

<b>DAY 1</b>	<b>Sunday 25th May – Alkyon Resort Hotel &amp; Spa, Vrahati</b>
18:00-21:00	Registration
21:00- 23:00	Welcome Reception with traditional Greek snacks accompanied with ouzo and raki/tsipouro snaps

<b>DAY 2</b>	<b>Monday 26th May – Alkyon Resort Hotel &amp; Spa, Vrahati</b>
08:30-09:00	Registration
09:00-09:10	Welcome by the organizing committee. Presentation of the conference programme for participants and partners <b>Dr. Anastasios E. Politis</b> , Chairman of the organizing committee Official Opening of the IC 46th conference <b>Prof. Dr. Wolfgang Faigle</b> , Chairman of the IC - International Circle of Educational Institutes for Graphic Arts: Technology and Management
09.10-09.30	Keynote paper: Challenges for the Graphic Communication and Media Technology and Engineering Higher Education Institutes – The ISCED classification <b>Anastasios E. Politis, Greece and Wolfgang Faigle, Germany</b>
09:30-10:00	Keynote paper: Innovative printing through Infraredesign invention <b>Prof. Vilko Ziljak, Croatia</b>

**Session 1 - People and Media – Graphic Arts and Media Technology Education**

**Session Chair: Chrysoula Gatsou**

10:00-10:20	International Cross Media Projects with Students from four Universities and from Different Disciplines <b>Tommie Nyström, Sweden</b>
10:20-10:40	Future Skills Profiles <b>Erik Stevens, Henk Vermeulen, The Netherlands</b>
10:40-11:00	The Borderless Classroom: Initiatives to Include International Learning in University Graphics Programs in the United States <b>John R. Craft, USA</b>
11.00-11:30	Coffee Break

**Session 1 - People and Media – Graphic Arts and Media Technology Education**

**Session Chair: Tommie Nyström**

11:30-11:50	The Demola Experience: Real Business and Multi-disciplinary Teams – Preparing Graphic Design Students for Complex Work <b>Tomas Tornqvist, Sweden</b>
11:50-12:10	Students' Vocational Characteristics as a Satisfaction Factor of their Expectations about the Graphic Arts Technological field, during their studies <b>Marios Tsigonias, George Gamprellis, Andriani Goutou, George Giannaras, Anastasios E. Politis, Georgia Koumoundourou, Greece</b>
12:10-12:30	Printing industry engineers education – cross-boarder development project <b>Enn Kerner, Estonia</b>

**Session 2 - Topography and Media design and the New structure of Media****Session Chair: Georgios Vlachopoulos**

12:30-12:50	The Future of Print, Online and Mobile Media with use of Individualised QR codes in VISUAL and NIR Spectrum <b>Ivana Ziljak Stanimirovic, Croatia,</b> <b>Anastasios E. Politis, Greece,</b> <b>Nikolina Stanic-Loknar, Kristina Janko, Croatia</b>
12:50-13:10	Beyond the Page: A Comparison of Reading in Different media <b>Chrysoula Gatsou, Anastasios Politis, Dimitrios Zevgolis, Greece</b>
13:10-13:30	Newspaper Design Contributions for Sustainable Development <b>Pedro Matos, Regina Delfino, Portugal</b>
13:30-14:30	Lunch
14:30-14:50	Color Choice in the Process of Product Promotion <b>Konstantina Patsialou, Iro Laskari, Greece</b>
14:50-15.10	Improving Visual Communication - The Importance of Metaphors for User Interaction with Mobile Devices <b>Chrysoula Gatsou, Greece</b>

**Session - 3 Graphic Arts and Media Technology****Session Chair: John R. Craft**

15.10-15:30	Expanding Double Hidden Information with Infrared Dyes <b>Jana Žiljak-Vujić, Ana Agić, Darko Agić, Croatia,</b> <b>Anastasios E. Politis, Greece</b>
15:30-16:00	Coffee break
16:00-16:20	Spot Colorant Twins for Infrared Security Print of Topographic Maps <b>Ivana-Ziljak Stanimirovic, Jana Žiljak-Vujić, Maja Matas, Croatia, Matej Pogarčič, Slovenia</b>
16:20-16:40	Application of FTIR in Structural Analysis of Flexographic Printing <b>Tamara Tomašegović, Sanja Mahović Poljaček,</b> <b>Tomislav Cigula, Diana Milčić, Croatia</b>
16:40-17:00	Printed Electronics: Definition of the Printing Parameters for the Functionality of the Prints <b>Georgios Vlachopoulos, Spyridon Nomikos, Matina Benia, Argyro Karkazi, Athina Mountzouri, Maria-Georgia Nomikou, Greece</b>
17:00-17:20	Contemporary Component of Competitive Vocational Education in Publishing Trade <b>Olga Minaeva, Andrey Ermakov, Olga Zirnyagina, Russia</b>
20.30-	Dinner at the traditional fish tavern "Batis", with a walking distance from the conference hotel

DAY 3	Tuesday 27th May – Alkyon Resort Hotel & Spa, Vrahati
<b>Session 4 - Media management and Business Environments</b> <b>Session Chair: Rossitza Sardjeva</b>	
09:00-09:20	Benchmarking: The Work of Many for the Quality of All <b>Luk Bouters, Eline Sierens, Vera Pletinckx, Belgium</b>
09:20-09:40	The Automated Customization of SVG Content for Users with Colour Vision Deficiencies <b>Neda Milić, Dragoljub Novaković, Nemanja Kašiković, Gojko Vladić, Darko Avramović, Serbia</b>
09:40-10:00	Approaches to Linearization in ICC Profiles <b>Davor Donevski, Diana Milčić, Dubravko Banić, Croatia</b>
<b>Session 5 - Graphic Arts and Media Technology</b> <b>Session Chair: Enn Kerner</b>	
10:00-10:20	Influence of Dampening Regime on Gray Balance and Trapping in Sheet-fed Offset <b>Mesrop Bozoyan, Armenia, Nikolay Nechiporenko, Russia</b>
10:20-10:40	The White Coating Influence on Print Quality for Metallic Substrates <b>Anna Berdovschikova, Nikolay Nechiporenko, Russia</b>
10:40-11:00	Effect of Paper Properties on Print Quality by Flexographic Method <b>Stamatina Theohari, Eftihis Fraggedakis, Diana Tsimis, Marios Tsigonias, Dimitris Mandis, Greece</b>
11.00-11:30	Coffee Break
11.30-11:50	Different Methods for Quantification of Micro-Uniformity <b>Ivana Jurič, Igor Karlović, Serbia, Igor Majnarić, Croatia, Dragoljub Novaković, Ivana Tomić, Serbia</b>
11.50-12:10	A Study in Color Reproduction Capability of Digital Dry Toner Electrophotography Compared to the Smart Offset <b>R. D. Sardjeva, T.U. Mollov, V. A. Angelov, Bulgaria</b>
12.10-12:30	Blanket Distortion Effect and Graphical Accuracy in Printing <b>Rostislav G. Moginov, Vyacheslav N. Samokhin, Anna V. Berdovshchikova, Russia</b>
12.30-12:50	Graphene, a New Class of Materials for Printing Inks <b>Vassiliki Belessi, Dimitris Petridis, Vasilios Georgakilas, Spyridon Nomikos, Greece</b>

**Session 6 - Packaging Design and Production**  
**Session Chair: Diana Tsimis**

12.50-13:10	Packaging Design for Sustainable Development <b>Regina Delfino, Luís Paschoarelli, Rui Frazão, Pedro Matos, Portugal</b>
13.10-13:30	Relaxation processes in the interval shrinkable polyvinylchloride films with tactile marking of shrinkable labels <b>Alexander Kondratov, M.V. Konovalova, Victor Nazarov, Alexey Benda, Russia</b>
13.30-14:30	Lunch
14:30-14:50	Development of Guidelines Regarding the Graphic Design of Drug Packaging <b>Tobias Trofast, Alexandra Bremer, Gabriel Josefsson, Sweden</b>
14:50-15:10	ICT and Nanophotonic and Nanoelectronic Systems for Smart and Intelligent Printed Packaging <b>Valentyn Sherstiuk, Vitaliy Shvalagin, Olha Sarapulova, Oleksandra Rayevska, Aleksandr Kukhta, Ukraine</b>
15:10-15:30	Girdle Books – The Historical Context and its Relation to Book Binding <b>Philippa Athimaritou, Greece</b>
15:30-16:00	Coffee Break
16:00-16:20	Metadata for Characterization of Digital Images <b>Chrysoula Gatsou, Anastasios E. Politis, Philippa Athimaritou, Greece</b>
16:20-16:50	Digital Printing for Packaging - The Case Study of a Corrugated Board Packaging Company <b>Panos Dimitropoulos, Katerina Mavrogiorgou, Georgios Gamprellis, Greece</b>

**Session 7 – Presentation of forthcoming events**  
**Session Chair: Anastasios E. Politis**

16:50-17:10	Presentation of the 47th IC2015 Conference, San Luis Obispo, USA <b>Kenneth Macro, California State University, USA</b>
17:10-17:30	Presentation of the 48th IC2016 Conference, Leipzig, Germany
17:30-17:50	Presentation of Beijing Institute of Graphic Communication, China (Organizer of the 49th IC2017 Conference) <b>Zhang Zhicheng, Beijing Institute of Graphic Communication, China</b>
17:50-18:00	The last word: Closing of the Conference – Presentation of the next days visits, ceremonies and excursions <b>Anastasios E. Politis</b>
20.30-	<b>Gala dinner by the Pool, Alkyon Hotel</b> - Reception with drinks - Gala Dinner - Greek and International evening with DJ music

DAY 4	Wednesday 28th May - Athens TEI Congress Centre
09.00-10.30	Bus travel from Hotel Alkyon - Corinthia to Egaleo - Athens TEI premises
10:30-12:30	<ul style="list-style-type: none"> <li>- Welcome by the President of the Athens TEI, <b>Prof. Michael Bratakos</b></li> <li>- Welcome by the Dean of the Faculty of Applied Arts, <b>Prof. Zoe Georgiadou</b></li> <li>- Short presentation of Athens TEI, the Faculty of Applied Arts and the Study Programme of Graphic Arts Technology</li> <li><b>Anastasios E. Politis</b></li> <li>- <b>Ceremony for the proclamation of Prof. Dr. Wolfgang Faigle as Honorary Professor of Graphic Arts Technology, Athens TEI</b></li> <li>- Short visit to the premises of the Department of Graphic Arts Technology</li> </ul>
12:30-14:00	Reception – lunch at Athens TEI Mensa
14:00-14:30	Bus travel to Athens centre
14:30-16:30	Visit at the Museum of Acropolis
16:30-19:00	Free time for visit at the Acropolis of Athens, Plaka and the Monastiraki flea market
19:00-20:30	Bus travel Athens – Alkyon Hotel

DAY 5	Thursday 29th May - <i>Excursion Day</i>
09:00– 20:00	<p>Daily excursion Epidavros, Nemea and Nafplion</p> <ul style="list-style-type: none"> <li>- Visit at the world famous Epidavros Ancient Theatre and the Epidavros Museum</li> <li>- Visit at the Town of Nemea, a famous wine area</li> <li>- Visit at the Palivos Estate traditional winery. Wine tasting and light lunch</li> <li>- Travel to the traditional city of Nafplion - Free time for walking and sightseeing</li> </ul>