INTERNATIONAL CONFERENCE *for* GRAPHIC COMMUNICATION EDUCATORS
SAN LUIS OBISPO, CA · JULY 5 - 10, 2015

The Release *of* Graphic Communication 3.5

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WELCOME. WILLKOMMEN. VÄLKOMMEN. XUSH KELIBSIZ. FOGADTATAS. ДОБРО ПОЖАЛОВАТЬ. LAUKIAMAS. BIENVENIDA. KARIBU. TERETULNUD. BIENVENUE. ΚΑΛΩΣΟΡΙΣΜΑ. 歡迎.

Dear Fellow Educators, Conference Participants, Partners, Colleagues, Countrymen, Dignitaries, Delegates, Sponsors, and Friends, ...We welcome you.

I know that securing flights, obtaining funding, and working the logistics to get to a conference that is not held in a traditional easy-to-get-to venue in a city accessible to international airports and highly efficient ground transportation is somewhat agonizing and deterring, however this conference is anything but traditional as you will see. For those of you who have traveled afar, we are excited to have you here.

As everyone knows, sometimes you have to explore off of the beaten path to see what else exists and what cultures linger. For many of you heading to Cal Poly San Luis Obispo for the first time—trust me—it is worth the detour and extra effort. As the conference hosts for The International Circle of Educational Institutes for Graphic Arts, Technology and Management (ICEIGATM), and the Graphic Communication Education Association (GCEA), and PrintED, we are delighted to have you here. This event is bringing educators from all over the world to convene in one central location to provide an opportunity to gather collectively to engage in discussion, collaborate in and share scholarly research and to learn about new and innovative ways to enhance pedagogy at each of our institutions in order to cultivate a new generation of scholars, academics, administrators, entrepreneurs, and employees in this vast and expansive discipline known as Graphic Communication.

So, to those of you brave enough to make the trip, we welcome you. We have planned a packed program complete with rigorous presentations and hands-on workshops. We have some great keynote speakers, some fun evening events, and—of course—lots of wine (for those of you who drink it). And then we shall complete the week with an excursion to our locally beloved Hearst Castle, small coastal towns, and the infamous San Luis Obispo Farmer's Market.

All I ask is for you to leave your stress behind, enjoy the sunshine, learn all you can learn, and—more importantly—make new acquaintances and see graphic communication from a global perspective. We are in this together and together we shall remain.

Enjoy the conference!

Cheers,

Ken Macro, PhD

Conference Chairman

MESSAGE FROM JEFFREY ARMSTRONG President, California Polytechnic State University

Welcome! On behalf of Cal Poly, we are pleased to host the first combined conference of three outstanding associations: International Conference for Graphic Communication Educators; Graphic Communication Education Association; and PrintEd.

I am proud of the faculty and staff in our Graphic Communication Department, and I know you will be well served this week. From the many outstanding presentations and hands-on activities, to the excellent networking events, you will leave here with new information, new associates, and new friends.

Enjoy your time here in San Luis Obispo on the beautiful Central Coast. We are glad you came, and I know you will appreciate this preparation for the next wave in your profession – Graphic Communication 3.5.

Jeffrey D. Armstrong
President

INTERNATIONAL CONFERENCE
KEYNOTE SPEAKERS

GARY FIELD
Professor Emeritus, Cal Poly SLO

Gary is a leading authority on color reproduction and print quality. His contributions to the printing industry in these fields have been widely recognized through several prestigious and professional awards. Professor Field earned several qualifications in Melbourne, Australia before persuing the Fellowship and Insignia Award in Technology from the City and Guilds of London Institute. He holds an MBA degree from the University of Pittsburgh and an Accredited Senior Imaging Scientist certification from the Royal Photographic Society.

KEVIN CLEGG
President, Americhip

Kevin joined Clegg Industries, Inc. in 1997 and helped launch Americhip, Inc. in 2001 with his brothers John and Tim. An integral part of new product development, Kevin works closely with the Tech Department and Americhip's supply chain to create and develop new product applications. Kevin also oversees the international selling offices across five continents. Kevin earned a B.A. in American Studies from the University of Notre Dame and a J.D. with High Honors, Order of the Coif, from Case Western Reserve, School of Law.

DOV ISAACS
Principal Scientist, Adobe Systems

Dov Isaacs is a Principal Scientist at Adobe Systems Incorporated currently serving in the Acrobat engineering organization. A 25-year veteran of Adobe, he has responsibility for workflow and product interoperability issues associated with publishing workflow products. He is also the "spiritual venture capitalist" behind the Adobe PDF Print Engine technology. Dov Isaacs received his PhD in Computer Science from The Ohio State University; MBA in management systems from Cornell University; and BS in Electrical Engineering from MIT.

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PROGRAM OF EVENTS
SUNDAY, JULY 5

1:00	**GCEA REGISTRATION** Chumash Auditorium (Bldg. 65-Second Floor)
5:00	**GCEA MEMORIAL SERVICE** Bldg. 65-207
6:00- 9:00	**RECEPTION** Bldg. 65-204

PROGRAM OF EVENTS
MONDAY, JULY 6

8:00	**GCEA** & **SECONDARY ED** WELCOMING Bldg. 65-205	
	8:00: GCEA/PrintED Welcome to Cal Poly, Ken Macro 8:10: GCEA, Michael Williams 8:25: NPES (PrintED), Ralph Nappi and Eileen Cassidy 8:40: Introduction to RJPGAC, Harvey Levenson	
9:00	**Keynote**: Gary Field, MBA. *Professor Emeritus, Cal Poly, San Luis Obispo, CA USA* "Color Printing: Evolution and Revolution"	
	SECONDARY ED TRACK	**GCEA TRACK**
9:30	**Secondary Education Welcome** Eileen Cassidy, Bldg. 65-220	**GCEA Session #1** GCEA Works Together • Executive Board
9:45	**Graphic Communication Skills Competencies Assessment Information**	Bldg. 65-205 The purpose of this session is to help members gain a better understanding of the organizational structure and how things get done
10:30	Tom Carrig, Bldg. 65-220	**BREAK**
1045	**Create a VDP Postcard** Laura Roberts, Bldg. 65-220	**GCEA Session #2** GCEAOnline.org Works • Kelly Smith & Monika Zarzycka Bldg. 65-205 The purpose of this session is to help members feel comfortable with using the new GCEAOnline website
12:00	**LUNCH** 19 Metro Station (available only to preregistered GCEA/Secondary Ed delagates - Bracelet Required)	
1:00	**Is Sales a Potential Career Path for your Student?** Todd Ventura, Bldg. 65-220	**GCEA Session #3** GCEA Works - Project Exchange • Erica Walker & Renmei Xu Bldg. 65-205 The purpose of this session is to demonstrate how to submit projects to Project Exchange and explain the process of how a submitted project becomes assessable to other members
2:00	**Create a CD/DVD with a QR Code** Laura Roberts, Bldg. 65-220	**GCEA Session #4** GCEA Works - Gutenberg Awards • Charles Weiss & Donna Painter
2:50	**SkillsUSA Update** Michael Stinnett, Bldg. 65-220	Bldg. 65-205 The purpose of this session is to demonstrate how to submit projects to the Gutenberg awards and explain the different categories.
3:10	**Wrap Up: Check Presentations and Eval Forms**	**BREAK**
3:30	**GCEA MEMBERSHIP MEETING** (Open to current and prospective GCEA members) Michael Williams, President, GCEA, Bldg. 65-205	
5:00	**RAYMOND J. PRINCE GRAPHIC ARTS COLLECTION DEDICATION** (Open to Everyone) Bldg. 26-212B	
6:00	**BREAK**	
7:00- 9:00	**OFFICIAL CONFERENCE OPENING RECEPTION & SOIREE** (Open to all Registered Delegates) Poly Canyon Village Plaza (PCV)	

8:00	**OPENING & WELCOME** Bldg. 65-205
	8:00: Welcome & Intro "The Release of Graphic Communication 3.5," from Ken Macro, Cal Poly, San Luis Obispo, CA, USA
	8:10: Welcome from Doug Epperson, Dean, College of Liberal Arts, Cal Poly, San Luis Obispo, CA, USA
	8:20: Welcome from Wolfgang Faigle, President of ICEIGATM, University of Media, Stuttgart, Germany
	8:30: Welcome from Michael Williams, President GCEA, College of the Ozarks, Branson, MO, USA
	8:40: Welcome from Eileen Cassidy, PrintED/NPES/GAERF, Reston, VA, USA
9:00	**Keynote**: Kevin Clegg, J.D., *President, Americhip, Los Angeles, CA, USA.* "Staying Relevant Through Innovation"

SESSION 1
SESSION LEADER: Howard Vogl

9:30	Investigation of Electrostatic Assist and Gravure Process Parameters on Print Defects in Shrink PVC Film Akshay Joshi, P.V. G's College of Engineering and Technology, Maharashtra, India
9:50	Using 3D Printing Technology for Improving Typography Comprehension in Graphic Design Kristine Hwang, Kennesaw State University, Kennesaw, GA, USA.
10:10	Quantitative Color Difference Bruce Myers, Rochester Institute of Technology, Rochester, NY, USA.
10:30	**BREAK** (Gutenberg Awards Exhibit and Vendor Exhibits • back of room 65-204)

SESSION 2

SESSION LEADER: Wolfgang Faigle	WORKSHOP FACILITATOR: Colleen Twomey
Presentations Bldg. 65-205	**Workshops** Bldg. 26-213

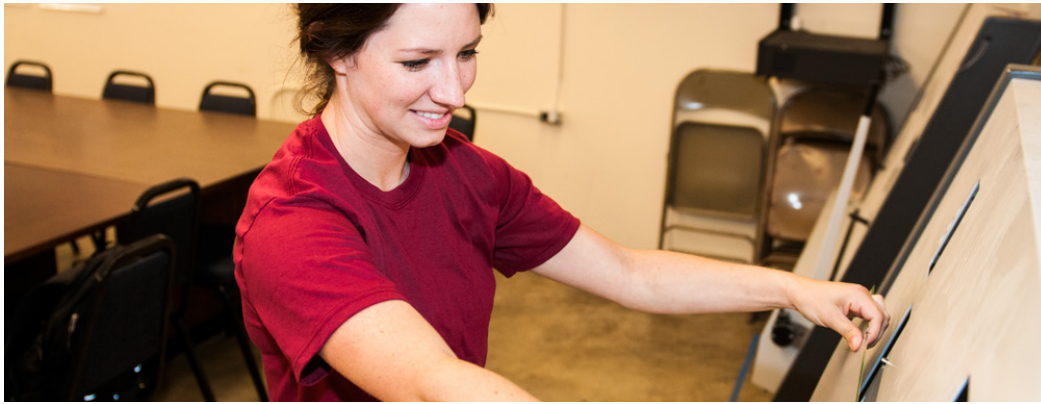|	Presentations	Workshops
10:55	A Taxonomic Representation of Printing Processes and Dollar Volumes of Business for Each Process Brian Lawler, California Polytechnic State University, San Luis Obispo, CA, USA.	Bridging the Gap Between Web Design and Web Coding: PSD to Code Erica Walker, Clemson University, Clemson, SC. USA. **11:00-11:50**
11:15	Survey of Graphic Communication Companies to Determine the Importance of Color Management Devang P. Mehta, North Carolina A&T State University, Greensboro, NC, USA.	
11:35	A Holistic Strategy to Teach Variable Data Printing Howard Vogl, California Polytechnic State University, San Luis Obispo, CA	
11:55	Mobile Advertising Design in Nigeria Benjamin Ogunlade, Ladoke Akintola University of Technology, Ogbomosho, Nigeria, Africa.	Designing an Interactive PDF Publication Monika Zarzycka, University of Houston, Houston, TX, USA. **12:00-12:50**
12:15	Project Based Learning (PjBL) Cross-Disciplinary App Design Project to Connect Students, Faculty and Curriculum to the Future Patrick Finley, Oklahoma State University, Stillwater, OK, USA	
12:35	Automatic Success: Teaching Advanced Process Automation to Undergraduate Graphic Communications Students Christopher Smyth, Ryerson University, Toronto, ON, Canada.	
1:00-1:45	**LUNCH** 19 Metro Station (Food served only until 1:30pm - Bracelet required)	

PROGRAM OF EVENTS
TUESDAY, JULY 7

SESSION 3

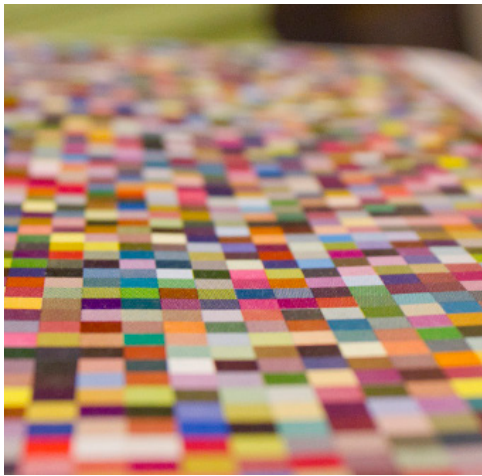|	SESSION LEADER: Luk Bouters	WORKSHOP FACILITATOR: Xiaoying Rong
	Presentations Bldg. 65-205	**Workshops** Bldg. 26-204
2:00	Printing in Uzbekistan: Yesterday and Today Abdulmumin Bulanov, Tashkent Institutute of Textile and Light Industry, Tashkent, Uzbekistan	Edible Printing Renmei Xu and Matthew Maranto, Ball State University Muncie, IN, USA. **2:05-2:55**
2:20	Paper Printed Electronics Mark Heise, Arjowiggins, France	
2:40	Visual Editing of Semi-Structured Documents on the Web Jonas Oesch, Institute for Information and Communication Technology, Bern, Switzerland.	
3:00	**BREAK**	

SESSION 4

	SESSION LEADER: Ian Baitz	WORKSHOP FACILITATOR: Xiaoying Rong
	Presentations Bldg. 65-205	**Workshops** Bldg. 26-213
3:20	Commercial Photography with the Large Format Digital Camera Chris J Lantz Western Illinois University, Macomb, Il, USA	Generation Xml: Using the Adobe InDesign XML Generator for Cross Media Publishing John R. Craft, Appalachian State University, Boone, NC, USA. **3:25-4:15**
3:40	Graphic Arts Patents, Trolls, and Searchable Databases Harvey R. Levenson, California Polytechnic State University, San Luis Obispo, CA, USA	
4:00	New Initiatives in the Joint Educational Cooperation of Central European Universities in the Field of Graphic Communications Csaba Horvath and Diana Milcic, Óbuda University and University of Zagreb, Hungary.	
4:20	Build Empathy to Create Delight: Tips on Implementing User Experience Concepts in Your Next Interactive Design Project Charmaine Farber, California Polytechnic State University, San Luis Obispo, CA, USA.	Creation of 3D Models with Photoshop for 3D Printing and Web Applications Gabriel Grant, Eastern Illinois University, Charleston, Il, USA **4:25-5:15**
4:40	Workflow Management and Standardisation of the Printing Industry Enn Kerner, Grafitek, Talin, Estonia	
5:15 - 6:00	Optional Graphic Communication Department Tour - 26-201 Tour Guide: Xiaoying Rong	
6:30-9:00	**BBQ DINNER** O'Neill Green *Entertainment by: Mark Barbour, Executive Director of International Printing Museum, Carson, CA, USA* *Music by En Mariachi Imperial Guadalajara, Santa Maria, CA, USA* *Wine provided by Gallo Wines, Modesto, CA, USA*	

7:30	**Sinapse Competition** Bldg. 65-205
8:30	**Keynote**: Dov Isaacs, Ph.D., *Principal Scientist, Adobe Systems Inc., San Jose, CA, USA. "PDF, Standards, and the Future of Content"*

SESSION 5
SESSION LEADER: Enn Kerner

9:00	Identification of Skills Gaps in Cross-Media Design and Production in the Creative Industries at EU-Level and in the Partner Countries in Particular Luk Bouters, et al. Artevelde University College, Ghent, Belgium
9:20	CIGN - An Erasmus+ Initiative for A Pan-European Curricular Development for the Creative Industries Robert Sutter., et al., University of the West of Scotland, Paisley, Renfrewshire, United Kingdom.
9:40	Fostering a Teamwork Approach in Graphic Communications Curriculum Shaun Dudek and Sara Smith, University of Wisconsin-Stout, Menomonie, WI, USA and University of Northern Iowa, Cedar Falls, IA, USA.
10:00	Integrating Virtual Simulators into Real Courses for Graphic Arts Rémy Touguat, et al., Ecole Estienne, Paris, France.
10:20	**BREAK**

SESSION 6

	SESSION LEADER: John Craft	WORKSHOP FACILITATOR: Xiaoying Rong
	Presentations Bldg. 65-205	**Workshops** Bldg. 26-204
11:00	Project to Aid International Media Engineering Students to Graduate Toni Spännäri, Helsinki Metropolia University of Applied Sciences, Helsinki, Finland	Special Effects (Screen Printing) Johnny Shell, SGIA, Fairfax, VA, USA. **11:05-11:55**
11:20	New Education Directions in and Recommitment to Career Technical Education— How does It Effect Graphic Communication Programs? Ivan Bradley, California Polytechnic State University, San Luis Obispo, CA, USA.	
11:40	Entrepreneurship in Media Christel De Maeyer, Karijn Bonne, and Olivier Parent Artevelde University College, Ghent, Belgium	
12:00	A Different Way of Teaching David W. Dailey, Eastern Kentucky University, Richmond, KY, USA.	Should You be Teaching Your Students About Sales? John Leininger, Clemson University, Clemson, SC, USA. **12:05-12:55**
12:20	Who (Do We Think) We Are? A Review on Definitions and Denominations for Print, Graphic and Media Fields Anastasios E. Politis and Dimitrios Zevgolis, et. al., TEI of Athens, Hellenic Open University, and Hellenic Union of Graphic Arts and Media Technology Engineers (HELGRAMED), Athens, Greece.	
12:40-1:45	**LUNCH** (Food served from 12:30-1:30pm) • 19 Metro Station • *NOTE: Bracelet Required*	
1:15-2:00	Optional Graphic Communication Department Tour - 26-201 Tour Guide: Xiaoying Rong	

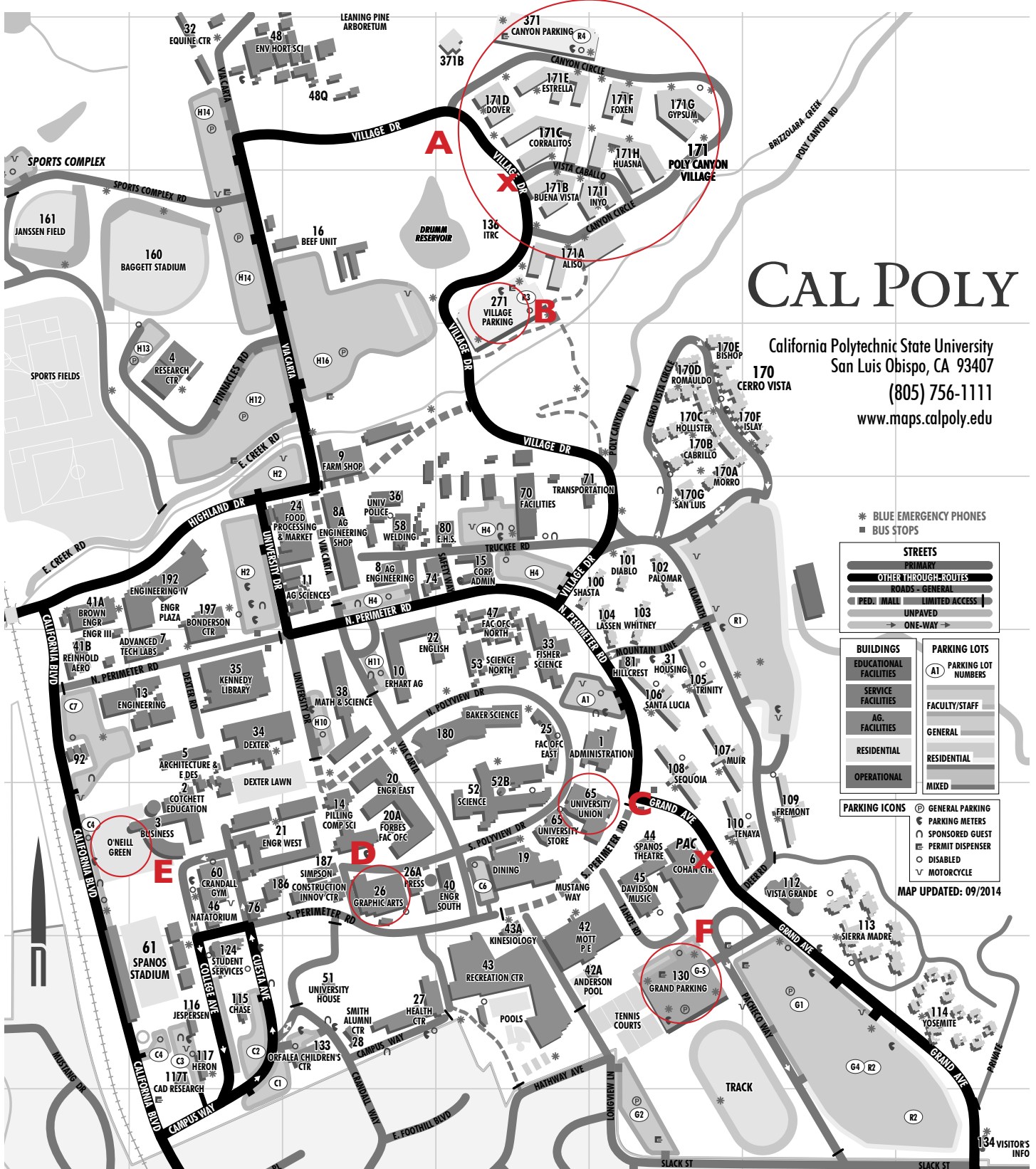|	**SESSION 7**	
	SESSION LEADER: Harvey Levenson	WORKSHOP FACILITATOR: Colleen Twomey
	Presentations Bldg. 65-205	**Workshops** Bldg. 26-204
		Production Inkjet Jim Workman, Center for Technology and Research, Printing Industries of America, Pittsburg, PA, USA. **2:05-2:55**
2:20	Tactile Coating in Cosmetic Packaging Andrea Stoneman (student) California Polytechnic State University, San Luis Obispo, CA, USA	
2:40	Analysis of the Process to Develop and Produce a Two-Part Printed Electronics Demonstrator Ulrich Moosheimer, Munich University of Applied Sciences, Munich, Germany.	
3:00	Application of Modern Physical Research Methods for the Technological Process Control of the Accurate Printing Daiva Sajek, Juozas Margelevicius, University of Applied Sciences, Kuanas, Lithuania	Production of a Two-Part Printed Electronics Demonstator Malcolm Keif, California Polytechnic State University, San Luis Obispo, CA, USA. Ulrich Moosheimer, Munich University of Applied Sciences, Munich, Germany. **3:05-3:55**
3:20	GKPS: Graphic Knowledge Positioning System ESF-Funded Project: Knowledge Management in the Print Media Industry Dieter Wullaert, Artevelde University College Ghent, Belgium	
3:40	Infrared Spot Twin Dyes for the Protection of Cartographic Information Print Maja Matas, Ivana Žiljak Stanimirović , Anastasios Politis, and Klaudio Pap; University of Zagreb, Croatia, and Hellenic Open University, Athens, Greece.	
4:00	**BREAK**	
5:15	**DEPART FOR BROKEN EARTH WINERY** Gather for buses at designated meeting points: 1. PCV 2. Bus Stop near Cal Poly Performing Arts Center (PAC)	
6:00-10:00	**BANQUET** Broken Earth Winery, Paso Robles, CA, USA *Music by Cal Poly Jazz Ensemble, San Luis Obispo, CA, USA and Chris Beland Music, Orcutt, CA, USA* *Photography by Brian Lawler, Associate Professor, Cal Poly, San Luis Obispo, CA, USA*	

8:00	**DEPART FROM CAL POLY FOR HEARST CASTLE** (PRE-REGISTRATION REQUIRED) Gather for bus the Poly Canyon Village Meeting Point
9:00	**HEARST CASTLE** 750 Hearst Castle Road, San Simeon, CA 93452
1:00	**DEPART FROM HEARST CASTLE FOR CAYUCOS**
1:30	**CAYUCOS BEACH FREE TIME AND LUNCH** (Boxed lunch provided)
2:30	**DEPART FROM CAYUCOS BEACH FOR MORRO BAY**
3:00	**MORRO BAY FREE TIME**
5:00	**DEPART FROM MORRO BAY FOR CAL POLY** Drop off at Poly Canyon Village Entrance Meeting Point
6:00 - 9:00	**SLO FARMER'S MARKET - DOWNTOWN SAN LUIS OBISPO** Free Time: No Host Dinner Shuttle provided every 20 minutes from Poly Canyon Village Downtown drop-off and pick-up at corner of Broad Street and Monterey Street

PROGRAM OF EVENTS
FRIDAY, JULY 10

9:00 - 12:00	**CHECK OUT** Shuttle to SBP and Amtrak available

**Thank you for participating • Merci pour votre participation
• Vielen Dank für die Teilnahme • Tack för att du deltar
•Köszönjük, hogy részt • Aitäh osalemise
Kiitos osallistumisesta • Dekojame uz dalyvavima
•Ishtirokchi uchun rahmat • 感謝參與
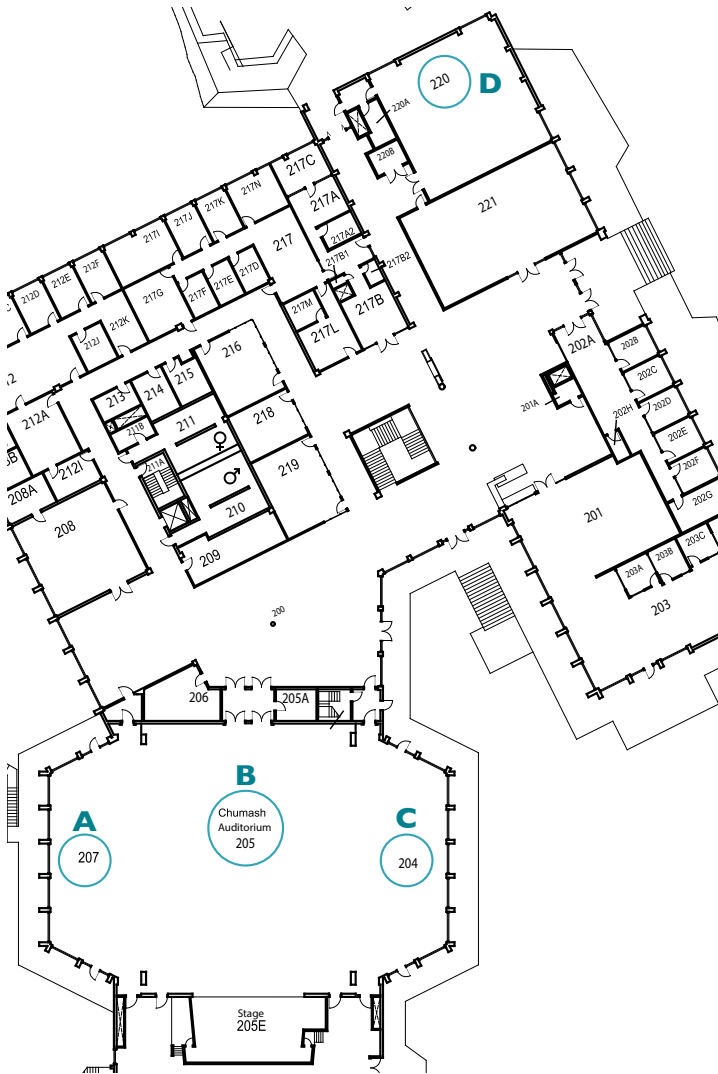Obrigado por participar • Gracias por participar**

CAL POLY
CAMPUS MAP

CAL POLY

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San Luis Obispo, CA 93407
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P GENERAL PARKING
   PARKING METERS
   SPONSORED GUEST
   PERMIT DISPENSER
O DISABLED
V MOTORCYCLE

MAP UPDATED: 09/2014

A. BLDG. 171 POLY CANYON VILLAGE (PCV)

B. BLDG. 271 PCV PARKING STRUCTURE

C. BLDG. 65 UNIVERSITY UNION & CHUMASH AUDITORIUM

D. BLDG. 26 GRAPHIC ARTS

E. O'NEILL GREEN

F. BLDG. 130 GRAND AVENUE PARKING STRUCTURE
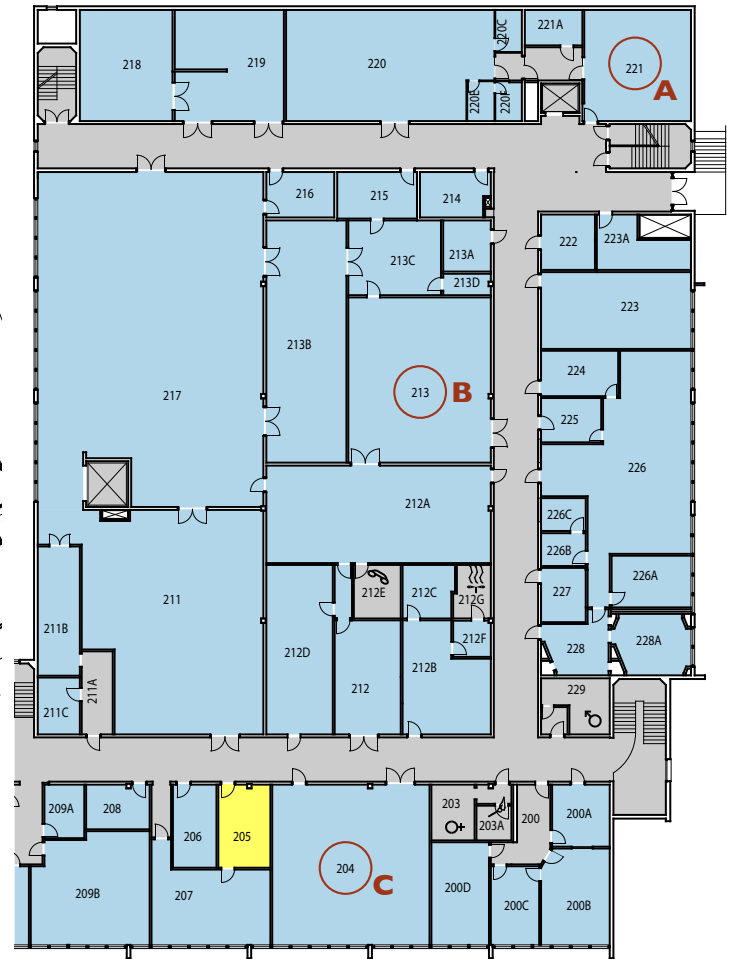
x. SHUTTLE/BUS PICKUP LOCATIONS

CHUMASH AUDITORIUM
SECOND FLOOR (BLDG 65)

A.
65-207
CHUMASH AUDITORIUM SIDE STAGE
B.
65-205
CHUMASH AUDITORIUM MAIN STAGE
C.
65-204
CHUMASH AUDITORIUM SIDE STAGE
D.
65-220
CONFERENCE ROOM UU220

GRAPHIC ARTS
SECOND FLOOR (BLDG 26)

A.
26-221
GRAPHIC COMMUNICATION INSTITUTE
B.
26-213
ELECTRONIC PUBLISHING LAB (EPL)
C.
26-204

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Quad
Graphics

Wine provided by Gallo Cellars, August Ridge Vineywards, Kelsey Winery, Opolo Cellars, and J. Lohr Cellars.
Beer provided by Firestone Brewery.

Thank you to all of our sponsors
for providing support for this great event!