



Final Programme

DAY 1	Sunday 25th May – Alkyon Resort Hotel & Spa, Vrahati
18:00-21:00	Registration
21:00- 23:00	Welcome Reception with traditional Greek snacks accompanied with ouzo and raki/tsipouro snaps

DAY 2	Monday 26th May – Alkyon Resort Hotel & Spa, Vrahati
08:30-09:00	Registration
09:00-09:10	Welcome by the organizing committee. Presentation of the conference programme for participants and partners Dr. Anastasios E. Politis , Chairman of the organizing committee
	Official Opening of the IC 46 th conference Prof. Dr. Wolfgang Faigle , Chairman of the IC - International Circle of Educational Institutes for Graphic Arts: Technology and Management
09.10-09.30	Keynote paper: Challenges for the Graphic Communication and Media Technology and Engineering Higher Education Institutes – The ISCED classification Anastasios E. Politis, Greece and Wolfgang Faigle, Germany
09:30-10:00	Keynote paper: Innovative printing through Infraredesign invention Prof. Vilko Ziljak, Croatia

Session 1 - People and Media – Graphic Arts and Media Technology Education

Session Chair: Chrysoula Gatsou

10:00-10:20	International Cross Media Projects with Students from four Universities and from Different Disciplines Tommie Nyström, Sweden
10:20-10:40	Future Skills Profiles Henk Vermeulen, The Netherlands
10:40-11:00	The Borderless Classroom: Initiatives to Include International Learning in University Graphics Programs in the United States John R. Craft, USA
11.00-11:30	Coffee Break

Session 1 - People and Media – Graphic Arts and Media Technology Education

Session Chair: Tommie Nyström

11:30-11:50	The Demola Experience: Real Business and Multi-disciplinary Teams – Preparing Graphic Design Students for Complex Work Tomas Tornqvist, Sweden
11:50-12:10	Students' Vocational Characteristics as a Satisfaction Factor of their Expectations about the Graphic Arts Technological field, during their studies Marios Tsigonias, George Gamprellis, Andriani Goutou, George Giannaras, Anastasios E. Politis, Georgia Koumoundourou, Greece

12:10-12:30	Printing industry engineers education – cross-boarder development project Enn Kerner, Estonia
Session 2 - Typography and Media design and the New structure of Media	
Session Chair: Georgios Vlachopoulos	
12:30-12:50	The Future of Print, Online and Mobile Media with use of Individualised QR codes in VISUAL and NIR Spectrum Ivana Žiljak Stanimirovic, Anastasios E. Politis, Nikolina Stanic-Loknar, Kristina Janko, Croatia, Greece
12:50-13:10	Beyond the Page: A Comparison of Reading in Different media Chrysoula Gatsou, Anastasios Politis, Dimitrios Zevgolis, Greece
13:10-13:30	Newspaper Design Contributions for Sustainable Development Pedro Matos, Regina Delfino, Portugal
13:30-14:30	Lunch
14:30-14:50	Color Choice in the Process of Product Promotion Konstantina Patsialou, Iro Laskari, Greece
14:50- 15.10	Improving Visual Communication - The Importance of Metaphors for User Interaction with Mobile Devices Chrysoula Gatsou, Greece
Session - 3 Graphic Arts and Media Technology	
Session Chair: John R. Craft	
15.10-15:30	Expanding Double Hidden Information with Infrared Dyes Jana Žiljak-Vujić, Ana Agić, Darko Agić, Croatia, Anastasios E. Politis, Greece
15:30-16:00	Coffee break
16:00-16:20	Spot Colorant Twins for Infrared Security Print of Topographic Maps Ivana-Ziljak Stanimirovic, Jana Žiljak-Vujić, Maja Matas, Croatia Matej Pogarčić, Slovenia
16:20-16:40	Application of FTIR in Structural Analysis of Flexographic Printing Tamara Tomašegović, Sanja Mahović Poljaček, Tomislav Cigula, Diana Milčić, Croatia
16:40-17:00	Printed Electronics: Definition of the Printing Parameters for the Functionality of the Prints Georgios Vlachopoulos, Spyridon Nomikos, Matina Benia, Argyro Karkazi, Athina Mountzouri, Maria-Georgia Nomikou, Greece
17:00-17:20	Contemporary Component of Competitive Vocational Education in Publishing Trade Olga Minaeva, Andrey Ermakov, Olga Zirnyagina, Russia
20.30-	Dinner at the traditional fish tavern "Batis", with a walking distance from the conference hotel

DAY 3	Tuesday 27th May – Alkyon Resort Hotel & Spa, Vrahati
Session 4 - Media management and Business Environments	
Session Chair: Rossitza Sardjeva	
09:00-09:20	Benchmarking: The Work of Many for the Quality of All Luk Bouters, Eline Sierens, Vera Pletinckx, Belgium
09:20-09:40	The Automated Customization of SVG Content for Users with Colour Vision Deficiencies Neda Milić, Dragoljub Novaković, Nemanja Kašiković, Gojko Vladić, Darko Avramović, Serbia
09:40-10:00	Approaches to Linearization in ICC Profiles Davor Donevski, Diana Milčić, Dubravko Banić, Croatia
Session 5 - Graphic Arts and Media Technology	
Session Chair: Enn Kerner	
10:00-10:20	Influence of Dampening Regime on Gray Balance and Trapping in Sheet-fed Offset Mesrop Bozoyan, Armenia, Nikolay Nechiporenko, Russia
10:20-10:40	The White Coating Influence on Print Quality for Metallic Substrates Anna Berdovschikova, Nikolay Nechiporenko, Russia
10:40-11:00	Effect of Paper Properties on Print Quality by Flexographic Method Stamatina Theohari, Eftihis Fragedakis, Diana Tsimis, Marios Tsigonias, Dimitris Mandis, Greece
11.00-11:30	Coffee Break
11.30-11:50	Different Methods for Quantification of Micro-Uniformity Ivana Jurič, Igor Karlović, Serbia - Igor Majnarić, Croatia - Dragoljub Novaković, Ivana Tomić, Serbia
11.50-12:10	A Study in Color Reproduction Capability of Digital Dry Toner Electrophotography Compared to the Smart Offset R. D. Sardjeva, T.U. Mollov, V. A. Angelov, Bulgaria
12.10-12:30	Blanket Distortion Effect and Graphical Accuracy in Printing Rostislav G. Moginov, Vyacheslav N. Samokhin, Anna V. Berdovshchikova, Russia
12.30-12:50	Graphene, a New Class of Materials for Printing Inks Vassiliki Belessi, Dimitris Petridis, Vasilios Georgakilas, Spyridon Nomikos, Greece
Session 6 - Packaging Design and Production	
Session Chair: Diana Tsimis	
12.50-13:10	Packaging Design for Sustainable Development Regina Delfino, Luís Paschoarelli, Rui Frazão, Pedro Matos, Portugal
13.10-13:30	Relaxation processes in the interval shrinkable polyvinylchloride films with tactile marking of shrinkable labels Alexander Kondratov, M.V. Konovalova, Victor Nazarov and Alexey Benda
13.30-14:30	Lunch
14:30-14:50	Development of Guidelines Regarding the Graphic Design of Drug Packaging

	Tobias Trofast, Alexandra Bremer, Gabriel Josefsson, Sweden
14:50-15:10	ICT and Nanophotonic and Nanoelectronic Systems for Smart and Intelligent Printed Packaging Valentyn Sherstiuk, Vitaliy Shvalagin, Olha Sarapulova, Oleksandra Rayevska, Aleksandr Kukhta, Ukraine
15:10-15:30	Girdle Books – The Historical Context and its Relation to Book Binding Philippa Athimaritou, Greece
15:30-16:00	Coffee Break
16:00-16:20	Metadata for Characterization of Digital Images Chrysoula Gatsou, Anastasios E. Politis, Philippa Athimaritou, Greece
16:20-16:50	Digital Printing for Packaging - The Case Study of a Corrugated Board Packaging Company Panos Dimitropoulos, Katerina Mavrogiorgou, Georgios Gamprellis, Greece
Session 7 – Presentation of forthcoming events	
Session Chair: Anastasios E. Politis	
16:50-17:10	Presentation of the 47 th IC2015 Conference, San Luis Obispo, USA Kenneth Macro, California State University, USA
17:10-17:30	Presentation of the 48 th IC2016 Conference, Leipzig, Germany Speaker to be announced
17:30-17:50	Presentation of Beijing Institute of Graphic Communication, China (Organizer of the IC2017 Conference) Zhang Zhicheng, Beijing Institute of Graphic Communication, China
17:50-18:00	The last word: Closing of the Conference – Presentation of the next days visits, ceremonies and excursions Anastasios E. Politis
20.30-	Gala dinner by the Pool - Reception with drinks - Gala Dinner - Greek and International evening with DJ music

DAY 4	Wednesday 28th May - Athens TEI Congress Centre
09.00-10.30	Bus travel from Hotel Alkyon - Corinthia to Egaleo - Athens TEI premises
10:30-12:30	- Welcome by the President of the Athens TEI, Prof. Michael Bratakos - Welcome by the Dean of the Faculty of Applied Arts, Prof. Zoe Georgiadou - Short presentation of Athens TEI, the Faculty of Applied Arts and the Study Programme of Graphic Arts Technology Anastasios E. Politis - Ceremony for the proclamation of Prof. Dr. Wolfgang Faigle as Honorary Professor of Graphic Arts Technology, Athens TEI - Short visit to the premises of the Department of Graphic Arts Technology
12:30-14:00	Reception – lunch at Athens TEI Mensa
14:00-14:30	Bus travel to Athens centre
14:30-16:30	Visit at the Museum of Acropolis
16:30-19:00	Free time for visit at the Acropolis of Athens, Plaka and the Monastiraki

	flea market
19:00-20:30	Bus travel Athens – Alkyon Hotel

DAY 5	Thursday 29th May - Excursion Day
09:00– 20:00	<p>Daily excursion Epidavros, Nemea and Nafplion</p> <ul style="list-style-type: none"> - Visit at the world famous Epidavros Ancient Theatre and the Epidavros Museum - Visit at the Town of Nemea, a famous wine area - Visit at the Palivos Estate traditional winery. Wine tasting and light lunch - Travel to the traditional city of Nafplion - Free time for walking and sightseeing