

# TESTIMONIALS

"The base knowledge I gained from the PrintED program helped me to pursue my degree in Graphic Communications Management. I still use the information I gained from this class today."

**AMANDA COOK, STUDENT  
MURRAY STATE UNIVERSITY, MURRAY, KY**

"From an employer's standpoint, knowing that a student is a graduate of a PrintED program is a helpful tool in gauging their proficiency."

**GEORGE MILLIGAN, GRAPHIC DESIGNER  
INFINITY PRINTING, DANBURY, CT**

"PrintED provides focus and reward for the student whether he/she goes directly into the printing industry after graduation or moves on to study printing at a postsecondary school. Either way, PrintED is a win/win situation."

**DOUG THOMAS, INSTRUCTOR  
CARROLLTON HIGH SCHOOL, CARROLLTON, GA**

"We at AmPrint are fortunate to have a great technical school in our area. We give PrintED graduates the edge when it comes to job applications."

**JIM ROBERTS, PRESIDENT  
AMPRINT, HOLLISTON, MA**

"We've always had success with employees who are PrintED graduates. I would highly recommend to others in the industry to consider hiring these well-trained individuals."

**JAMES J. FAGAN, PRINTER  
RICHARD F. FAGAN & SONS, INC., LANSDALE, PA**



## ABOUT GAERF

The Graphic Arts Education and Research Foundation (GAERF) is an organization whose mission is to advance knowledge and education in the field of graphic communications by supporting programs that prepare the workforce of the future.

GAERF was created by the National Association for Printing Leadership (NAPL), 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 revenues earned by GASC-managed shows into projects like PrintED that strengthen the future of the print industry.

# GAERF

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# PRINT ED



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 for graphic communications courses of study at the secondary and post-secondary levels.

### 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, a PrintED instructor is assigned to serve as a mentor to the candidate. This individual maintains monthly contact with the instructor and visits the facility on two separate occasions. A team comprised of industry professionals conducts a final evaluation to determine if the program has met the requirements. An applicant program is granted 18 months to complete the accreditation process. Accreditation is awarded for five years, with an Annual Report due at the end of each academic school year. Areas of accreditation include:

#### INTRODUCTION TO GRAPHIC COMMUNICATIONS\*

ADVERTISING & DESIGN

BINDING & FINISHING

DIGITAL FILE OUTPUT

DIGITAL FILE PREPARATION

DIGITAL PRODUCTION PRINTING

OFFSET PRESS OPERATIONS

SCREEN PRINTING (IN DEVELOPMENT)

ADVANCED DIGITAL FILE PREPARATION

ADVANCED OFFSET PRESS OPERATIONS

*\*Accreditation in the introductory course, as well as in one other area, is required. Institutions 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. In order for a program to receive accreditation, it must meet these standards in at least two areas of accreditation.

#### 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 & 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 include current industry tasks, safety procedures, acceptable work habits and ethics, and testing and evaluating procedures.

#### 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 PrintED COMPETENCIES?

Competencies have been identified for each area of accreditation in order to determine if the PrintED standards have been met. These competencies, developed by educators and industry personnel, form the basis for instruction.

### DOES PrintED PROVIDE ASSESSMENTS?

To provide students with a credential that validates their mastery of the PrintED competencies, GAERF and SkillsUSA have established a partnership to offer online PrintED/SkillsUSA Skill Connect Assessments. These examinations test technical skills and knowledge with interactive questions enriched by animations, videos, drawings and photographs. The five assessments include:

- **ADVERTISING & DESIGN**
- **DIGITAL FILE PREPARATION/DIGITAL FILE OUTPUT**  
(AVAILABLE: SPRING 2011)
- **GRAPHIC COMMUNICATIONS**  
(AVAILABLE: SPRING 2010)
- **OFFSET PRESS OPERATIONS/BINDING & FINISHING**  
(AVAILABLE: SPRING 2011)
- **SCREEN PRINTING**  
(AVAILABLE: SPRING 2010)

Students who receive passing scores on the assessments will receive co-branded GAERF/SkillsUSA certificates that display GAERF, PrintED, and SkillsUSA logos.

### 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.

### 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](http://www.gaerf.org).

### WHAT IS THE FEE FOR ACCREDITATION?

The accreditation fee of \$1800 includes a PrintED Manual, a CD containing the PrintED competencies, two on-site visits by an experienced PrintED instructor, and an accreditation plaque.

**"I am currently attending Rochester Institute of Technology. PrintED prepared me for college and gave me a head start over other students."**

**KIMBERLY ROSENTHAL, STUDENT  
ROCHESTER INSTITUTE OF TECHNOLOGY  
ROCHESTER, NY**