

TESTIMONIALS

"PrintED has provided my graphic communications classes with the focus and guidance to keep up with the rapidly changing printing industry. The national industry standards provided by PrintED are a valuable framework for aligning curriculum. Our PrintED graduates have confirmed that they have been able to use their PrintED training and certification to open doors to further their education and employment opportunities."

**DEBORA PARISOT, PrintED INSTRUCTOR
AREA CAREER CENTER, PERU, IL**

"From an industry standpoint, PrintED speaks to the legitimacy of a graphic communications program, ensuring that students are being taught relevant content. When asked to place students in internships, those students that participate in a PrintED accredited program and achieve certification will be given preference."

**PAUL FOSTER, VICE PRESIDENT
PRINTING & GRAPHICS ASSOCIATION MIDATLANTIC**

"This PrintED program was amazing in the level of detail and all-encompassing nature of the curriculum.

The program shows a high level of creativity and potential engagement of learners due to the variety of activities to deliver lessons. The objectives were clear with assessment mapped to objective. I wish that the type of program offered at this school was available to more students throughout the state, and the entire country for that matter."

**ALISON MACLEAN, FREELANCE GRAPHIC DESIGNER
BRIDGEWATER, MA**

"The PrintED program is thorough, well organized and committed to presenting a comprehensive view of the creative and technical graphic communications industry. The curriculum is of the first order and is highly commendable."

**IAN HOCHBERG, SIGN AND GRAPHICS EXPERT
HIGH MOUNTAIN SIGNS, BALTIMORE, MD**



The Graphic Arts Education and Research Foundation (GAERF) is a major source of financial support for projects and programs designed to prepare the graphic communications workforce of the future.

GAERF was established by Epicomm (formerly the National Association for Printing Leadership), NPES The Association for Suppliers of Printing, Publishing and Converting Technologies, and the Printing Industries of America. These three national associations jointly own the Graphic Arts Show Company (GASC). GAERF was created to channel a portion of the revenue earned by GASC-managed shows into initiatives that advance knowledge and education in the field of graphic communications.

GAERF

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PRINTED



Promoting the Future of

Graphic Communications

through Accreditation

PRINTED

YOUR QUESTIONS ANSWERED...



WHAT IS PrintED?

PrintED, administered by the Graphic Arts Education and Research Foundation (GAERF), is a national accreditation program based on industry standards and appropriate for secondary and post-secondary schools offering graphic communications curricula.

WHAT ARE THE BENEFITS OF ACCREDITATION?

To the student, PrintED provides a career pathway to enter the workplace with verifiable credentials, or to pursue further education with college credit already in hand.

To the educator, PrintED ensures an instructional program that is current and relevant, consistent across the nation, and aligned with industry standards.

To the employer, PrintED graduates promise a knowledgeable, trained, and skilled workforce.

HOW DOES A PROGRAM ACHIEVE ACCREDITATION?

After completing an application, an Evaluation Team Leader (ETL) is assigned to mentor the candidate program's instructor. The ETL maintains monthly contact with the instructor and visits the facility on two separate occasions. A team comprised of industry professionals conducts the final evaluation to determine if the program has met accreditation requirements. An applicant program is granted 12 months to complete the accreditation process. Accreditation is awarded for five years, with an Annual Status Report due at the end of each academic school year. Areas of accreditation include:

DIGITAL FILE PREPARATION AND OUTPUT

DIGITAL PRODUCTION PRINTING

GRAPHIC DESIGN

INTRODUCTION TO GRAPHIC COMMUNICATIONS*

OFFSET PRESS OPERATIONS/BINDERY AND FINISHING

SCREEN PRINTING

**Accreditation in Introduction to Graphic Communications, as well as in one other area, is required. Schools may choose to be accredited in additional areas.*

DOES PrintED HAVE DEFINED STANDARDS?

PrintED has identified six standards that encompass the elements of a solid training program. For a program to be awarded accreditation, it must meet these standards in at least two accreditation areas.

Standard 1: Instructional Staff

The instructional staff must maintain technical competency, meet the requirements to be an approved PrintED instructor, and meet all state and local requirements for accreditation.

Standard 2: Facility, Equipment and Safety

The physical facility must be adequate to permit achievement of the program goals and performance objectives. In addition, the equipment must be of the type and quality found in the industry. Both the facility and equipment must meet today's safety standards.

Standard 3: Instruction

Program curriculum must incorporate current industry competencies, safety procedures, acceptable work habits and ethics, and assessments.

Standard 4: Purpose

Program must have clearly stated goals related to student services and employers served.

Standard 5: Administration

Administration must insure that instructional activities support and promote the goals of the program.

Standard 6: Program Budget

Funding must be provided to meet the approved program goals and performance objectives.



WHAT ARE THE GRAPHIC COMMUNICATIONS SKILLS COMPETENCIES?

The Graphic Communications Skills Competencies (GCSC), developed by educators and industry professionals, provide measurable or observable knowledge, skills, abilities, and behaviors critical to successful job performance. These competencies form the basis for instruction in the six areas of PrintED accreditation.

DOES PrintED PROVIDE ASSESSMENTS?

GAERF in partnership with SkillsUSA offers five online assessments to include:

- **ADVERTISING DESIGN**
- **DIGITAL FILE PREPARATION/DIGITAL FILE OUTPUT**
- **GRAPHIC COMMUNICATIONS**
- **OFFSET PRESS OPERATIONS/BINDERY & FINISHING**
- **SCREEN PRINTING**

A student who receives a passing score on any of the assessments is awarded a **Student Certification** in that subject area, valid for two years. The certification, which does not require work experience, is designed to be the initial step for students seeking to build a career in the graphic communications industry.

DOES PrintED PROVIDE A CURRICULUM?

Although PrintED does not provide its own course of study, there are curriculums available that are aligned with the PrintED competencies. The PrintED Learning Community at: <http://www.graphiccommcentral.org/gcc-educators/accreditation-certification/2013-05-08-14-53-12/printed-learning-community> is an excellent resource for PrintED instructors.

HOW MANY PROGRAMS ARE PrintED ACCREDITED?

As accreditations are awarded on a continual basis, the most up-to-date information can be found on the GAERF website at www.gaerf.org.

WHAT IS THE FEE FOR ACCREDITATION?

The accreditation fee of \$1800 includes two Evaluation Team Leader onsite visits, PrintED material, and an accreditation plaque.