

Bulletin

For Graphic Arts Teachers
September 2009

IT'S THAT TIME OF THE YEAR AGAIN!

Getting back to school can be a challenge to both the student and the instructor; especially if the school is dealing with major cut backs. During these tough times we must never forget how important it is to push students to work their hardest. As an instructor, the influence you have on students brings out the best in them to succeed no matter what the obstacle.

Ideal teachers are those who use themselves as bridges over which they invite their students to cross, then having facilitated their crossing, joyfully collapse, encouraging them to create bridges of their own. ~Nikos Kazantzakis

We understand that getting students excited about graphic arts isn't an easy job. Every year it seems to get harder and harder to get students to express themselves through printing. There are even times when the instructor needs help to show the students how amazing the printing industry really is. That's where PIASC/RAISE Foundation comes in. With events such as the Surplus Drive, the Technical and Academic Competition and the College Competition we are supporting teachers in their efforts to make graphic arts and printing more interesting for their students.

LET'S GET STARTED - A bright colored calendar has been enclosed to help you plan ahead for this year's events. We would like for you to keep this calendar in you classroom where it can easily be referred to. If you happen to misplace your calendar, you can always contact us and we will be more than happy to provide you with a replacement calendar.

SURPLUS DRIVE – TWO LOCATIONS!

We are excited to announce that our 22nd Annual Surplus Drive will take place in two locations:

**Saturday, January 16, 2010 at Impress Communications, Inc in Chatsworth
and
Saturday, January 23, 2010 at the Castle Press in Pasadena**

Instructors are invited to pick up needed supplies from either of the two distribution locations. Both locations are also inviting teachers to tour the plant before the distribution of donated material. We encourage for you to bring your students to help you with the supplies and to take advantage of the tours. So please plan ahead and register by contacting Kristy Rodriguez at 323-728-9500 ext. 215.

New Event for Academic Competition!

This year we will be conducting our Academic Competition during a special industry event called Top Management Network, which is attended by printing industry executives and managers. The event is taking place on Thursday, April 29, 2010, 6:00 P.M., at Tamayo's Restaurant in Los Angeles. Space is limited so we will only be inviting the top 5 finalist to join us along with their instructors and five of their peers. If your school only participated in the T-Shirt Competition and is among the top 3, we are asking for the instructor to attend with only one student. Please contact Ara Izquierdo at 323-728-9500 ext. 216 if you have any questions or concerns.

The program might have changed but the rules are still the same; we courteously ask that all students wear their t-shirt identifying their graphic arts program. Hats, bandanas, large bags and jackets that cover the students t-shirt are strictly prohibited. Violation of these rules will result in disciplinary actions.



THE ANNUAL TECHNICAL AND ACADEMIC COMPETITION

*Your role as a leader is more important than you might imagine.
You have the power to help people become winners.
~Ken Blanchard*

In 2010 our Technical and Academic Competition returns with 3 rounds. All schools wishing to participate in the competition must enter a technical project. From there we move on to our second round, the written test, and then we go on to our final round, the Academic Challenge:

1. **Technical Project** – The design and production of soda labels is the technical project for the 2010 Technical and Academic Competition. The labels will be judged on creativity, design, production, and overall appeal; therefore, participants must focus on all aspects of the production of their winning entry (see specs for technical competition project enclosed). All the programs participating in the first round will be entered into a drawing and have a chance to win one 4-color screen printing press donated by Micro Perfect Systems.
2. **Written Test** – The eight programs with the highest scores from round one will move on to the second round of competition, consisting of a written test. The test is composed of 25 multiple choice questions, 10 matching questions, and 15 spelling questions; all pertaining to graphic communications. The answers to these questions will be found in the study material that will be ready to **download from our website** in mid-November. In addition to that, another 4-color screen printing press donated by Micro Perfect Systems will be raffled among the eight semi-finalists for their school's graphic arts program.
3. **Final Competition** – Only the five finalists holding the highest scores in round two will have a chance to participate in this exciting competition and win cash scholarships! Five students will compete at the Top Management Network by playing the Academic Challenge before their peers, teachers, parents, and industry leaders. The study material will also contain the answers to the questions in the Academic Challenge.

Study Material for All!

This year we want as many schools as possible to participate in the competitions. For that reason we will have the Study Material available for all schools on our website, ready for you to download. We hope that with this new change, more schools will step up to the challenge and participate in the competitions. The answers for the second and third round are located in the Study Material. It is very important your students study so they are well prepared for the competitions. We will contact you with instructions detailing when and where you can download the Study Material as soon as it becomes available.

T-SHIRT COMPETITION

We are going **back to basics in 2010!** That means our T-Shirt Competition is back stronger than ever. This year's challenge is to create a beautiful t-shirt promoting the PIASC/RAISE Foundation Literacy Campaign. Use your T-shirt as a way to support the value of reading on a daily basis. The winning T-Shirt design could be turned into a bookmark and be used as part of next year's PIASC/RAISE Literacy Campaign.

- **Two-color to Four-color**
- **Name of graphic arts program**
- **Portray the value of literacy**
- **The following slogan must be used:**
 "Read, Read, Read...the more you read, the more you know; and the more you know, the smarter you grow!"

For more information regarding the T-Shirt competition, please refer to the specifications enclosed. If you have any questions or concerns please contact Ara Izquierdo at 323-728-9500, ext. 216.

**DON'T HAVE SCREEN PRINTING EQUIPMENT TO PRINT THE T-SHIRT?
FULLERTON COLLEGE CAN HELP!**

For many years, printing technology professors at Fullerton College volunteer to help teachers and students who may not have screen presses by allowing them to use their facility. If you need help to print you T-Shirt, simply call Professor Dennis Howey at 714-992-7587 to arrange an appointment. But do remember that the t-shirt **MUST BE PRINTED BY STUDENTS** to qualify for the T-Shirt Competition. For more information, please contact Ara Izquierdo at 323-728-9500, ext. 216.

COLLEGE STUDENTS COMPETITION

The 2010 College Students Competition is divided into design and production and will be judged separately. Formal announcement and competition specs are enclosed. Please contact Ara Izquierdo if you have any questions about the competition at 323-728-9500, ext. 216. Please remember that in order for the entry to qualify for "Production" the entry must be printed using offset lithograph process.

PIASC EDUCATOR OF THE YEAR AWARD

The Education Committee is calling for nominations for the PIASC Educator of the Year. If you know an educator that should be recognized for their leadership in graphic arts education, you can nominate them by simply completing the enclosed nomination form and faxing it to Ara Izquierdo at 323-724-2327 by Thursday, April 8, 2010. The Education Committee will review the nominations and the award will be presented during the Top Management Network on Thursday, April 29, 2010.

PRINT AND GRAPHICS SCHOLARSHIP FOUNDATION (PGSF)

Approximately 300 nationally competitive scholarships are available to be awarded for professional and executive careers in the graphic communication industry. Please let your students know of these scholarships if they are planning on continuing their education in graphic communications.

The purpose of PGSF is to provide scholarships to qualified and interested students who want to prepare for careers in this dynamic industry. The application for a Print and Graphics Scholarship Foundation, however, is not the same as an application for admission to college. In order to ensure acceptance, the student must apply for admission to an approved college—available on line at http://66.28.41.146/eweb/docs/pgsf/PGSF08_Directory.pdf. A scholarship will be awarded only after the applicant has been admitted to an approved college.

Please let your senior students know about the PGFS scholarships of which RAISE is a sponsor. An application packet is available on line at <http://www.ipa.org/pdf/pgsfapp.pdf>. The scholarships are available for both, high school and college students. **The deadline to apply for high school students is March 1 and April 1 for college students.** If you need any more information, please contact Rose Velazquez, 323-728-9500, ext. 231 or via email at rose@piasc.org.



CONGRATULATIONS TO OUR 2009 COMPETITION WINNERS!

2009 Technical & Academic Competition Winners &
Katie Denne Award Recipients

First Place: Julian Salvador, Venice High School
Second Place: Chelsea Nguyen, El Camino High School
Third Place: Hunter Jones, Hart High School
Fourth Place: Patrick Gonzaga, South Pasadena High School
Fifth Place: John Espinoza, San Fernando High School

College Competition – Best Design (No Production Entries)

First Place: Faranak E. Amirkhiz, West Valley Occupational Center
Second Place: Rhonda Gawthrop, West Valley Occupational Center
Third Place: Stephan Ledezma, Riverside Community College

PLEASE HELP US OUT BY COMPLETING THE QUICK SURVEY BELOW AND FAXING IT TO ARA AT 323-724-2327. THANK YOU.

PLEASE REMEMBER TO KEEP YOUR BRIGHT COLORED CALENDAR BY YOUR DESK FOR EASY REFERENCE AND DEADLINE REMINDER.

**DON'T HESITATE TO CONTACT US IF YOU HAVE ANY QUESTIONS.
FEEL FREE TO CALL OR EMAIL.**

323-728-9500

**Ara Izquierdo ext. 216 – ara@piasc.org
Kristy Rodriguez ext. 215 – kristy@piasc.org
Rose Velazquez ext. 231 – rose@piasc.org**



ONE MINUTE SURVEY

In order for us to be prepared for the upcoming events, take a minute and fill out this quick survey. Please check off the program(s) you and your students plan to participate in. When complete, please fax this form to Ara Izquierdo at 323-724-2327.

Surplus Drive	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Technical Competition	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Academic Competition	<input type="checkbox"/> Yes	<input type="checkbox"/> No
T-Shirt Competition	<input type="checkbox"/> Yes	<input type="checkbox"/> No
College Competition	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Name of School _____ Teacher _____

Email Address _____ Phone Number _____

Please help us keep our records up to date by letting us know of any instructors who might have changed schools or are no longer teaching graphic arts. Contact Rose Velazquez at 323-728-9500 ext. 231 or email rose@piasc.org.

We want to be able to help as many school programs as possible through our organization. If you know of any Art Teachers, Photography Teachers, or Journalism Teachers that can benefit from our services, please provide their information so we can add them to our mailing list. Thank you!
