

The Foundation for Graphic Communication Education Launches Fourth Edition of *Introduction to Graphic Communication*

Updated content, emerging technologies, and industry expertise prepare the next generation for a rapidly evolving graphic communication industry.

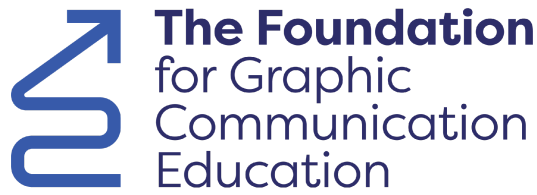
Nearly two decades after its original publication, *Introduction to Graphic Communication* continues to serve as a trusted starting point for students and professionals entering the graphic communication industry. The fourth edition builds on the strong foundation established by authors Harvey Levenson and John Parsons while adding new chapters, updated terminology, emerging technologies, and digital resources that reflect today's industry.

Designed for both education and workforce development, the book provides a practical foundation in the technologies, processes, terminology, and applications that drive graphic communication today. It can be used in the classroom, as a corporate training and onboarding resource, or as a valuable introduction for anyone beginning a career in the industry.

"We have used *Introduction to Graphic Communication* in our program for more than 8 years. One of the reasons we value it is its combination of a printed textbook and digital resources. Graphic communication is constantly evolving, and this approach helps ensure students have access to current, relevant information."

— **Penny Ann Dolin, Professor of Practice in Graphic Information Technology at Arizona State University**

The fourth edition also establishes a new approach for the book's future. **The Foundation for Graphic Communication Education (The FGCE)** is committed to keeping *Introduction to Graphic Communication* current, relevant, and grounded in real-world expertise. Rather than relying on a single author, this



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and future editions will be developed with subject matter experts from across the industry.

“Our goal is to preserve the strong foundation of this book while ensuring it continues to evolve with the industry. By bringing industry experts into the process, we can provide students, educators, and professionals with practical knowledge and current insight into the technologies and trends shaping graphic communication.”

— **Charlotte Tueckmantel, Director of Operations, The FGCE**

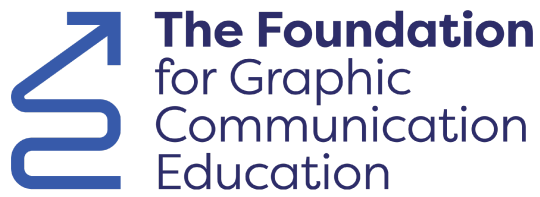
All proceeds from book sales support TFGCE scholarships and educational grants. Bulk orders, customization opportunities, and corporate onboarding packages are available. For more information, contact **Charlotte Tueckmantel** at charlotte@thefgce.com.

Order the book from

<https://www.thefgce.org/educators/introduction-to-graphic-communication-s/> or visit us at PRINTING United Expo, September 23–25, booth N7463 to purchase a copy.

About The FGCE

The Foundation for Graphic Communication Education (The FGCE) is a nonprofit organization dedicated to advancing education and innovation in the printing and graphic communications industry. The Foundation invests in the future of the field by awarding scholarships to students, providing educational grants to schools, and supporting academic programs that prepare the next generation of professionals. Through partnerships with educators, industry leaders, and advocacy efforts, the Foundation champions the essential role of print and graphics in communication, creativity, and commerce while strengthening workforce development across the industry.



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