

Definition
of
Graphic Communications
and Explanatory Paragraphs

Members of the International Graphic Arts Education Association (IGAEA) at the 74th annual IGAEA conference held August 1-6, 1999 at Ferris State University, Big Rapids, MI, passed a unanimous resolution to adopt a definition of Graphic Communications. In addition, the Graphic Communications Council (GC Council), and almost fifty other GC industry or education associations and organizations have reviewed, improved, and endorsed the definition. The same organizations are endorsing the establishment of proper Classification of Instructional Programs Codes (CIP Codes), and a proposal for such was submitted on October 12, 1999, to the U.S. Department of Education. The above definition and explanatory paragraphs may be viewed and copied from the GRAPHIC COMM Central (GCC) web site at <http://TechEd.vt.edu/gcc/>. Direct questions on either the definition or the CIP Code proposal to leeweir@clemsun.edu or tom.gray@murraystate.edu.

Graphic Communications—the processes and industries that create, develop, produce, and 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.

Technology-based Systems—The field of Graphic Communications (GC) encompasses all phases of the graphic communications processes from origination of the idea (design, layout, and typography) through reproduction, finishing and distribution of two- or three-dimensional products or electronic transmissions. It comprises the evolving technologies of computer age prepress, image generation, data repurposing, designing and posting to internet web pages, interactive multimedia, digital photography, electronic digital imaging, and desktop publishing. It includes all of the printing methods (offset lithography, flexography, letterpress, gravure, screen printing, engraving, foil stamping, inkjet, thermography, heat-transfer printing, pad printing, embossing, direct digital, electrostatic, laser printing, and other electronic imaging or specialty image reproduction methods). Post-press operations (folding, cutting, fastening, personalizing, etc.) and product distribution complete the cycle.

Diverse Career Opportunities—Graphic Communications is the United States' third largest manufacturing industry. It requires millions of people in a variety of challenging technical, creative, or professional occupations. Besides specific GC knowledge, prospective employees

may need or develop additional expertise or understanding in one or more of the following: art, design, layout, color, computers, distribution/fulfillment, electronics, engineering, language, management/business, mathematics, mechanics, manufacturing, operations, people/personnel, photography, sales/marketing, or science.

Products That Impact Our Lives—Graphic Communications companies create and produce a spectrum of products which are part of daily life. Examples include books, magazines, catalogs, newspapers, web pages, multimedia, electronic media, illustrations, photographs, brochures, pamphlets, inserts, directories, direct mail, stationery, greeting cards, invitations, maps, coupons, tickets, forms, checks, currency, stamps, tags, labels, bumper stickers, decals, nameplates, signs, billboards, posters, displays, banners, textile products (clothing, sheets, bedspreads, etc.), packages (tubes, boxes, cartons, sacks and bags, cans, bottles, lids and caps, wrappers, pouches, etc.), wallcoverings, linoleum, carpets and rugs, china, cups, plates, napkins, fine art prints, promotional products (pens, pencils, key tags, portfolios, pocket items, desk items, calendars, drinkware, rulers, wearables, balloons, mouse pads, etc.), and other items where printing is incorporated into the manufacture of furniture, electronic circuit boards, clock faces, computer keys, cabinet tops, appliances, vehicles, and others.

Associations and organizations supporting the definition and explanatory paragraphs on this poster, and also endorsing and calling for proper Classification of Instructional Programs Codes (CIP Codes) for Graphic Communications, are shown below:

Association of Graphic Communications (AGC)—NY/NJ
Digital Printing & Imaging Association (DPIA)
Foil Stamping & Embossing Association (FSEA)
Foundation of Flexographic Technical Association (FFTA)
Graphic Arts Association (GAA)—PA/NJ
Graphic Arts Education and Research Foundation (GAERF)
Graphic Arts Technical Foundation (GATF)
Graphic Communications Industries Association of Oklahoma
Gravure Association of America (GAA)
International Association of Printing House Craftsmen (IAPHC)
International Corrugated Packaging Foundation (ICPF)
International Graphic Arts Education Association, Inc. (IGAEA)
International Publishing Management Association (IPMA)
International Prepress Association (IPA)
International Reprographics Association (IRgA)
Midwest Screen Printing Association (MSPA)
National Association for Printing Leadership (NAPL)
National Association of Litho Clubs (NALC)
National Printing Equipment Association (NPES)
National Council for Skill Standards in Graphic Communications
PrintImage International (formerly NAQP)
Printing Association of Florida, Inc. (PAF)
Printing & Graphic Communications Association (P&GCA)—DC
Printing & Imaging Association Mountain States (PIAMS)—CO/NM/WY
Printing & Imaging Industries of Maryland (PIM)

Printing & Imaging Association of New York State, Inc.
Printing Industries of America, Inc. (PIA)
Printing Industries Association, Inc. of Arizona (PIAZ)
Printing Industries Association of the Heartland—MO/KS
Printing Industry of the Carolinas, Inc. (PICA)—NC/SC
Printing Industry Association of Georgia, Inc. (PIAG)
Printing Industries Association of San Diego, Inc. (PIASD)
Printing Industry Association of the South (PIAS)—AL/AR/KY/LA/MS/TN/WV
Printing Industries Association, Inc. of Southern California (PIASC)
Printing & Imaging Association of Texas (PIA-Texas)
Printing Industries of the Gulf Coast—TX
Printing Industry of Illinois/Indiana Association (PII)
Printing Industries of Northern California (PINC)
Printing Industries Association, Inc. (PIANKO)—OH/KY
Printing Industries of Michigan, Inc. (PIM)
Printing Industries of New England (PINE)
Printing Industries of the Midlands, Inc.—IA/NE
Research & Engineering Council of the Graphic Arts Industry, Inc.
Screenprinting and Graphic Imaging Association International (SGIA)
Society of Glass and Ceramic Decorators (SGCD)
Society for Service Professionals in Printing (SSPP)
Technical Association of the Graphic Arts (TAGA)

Requests for additional copies of this poster may be addressed to
the Graphic Communications Council, Attn: Carol Hurlburt, Administrator,
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