



Graphic Technologist

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NEW DEAN BELIEVES IN PRINTERS!

During the year and a half that I have been Dean of the UH College of Technology, I have been very impressed by the Houston-area printers and the printing industry as a whole. They have a history of commitment and dedication both to the College of Technology and, more fundamentally, to the cause of education itself. Their support to the College of has made the difference between an average program and a world-class program. Today, the College, thanks to the sustained and enthusiastic support of the printing industry, boasts of a world-class program in Graphic Communications Technology.



Dean Uma Gupta

I am grateful to the print industry for the warm welcome that they extended to me when I first arrived in Houston. The Texas Printing Education Foundation hosted a dinner and introduced me to many leaders and executives in the local printing industry. The "Alamo" at the International Center for Entrepreneurial Development (ICED) in Cypress was an ideal setting for a classy crowd.

I have also had the pleasure of touring the Houston Museum of Printing History with its Chairman, Mr. Tom Eaton. Whenever I begin to think that the whole world revolves around computers, I take time to remember the history-changing documents produced by heroic printers of the past. Printers have made an indelible mark on civilization. I am proud to be associated with such people.

Another high point of my time in Houston was the first time I met Mr. Bud Hadfield, founder of KwikKopy. Bud is an unquestioned leader and legend in his field but more important is a sincere, warm and caring individual. His accomplishments are extraordinary both to the industry and to the world and I am pleased to call him my friend.

I would like to thank the printing industry for their significant contributions to the College and look forward to building an even stronger relationship with such dynamic people.

GRAPHIC TECHNOLOGY STUDENTS REAP SCHOLARSHIPS

Seven students enrolled in the University of Houston's Graphic Communications Technology program continue to garner honor—as well as over \$13,500 in cash!—from printing-industry-specific associations and foundations. Graphic Communications Technology (GCT) students not only find themselves in high demand upon graduation, but also discover that businesses and groups are willing to support them financially while they study.

Sheila Childers, a senior specializing in graphic communications technology at the University of Houston, was one of five recipients of the prestigious International Newspaper Group (ING) Scholarship for the 2000–2001 academic year. ING Scholarships are awarded to students majoring in a printing management-related field who demonstrate a strong interest in pursuing a career in newspaper production. Sheila, pictured below, served as a lab assistant and is among an elite group of students chosen from nationally renowned universities such as California Polytechnic State University, Rochester Institute of Technology, and Ferris State University in

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Sheila Childers, left, ING Scholarship recipient and Press Technology Laboratory Assistant, discusses image registration with Jennifer Leland (second from left) and Maria Guajardo as Dr. Jerry Waite looks on.

SCHOLARSHIPS (CONTINUED FROM PAGE 1)

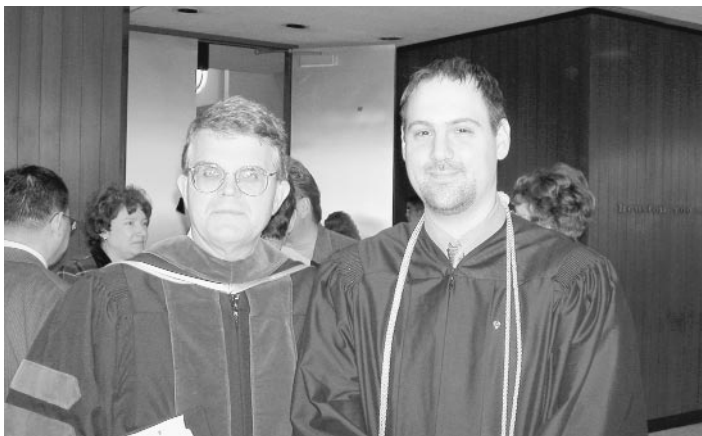
Michigan. Sheila received \$2,000 to help offset her 2001 college expenses.

The ING scholarship was awarded to **Thirza David** for 2001–2002. Thirza began her studies of graphic communications technology in Fall 2001 after completing several courses in graphic design in the UH Department of Art.

Veronica Higareda-Pérez accumulated over \$5,000 in scholarships to support her senior-year studies. The Nolan Moore Foundation (<http://www.piatexas.org/scholar.php>), a Texas group that funds students enrolled in post-secondary print technology/management or digital imaging programs, presented her with \$2,500. In addition, she won \$2,000 from the Web Offset Association, a national organization that provides financial assistance to students who emphasize graphic arts in their studies. Finally, Veronica received \$1,000 from the Texas-based Clampitt Paper Foundation. During the summer between her junior and senior years, Veronica completed an internship at Champagne Fine Printing. In addition, Veronica, pictured at right in the prepress lab with April Showers, worked as a lab assistant for the Visual Communications Technology course during Fall 2001.

The Nolan Moore and Clampitt Paper Foundations also supported **Aurora Villafranca**, a senior GCT student. Aurora received \$2,500 from the Nolan Moore Foundation and \$500 from the Clampitt Paper Foundation.

Graphic Communications Technology students **Stephen Homa**, **Maria Guajardo**, and **Lisa Cushing** received scholarships from the Texas Printing Education Foundation. Stephen was awarded \$1,000 while both Maria and Lisa received \$500. Stephen, pictured below at his graduation, assisted the Graphic Communications Technology program by serving for three semesters as a lab assistant. In addition, he served a successful internship at Wetmore Printing in Houston. Maria completed an internship at the UH *Daily Cougar* Newspaper and is now employed full time by the UH Printing Department.



Stephen Homa (right) with Dr. Jerry Waite at the 2001 Fall College of Technology Convocation, December 14, 2001.



Very happy Thirza David (right) receives her 2001–2002 International Newspaper Group scholarship from Dr. Jerry Waite.

WHAT IS GRAPHIC COMMUNICATIONS TECHNOLOGY?

The primary objective of the Graphic Communications Technology curriculum at University of Houston is to prepare students for leadership roles (i.e., production management, quality control, sales, planning, customer-service, and estimating) in graphic communications businesses. Graphic Communications (GC) refers to the processes and industries that create, develop, produce, or disseminate products utilizing or incorporating words or pictorial images to convey information, ideas, and feelings. GC products facilitate learning, enjoyment, motivation, and commerce. Graphic Communications includes the family of market segments embracing the technologies of printing, publishing, packaging, electronic imaging, and their allied industries: they are often referred to as the graphic arts, print, or imaging industries. Effective contemporary graphic communication requires a mix of communications technologies: still- and motion multimedia and web sites in addition to printed media. For this reason, the Graphic Communications Technology curriculum at UH can be thought of as a tapestry created by weaving together print, multimedia, and web design technologies.



The number of students enrolled in Graphic Communications Technology continues to increase. Here, a full-house of students take their Image Technology (prepress) final exam.



Graphic Communications Technology students work in modern state-of-the-art facilities. Here, instructor April Showers (left) explains a Photoshop process to multiple-scholarship winner Veronica Higareda-Pérez in the 22 station Prepress Laboratory.

The secondary objective of the Graphic Communications Technology degree program is to prepare students for technological careers in the graphic communications industries. The program prepares students for a variety of careers, including Digital Imaging Technician, Electronic Prepress Technician, Multimedia Specialist, Webmaster, and Offset Lithographic Press Operator.

The courses cover the specific subject matter outlined by the Graphic Arts Technical Foundation (GATF) in their GATF Imaging Skills Curriculum. Therefore, graduates of the program are prepared to take GATF's certification examination. The curriculum also covers all the subject matter required to pass the certification examination for the General Requirements for Applications in Commercial Offset Lithography (GRACoL). There are also numerous vendor specific examinations, such as those offered by Adobe, which students will be able to pass—should they choose to do so—upon completion of the program.

For more information, please point your web browser to www.uh.edu/~jwaite.

GRAPHIC COMMUNICATIONS TECHNOLOGY BLAZES NEW TRAILS

Several exciting developments are positively shaping the future of the Graphic Communications Technology program. First, adjunct instructor and Continental Airlines Webmistress, April Showers (pictured above), will chart a new direction for GCT courses when she offers the Visual Communications Technology course **on-line** for the first time in Spring 2002. Students will learn the basics of graphic communications, including typography, color, photography, and graphic design, from the comfort of their own computers as they complete their coursework over the Internet. Of course, students will still need to come to campus to work in labs. However, Saturday sessions have been scheduled to accommodate them.

GCT COLLABORATES WITH ART DEPARTMENT

In what can only be described as a major coup for all involved, the UH Art Department's new Graphic Communications/Studio Arts (graphic design) degree plan requires students who complete that prestigious program* to take at least one (but more likely two) Graphic Communications Technology courses. Included on the new degree plan are Image Technology I (black-and-white prepress) and Press Technology I. Dr. Jerry Waite, Graphic Communications Technology program coordinator, stated "this new strategic alliance with the Art Department will reinforce one of the major goals of the Graphic Communications Technology program as outlined by its founder, the Texas Printing Education Foundation. In particular, this alliance will ensure that future graphic designers prepared by the UH Graphic Communications/Studio Arts program will be well grounded in the technological processes used to reproduce their creations."

JOINT DEGREE PLAN PROPOSED FOR FORT BEND TECHNICAL CENTER AND UH

Negotiations are underway between the UH College of Technology and the Wharton Junior College's Fort Bend Technical Center that should lead to a joint degree specializing in Graphic Communications Technology. If approved, students at the new Center in Richmond will complete an Associate of Arts degree that will include all the required university "core" (general education) classes as well as eight graphic-specific courses. The graduates will then be able to matriculate directly into UH's Technology Leadership and Supervision/Occupational Technology degree plan, complete additional supervisory and graphic communications technology courses, and earn a Bachelor of Science in Technology degree. Lloyd Schuh, a graphic arts consultant who is developing the Fort Bend Technical Center's new graphic-related certificate and degree plans, believes "the proposed joint degree plan will be especially attractive to students in far Southwest Houston (Sugar Land, Richmond, and Rosenberg) because they will be able to complete their first two years of study close to home. Then, our articulated program will enable them to move seamlessly into the university environment at UH." Most of the courses required by the Technology Leadership and Supervision/Occupational Technology degree plan are offered on-line or through instructional television. Thus, graduates from the Fort Bend Technical Center will be able to complete most of their remaining UH courses from home or at the new UH Sugar Land facility. Students will only need to travel to the UH Main Campus for laboratories and occasional live demonstrations.

* UH offers two Graphic Communications programs. Graphic Communications/Studio Arts focuses on graphic design concepts and is offered by the Department of Art. Graphic Communications Technology, offered by the College of Technology, focuses on the technological and managerial processes needed to reproduce images using print and other media.

DR. WAITE BEGINS THREE-YEAR TERM AT ASSOCIATION'S HELM

Dr. Jerry Waite, associate professor in the College of Technology at the University of Houston, has been elected President-Elect of the International Graphic Arts Education Association (IGAEA) for 2001-2002. IGAEA is an association of educators in partnership with industry, dedicated to sharing theories, principles, techniques, and processes relating to graphic communications and imaging technology.

Waite has been actively involved in the printing industry since 1969 when he took his first printing class in high school at the Don Bosco Technical Institute in Rosemead, CA. He subsequently received his bachelor's and master's degrees from California State University and his doctorate from UCLA. He taught at Don Bosco Technical Institute and for UCLA Extension before moving to the University of Houston in 1993. In addition to his work for UH, he also teaches for Kingwood College.

Waite and the other newly elected officers of the Association were installed at the 76th Annual IGAEA Conference July 31, 2001 at the Hickory Ridge Conference Center, located in Lisle, IL. Jack Simich installed the officers. Simich is Executive-Secretary-Emeritus of the National Scholarship Trust Fund of the Graphic Arts.

Waite's tenure will involve three annual phases: President-Elect, President, and Immediate Past President. He plans to help improve graphics instruction nationwide by championing the sharing of curriculum materials and teaching aids through the use of the Association's Web Site (www.igaea.org) and the allied Graphic Comm Central site (<http://teched.vt.edu/gcc/>).

WHAT UH GRAPHIC COMMUNICATIONS TECHNOLOGY STUDENTS HAVE TO SAY...

In addition to learning the whys and hows of the graphic communications business, Graphic Communications Technology students learn how to put their ideas and research down on paper. In fact, their work is so professional that many of their articles have been published in local and national publications, including the *Visual Communications Journal*.

The *UH Graphic Technologist* is published by the University of Houston College of Technology. For further information about UH graphic technology courses, please contact Dr. Jerry Waite, program coordinator, at 713-743-4089 or e-mail JWAITE@UH.EDU. Visit our home page at <http://www.uh.edu/~jwaite>. To enroll in the University of Houston, contact the College of Technology Academic Services Center at 713-743-4100. To enroll in non-credit courses offered on the UH campus by the Texas Printing Institute, please call 713-522-1066. Special thanks to the UH Printing Department for printing and bindery services.

In *Starting an E-Business: Putting Your Printing Business Online*, Sandy Goncarovs, Monika Zarzycka, and Aurora Villafranca guide you through the basic steps to put your existing printing business onto the World Wide Web. The steps they outline are: naming the site; designing the site; building the site; choosing a server service; and keeping it fresh.

"The most important thing to remember...is that intensive planning is the key to success. Thoroughly researching what is best for your business and then implementing it will save money and frustration later on. Following the guidelines listed in this article will help you bring your dream of having an online business to fruition." To read the article in its entirety, point your browser to: <http://graphics.tech.uh.edu/papers/print-e-business.pdf>.

Veronica Higuera-Pérez, in *Wireless Networks*, provides an overview of two commonly-used wireless networks that can be used to connect computers to local networks and the Internet without hard wires. To read her article, surf to: <http://graphics.tech.uh.edu/papers/wireless-networks.pdf>.

In *Maximizing Electronic Prepress Efficiency*, Daniel Rodriguez writes: "improvements in the increasingly important (and profitable) prepress department will strongly aid a printer in being both competitive and economically viable in the long run." His article describes ways printers can increase their efficiency and profits by addressing design-related problems, automating tasks, and streamlining prepress activity. The article can be found at: <http://graphics.tech.uh.edu/papers/maximizing-prepress.pdf>.

POST JOB OPPORTUNITIES ON-LINE

An automated job posting form is available on the Graphic Communications Technology web site. If you would like to post an opportunity, surf to www.uh.edu/~jwaite and click the Post a Job Opportunity link. Fill in the blanks and click Submit. The job information will be forwarded to all current and former students for whom e-mail addresses are available.

The screenshot shows a web browser window with the title "COT Employer Job Posting". The address bar shows "http://www.uh.edu/~jwaite/jobpost.html". The page features the UH logo and the text "COLLEGE OF TECHNOLOGY" in large, spaced-out letters. Below this, it says "EMPLOYER JOB POSTING". There is a section titled "Employer Information" with fields for "Date:", "Company Name", and "Address". The "Date:" field has a small calendar icon. The "Company Name" and "Address" fields are text input boxes. The browser's status bar at the bottom shows "The Employer Job Posting form found at www.uh.edu/~jwaite/jobpost.html".

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