

# Graphic Communications

## Information Access Policy

### Clemson University Libraries

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- I. Purpose:** To provide guidelines for the management of information resources in support of the undergraduate and graduate curricula, research and teaching in Graphic Communications. This department is part of Clemson University's College of Business & Behavioral Science. Its website is:  
<http://www.clemson.edu/cbbs/departments/graphics/>

The Department of Graphic Communications offers courses leading to a **Bachelor of Science** which prepares students for professional careers in printing, publishing, packaging, and related industries. The most common career opportunities are in printing management, production planning and supervision, and commercial and technical sales.

The **Master of Science** in Graphic Communications degree program prepares students for technical, creative, or professional careers in graphic communications, the third largest manufacturing industry in the United States. The program serves the needs of graphic communications, graphic arts, printing management, or graphic design graduates from other institutions, as well as undergraduates with degrees in engineering, manufacturing, computer science, communications, technology and various business fields who want to transition into graphic communications fields.

**A. Primary Users:**

Undergraduate majors: 273 students enrolled in fall 2011  
Masters students: 14 students enrolled in fall 2011  
Faculty: 12 members, spring 2012

**B. Secondary Users:**

Both undergraduates and graduate students in packaging science, graphic design, marketing, etc.  
Area businesses: professional printers, package manufacturers, other firms using printing processes

## II. Scope of In-House Collection

**A. Format Guidelines**

- Print Sources: Books/monographs will be acquired primarily in print; only those periodicals not available online will be purchased in print
- Electronic Sources: online journal subscriptions preferred; electronic books on specialized, more technical topics; documentaries, etc., in DVD or other formats appropriate to users' viewing capabilities; databases purchased for the reference collection.

**B. Language Guidelines**

Only materials written in English will be purchased.

**C. Geographical Guidelines**

Printing innovations from any location may be covered.

**D. Chronological Guidelines**

Works covering only the most current developments are preferred; however, important titles on the history of printing, the book, and book arts may be purchased.

#### **E. Publication Date Guidelines**

Only materials published within the last two years will be selected routinely.

#### **F. Special Types of Materials Included**

- Online Indexes to Articles (databases purchased from electronic serial funds)  
*Business Source Premier*  
*General Business File ASAP*  
*Business & Company Resource Center*  
*Engineering Village*  
*PIRABase*  
*Food Science & Technology Abstracts*
- Directories, Dictionaries, Encyclopedias, Handbooks:  
*ReferenceUSA Business Database*  
*Glossary of Graphic Communications* Z118 .G76 2008  
*GATF Encyclopedia of Graphic Communications* Z118 .G29 1998  
*Environmental Regulations for Printers* KF1893 .B57S48 2003

#### **G. Types of Materials Excluded**

Textbooks: Books assigned as required texts for Clemson University classes will not be purchased intentionally. Other textbooks may be acquired when they support the curriculum.

#### **H. List of Core Journals/Magazines/Electronic Journals (current subscriptions only):**

All titles are online, except those followed by a call number:

- American Printer
- Canadian Printer
  - Communication Arts - call number (Architecture Library) NC997 .A1C2
- Converting Today
- Design Issues
- Eye: the International Review of Graphic Design
- Flexible Packaging
  - FLEXO - call number Z252.5 .F6F58
  - Flexotech - call number Z252.5 .F6F64
- Folio: the Magazine for Magazine Management
- Food & Drug Packaging
  - Gravure - call number Z258 .G7
- How: Design Ideas at Work
- Ink World
- Label & Narrow Web Industry
  - Package Printing - call number TR980 .G7
- Packaging Digest
- Packaging Technology & Science
- Packaging World ([www.packworld.com](http://www.packworld.com))
- Paper 360
- Paper, Film & Foil Converter
  - Popular Photography - call number TR1 .P8847
- Print
- Print Solutions Magazine ([www.printsolutionsmag.org](http://www.printsolutionsmag.org))
- Print Week/PrintWeek
- Printing History

- Printing Impressions - call number Z119 .P8
- Printing Industries of America, the Magazine - call number Z119 .G372
- Proceedings/TAGA (Technical Association of the Graphic Arts) - call number Z120.5 .P76
- Pulp & Paper Canada
- Pulp & Paper International
- Quaerendo: ...devoted to manuscripts & printed books
- Quick Printing
  - Screen Printing - call number TT273 .S33
- Seybold Report: (various subtitles)
- Textile World
- U & lc Online(Upper & Lower Case Magazine - www.itcfonts.com/Ulc)
- Visible Language
  - Visual Communications Journal - call number Z122 .V57
- Wide-Format Imaging

### III. Call Numbers, Primary Subject Classifications, and Collecting Levels:

<u>Call Number Range</u>	<u>Description</u>	<u>Collecting Level</u>
Z4 – Z115.5	Books (General)	Basic Information, Introductory
Z116 – Z659	Book Industries & Trade	Basic Instructional Support
Z116 .A5 – Z265.5	Printing	Advanced Instructional Support
Z242.9 – Z264.5	Practical Printing	Advanced Instructional Support
Z266 – Z276	Bookbinding, Book Decoration	Basic Information, Introductory
N various call numbers	Color management, design, reproduction	Intermediate Instructional Support
TP890 – TP933	Textile Bleaching, Dyeing, Printing	Intermediate Instructional Support
TP934 – TP945	Paints, Pigments (Printing Ink)	Advanced Instructional Support
TR1 – TR1050	Photography	Basic Instructional Support
TR925 – TR1050	Photomechanical Processes (Package Printing)	Advanced Instructional Support
TS195 – TS198.8	Packaging	Intermediate Instructional Support
TS1080 – TS1268	Paper Manufacture & Trade	Basic Instructional Support
TT273	Screen Process Printing	Advanced Instructional Support

### IV. Access to Information Not On-Site

- A. PASCAL Delivers & Interlibrary Loan: These services are freely available to Clemson University students, faculty, and staff. PASCAL permits patrons to order books from other academic libraries in South Carolina and receive them quickly via courier. Interlibrary Loan borrows books, articles, conference proceedings, media, microfilm, etc, that are not available in our library. Articles often arrive in electronic format.
- B. Commercial Document Suppliers  
**Ingenta** provides full-text online articles that the Clemson Libraries do not own. The Libraries pay for this service for students, faculty and staff.
- C. Selected printing-related organizations on the World Wide Web:
  - American Screen Printing Association                      [www.screenprinting-aspa.com](http://www.screenprinting-aspa.com)
  - Flexographic Technical Association                      [www.flexography.org](http://www.flexography.org)
  - Gravure Association of America                      [www.gaa.org](http://www.gaa.org)
  - IDEAlliance                      [www.idealliance.org](http://www.idealliance.org)

•National Association for Printing Leadership	www.napl.org
•Printing Industries of America	www.printing.org
•Specialty Graphic Imaging Association	www.sgia.org
•TAGA – Technical Association of the Graphic Arts	www.printing.org/taga

## V. Selection Tools

- A. Faculty requests and recommendations
- B. Yankee Book Peddler’s quarterly “Core” collections lists; *Choice* annual “Outstanding Academic Titles” list; *Magazines for Libraries* recommended titles
- C. Reviewing Sources  
*New York Times* “Notable Books”; the *Chronicle of Higher Education*; librarians’ lists as published in *American Libraries*, *Library Journal*, etc.
- D. Publishers’ Information  
Websites of major printing organizations which occasionally include publications lists  
Other online sources for publisher information: Amazon.com, BarnesandNoble.com, Alibris.com, etc.
- E. Weeding (Discarding)/Storage Guidelines
  - Weed all bound volumes of cancelled or ceased journals where we have holdings of fewer than 5 years or if holdings are duplicated in JSTOR or other stable electronic archive
  - Store long runs of print journals even if not duplicated online, with most recent 5 years only in Cooper
  - Books that are damaged, brittle or worn beyond repair will be discarded; replacements will be sought only for high-use items.
  - Duplicates: if a trade or popular publication, weed second copy if item has not circulated within the past 5 years; if from an academic press, store second copy unless items have circulated frequently within the past 2 years. If more than two copies of a book, weed additional copies.
  - For books more than 20 years old by publication date, store or weed unless recently circulated
  - If rare materials are discovered, they will be moved to Special Collections (or stored, depending upon space concerns).

## VI. Evaluation Tools

- A. Faculty Teaching and Research Interests:
  - Consult department faculty web page: [www.clemson.edu/cbbs/departments/graphics/faculty-staff.html](http://www.clemson.edu/cbbs/departments/graphics/faculty-staff.html)
  - Each year, review Undergraduate and Graduate Announcements
  - Note course additions/deletions from curriculum committee reports
  - Each semester, check Schedule of Classes to see what courses are being offered currently

## VII. Collection Assessment and Planning

- A. Qualitative Measures
  1. Review *Magazines for Libraries* list of recommended serials in Printing & Graphic Arts
  2. Benchmarking projects. Institutions offering similar programs are: Rochester Institute of Technology; California Polytechnic State University; Arizona State University
- B. Quantitative Measures
  1. Interlibrary Loan activity by department
  2. Circulation statistics for titles within call number ranges