

## Bulletin

For Graphic Arts Teachers  
September 2011

### ARE YOU READY FOR ANOTHER EXCITING YEAR?

*Teachers who inspire realize there will always be rocks on the road ahead of them. They can be stumbling blocks or stepping stones; it all depends on how they use them. ~Author Unknown*

And, having seen what many of our graphic arts teachers have to go through, I would say that they use the rocks on the road as stepping stones and not stumbling blocks! We have wonderful teachers that go beyond the call of duty to continue their programs and offer students wholesome education that will help them succeed. Thanks to all teachers for their dedication and hard work!

And the PIASC/RAISE Foundation is happy to lend a hand by offering educational events such as the Technical & Academic Competition, the T-Shirt competition, and the College Competition to name a few. These events provide your students with an opportunity not only to compete but to also win cash prizes.

At this year's Academic Challenge, graphic arts students had a chance to compete with industry members! Needless to say those industry members were very much impressed by the knowledge of these young minds. We invited industry back for 2012 but, I guess they are going to be really busy during that time! ☺

**LET'S KICK THINGS OFF** – Enclosed you will find a bright colored calendar. The calendar is composed of important events and deadlines for 2012. Please keep this calendar in your classroom, preferably in a place where you and your students can see it. If you want additional calendars, contact us and we will be happy to send them to you. You will also be able to find it on the web at [www.piasc.org](http://www.piasc.org) and click on the Education tab.

### SURPLUS DRIVE AND PLANT TOUR AT THE CASTLE PRESS

The 25<sup>th</sup> Annual Surplus Drive is scheduled on Saturday, January 14th at The Castle Press in Pasadena. You may want to invite some of your students to take advantage of a plant tour and also to lend you a hand with the surplus paper you'll be taking back to school. We also ask that you bring a dolly or cart to help load materials. So here you will have two opportunities: take paper for your program and have your students tour the plant and learn about the latest technology in industry.

The give-away material will be distributed by calling numbers assigned as you come in; therefore, the earlier you arrive, the better chance you will have to acquire the best material available. All the paper collected must be taken away. Please be prepared with a truck and help to make things easier for you. Call Kristy Rodriguez at 323-728-9500, ext. 215 with your questions.

### TECHNICAL AND ACADEMIC COMPETITION

For the last two years, we have conducted our Academic Challenge and Awards Banquet during Top Management Network, which is attended by printing industry executives and managers. The event is taking place on ~~Thursday, May 17, 2012~~ **Wednesday, May 30, 2012**, with registration starting at 5:30 p.m., buffet dinner at 6:00 P.M., followed by the Academic Challenge and presentation of awards. The event will be held at Tamayo's Restaurant in Los Angeles. Space is limited; therefore, the five Academic Challenge Finalists will be invited to join us along with their instructors and ten of their peers. If your school only participates in the T-Shirt Competition and is among the top 3 for either design or production, we are asking for the instructor to attend with five students. Please contact Ara Izquierdo at 323-728-9500 ext. 216 if you have any questions or concerns. *Please invite parents to attend this event, have a delicious buffet dinner, and witness the exciting Academic Challenge!*

**DRESS FOR SUCCESS:** We courteously ask that all students wear either a polo shirt, a dress shirt. If they produce a t-shirt for the competition, they can also wear that. 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**

Our 2012 Technical and Academic Competition will consist of 3 rounds. All Graphic Art Programs planning to participate must complete and turn in the technical project. After the technical projects have been completed, the second round will be composed of a written test. Students will then move on to the final round by participating in the Academic Challenge.

1. **Technical Project** – We are asking Graphic Art Students to create a jumbo postcard for direct mail. The postcard will have to demonstrate why print is effective and why it works. Students can find information on this subject at [www.chooseprint.org](http://www.chooseprint.org).
2. **Written Test** – Eight programs with the highest scores will each select 3 students for the second round of competition, also known as the written test. The test is made up of 25 multiple choice questions, 10 matching questions, and 15 spelling questions; all questions on the test are related to graphic communications. You may request a copy of the Study Material to be sent to you or you can download it from our website the first week of October or earlier. Refer to the Project's Specifications & Guidelines enclosed for additional information.
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 **condensed study material** will also contain the answers to the questions for the Academic Challenge.

### **Study Material for All!**

Once again, 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 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. Please encourage your students to study so they are well prepared for the competitions.

### **T-SHIRT COMPETITION**

This year's competition will provide students with the opportunity to design and create a t-shirt to promote one of their High School's sports teams. It can be any sport that is played at the school (e.g. Baseball, Basketball, Football, Swim, Track, etc.) Inappropriate images, graphics or language are strictly prohibited and will disqualify the entry.

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 or Rose Dorado at 323-728-9500, ext. 216 or 231.

### **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 your 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**

For our 7th Annual College Competition we will only be focusing on the design portion of the contest. 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.

## 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 26, 2012. The Education Committee will review the nominations and the award will be presented during the Top Management Network on ~~Thursday, May 17, 2012~~ **Wednesday, May 30, 2012.**

## PRINT AND GRAPHICS SCHOLARSHIP FOUNDATION (PGSF)

PGSF is a not-for-profit, private, industry-directed organization that dispenses undergraduate college scholarships and graduate fellowship assistance to talented men and women interested in graphic communication careers. The mission of the PGSF is "To strengthen the print and graphic communication industry by providing scholarship assistance."

Housed under the same roof as Printing Industries of America, the Print and Graphics Scholarship Foundation has coordinated the printing industry's largest scholarship program since its inception in 1956. Individuals, companies, and associations provide both annual and endowed scholarship funds to PGSF, which administers the scholarship and fellowship programs for the industry.

For more information contact PGSF at 412-259-1740, toll free at 800-910-4283, or email [pgsf@printing.org](mailto:pgsf@printing.org).

## CONGRATULATIONS TO OUR 2011 COMPETITION WINNERS!

2011 Technical & Academic Competition Winners &  
Katie Denne Award Recipients

First Place:	Aman Azad, Canoga Park High School
Second Place:	Ilse Colmenares, South Pasadena High School
Third Place:	Janar Baurjan, El Camino Real High School
Fourth Place:	Ashley Bonilla, Venice High School

And a special thanks to the participating Industry Members:

- George Fernandez, Superior Lithographics, Inc.
- Dave Matthews, Castle Press
- Gary Schulthess, Taylor Graphics, Inc

### T-Shirt Competition

#### Design

First Place:	South Pasadena High School
Second Place:	El Camino Real High School
Third Place:	Canoga Park High School

#### Production

First Place:	Canoga Park High School
Second Place:	South Pasadena High School
Third Place:	Grant High School

### College Competition

#### Design

First Place:	Marvin Sesuca, Riverside City College
Second Place:	Hassaan Mahmood, Fullerton College
Third Place:	Arash Sharifi, West Valley Occupational Center

**YOUR PARTICIPATION IS AN INTEGRAL PART OF THIS PROGRAM...  
SIGN UP AND BE PART OF THE EXCITEMENT AND GREAT PRIZES!**



DEAR TEACHERS,

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 Dorado ext. 231 – rose@piasc.org



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### 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 \_\_\_\_\_

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, Media Teachers or Journalism Teachers that can benefit from our programs, please provide us with their information so we can add them to our mailing list. Thank you!

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