

NEWS RELEASE

New educational member brings Ghent Workgroup right back to its roots. Ghent Workgroup welcomes Artevelde University of Applied Sciences

GHENT, BELGIUM – 30 March 2021 – The Ghent Workgroup (GWG) has its roots – as the name implies – in a series of meetings between standard organizations in the city of Ghent, Belgium. Those initial meetings took place at the premises of the Artevelde University. Over the years the group returned there a number of times to meet or hold seminars. It is with great pleasure that the Ghent Workgroup announces that the Artevelde University of Applied Sciences is joining the group as its latest educational member.

Artevelde University of Applied Sciences is the biggest in its class in Flanders and stands for innovation and quality. It is a center of expertise in a warm and professional setting and provides an educational framework of high level. More than 15.000 students are spread over five networks: each thoroughly expert in their proper field.

In the expertise network “Communication, Media and Design”, students can opt for a bachelor in Graphical and Digital Media. In this specific bachelor’s degree, they can choose one of four final degrees:

- Cross media Design,
- Media Management and Technology,
- New Media Development, or
- Audiovisual Design.

Each of these directions is one hundred percent focused on practical skills and is in close relationship with the professional world. Creativity, innovation and technology go hand in hand to provide our students with the greatest skills needed for a high-level professional career. We can state that after six months ninety percent of our graduating students have found a job or have started their own company.

Luc Berth, Prepress and Workflow lecturer at Artevelde University explains: “Belgium harbors a remarkable collection of important players in the graphic arts market. We are very proud to have been involved at the origin of the Ghent Workgroup and to have been able to make a contribution to the basic principles of quality control in our industry. The close interaction between education and industry remains critically important. We’re pleased to now not only educate our students about the Ghent Workgroup but to be a member of it”.



David van Driessche, Executive Director from the Ghent Workgroup remembers: “I was part of those initial meetings of the Ghent Workgroup; they were held right on campus at Artevelde University. From the very start we had a great working relationship. At that time educational institutions could not join the Ghent Workgroup. We added that possibility only much later. I’m thrilled to see Artevelde University now joining the group and I’m looking forward to working together even closer. The GWG focuses a lot of energy on outreach, so more people can use the tools we create and the knowledge we have to share. Connecting to educational institutions plays a key role in that”.

About Ghent Workgroup

The Ghent Workgroup, formed in June 2002, is an international assembly of industry associations, suppliers, educators and industry members from around the globe. The Ghent Workgroup’s objective is to establish and disseminate process specifications for best practices in graphic arts workflows.

Since its inception almost 20 years ago, the organization has consistently produced numerous process specifications for PDF exchange, as well as developing useful tools for automating processes and testing and establishing consistent PDFs for print, publishing and packaging production – all available free at www.gwg.org.

Members are comprised of graphic arts associations including CIP4 (Switzerland), KVGO (the Netherlands), Febelgra (Belgium), Fespa (UK), Medibel+ (Belgium), PDFX-ready (Switzerland), Printing United Alliance (USA), and VIGC (Belgium). Vendor members include Agfa, callas software, Canon, DALIM Software, EFI, Enfocus, Esko, Global Graphics, Heidelberg, HYBRID Software, Kodak, Ricoh, Tech Research (TagG) and Ultimate Technographics. Industry members are agileStreams, Igepa Sagamgraphic, JP/Politikens Hus, Litografia Rosés, Prinovis, RRD and ybam. Educational members are Arteveldehogeschool Gent, CEC LATAM, Future Schoolz India, Media University Stuttgart, Ryerson University, the University of Ljubljana, the University of Novi Sad, Universiti Teknologi MARA (UiTM) and the University of Wuppertal.

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