

Evolution in Graphic-Media Science: Research, Industry Innovation and the Role of Education

The Hellenic Union of Graphic Arts and Media Technology Engineers – HELGRAMED, with the collaboration of the International Relations Office of the Athens University of Applied Sciences, organizes a scientific conference on the developments in Graphic-Media Communication Sciences.

The scientific conference aims to present the evolution in the scientific fields of Graphic Arts and Media Technology. The conference will focus on the analysis of current trends in research, industry and education and the needs in human capital as well as the synergies among research, innovations in the industry and the role of education.

The scientific conference is organized with the cooperation of:

- The Department of Graphic Arts Technology, Athens University of Applied Sciences,
- The Graphic Arts and Multimedia Master Programme, School of Applied Arts, The Hellenic Open University,
- The Department of Graphic Communication, California Polytechnic State University, San Luis Obispo, CA USA.

Attendants:

Bachelor and Master students on Graphic Communication, companies, graduates and engineers, educators, entrepreneurs and companies in Graphic-Media, Printing, Publishing and Packaging fields.

CONFERENCE PROGRAMME

10:30-11:00 Registration

WELCOME SPEECHES:

- 11:00-11:20 • **Prof. Michail Bratakos**,
President of the Athens University of Applied Sciences
- **Dr. Marios Tsigonias**,
Chairman of the Board, The Hellenic Union of Graphic Arts and Media Technology Engineers – HELGRAMED

PRESENTATIONS:

- 11:20-11:45 **Dr. Anastasios E. Politis**
Vice-Chairman, HELGRAMED
“The Graphic-Media Communication Science - Fields, Trends and the Contribution of Research Organizations”
- 11:45-12:10 **Dr. Kenneth L Macro, Jr.**
Professor and Chair, Graphic Communication Department, California Polytechnic State University, USA
“Cal Poly Graphic Communication Education: An Industry Perspective”
- 12:10-12:35 **Paul Bittick**
General Manager, Student Media, California Polytechnic State University, USA
“The Challenges of Moving From Print Centric to a Converged Digital-First News Operation”
- 12:35-13:00 **Dr. Chrysoula Gatsou**
Assistant Professor, Department of Graphic Arts Technology, Athens University of Applied Sciences, Greece
“Trends in Graphic Communication and Media Technology Higher Education”
- 13:00-13:25 **Anastasios Pallas**
President of the Union of Owners of Graphic Arts SMEs in Attiki Region, Greece
“Matching Education and Research with Printing Industry Needs - Trends in Competences for the Future”
- 13:25-14:00 **Discussion, Conclusions**
- 14:00 **End of conference**