45th Conference
of the
International Circle of Educational Institutes for Graphic Arts:
Technology and Management

2013 Conference Program

**All events take place in the Heidelberg Centre (HEI building) on the
Ryerson University campus, 125 Bond Street**

Sunday, June 2, 2013

16:00 – 19:00	Conference registration	Registration Desk, Heidelberg Centre for Graphic Communications Management HEI building (HEI) 125 Bond Street
17:00	Welcome reception	Heidelberg Centre, Lobby
17:45	Words of Welcome	Ian Baitz, Wolfgang Faigle

Monday, June 3, 2013

7:00 – 17:00	Conference registration	Registration Desk
8:00 – 8:10	Welcome words	Gerd Hauck, Dean of FCAD
8:10 – 8:30	Welcome and logistics	Wolfgang Faigle, Ian Baitz
8:30 – 9:45	**Session 1: Teaching & Education 1**	Lecture hall, HEI 201, 2nd floor

Session Chair: H. Vermeulen

Factors that improve examination of student degree project
T. Nystroem, Tobias Trofast, Linköping University, Sweden

Uncovering the qualities of a successful internship: A longitudinal evaluation of internship-based experiential education in the graphic arts
N. Lumby, D. Brown, School of Graphic Communications Management, Ryerson University, Toronto, Canada

New aspects of print simulation training in higher education
E. Paap, Stuttgart Media University (HdM), Stuttgart, Germany

9:45 – 10:10	**Refreshment Break**	Lecture hall hallway, HEI 201, 2nd floor

| 10:10 – 12:00 | **Session 2: Technology 1** | GCM lecture hall, HEI 201, 2nd floor |

Session Chair: M. Habekost

Analysis of optical characteristics using multi-spectrum luminescent inks
V. Valcciukas, Kauno Kolegija (Kaunas University of Applied Science), Kaunas, Lithuania

Infrared colorants as twins for security printing of documents and securities
I. Stanimirovic, University of Zagreb, Faculty of Graphic Arts, Zagreb, Croatia

Using a mobile communication device app to generate variable data prepress files
M. Breede, Prof. emeritus, School of Graphic Communications Management, Ryerson University, Toronto, Canada

Distributed, multi-lingual learning management systems for graphic industry training
P. Herman, Sinapse Print Simulators, St. Aubin, France

| 12:00 – 13:00 | **Lunch break** | Heidelberg Centre lobby |
| 13:00 – 14:40 | **Session 3: Mobile-learning technology 1** | GCM lecture hall, HEI 201, 2nd floor |

Session Chair: G. Mothersill

Podlicious: A high-tech tool for in-lab instruction
A. Seto, J. Lisi, M. Habekost, School of Graphic Communications Management, Ryerson University, Toronto, Canada

ePub test form
R. Adams, J. Augusto, R. El Asaleh, School of Graphic Communications Management, Ryerson University, Toronto, Canada

Mobile Computing in Higher Education Teaching – Trends and Methods
M. Hinkelmann, Stuttgart Media University (HdM), Stuttgart, Germany

| 14:40 – 15:05 | **Refreshment Break** | Lecture hall hallway |

| 15:05 – 16:15 | **Session 4: Design and Education** | GCM lecture hall, HEI 201, 2nd floor |

Session Chair: J. M. Seydoux

Design of experiments for R&D applications in printing and packaging
M. Roch, Leipzig University of Applied Science, Leipzig, Germany

PPT Design for Graphic Communication: Contrastive Study
S. Zhang, Beijing Institute of Graphic Communication, Beijing, China

A Proposal for Print Automation Seminars In Europe
J. Harvey, CIP4

16:15	Updates	Luk Bouters
18:45	Meet in Heidelberg Centre Lobby for short walk to Adega Restaurant	
19:00	**Cocktail reception**	Adega Restaurant, 33 Elm Street
19:45 – 21:30	**Dinner** at Adega Restaurant	Adega Restaurant, 33 Elm Street

Tuesday, June 4, 2013

7:30 – 15:00	Conference registration	Registration Desk
7:30	Coffee, tea, water	
8:30 – 9:45	**Session 6: Technology 3**	GCM lecture hall, HEI 201, 2nd floor

Session Chair: L. Bouters

Improving the Yule-Nielsen modified spectral Neugebauer model using genetic algorithms
Q. Yiming, N. Mahfooth, M. Kyan, Department of Electrical Engineering, Ryerson University, Toronto, Canada

Printed conductive layer for 3D-RFID transponder antennas for future identification applications in smart packaging
R. Zichner[1], R. Baumann[2], [1]Fraunhofer Institute for Electronic Nano Systems ENAS, Department Printed Functionalities, Chemnitz, Germany, [2]Chemnitz University of Technology, Institute for Print and Media Technology, Chemnitz, Germany

Characterization and measurement of printing uniformity
S. Abdel Motaal, Rochester Institute of Technology, Rochester, NY, USA

9:45 – 10:10	**Refreshment Break**	Lecture hall hallway
10:10 – 12:00	**Session7A: Technology 4**	GCM lecture hall, HEI 201, 2nd floor

Session Chair: T. Nystrøm

Hybrid system for correcting non-uniformity in viewing booth for the photographic arts and printing industry
N. Mahfooth, M. Kyan, Department of Electrical Engineering, Ryerson University, Toronto, Canada

Understanding the new ISO 13655 measurement standard in press and proofing applications
E. Luu, A. Sharma, School of Graphic Communications Management, Ryerson University, Toronto, Canada

Effect of Gravure Process variables on print defects in shrink PVC film
A. Joshi, S.S. Bandyopadhyay, PVG's College of Engineering and Technology, Pune, India

White base coat CIELAB value for Flexo and offset packaging printing on non-absorbent substrates
E. Kerner, Grafitek, Tallin, Estonia

| 10:10 – 12:00 | **Session 7B: Industry transformation** | GCM board room, main floor |

Session Chair: W. Faigle

Case studies of Transformation of printing companies in the digital age
J. Craft, T. Sprotts, Appalachian State University, Boone, NC, USA

Mass Customization of Printing Products
A. König, Beuth University of Applied Science, Berlin, Germany

Social Responsibility and Design Education: Public Design Service, A case study on design for the public good
A. Miyauchi, Alberta College of Art and Design, Calgary, Canada

Innovation through lean efficiency: Benefits and Barriers for Graphic Communications Companies
J. Ramsbottom[1]. K. Macro,[1] Norquest College, Edmonton, Canada, [2]California Polytechnic State University, San Louis Obispo, USA

12:00 – 13:30	Lunch break	Oakham House Backyard BBQ
13:30 – 13:40	Introduction to the 2014 conference	Wolfgang Faigle
13:40 – 14:30	**Session 8: Curriculum changes 2**	GCM lecture hall, HEI 201, 2nd floor

Session Chair: K. Macro

If we do not change direction, we might end up where we are heading
H. Vermeulen, E. Steven, GOC, Veenendaal, Netherlands

Renewing a Graphic Arts curriculum: Planning for the future
I. Baitz, J. Lisi, School of Graphic Communications Management, Ryerson University, Toronto, Canada

14:30	Closing remarks	Wolfgang Faigle
14:40 – 15:00	Refreshment Break	Lecture hall hallway
15:00 – 16:30	Tour of GCM and the Ryerson Campus	2 groups
	Dinner on your own	

Wednesday, June 5, 2013

Excursion Day to Niagara Falls

8:00	Depart Heidelberg Centre by bus
10:00	Arrive Niagara Falls, drop off for Maid of the Mist and later free time for lunch and sightseeing, photographs, or strolling
14:00	Bus pick up for passengers, drive to Niagara-on-the-Lake
14:30	Drop off in Niagara on the Lake
17:00	Bus pick up in Niagara-on-the-Lake
17:30	Supper at La Cachette – Strewn Winery
19:30	Depart Winery
21:30	Arrive back at Heidelberg Centre

Presenters, attendees and accompanying persons are invited to join us on a day trip to world-famous Niagara Falls, Canada. We will have plenty of time to see the spectacular falls and the neighboring area, including beautiful, historic Niagara-on-the-Lake. A "Brown bag" lunch and the final conference dinner at a local winery are included.

Thursday, June 6, 2013

Local company tours

8:00	Depart from Heidelberg Centre by bus
9:00	Arrive at Central Group
9:00	Tour of Central Group's innovation centre (ROI lab)
10:00	Drive to CCL Label
10:30	Tour of CCL Label
11:30	Depart from CCL Label
12:00	Airport drop-off
12:30	Return to the Heidelberg Centre Lunch