

# The Globalization of the Graphic Communications Curriculum: Industry Perspective




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# Goals of this presentation

- Provide a forum for discussion of a need for an international curriculum among university graphic arts/communications educators.
  - Share findings of opinions industry representatives—their perspective on the direction of graphic communications education.
  - Discuss involvement and support of industry
  - Discuss the potential for shared research or collaborative work among international graphics departments and programs.
  - Discuss trends in technology applicable to an international graphics curriculum.
  - Discuss and share ideas for the direction of a international Graphic Communications curriculum.
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# Industry Support



- ▶ Having a strong connection with industry is critical to the success of graphic communications program of study
- ▶ Identifying potential individuals or companies having international locations



# Industry Internships



# Industry Internships



# Industry Donations





# Industry Donations



# Web-based technology



- ▶ Computer technology, specifically the Internet has brought to the international learner options for learning content that has no boundaries
- ▶ The World Wide Web continues to “level the playing field” with access to information with instructional value





# Case Study of a Globalized Packaging Company

- ▶ **Category 1: Company Information**
  - Number of employees: 4400
  - Primary business: Major converter of flexible and specialty rigid packaging
  - Location: Headquarters in Atlanta, GA. Twenty-four locations worldwide.

# Case Study of a Globalized Packaging Company

## ▶ Category 2: International Involvement/Experience

- Is your company engaged with international business? Yes
- Have you ever participated in an international exchange program? Yes
- Is so, where? I believe it was AIESEC (Association Internationale des Etudiants en Sciences Economiques et Commerciales)

# AIESEC Website

The screenshot shows a browser window with the URL <http://www.aiesec.org/>. The page title is "AIESEC - The World's Largest Student Driven Organization". The browser's address bar shows several open tabs, including "5 Signs of ...Memory Loss", "http://www.l...20Plate.pdf", "http://www...FG027.html", "Braxton Fam...on Page 41", "Boris Anrep ...ery, London", "Cholesterol:...yoClinic.com", and "How to Start...! Education".

The website header features the AIESEC logo, which consists of the word "AIESEC" in white on a blue background, followed by a silhouette of a group of people walking. Below the logo is a navigation menu with four items: "Home", "About AIESEC", "Experience AIESEC", and "AIESEC Stories".

The main content area is divided into two columns. The left column features a large image of a group of young people in a casual setting, with the caption "AIESEC Conversations - Click to know more!". To the right of this image is a section titled "A call to action" with the text: "Have you ever wondered why if the world has millions of young people who we know believe in change and progress, is the world not changing as fast as we'd like it to? And why do we still struggle with issues and problems that simply need proactive action?".

The right column contains a paragraph: "Present in over 110 countries and territories and with over 60,000 members, AIESEC is the world's largest student-run organisation. Focused on providing a platform for youth leadership development, AIESEC offers young people the opportunity to be global citizens, to change the world, and to get experience and skills that matter today." Below this text is a prominent green button labeled "Join AIESEC".

Below the main content area, there are three smaller sections: "Students" (with an image of a group of people and the text "If You want to join more than 60,000 young people who are a part of AIESEC [Click here](#) to sign up!"), "Partners" (with an image of a woman holding a trophy and the text "Are you a global employer of choice? Are you interested in accessing top talent from around the world? [Click here](#) to connect with AIESEC's"), and "Alumni" (with an image of a man and woman and the text "Are you an AIESEC alumnus looking to reconnect with AIESEC? [Click here](#) to find out how").

On the right side of the page, there is a section titled "Recent Comments, AIESEC Conversations". It shows two comments: one by "Abdullah Mohammed" posted on "Technology at AIESEC" and another by "kalumba" posted on "Technology at AIESEC". The text of the second comment is partially visible: "Imagine being able to connect to over 60,000 instantly, people with the same values and similar way of thinking, from over 110 countries. It doesn't stop there, not just connecting, but".



# Case Study of a Globalized Packaging Company

- ▶ **Category 2: International Involvement/Experience**
  - What do you believe are advantages in participating in an international exchange program? International exposure for company as well as student, exposure to cultural differences, identifying future global talent.

# Case Study of a Globalized Packaging Company

## ▶ Category 2: International Involvement/Experience

- What do you believe are the disadvantages? I don't believe there are any immediate disadvantages. Even if you end up investing in talent who don't end up working for the company, you still gain something out of it throughout the process and if done right, you may have created awareness in the community as a company to work for.

# Case Study of a Globalized Packaging Company

## ▶ Category 3: Student Preparation

- Has your company hired a graduate from a 2–year or 4–year graphic communications program/department/school or college within the last five years? (Yes or No) Yes
- Do you feel the graduate was prepared/qualified to adequately meet the production expectations of the company? (Yes or No) Yes



# Case Study of a Globalized Packaging Company

## ▶ Category 3: Student Preparation

- Describe areas in which the graduate was most prepared (example: highly knowledgeable with computers, understood the production workflow, quickly adapted to the expectations of the company, or other expectations.) Understood background on computers/software to quickly acquire specific knowledge about company requirements. Several did internship with company, so they already had a background with our company and department requirements.

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# Case Study of a Globalized Packaging Company

## ▶ Category 3: Student Preparation

- Describe areas in which the graduate of a graphic communications program/department/school or college required more preparation. Must learn commercial orientation and manufacturing requirements once employed.
- Would you please comment on this category: Cannot gain understanding of specific company requirements until employed by company. This means graduates should realize there is much to learn when they first start with organization.

# Case Study of a Globalized Packaging Company

- ▶ Can you think of other factors that should be considered in the design of a graphic arts / graphic communications curriculum that prepares students for a globalized print industry?
  - Ensure the program includes, hand-on training- on press if possible, interview training (what to say, what not to say), require tradeshow participation- helps to establish key contacts in industry and learn about different companies and how they fit in the industry, internship program a must- provides work experience while still in school and can lead to hiring opportunities.



# Case Study of a Globalized Packaging Company

- ▶ Can you think of other factors that should be considered in the design of a graphic arts / graphic communications curriculum that prepares students for a globalized print industry?
  - Specifically for our company department there are two niche jobs in prepress that would be excellent to develop in school. Esko operator, and Color correction specialist. Esko requires specific Esko software interface knowledge plus excellent file assembly, trapping, step and repeat ability. Color Correction specialist focuses more on Photoshop usage, and requires good Color Theory understand and ability to generate color separations optimized for the print process.

# Case Study of a Globalized Packaging Company

- ▶ Can you think of other factors that should be considered in the design of a graphic arts / graphic communications curriculum that prepares students for a globalized print industry?
  - Today, it is difficult to find people with these skills directly out of school, and requires on the job training and/or hiring them from existing companies.

# Vielen Dank

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