





The International Circle of Educational Institutes for Graphic Arts: Technology and Management

www.hdm-stuttgart.de/international_circle

The International Circle, IC, is a free association of institutions active in the fields of higher education and research for the visual media with members from all over the world.

It was founded in 1957 in Lausanne, Switzerland.



The heads of a few Swiss, German, and Austrian schools of higher education for the graphic arts industries decided to meet regularly in order to discuss the latest developments in their field, and to harmonize their respective politics.



The International Circle has grown steadily and now has about 100 member institutions worldwide, with a majority from Europe and Asia.

The main event of the IC is its Annual Conference at various places. It usually comprises two days of scientific, technological, or educational lectures, some company visits, a cultural excursion, a reception by a higher local official, and a dinner.



So far, venues for the conference (some repeatedly) include Amsterdam, Berlin, Budapest, Buenos Aires, Düsseldorf, Ghent, Hefei (China), Kobenhaven, Lausanne, London, Lviv (Ukraine), Milano, Manipal (India), Moscow, Munich, Norrköping (Sweden), Paris, St. Petersburg (Russia), Stockholm, Stuttgart, Tashkent (Uzbekistan), Tilburg (Netherlands), Torino, Verona (Italy), Vienna, Warsaw, Wuppertal (Germany), Yverdon (Switzerland), and Zagreb (Croatia).

In 2006, the 38th Annual Conference took place at Manipal, India. Here a few impressions.



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In 2007, the 39th Annual Conference took place at Yverdon and Lausanne, Switzerland. The IC celebrated its 50th anniversary at its birthplace. Here a few impressions.



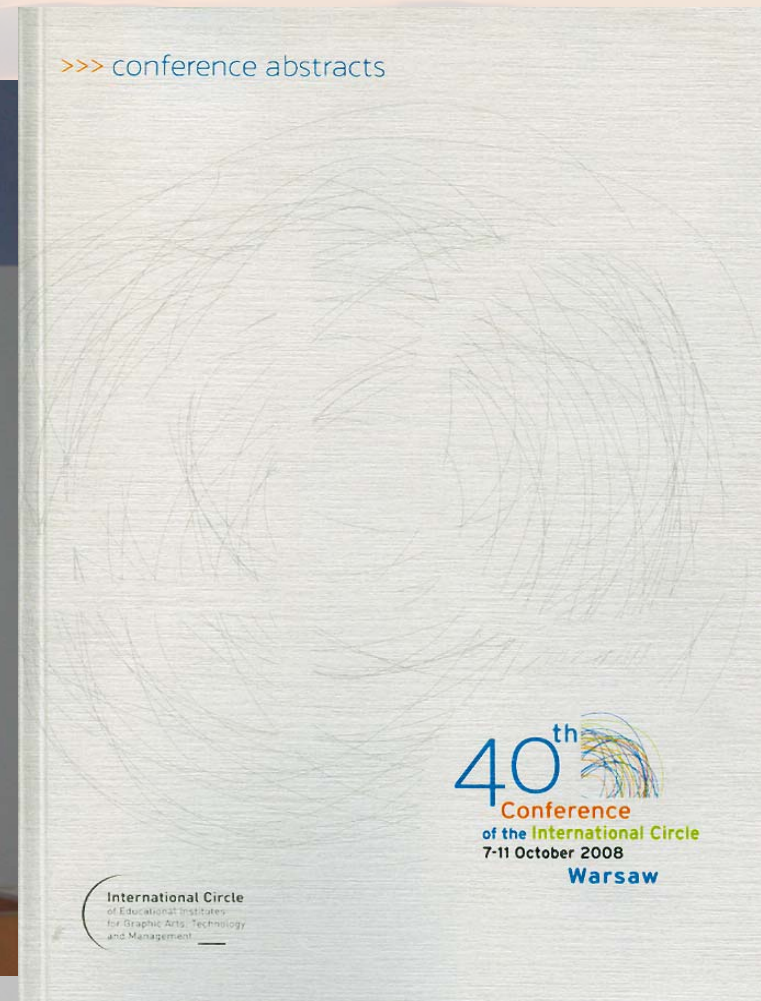
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In 2008, the 40th Annual Conference took place at Warsaw, Poland – on the 40th birthday of its member university, the Technical University of Warsaw. Here a few impressions.



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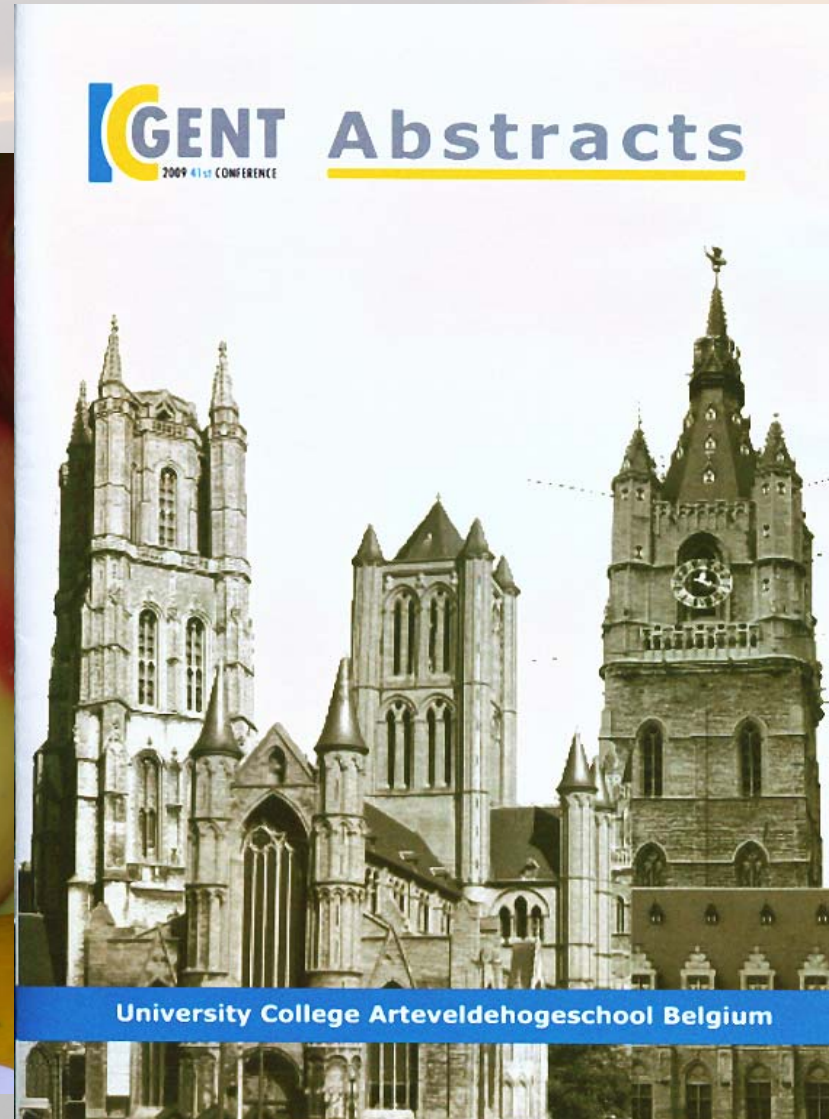
In 2009, the 41st Annual Conference took place at Ghent, Belgium. Here a few impressions.



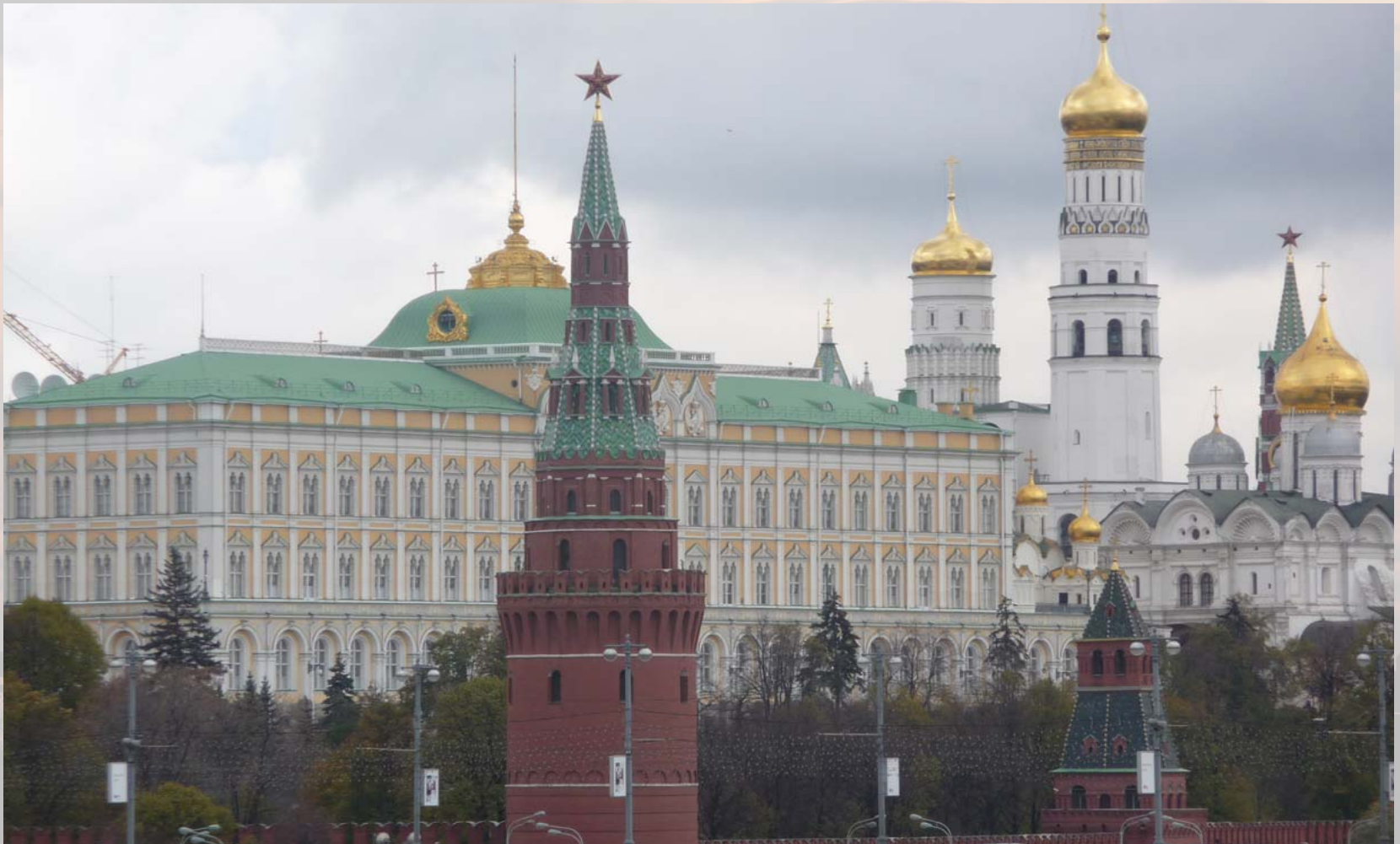
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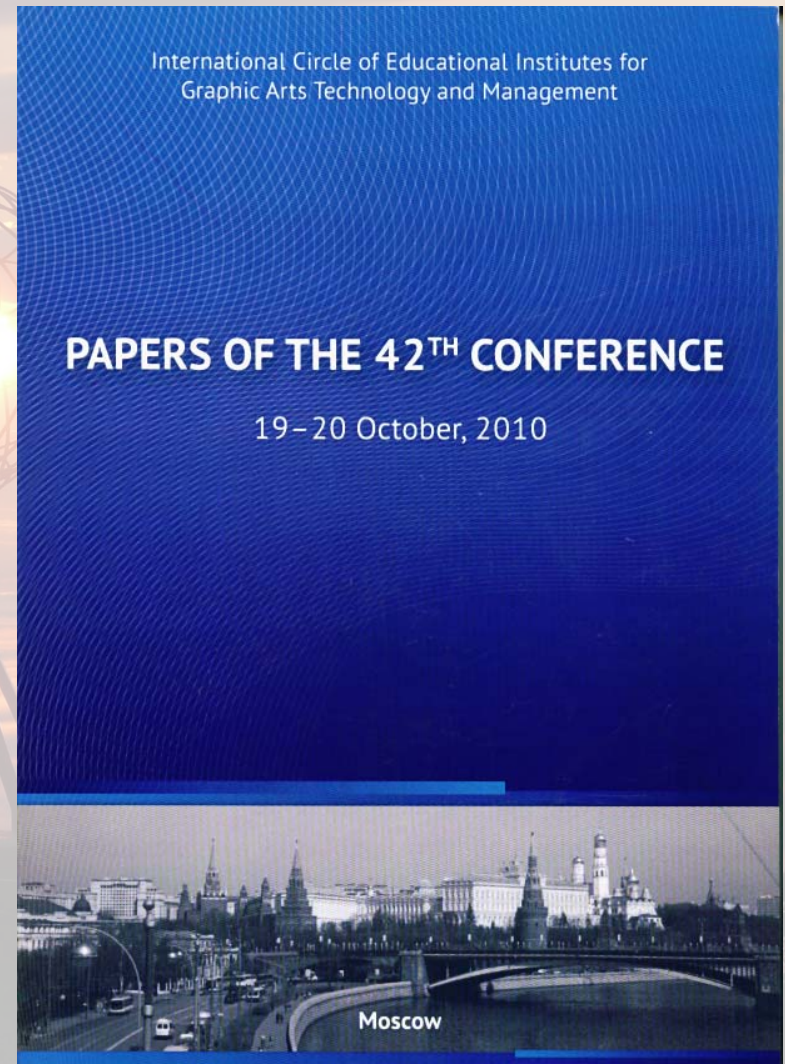
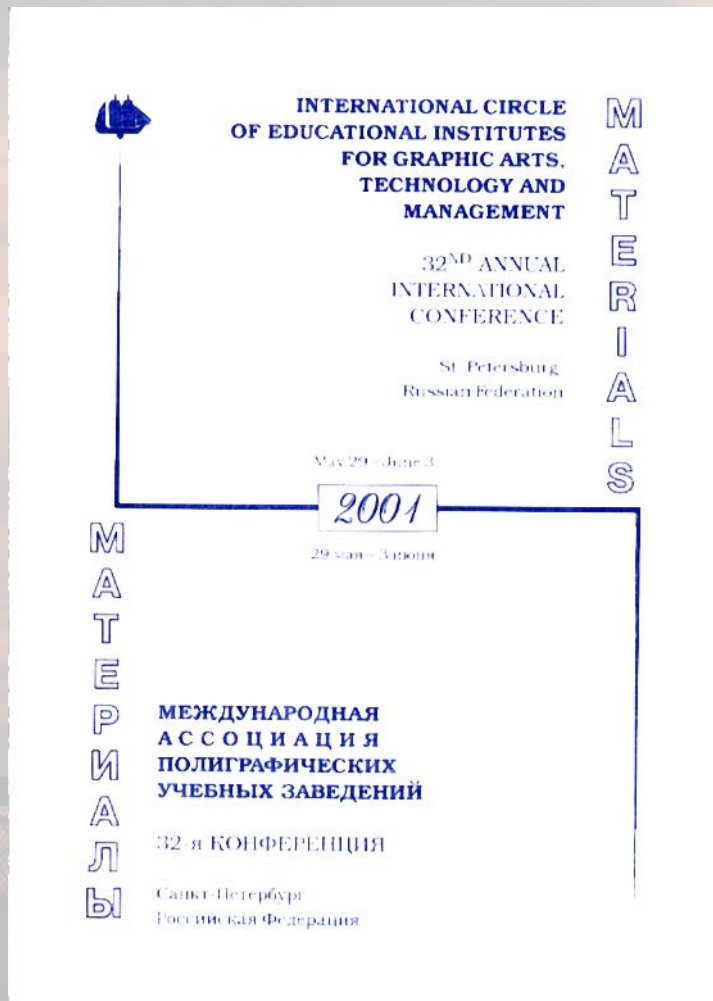
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In 2010, the 42nd Annual Conference took place at Moscow, Russia – on the 80th birthday of its member university, the State University of Printing. Here a few impressions.



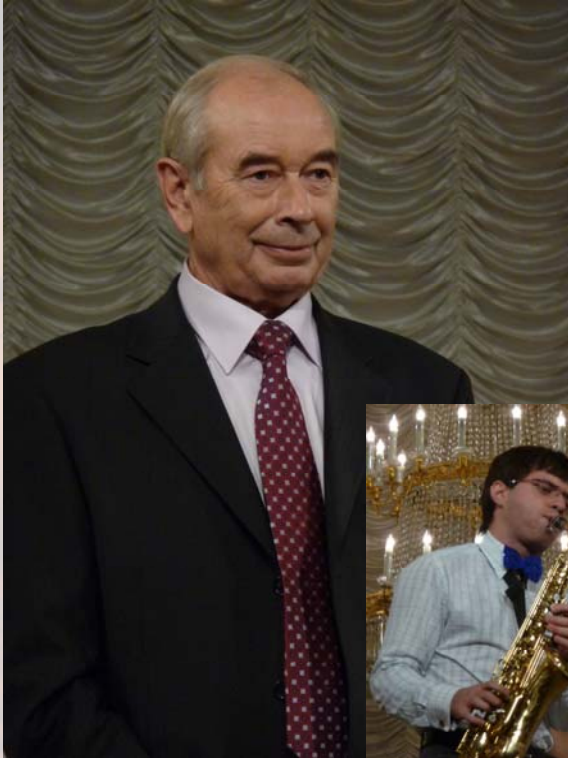
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In 2011, the 43rd Annual Conference took place at Norrköping, Sweden. Here a few impressions.

Proceedings

of the 43rd conference of the International
Circle of Educational Institutes for Graphic
Arts Technology and Management



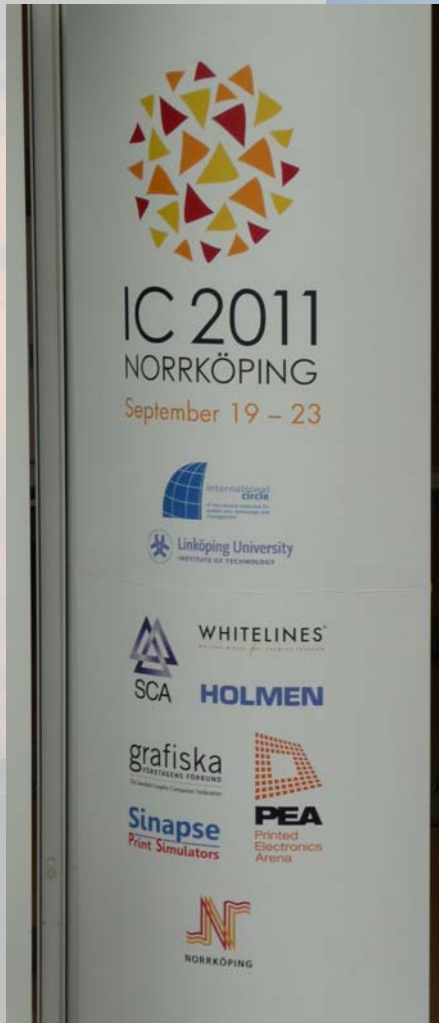
IC 2011
NORRKÖPING
19 - 23 September



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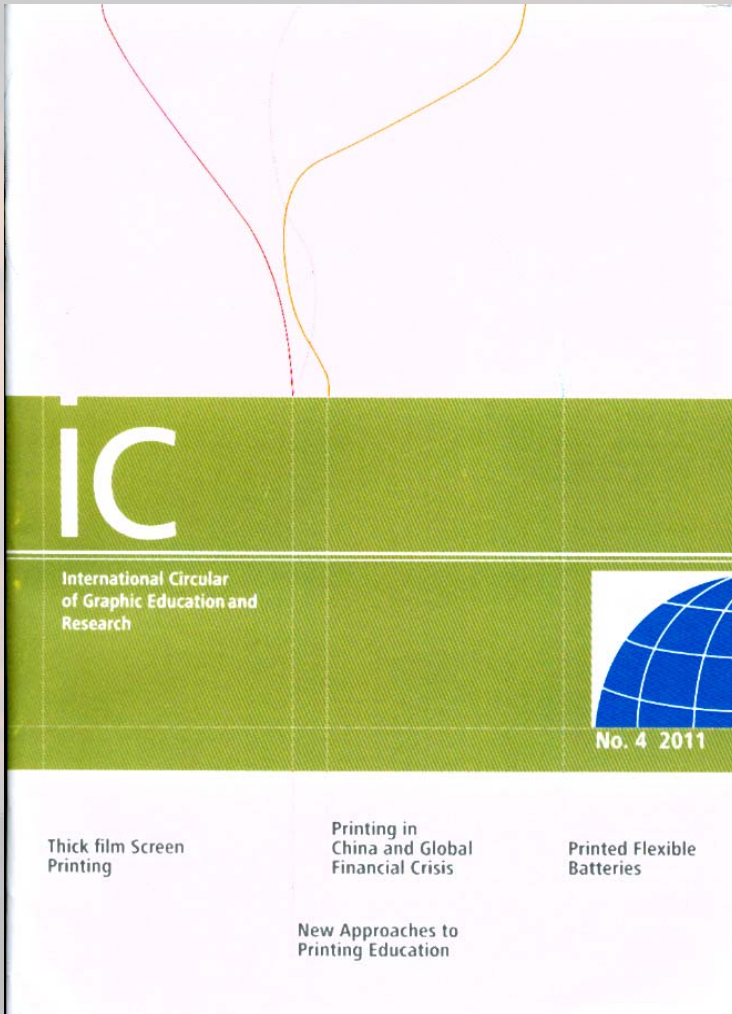
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Another important project of the IC is its scientific journal, The International Circular of Graphic Education and Research.

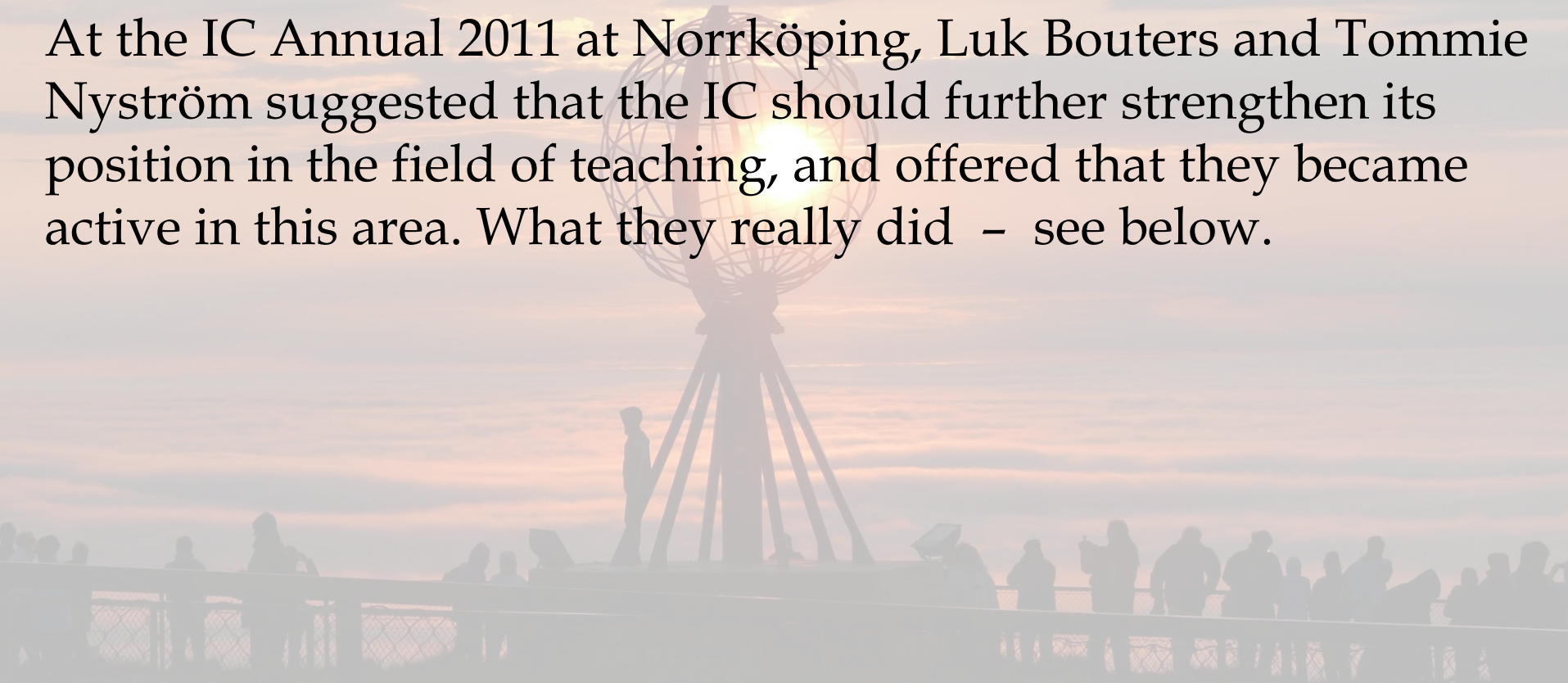
The IC Journal, as we abbreviate it, covers every aspect of our teaching: science, technology, economics, educational subjects, and – it's the journal of the IC – reports on the situation in special countries.

This broad coverage makes the IC Journal more or less unique, comparable, perhaps, only to the Visual Communications Journal, published by IGAEA.



The broad selection of subjects covered by the IC Journal shows one of the strengths of the IC. As opposed to other organizations active in our field, the IC covers research as well as teaching – and the combination of it.

At the IC Annual 2011 at Norrköping, Luk Bouters and Tommie Nyström suggested that the IC should further strengthen its position in the field of teaching, and offered that they became active in this area. What they really did – see below.





**Better anticipation of future skills.
Towards a stronger partnership between
education and industry.**

IC Meeting at DRUPA, Congress Centrum Süd (CCS), Room 01
9 May 2012

- 10.00h Word of welcome. Introduction of the agenda and explanation of the proceedings
Wolfgang Faigle (Germany)
- 10.15h The educational context. What are the recent policy developments in the post-Bologna era affecting the expected role of higher education? Where do we come from? Where are we heading to?
Wim Hoste(Belgium)
- 10.45h The economic context. One of the greatest challenges is to adapt and upgrade the skills portfolio of print media professionals. Some recent reports urge education and industry to better cooperate to better anticipate future skills. Findings and recommendations of some reports. What is expected from higher education?
Anastasio Politis(Greece)
- 11.15h Coffee break
- 11.30h Changes in Media Competences. Companies and educational institutes are compelled to adapt the required function profiles, job requirements and vocational training due to the latest developments in media technology, consumption patterns and preferences, alongside the emergence of new business models. What are the emerging trends and the major findings of recent research in the Netherlands?
Erik Stevens (The Netherlands)
- 12.00h The Canadian example. The guiding principle within the Canadian Printing Industries Sector Council (CPISC) is partnership - bringing together employers, employees, education, unions and government to meet the current and future human resource development needs of the Canadian printing and graphic communications industry. What can we learn from them?
Gillian Mothersill (Canada)
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Ian Baltz (Canada)
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Renée van der Heide(The Netherlands)
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- 14.45h Cooperation between industry and higher education in the United States. A case presentation.
John Craft (United States)
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Luk Bouters(Belgium)
- 15.45h The next steps. Appraisal of the presentations made and suggestions for future action by the IC. A group discussion conducted and mediated by Tommie Nyström (Sweden) and Wolfgang Faigle (Germany).
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At special events the IC is present as well. On the fringe of the Drupa trade fair, for example, the IC (actually Luk and Tommie) organized a small conference dedicated to the future development of teaching for our trade, especially the cooperation between universities and industry.

Up to now, the shape of future teaching was mainly regarded as a matter of employers and workers' unions, at least in the EU political arena.



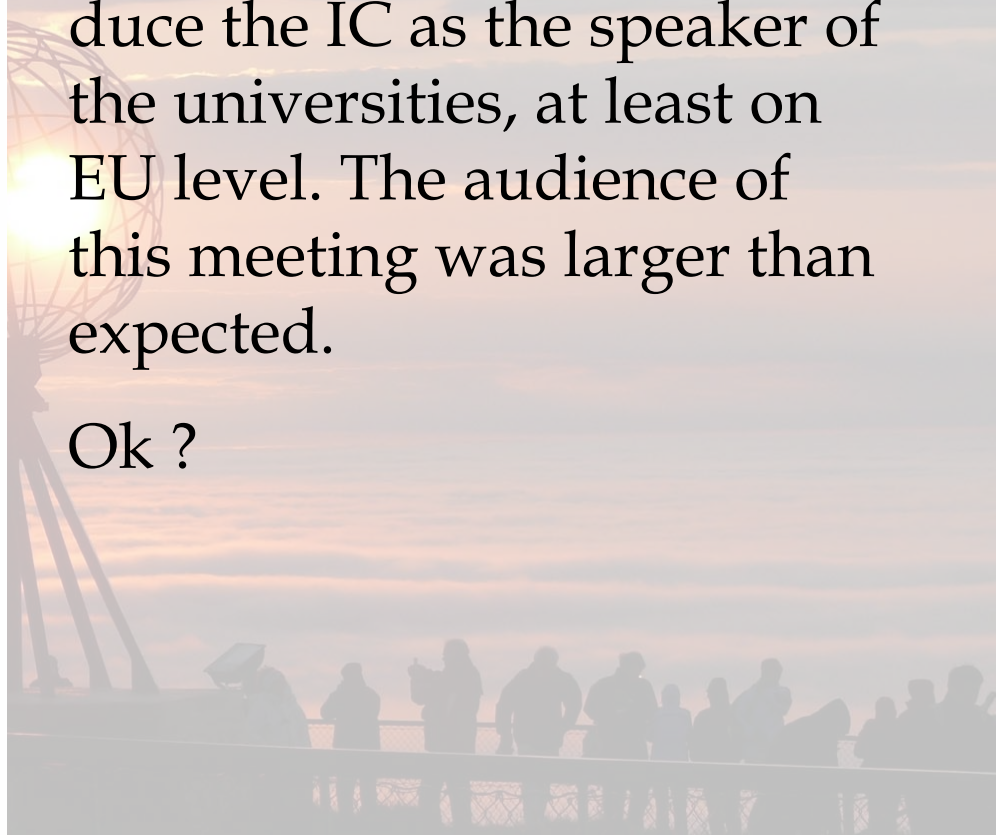
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This meeting also served the purpose of making contacts with relevant organizations, e.g. intergraf, and to introduce the IC as the speaker of the universities, at least on EU level. The audience of this meeting was larger than expected.

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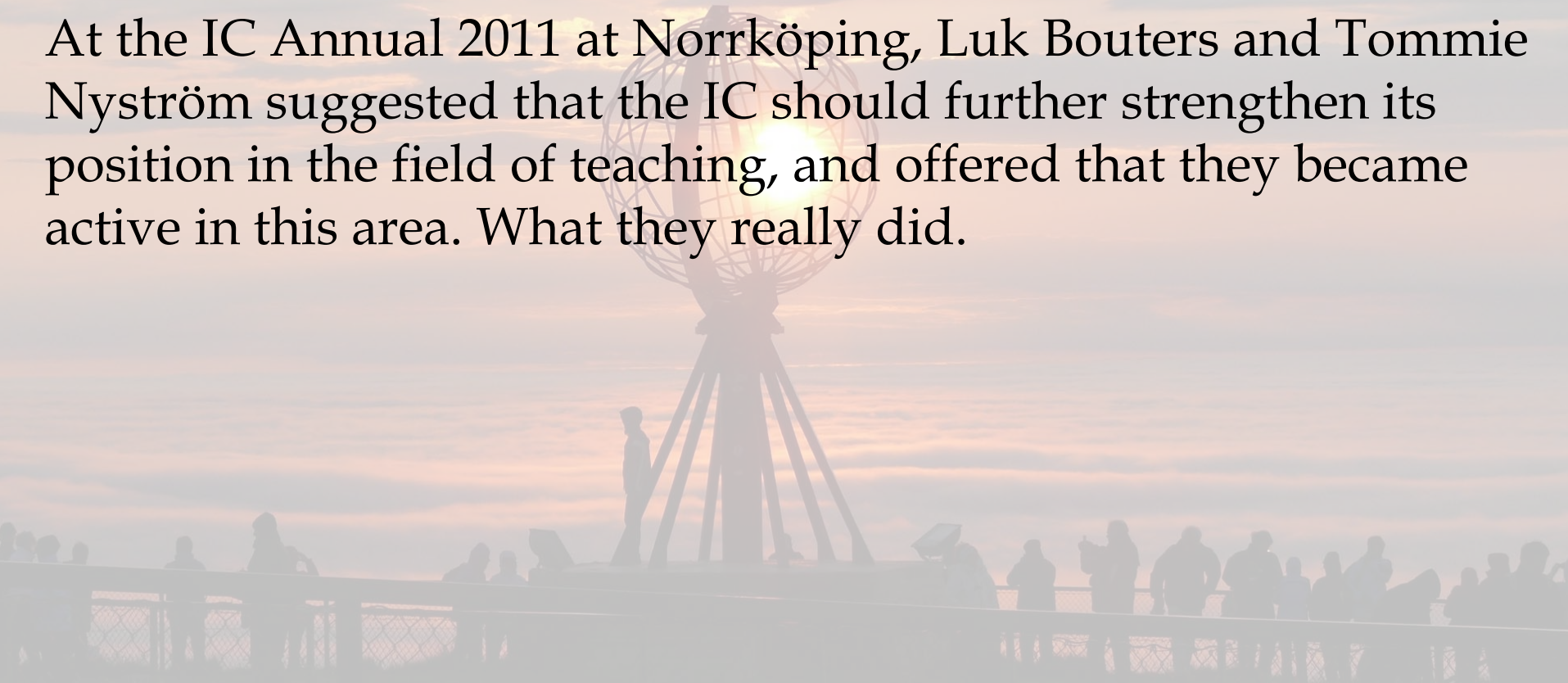
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No. The IC should avoid the political floor.

Fine. This shows how important this topic is.

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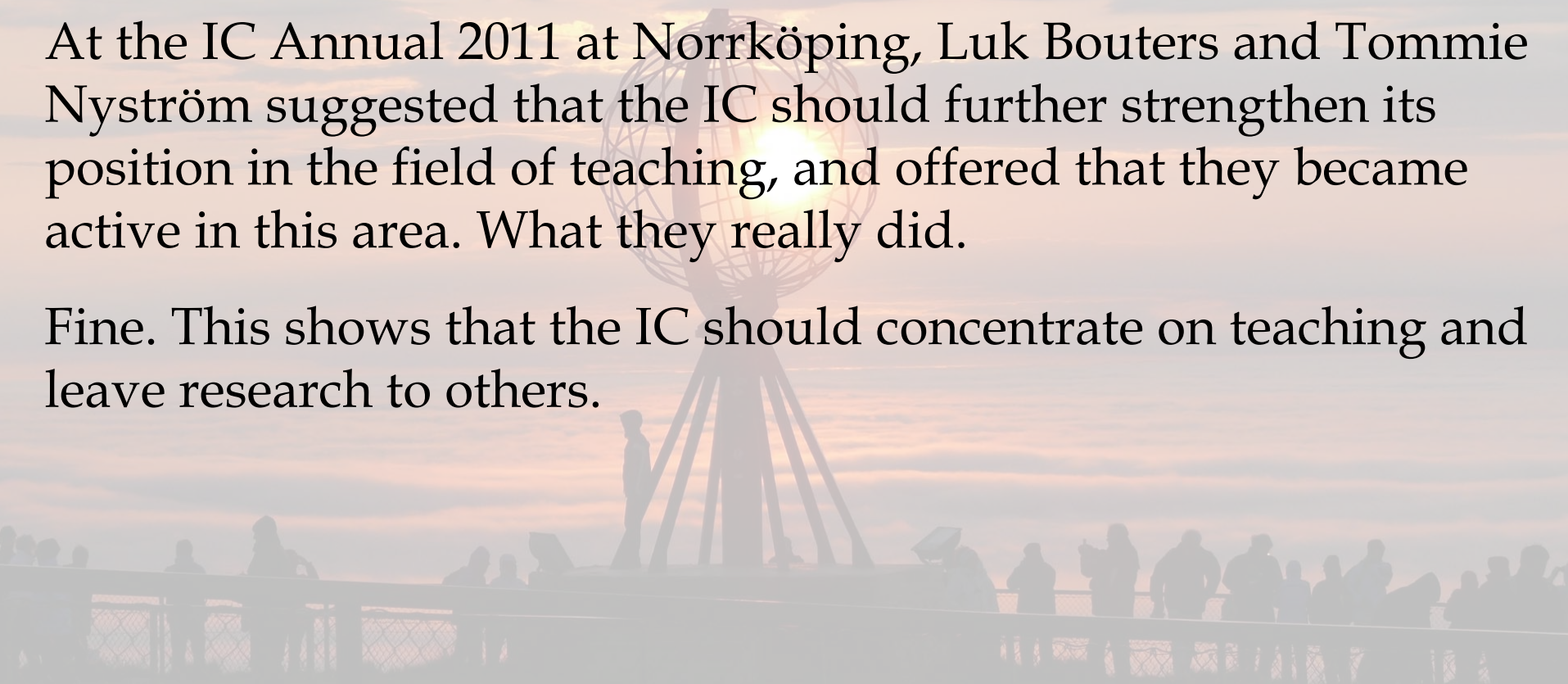
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Fine. This shows that the IC should cover teaching and research. The unity of teaching and research has been characteristic to the universities since Humboldt's time. It has to be observed in the times of Bologna, too.

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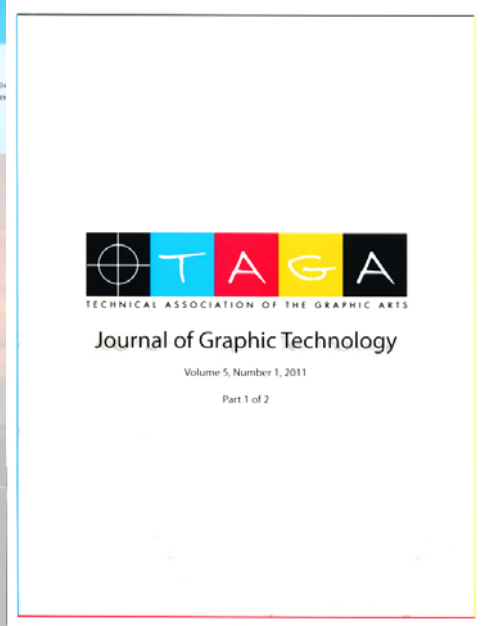


The IC Journal has now existed for four years, unfortunately with one issue per year only.

One of the reasons for this is, in my eyes, that currently there are more journals on the market, including some newly created ones, than the supply with quality papers can justify.



Grid Published by University of his Department of Graphic Engin...





2010-06-28
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Re.

Letter of intent between the Technical Association of the Graphic Arts, TAGA, and the International Circle of Educational Institutes for Graphic Arts Technology and Management, IC.

The organizations IC and TAGA have for some time discussed a common publication. A document describing today's situation has been produced together (A Suggestion for a Publication for the Graphic Arts and Media Community, February 15, 2010).

The two organizations hereby declare their intention of creating a joint publication.

Two copies if this document has been signed, one copy for each organization.

For IC, Stuttgart June, 2010

A handwritten signature in blue ink that reads 'W. Faigle'.

Prof. Dr. Wolfgang Faigle, Hochschule der Medien, Stuttgart, Germany
Executive President of the International Circle of Educational Institutes for Graphic Arts Technology and Management

For TAGA, June, 2010

A handwritten signature in blue ink that reads 'Björn Kruse'.

Prof. Dr. Björn Kruse, Linköping University, Sweden
Executive President of the Technical Association of the Graphic Arts

Linköpings universitet

Dept. of Science and Technology
SE-601 74 Norrköping
Sweden

Phone: +46 11-36 30 00
Fax: +46 11-36 32 70
www.itn.liu.se

So I was more than pleased when Bjorn Kruse, then TAGA president, suggested that TAGA's Journal of Graphic Technology and the IC Journal should combine their efforts.

A letter of intent has already been signed, but unfortunately I can't show you the first issue with common papers. Liam O'Hara and me are still busy to prepare it.

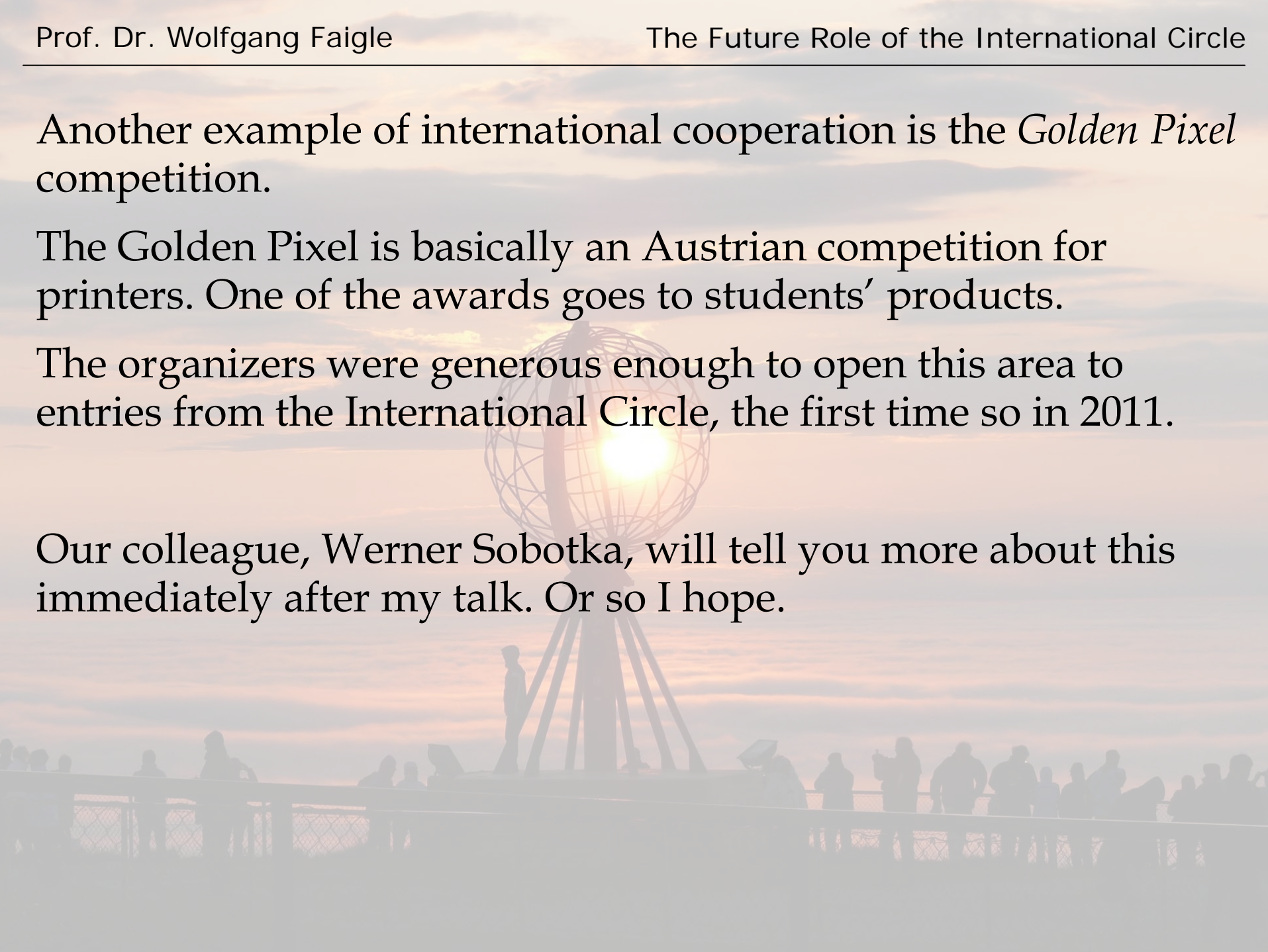
There are still details to discuss, but to me this combination looks ideal. It will bring more readers and more possible authors for both journals. Other strengths of both journals will also be combined.

Another example of international cooperation is the *Golden Pixel* competition.

The Golden Pixel is basically an Austrian competition for printers. One of the awards goes to students' products.

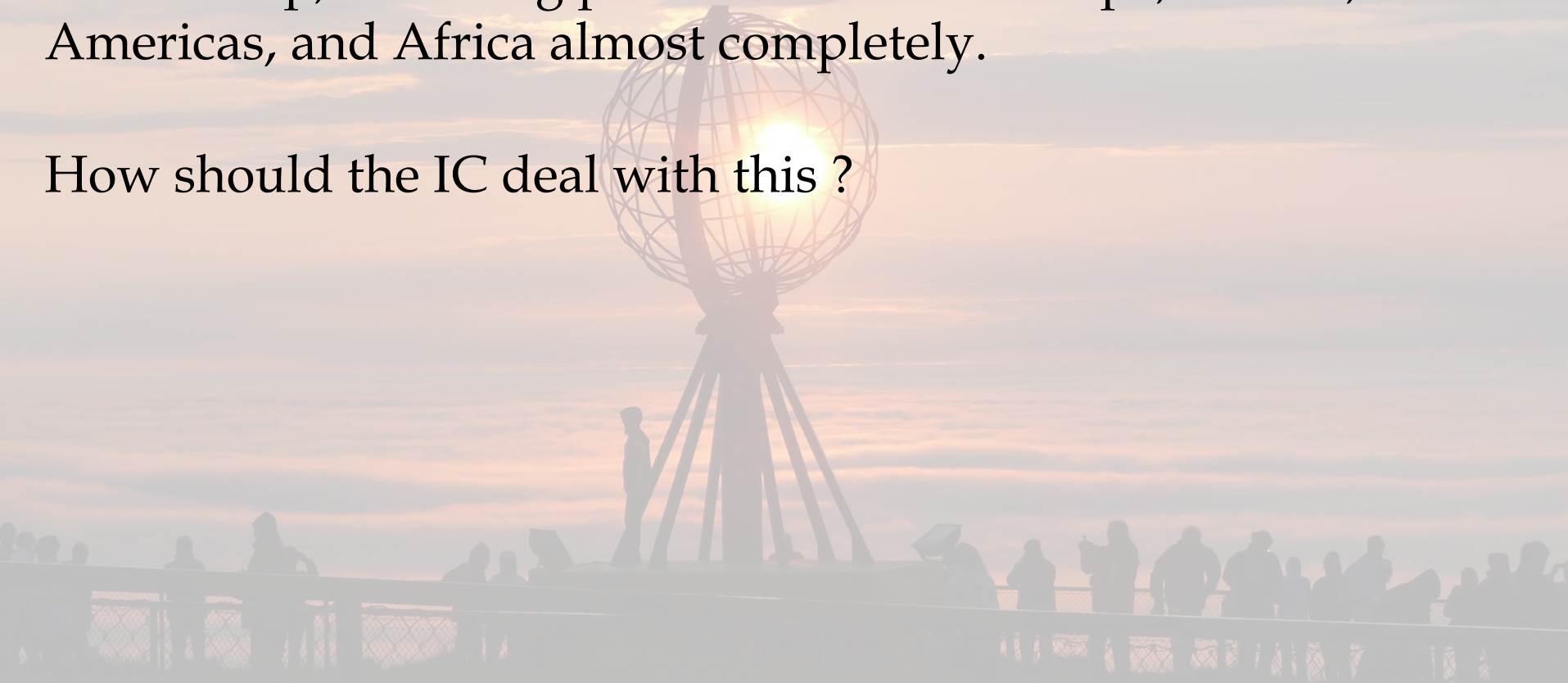
The organizers were generous enough to open this area to entries from the International Circle, the first time so in 2011.

Our colleague, Werner Sobotka, will tell you more about this immediately after my talk. Or so I hope.



The International Circle has grown steadily and now has about 100 member institutions worldwide, with a majority from Europe and Asia. This also means that there are “white spots” on our map, including parts of southern Europe, of Asia, of the Americas, and Africa almost completely.

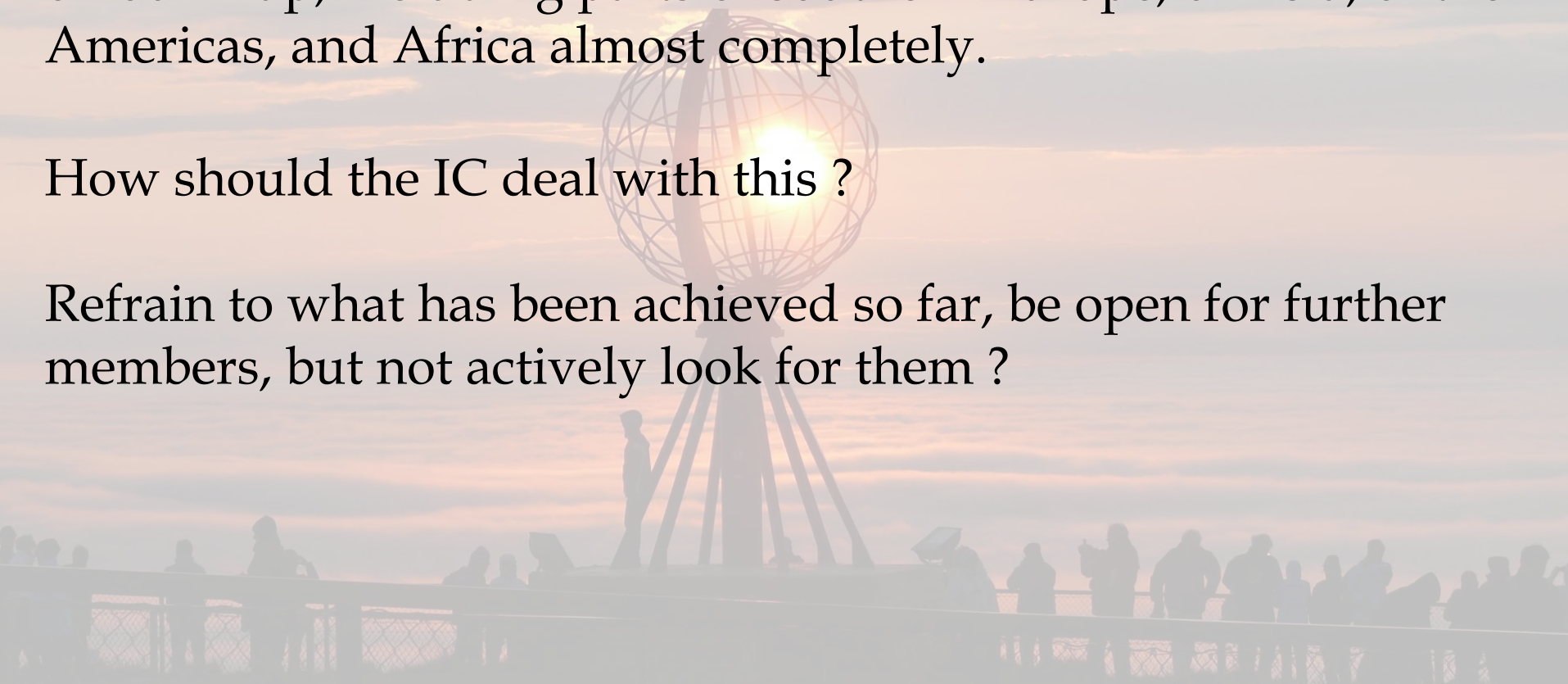
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Try to attract as many members as possible, market the IC actively wherever a possibility arises ?

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This is the very special character of the IC. It has always relied on the devotion of its members, and successfully so. Becoming a legal entity would destroy the unique character of the IC.

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Two practical questions about the IC Annual have been raised.

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Favourites are late May / early June and September.



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b) Is it too expensive to take part in it ?



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No.

Whatever the answer to these questions – the printing and media industries are changing, and many schools have their difficulties, often similar difficulties.

Some of them have been closed down already, others live on borrowed time.

Those still alive are well advised to cooperate to make the best of their respective strengths. The International Circle is the ideal platform to work on this.

We will do our best to promote student exchange, teacher exchange, research cooperation, distribute the findings of work groups, etc., etc.

Just let me know.



As an example: the Roundabout Master, officially known as

The International Master of Printing and Media Technology

A pan-European Masters program
for the graphic arts industries

Starting points:

- International experience is essential for future managers.
- „Internationality“ means more than just to speak basic English.
- Internationality cannot be learned theoretically or on-line; it requires personal experience in a foreign environment.
- The diversity of European cultures and languages is a problem as well as a chance.

- There are many universities offering „media“ education; universities covering printing as well as the electronic media are scarce.
- Teaching printing technology requires expensive equipment; none of the universities is fully equipped in every field.

Hence, there are fundamentals which are taught everywhere, and different special techniques or topics highlighted here or there only.

- Many European universities work together in a network; they regard themselves as colleagues, not as competitors.

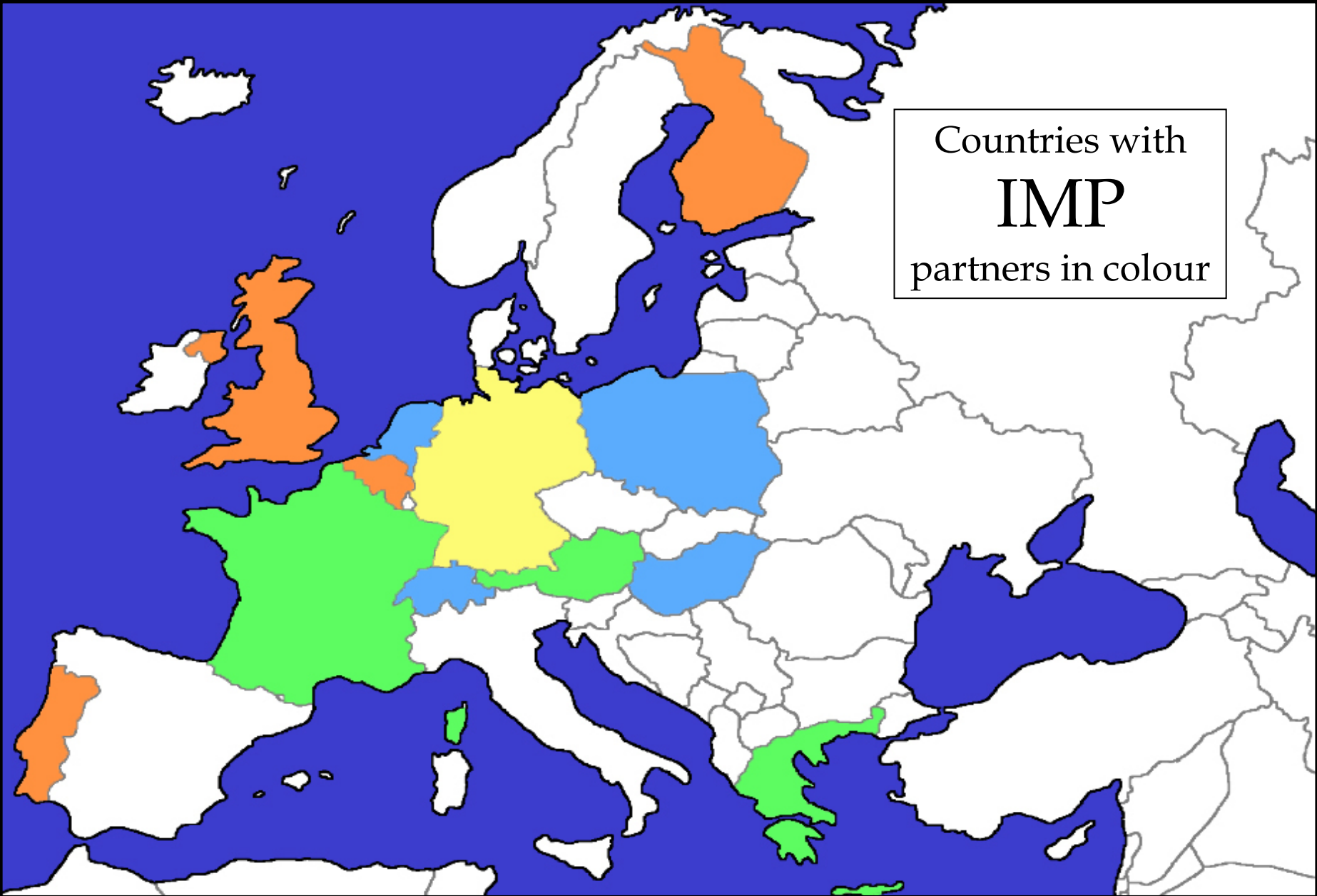
- With regard to „international experience is necessary“ as well as to „different specialist fields of different universities“, the idea of the

International Master of Printing and Media Technology

was born.

14 universities from 11 European states joined together and applied for EU funding in order to develop it further.

- The EU granted financial aids for three years (July 2001 to September 2004).



The partners were

- EVITech, Espoo, Finland
- London College of Communication, London, UK
- avans Hogeschool, Tilburg and Breda, Netherlands
- Artevelde Hogeschool, Ghent, Belgium
- Hogeschool Antwerpen, Antwerpen, Belgium
- Université Nancy 2, Nancy, France
- Insituto Politécnico de Tomar, Tomar, Portugal
- [eivd, Lausanne, Switzerland]
- initially: Fachhochschule St. Pölten, St. Pölten, Austria
- T.E.I. Athens, Athens, Greece
- Technical University of Budapest, Budapest, Hungary
- Technical University of Warsaw, Warsaw, Poland
- Bergische Universität, Wuppertal, Germany
- HTWK Leipzig, Leipzig, Germany
- Hochschule der Medien, Stuttgart, Germany

The central ideas of the IMP were

- a two-year program containing
 - > a first year of „basic education“ on a high level at the students „home university“, and
 - > a „tour of Europe“ in the second year.
- The first year may be shortened or cancelled if adequate earlier education can be demonstrated.
- The second year comprises, central to the program, several stays in different European countries. Their purpose is
 - > to acquire specialist knowledge, and
 - > to become acquainted with the culture and language of the foreign country.

As incentives and gains there are for

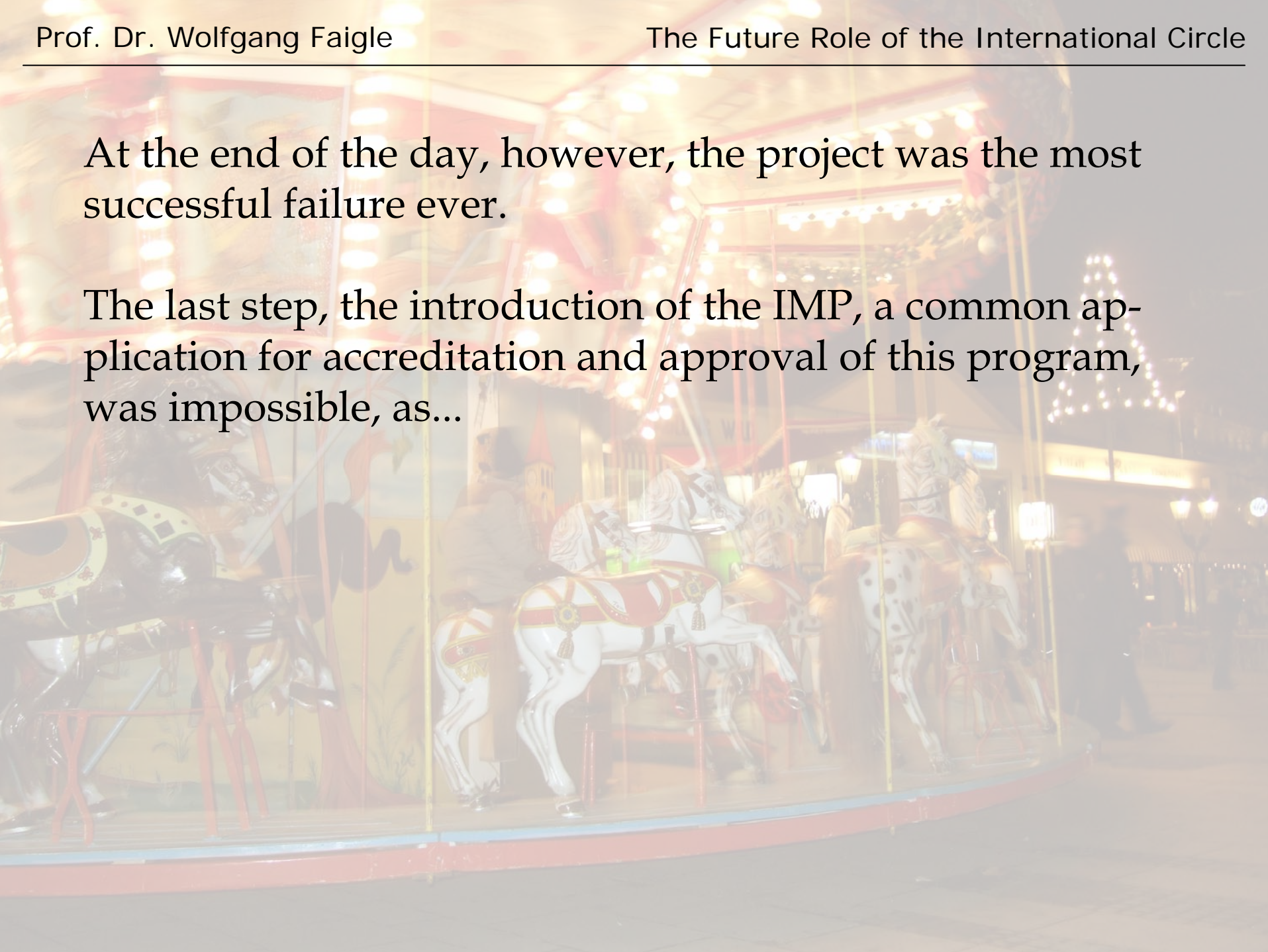
- the graduates
 - > a broad knowledge at the highest possible level
 - > general and professional experience abroad
- employers
 - > highly qualified home applicants with experience abroad and diverse language skills
 - > highly qualified foreign applicants with experience in the country, including language skills.
- the universities
 - > an international atmosphere
 - > a strengthening of their cooperation
 - > [student fees ?]

Results:

- All in all, the project was a success.
- The central document is the *handbook*; it contains all the modules which were developed, and a possible course of the program.
- The network was strengthened, due to three years of regular cooperation
- Deepening of the mutual understanding due to intensive discussions.

At the end of the day, however, the project was the most successful failure ever.

The last step, the introduction of the IMP, a common application for accreditation and approval of this program, was impossible, as...



... the following problems could not be overcome:

- The language problem. How many languages, besides mother tongue and English, can be expected ?
- The fees problem. Some universities have to charge high fees to sustain themselves, for others it's just forbidden; a third part is intermediate.
- The duration of the program. In some countries there is a maximum of one year, in others a minimum of two.
- The accreditation itself. There was no suitable agency for the whole of Europe.

So the results had to be used as far as possible. This happened, and still happens, e.g., ...

- by an intensified student exchange on an individual basis;
- by using the modules within other programs of the participating universities (e.g. in Stuttgart);
- by common projects of smaller groups out of the IMP partners;
- by continuing the cooperation in other frameworks (e.g. three-week summer school at Budapest as an EU Socrates IP project) or even without external funding.

This example shows:

It was – and still is - necessary to facilitate student and teacher exchange within Europe, the complicated continent, and beyond.

Despite the frequently proclaimed success of the Bologna process, a lot is left to be done, and some undesirable developments should be remedied.

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MASTER
Print & Media Technology

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Prod Gravure Qualité Imprimerie Mobile Application Formation Quality Communication

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More information : www.dmt.uni-wuppertal.de
Representatives from all the Partner universities will give personalized advice

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The IMP was presented on several occasions, e.g. on the Drupa 2004,

as a part of the presentations of the International Circle of Educational Institutes for Graphic Arts: Technology and Management.