

THE USE OF NAMES FOR THE GRAPHIC, MEDIA AND PRINTING FIELDS

Prof. Dr. Anastasios E. Politis

politismedia@gmail.com

Hellenic Union of Graphic Arts and Media Technology Engineers

Hellenic Open University, School of Applied Arts, Graphic Arts and Multimedia

Abstract

This paper investigates the use of names to define organisations, universities, industry and the sectors in the wider field of Graphic Arts - Graphic Communication, Media and Printing.

The main research question posed is whether the names (and words) used are important for the definition of an entity in general. The second objective is to review the names and the combination of words used to define the graphic, media and printing sectors today, as well as their evolution overtime. This field appears as an interesting research field, not only for the graphic-media-printing sector but also for other sciences.

Introduction

The field of graphic arts/communication, media and printing is using various terms and names as definitions. This paper reviews the names applied and used as well as the transformation from old to new/updated names for these fields.

Firstly, the justification for conducting this research should be mentioned. Previous research conducted by the author, reveals that there are some non - accurate classification(s) or even the absence of the fields graphic arts/communication, media and printing. For example, the classification in ISCED F - 2013 (used in Erasmus exchange programmes), downgrades the graphic arts - communication media technology and printing education under the code "Arts" (ISCED, 2013).

This leads to misunderstandings, since the term "Arts" does not comply with the much wider spectrum of the Higher education Institutes that offer graduate and post-graduate programmes worldwide. As such, the use of a non-proper title / name at a classification might affect in a negative way the perception of the sector(s) and fields within a certain domain.

The study is restricted in names and terms used in the English language. It will be focused in names and titles of international establishments and principal national organizations. It will also examine names of some countries and organisations other than native English-speaking, as they are translated in the English language.

A final objective of this paper is to provide a framework for further research regarding the documentation and justification of names and titles to be used towards national and international classifications, governments, and other authorities worldwide.

This is considered useful as it regards the proper definition and description of graphic arts/communication, media and printing sectors and fields in the entire spectrum of the industry, labor, education, science and research.

1. The evolution of names for the graphic arts/communication, media and printing field(s).

Traditionally, specific names originating from the very beginning of graphic arts - namely Gutenberg and the invention of Typography have been used in order to define - name this field.

In Table 1 below, the origin and evolution of graphic arts names is presented:

Greek name	English writing	English word
Τύπος	Typos	Press
Γράφω, γραφή	Grapho, Graphi	Write, Writing
Τύπος + Γραφή	Typos + Graphi	Typography
Πάπυρος	Papyrus	Paper
Λίθος	Lithos (stone)	Lithography
-	-	(Flexo)graphy
Etc.	Etc.	Etc.

Table 1: Origin and use of names in the Graphic Arts / Communication, media and Printing fields

Hence, names and definitions of the graphic arts / communication, media and printing are changing, following the devolution of technologies and sectors and principal terms and names originated from the past, are now eliminated. In some other cases, a certain term / name, is used to describe another context than the original one. For example, the term "Typography" has been used for centuries to describe the entire graphic arts production from design, to typesetting, printing form and printing.

With the evolution of other printing methods (Offset, Flexography, Gravure and Silk-Screen printing), Typography has lost its principal meaning in describing the printing processes.

Nowadays, the term "Typography" is used increasingly in order to describe the context of the principles of proper typographic design, not only for a printed document but also for content to be published in electronic form. This means that typography is now a synonymous with quality design and production of media, no matter of the output form (print, digital, mobile), following the long established typographic principles (Politis, 2017).

In addition, the term "Graphic Arts" is increasingly applied in order to comply with the use of additional methods in industrial printing, replacing the term "Typography – Typographic". We are also witnessing that this is losing its meaning and it is replaced by other terms such as "Graphic Communication(s)".

This is the case mainly in the USA, where the widely used terms "Graphic Arts" and "Printing" are gradually replaced by the term "graphic communication".

In image 1, the Logo of PIA - Printing Industries of America Association, is presented, where, the terms "Printing" and "Graphic Communication(s)" are combined:



Image 1: The logo of Printing Industries of America Association
Source: https://en.wikipedia.org/wiki/Printing_Industries_of_America

2. Principal names used for the definition of the graphic arts / communication, media and printing fields

The terms that are used worldwide to define the graphic arts / communication, media and printing field vary according to country, continent, language and context. Most commonly used and established terms (in English) are:

- graphic arts,
- graphic arts technology,
- graphic communication(s),
- print - printing, technology and engineering
- media technology,
- print media technology and communication,
- printing and publishing,
- printing and packaging,
- graphic/media engineering

The broad context of the graphic arts / communication, media and printing field is defined quite accurately by Enlund. The above mentioned terms represent the “engineering process of managing, and producing of printed and electronic media with a wide range of equipment, processes, methods, substrates, means of information carriers and distribution channels, in physical or digital form” (Enlund, 2013).

Enlund suggests further that “The academic and scientific discipline of Graphic Arts Technology is an engineering science discipline. It covers a broad spectrum of technologies and production processes aiming at the preparation, adaptation, industrial mass production, post-processing, and distribution of information, primarily on paper but increasingly also digitally (Enlund, 2013).

3. The domination of the letter “G” in names for graphic arts / communication, media and printing field.

The use of the word “Graphic” is widely used as the first part of a complex word in order to define context of entities related with the graphic arts / communication, media and printing fields. The letters G, GR and GRA can be found at many acronyms of various organisations. In Table 2, some examples are illustrated:

ACRONYM	Title
GATF	Graphic Arts Technical Foundation
TAGA	Technical Association of Graphic Arts
IARIGAI	International Association of Research Organizations for the Information, Media and Graphic Arts Industries
GCEA	Graphic Communication Educators Association
GRID	Graphic Engineering and Design (Serbia, University of Novi Sad)
EGIN	European Graphic-Media International Network
INTERGRAF	European Federation for Print & Digital Communication
GAMIS	Graphic Arts Marketing Information Service
JAGAT	Japan Association of Graphic Arts
FOGRA	Forschungsgesellschaft Druck e.V – Graphic Technology, Research Institute for Media Technologies
HELGRAMED	Hellenic Union of Graphic Arts and Media Technology Engineers
UGRA	Schweizer Kompetenzzentrum für Druck- und Medientechnologie – Swiss Competence Center for Print and Media Technology

Table 2: Acronyms of graphic, media and printing organisations

4. Update of names – some examples of renaming

Since communication and marketing is important nowadays, a proper name should be considered as a significant aspect of the presence of an organization of the print, graphic arts / communication, media and printing fields.

As such, there are various industrial, scientific and education establishments that have changed their names, along with rebranding strategies. To mention some examples, there are changes of names and logos – namely of corporate identities. Some examples are provided below:

4.1 Hdm-Stuttgart

The name of Media Stuttgart University in German language has been changed from HDM - Hochschule für Druck und Medien to HdM - Hochschule der Medien (HdM, 2015). To give an example, the name of the University back in 1945 was "Höhere Fachschule für das Graphische Gewerbe" (HdM, 2018). This is an interesting approach since the acronym remained the same, whereas the words have changed. In this case, the elimination of the word "Druck" (Print) can be observed.



4.2 IGAEA-GCEA

Another example is the name / acronym transition of IGAEA (The International Graphic Arts Education Association) to GCEA (Graphic Communications Education Association). According to GCEA website, this was a project under the name "The IGAEA Name Change Initiative" (IGAEA-GCEA, 2015). There it is stated that "the key-points, rationale and reasons for exploring a name change for IGAEA - Key are that [Graphic Arts] may be a dated term, IGAEA is awkward to say, remember, and explain and that many associated educational programs and industry organizations have changed their names to better reflect the times. Therefore, IGAEA becomes GCEA" (IGAEA-GCEA, 2015).



4.3 A name change in Denmark:

In Denmark, the Employers' Federation of Printing Industries has changed its name and logo. According to the organization, "The Graphic Association of Denmark has established an association under the name Grakom-Danish Association for Communication, Design & Media. The purpose is to create a unifying association for companies in the whole supply chain for communication" (GRAKOM, 2015).



5. Conclusions

The issue of names is considered as a significant field for research and has led to the present study. As it can be concluded from the study, a single name cannot be applied to describe the entire spectrum of the graphic arts / communication, media and printing fields. This originates from the nature of the sector and can be addressed everywhere. In addition, it can be assumed that the use of a proper name provides a clear representation of a certain domain. A proper name represents the context of the organization / entity and as such, misunderstandings can be avoided.

An interesting field for further research can be the investigation of various terms and names used in certain domains or groups of organisations such as the higher educational Institutes of graphic arts / communication, media and printing science and technology.

6. Bibliography

(Enlund, 2013)

Enlund Nis: "Graphic Arts Technology — what is it?" Statement on terms and definitions of Graphic Arts Technology, Helsinki, November 20, 2013

(GRAKOM, 2015)

<http://www.grakom.dk/english>

(HdM, 2018)

https://www.hdm-stuttgart.de/hochschule/profil/ueber_die_hdm

(HdM, 2015)

Hochschule der Medien - Media Stuttgart University <https://www.hdm-stuttgart.de/english>

(IGAEA-GCEA, 2015)

IGAEA Headlines: The International Graphic Arts Education Association, Inc. is now doing business as the Graphic Communications Education Association.

<http://www.igaea.org/igaea-headlines.html>, <http://gceaonline.org/news/igaea-is-now-gcea/>

(ISCED, 2013)

ISCED-F 2013 - Fields of Education detailed levels:

http://ec.europa.eu/education/tools/docs/isced-2013-fields-of-education_en.pdf,

<http://www.uis.unesco.org/Education/Pages/international-standard-classification-of-education.aspx>

(Politis, 2013)

Politis Anastasios: "The ISCED-F 2013 classification and the exclusion of the Graphic Communication and Media Technology fields". Draft recommendation for the classification of Higher Education Institutes, 9 December 2013

(Politis & Faigle 2014)

A. Politis A. & W. Faigle: "Challenges for the Graphic Communication and Media Technology and Engineering Higher Education Institutes – The ISCED classification". Paper presented at the 46th Annual International Conference on Graphic Arts, and Media Technology, Management and Education, Athens and Corinthia, 26 May 2014, http://www.ic2014athensgreece.gr/conf_programme.html.

(Politis, 2017)

Politis, A.: "Typography revisited: The importance of Typography in modern visual communication". Association of European Printing Museums-AEPM Annual Conference on "Making history: collections, collectors and the cultural role of printing museums".

11-13 May 2017, Museum of Typography Gianni & Elenis Garedaki, Chania Crete, Greece.