
Proposal for
Graphic Communications CIP Codes
With Suggestions for Other Wording Corrections
for inclusion into
Classification of Instructional Programs 2000
November 15, 1999

Introduction: Presented here is a revised request for a new **10.02 Graphic Communications** four-digit CIP Code grouping, along with suggestions that other existing directly related CIP Codes be “referred to” in this new Graphic Communications grouping to be listed under **10. Communications Technologies**. Graphic Communications is a very large, diverse, over \$170 billion industry, and as such deserves a place within the CIP Code structure. Per the conversation with Dr. Hunt, we are requesting this listing since a new two-digit code is extremely difficult to achieve.

The Graphic Communications field is unique, and it is inclusive of a multitude of careers at many levels, from high tech and scientific to creative and artistic to management to marketing to computer engineering to mathematical. It cannot be segmented into clear, precise pockets today as the old “trade” allowed ten or more years ago. Today’s instructional programs in GC typically reflect this aggregation of many industry segments embodied into a unique educational discipline. The end use of a Graphic Communications product is to convey a message—but our primary instructional purpose is to present to the students the technology, operations, and business acumen, as well as the application and relationships of such in the field.

Some things are very clear about this field—it is fast changing, has tremendous needs for qualified personnel, and a great need for structure from an organizational standpoint. Having a GC CIP Code group number, and an accepted definition as presented herein, should assist in internal communications so we may better convey what is meant by the “Graphic Communications” term to students, to the public, and to educational and governmental officials. The CIP Code request is widely supported by the many industry segments, as authenticated by the submission with our original request of October 6 of forty-nine letters from major printing related associations from throughout the United States.

Our proposal follows. We also offer a listing of several reworded existing descriptions, which we feel should be considered to bring those descriptions up to today’s terminology and practice standards.

The suggested GC CIP Code arrangement—

10. **COMMUNICATIONS TECHNOLOGIES.** A summary of groups of instructional programs that prepare individuals to support and assist communications professionals and skilled communications workers. (*This already exists.*)

10.01 **Communications Technologies/Technicians.** A group of instructional programs that prepare individuals to support and assist communications professionals and skilled communications workers. (*This already exists.*)

10.02 **Graphic Communications.** *A summary of groups of instructional programs that prepare individuals in 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.*

Graphic Communications offerings encompass 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 re-purposing, 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.), product distribution, and marketing and management of all phases complete the cycle.

10.0201 **Graphic Communications Technology/Management.** *An instructional program that prepares individuals to apply both technological and managerial knowledge and practices of various processes from origination of the idea (design, layout, and typography) through reproduction, finishing and distribution of two- or three-dimensional products or electronic transmissions in the printing, publishing, packaging, electronic imaging, or their allied industries.*

10.0202 **Prepress/Desktop Publishing/Web Page Design/Digital Imaging/Digital Media.** *An instructional program that prepares individuals to understand and apply creative and technical layout, design and typographic principles to convey information, ideas,*

and feelings. Includes instruction in conventional and/or digital preparation to image, print, decorate, or electronically publish; includes desktop publishing and web page design.

~~09.09 Digital Communications and Media. (See 09.0901) (Moved from 09.0901) (Deleted, included under 10.0202).~~

~~09.0901 Digital Communications and Media. (Definition to be developed— suggestions welcome). (Moved from 09.0901) (Deleted, included under 10.0202).~~

10.0203 Animation, Interactive Technology, Video Graphics and Special Effects ~~(Definition to be developed— suggestions welcome)~~ *An instructional program that prepares individuals to work in the field of interactive digital imaging. This instructional program requires computer applications expertise to communicate ideas and information originating as photographic films, digital, still and motion video. It includes instruction in specialized camera and equipment operation and maintenance, applications to commercial and industrial needs, and photography operations. (Moved from 50.0607)*

10.0204 Graphic Communications Technology. *An instructional program that generally prepares individuals in the technical processes used in the manufacturing and distribution of two- and three-dimensional products or in electronic transmissions produced by the family of market segments embracing the technologies of printing, publishing, packaging, electronic imaging, and their allied industries. May include instruction from prepress to postpress in one or more of the following printing methods: offset lithography, flexography, gravure, letterpress, screen printing, digital printing (ink-jet, electrophotography, or others) foil stamping, engraving, or other graphic communications reproduction methods. May also include post-press operations (folding, cutting, fastening, personalizing, etc.).*

~~----- Graphic and Printing Equipment Operator, General Production. (Refer to 48.0201)~~

~~----- Lithographer and Platemaker/Imager. (Refer to 48.0206)~~

~~----- Printing Press Operator. (Refer to 48.0208)~~

~~----- Computer Typography and Composition Equipment Operator. (Refer to 48.0211) (Deleted, included under 10. 0202)~~

~~----- Desktop Publishing and Web Page Design Specialist. (Refer to 48.0212) (Deleted, included under 10.0202)~~

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- **Graphic Communications, and Printing, or Finishing Equipment Operators, Other. (Refer to 48.0299)**
 - **Business Communications. (Refer to 52.0501)**
 - **Advertising. (Refer to 09.0201)**
 - **Graphic Design, Commercial Art and Illustration. (Refer to 50.0402)**
 - **Photography. (Refer to 50.0605)**
 - **Photographic Technology/Technician. (Refer to 10.0103)**
 - **Commercial Photography. (Refer to 50.0406)**

Suggested Rewordings for Other Related Existing Descriptions (See next page):

Suggested Rewordings for Other Related Existing Descriptions:

48.02 Graphic and Printing Equipment Operators. (See 48.0201)

- 48.0201 **Graphic and Printing Equipment Operator, General Production.** An instructional program that generally prepares individuals to apply technical knowledge and skills to plan, prepare and execute commercial and industrial visual image and print **graphic communications** products using mechanical, electronic, and digital graphic and printing equipment.
- 48.0206 ~~Lithographer and Platemaker/Imager.~~ An instructional program that prepares individuals to apply technical knowledge and skills to ~~make prints from chemically prepared stone or metal plane surfaces.~~ **prepare photographic film or digital data to image or prepare surfaces from which printing or graphic reproduction results.** Includes instruction in platemaking, stripping, ~~lithographic photography,~~ **camerawork, imposition, digital imaging, computer direct-to-plate and direct-to-press,** and related processes.
- 48.0208 **Printing Press Operator.** An instructional program that prepares individuals to apply technical knowledge and skills to ~~make ready,~~ **set up,** operate, and maintain printing presses.
- 48.0211 ~~Computer Typography and Composition Equipment Operator.~~ An instructional program that prepares individuals to apply technical knowledge and skills to design and execute page formats, layouts and text composition, and to make typographical selections using computer graphics and other computer-assisted design programs. **(Deleted, included under 10. 0202)**
- 48.0212 ~~Desktop Publishing and Web Page Design Specialist.~~ An instructional program that prepares individuals to apply technical knowledge and skills to plan and execute electronic publications and Internet home pages using desktop publishing equipment and editing software. **(Deleted, included under 10.0202)**
- 48.0299 **Graphic Communications, and Printing, or Finishing Equipment Operators, Other.** Any instructional program in graphic and printing equipment operation not described above.
- 52.0501 **Business Communications.** An instructional program that prepares individuals to function in an organization as a ~~composer,~~ **writer,** editor and proofreader of business or business-related communications.
- 50.0402 **Graphic Design, Commercial Art and Illustration.** An instructional program ~~in the applied visual arts~~ that prepares

individuals to use ~~artistic techniques to effectively communicate~~ **art, design, and typographic principles to enhance communication of** ideas and information **on two or three-dimensional items or through electronic transmissions** to business and consumer audiences. ~~via illustrations and other forms of digital or printed media.~~ Includes instruction in concept design, layout, **typography, conventional paste-up and digital prepress**, and ~~techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage, and computer graphics.~~ **graphic communications printing methods.**

50.0406 **Commercial Photography.** An instructional program ~~in the applied visual arts~~ that prepares individuals to use **artistic and photographic** techniques to ~~effectively~~ communicate ideas and information to business and consumer audiences, and **to** recording events and people, via ~~digital, film,~~ **film or digital** still and video ~~photography~~ **media.** Includes instruction in specialized camera and equipment operation and maintenance, applications to commercial and industrial needs, and photography business operations.

50.0605 **Photography.** An instructional program that describes the principles and techniques of communicating information, ideas, moods, and feelings through the creation of images ~~on~~ **via** photographic film, ~~plates,~~ **or digital images storage media** and that may prepare individuals to be professional ~~photographic artists~~ **photographers.** Includes instruction in camera and equipment operation and maintenance, ~~film and plate developing~~ **processing**, light and composition, films and printing media, color and special effects, photographic art, photographic history, use of computer applications to record or enhance images and applications to the photography of various subjects.

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