity in my division to retain her at the school with the understanding that she would take over the program upon my retirement. Next year, I am thrilled that Kelly will be the lead Graphic Media teacher at Stevenson, and am confident that she will continue to work to make the program relevant.

Tom's closing statement was "I sometimes wonder if my decisions were the most effective or the timeliest. But one thing I am certain, and that is, if you don't do anything to try to stay relevant, the opportunity to stay relevant will pass you by."

Thank you to those of you whom responded, and for having the passion representing graphic communication education! Those of us in IGAEA from around the world want to emulate your dedication and drive.



Shaun Dudek, President



## *IGAEA is Seeking a Location for the 2011 Annual Conference*

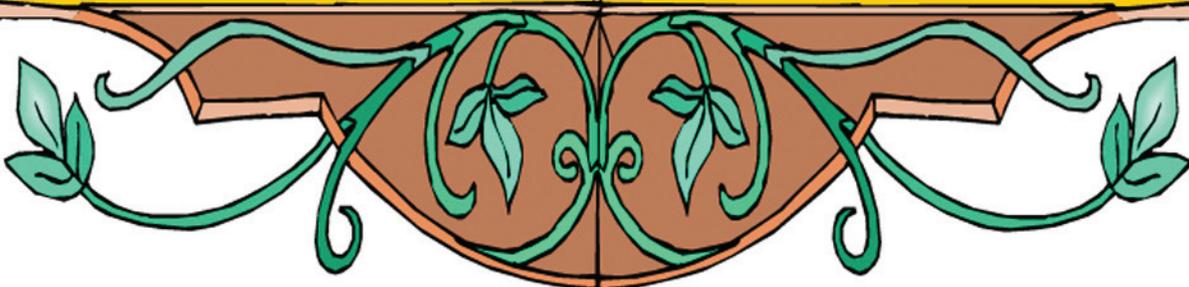
Summer 2011 is rapidly approaching and we still do not have a location for next summer's conference. Think about all the conferences you have attended and how rewarding they were. The annual conference is truly an awesome time to meet up with your peers, learn something new, and get excited about being a graphic communication educator. We really need your help to find a conference location.

The 2010 conference is being hosted at Illinois State University and looks to be a great time. **This year's conference is also going to offer some informational sessions on how to host a conference and provide plenty of information on what goes into hosting a worthwhile conference.** If you have not checked out the 2010 conference Web site visit <http://my.ilstu.edu/~dgvilso/>. Dan Wilson and his team have worked hard to put together a very exciting program and your participation is greatly encouraged.

**As an organization IGAEA is working to make hosting a conference much easier.** We are putting together templates for everything from the conference Web site to the project management timeline. **We are using the 2010 conference as a guide on how to host future conferences. This will make the planning process very easy, but we need a location to hold the 2011 conference, and that can only happen with YOUR support.** A "break-even" analysis form is available now on the website and that the IGAEA board will support any interested school to make it happen.

We are also looking for future conference sites beyond 2011, so if you might be interested in doing it later, please think about that as well.

If you might be interested in hosting a future conference, or if you have any questions or ideas about hosting a conference, please contact Charles Weiss (president-elect). He can be reached at [CT-Weiss@wiu.edu](mailto:CT-Weiss@wiu.edu) or 309.298.1488. We need your help to make future IGAEA conferences successful!



## **REGISTER NOW for the 2010 GASC/PIA Teacher Programs**

This three-day program will be held on  
October 2–4, 2010,  
at McCormick Place in Chicago, Illinois,  
during GRAPH EXPO® 2010

**REGISTRATION IS NOW OPEN for  
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## **Tom Frecska Student Printing Competition**

The Academy of Screen Printing Technology  
(ASPT) has dedicated its Student Printing and  
Digital Imaging Awards Competition to Tom  
Frecska, the late Editor of Screen Printing  
Magazine.

### **Enter Innovative Images Today**

Show the imaging community that you have  
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esteemed Tom Frecska Student Printing  
Competition Award. Highly sought after by  
graphic arts students, ASPT awards honor supe-  
rior imaging work within a variety of categories.  
Entrants represent secondary (high school and  
vocational) students and post-secondary  
(technical school, college or university)  
students.

### **Entry deadline is July 16, 2010**

Download an information flyer, Rules &  
Regulations, and fill out the 2010 entry form at:  
<http://www.sgia.org/aspt/studentawd.html>

All entries are displayed during our annual  
convention in the Golden Image Gallery. This  
years Expo is in Las Vegas, October 13-15,  
2010. We feel this is a great opportunity for the  
students to have their best work seen by many  
of their industries colleagues and leaders.

See the 2009 Student Award Winners at  
[http://www.sgia.org/aspt/studentawd\\_](http://www.sgia.org/aspt/studentawd_winners09.html)  
[winners09.html](http://www.sgia.org/aspt/studentawd_winners09.html)

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**Project/Idea Exchange** is one of the Standing Committees that is appointed by the president. The purpose of the committee is to encourage the membership to exchange project ideas, and ideas for activities to improve teaching, learning, and public relations. The Committee also promotes the exchange of ideas at the Annual Conference.

The chair of the committee is seeking members with best practices, ideas, projects, and/ or activities that can be incorporated in a classroom environment to share with other IGAEA members. The goal is to post these activities on the web for all members to use in the classroom. Participants will also bring 20 hard copies or 20 CDs to the conference to share with their colleagues that will also be participating in the project/idea exchange. Also, if you are interested in posting your project on the web, please send CD or electronic file to:

Cynthia Carlton Thompson, Project/Idea Exchange Chair, NC A&T State University, Graphic  
Communication Systems Department, 1601 E. Market Street, Greensboro , NC.

You are also welcomed to e-mail comments to [ccthomps@ncat.edu](mailto:ccthomps@ncat.edu).

## 2010 Gutenberg Print Awards Student Graphic Arts Contest

*Sponsored by IGAEA and GAERF*

### Gutenberg Awards Educational divisions

- College & University
- Community College/Post Secondary Technical
- High School Vocational (2 or more hour labs)
- Industrial Arts/Technology—Grades 10, 11, 12
- Industrial Arts/Technology—Grades 7, 8, 9

Winners displayed at IGAEA Annual Conference: July 25-29, 2010 Illinois State University

### Classifications

**Electronic Design:** These entries include documents, publications, and other products that have used computer systems to assemble text and/or graphics into a final presentation.

**Traditional pre-press:** These entries include negative making, stripping, plate making and proofing.

**Single-Color printing:** These entries are examples of printing in a single color in any of the categories, except Electronic Publishing, thus demonstrating the student's skills.

**Spot Color printing:** These entries are examples of printing in two or more colors in any of the categories, except Electronic Publishing, thus demonstrating the student's skills.

**Process Color printing:** These entries are examples of four or more color process work in any of the categories, except Electronic Publishing, thus demonstrating the student's skills.

Instructions and submission form can be downloaded from the IGAEA website [www.igaea.org](http://www.igaea.org) Questions? Contact Tom Tyberg 570.320.2400 x7424 FAX: 570.321.5538 Email: [ttyberg@pct.edu](mailto:ttyberg@pct.edu)

**Deadline for print entries**  
**June 15, 2010**

**Gutenberg Awards: Photography Category**  
Classifications: Black and White, Color and Digitally Altered (scanned image or digital original).

Instructions and submission form can be downloaded from the IGAEA website [www.igaea.org](http://www.igaea.org) Questions? Contact Hope Carroll (864) 986-8168 Email: [hwayne@clemson.edu](mailto:hwayne@clemson.edu)

**Deadline for photography entries**  
**June 15, 2010**

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## 2011 Graphic Communications Week Poster Contest



**Poster entry must be received by July 1, 2010**

Full contest information can be found at: <http://www.igaea.org>

**Eligibility:** Students from any secondary or post-secondary school are eligible.

**Prizes:** \$300 for the first prize winner.

Additional amounts will be awarded for second and third prize winners.

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 IGAEA Member. Winning entries will be selected by the IGAEA board of directors and displayed during the IGAEA Annual Summer Conference. First prize poster will be printed in full color and distributed internationally by IGAEA shortly before Graphic Communications Week.

## Trivia from the Past: The Award Pin

Written by Mike Stinnet

Mike Stinnett sent a photo of an IGAEA lapel pin that he received 44 years ago as a high school senior, in January 1966. His very first graphics award!

He asked his HS graphics instructor, Ray Smith, about the pin. And he received the following note:



“ Thanks for the E-mail and photo of the Lapel pin style of the IGAEA Award Pin which I presented to you at your Honors Assembly. Apparently the 1st run of 250 Award Lapel Pins was ready for use in 1960. My 1st IGAEA conference that I attended was at Ferris State

College in 1961. I attended as a Junior High Graphic Arts Teacher from Detroit. I don't know when they stopped producing the pins and stopped handing them out? We switched to a generic pin for all of the DHS shops when they were no longer available from IGAEA. I printed the certificates for these Dept. Awards in the Print Shop and I can't remember where we got the lapel pins.”

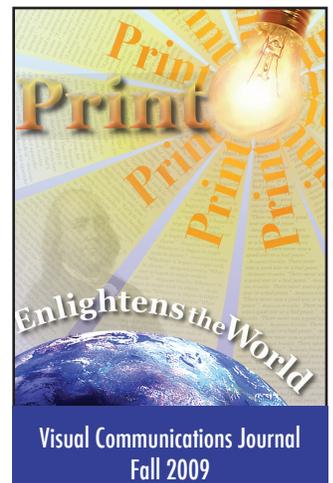
Illinois State University is the home of the IGAEA archives. So during the 2010 IGAEA Annual Conference we will be asking members for their insights, and to identify items in our archives. If you have promotional items from past IGAEA conferences that you would like to include in the archives, please bring them with you to ISU.

See What's New on  
Graphic  
Communications Network  
<http://meet.graphiccommcentral.org/>



## IGAEA's Visual Communication Journal Receives Best-in-Category at the Gulf Coast Graphic Excellence Award

IGAEA's Fall VCJ was entered into the Printing Industries of the Gulf Coast's Graphic Excellence Awards Competition and won a best-in-category. Thanks to Dr. Jerry Waite, Professor of Technology, University of Houston College of Technology President, Accrediting Council for Collegiate Graphic Communications Past-President, International Graphic Arts Education Association for his efforts to make this publication worthy of the award. University of Houston students also won five other awards! Congratulations to All!



## Visual Communications Journal Articles still being Accepted

Articles for possible inclusion in the Fall 2010 Visual Communications Journal are now being accepted. The theme for the 2010 Journal is “Sustainability: Our Discipline, Our Programs, Our Future” However, articles addressing any topic relevant to teachers of graphic-related disciplines will be considered.

**The deadline for submission is June 15, 2010.**

Complete guidelines for article preparation and submission are provided on the last few pages of the Fall 2009 Journal (you can download a pdf of the Journal at [www.igaea.org](http://www.igaea.org).) Please note that the manuscript requirements have changed dramatically as we attempt to automate the page layout process. In particular, manuscripts must have Word style sheets applied; and photos, illustrations, and tables MUST NOT be embedded. Please be sure to read the new guidelines and e-mail me if you have questions.

For more information, e-mail [jwaite@uh.edu](mailto:jwaite@uh.edu).

## Baccalaureate Program in Graphic Communications Management at the University of Wisconsin-STOUT Earns National Accreditation

After completing an extensive self-study and hosting a site visit by a three-member team of industry and education experts, the Graphic Communications Management program at the University of Wisconsin-STOUT received national accreditation in September 2009. This program is among six, baccalaureate level, graphic communications programs nationwide to have received this distinction. The five other programs are at Ferris State University, Florida A&M University, California Polytechnic State University, California University of Pennsylvania, and Pennsylvania College of Technology. Two additional institutional graphic communications programs, The New York City College of Technology and University of Houston, were visited by ACCGC site visitation teams this past November and December. Their accreditations, if approved by the ACCGC Board, will become effective on September 1, 2010.

A formal presentation was made and a recognition plaque were given to faculty and administrative representatives from the University of Wisconsin-STOUT during the September 13, 2009 annual ACCGC Board of Directors meeting that was held during Print '09. The ACCGC annual board meeting is always held at McCormick Place in Chicago during the Graph Expo and Print shows which are the largest graphic communications expositions held annually in the United States.

Dr. Ted M. Bensen, Professor and Program Director at the University of Wisconsin-STOUT stated: "It is always very affirming to have people you respect recognize the strengths of your program just as it is valuable to receive their suggestions and recommendations for improvement. The ACCGC provided a thorough and objective review from a team of industry and education professionals who really understand the graphic communications industry and how higher education should prepare

graduates for the field. At UW-Stout, we believed that the visiting team did a very thorough job of evaluating our program and they produced some insightful observations. Even the reflection necessary in preparing the program self-study produced a great sense of self-awareness among our faculty and staff. This has helped us look to the future with enthusiasm."

Presentation of the plaque from ACCGC representing the six-year accreditation period beginning September 1, 2009 through August 31, 2015 for the Graphic Communications Management program at the University of Wisconsin-Stout.



*Left to Right: Mr. Bhaskar Gaddam, Instructional Specialist in Graphic Communications Management; Dr. James K. Tenorio, Professor of Graphic Communications Management; Dr. Ted M. Bensen, Professor and Program Director of Graphic Communications Management; ACCGC Team Leader, Dr. Thomas P. Bell, Associate Professor, Millersville University (PA); and ACCGC President, Dr. Jerry J. Waite, Professor, University of Houston (TX).*

For more information about the ACCGC, contact Dr. Ervin A. Dennis, Managing Director, at [ea.dennis@cfu.net](mailto:ea.dennis@cfu.net) or Dr. Jerry J. Waite, President, at [jwaite@uh.edu](mailto:jwaite@uh.edu). The Council's web-site address is [www.accg.org](http://www.accg.org).

For more information about the University of Wisconsin-Stout program, contact Dr. Ted M. Bensen, Professor and Program Director, at [bensent@uwstout.edu](mailto:bensent@uwstout.edu), (715) 232-1294.

## IGAEA Sustaining Membership

To update Sustaining Membership information, or to become a Sustaining Member, please contact the Sustaining Member Chair listed on page 2.

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