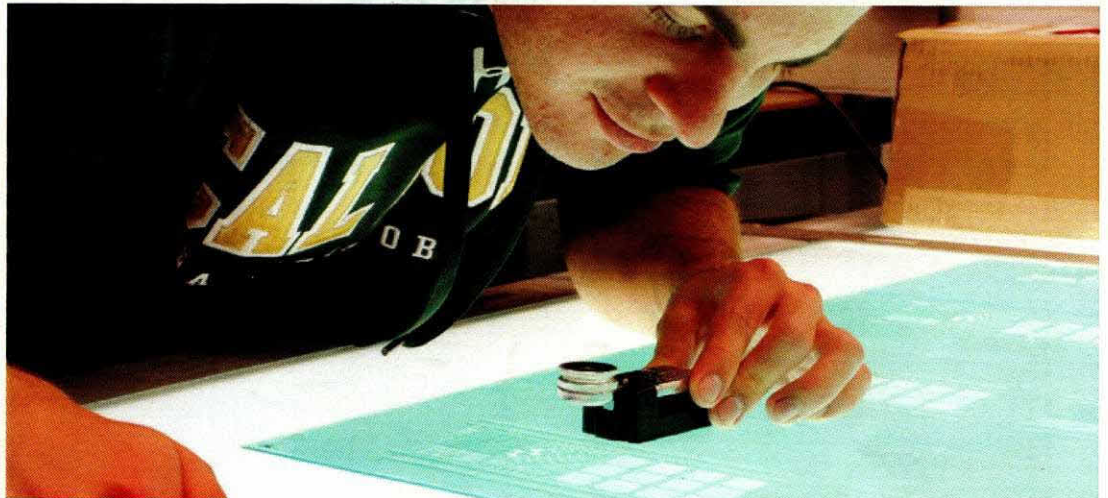
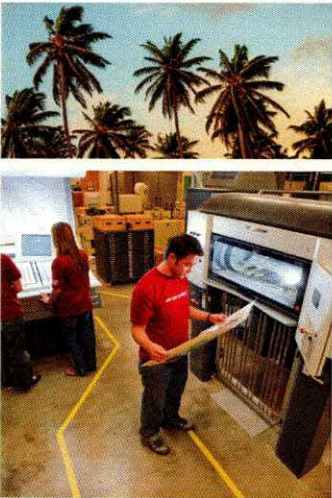




**INTERNATIONAL CONFERENCE** *for*  
**GRAPHIC COMMUNICATION EDUCATORS**  
**SAN LUIS OBISPO, CA · JULY 5 - 10, 2015**



# The Release *of* Graphic Communication 3.5





## PROGRAM OF EVENTS TUESDAY, JULY 7

- 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 I

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

- |                  |   |   |
|------------------|---|---|
| <b>10:55</b>     | A Taxonomic Representation of Printing Processes and Dollar Volumes of Business for Each Process<br>Brian Lawler, California Polytechnic State University, San Luis Obispo, CA, USA.            | App That: Building Interactive Apps Without Using Code<br>Erica Walker, Clemson University, Clemson, SC, USA.<br><b>11:00-11:50</b> |
| <b>11:15</b>     | Survey of Graphic Communication Companies to Determine the Importance of Color Management<br>Devang P. Mehta, North Carolina A&T State University, Greensboro, NC, USA.                         |   |
| <b>11:35</b>     | A Holistic Strategy to Teach Variable Data Printing<br>Howard Vogl, California Polytechnic State University, San Luis Obispo, CA  | Designing an Interactive PDF Publication<br>Monika Zarzycka, University of Houston, Houston, TX, USA.<br><b>12:00-12:50</b>         |
| <b>11:55</b>     | Mobile Advertising Design in Nigeria<br>Benjamin Ogunlade, Ladoke Akintola University of Technology, Ogbomosho, Nigeria, Africa.  |   |
| <b>12:15</b>     | Project Based Learning (PjBL) Cross-Disciplinary App Design Project to Connect Students, Faculty and Curriculum to the Future<br>Patrick Finley, Oklahoma State University, Stillwater, OK, USA |   |
| <b>12:35</b>     | Automatic Success: Teaching Advanced Process Automation to Undergraduate Graphic Communications Students<br>Christopher Smyth, Ryerson University, Toronto, ON, Canada.                         |   |
| <b>1:00-1:45</b> | <b>LUNCH</b> 19 Metro Station (Food served only until 1:30pm - Bracelet required)   |   |