Clickable Paper Book, *Introduction to Graphic Communication*, Reaches Adoption Milestone

(Bainbridge Island, Washington) Published by IntuIdeas, bestselling textbook, *Introduction to Graphic Communication*, driven by Ricoh’s Clickable Paper app, has reached the milestone of over 4,000 books sold.

Adopted by 25 schools and a number of industry companies, the book, now in its third printing, has become a “best seller” at schools having graphics arts programs at high schools, technical schools, community colleges, and four-year college and university Bachelor’s degree programs. Graphic communication companies are using the book for quick training of new employees having little or no printing industry experience.

Coauthored by Cal Poly Professor Emeritus, Harvey Levenson, and former Seybold executive editor, John Parsons, the book has proven the viability of Ricoh’s Clickable Paper app as a means for addressing different learning styles. Levenson said, “People learn best in different ways. Some prefer reading a printed book. Some prefer viewing videos. Some learn best by listening to lectures. And, some learn by a combination of these approaches. This book provides all options directly from a PRINTED book.”

Instructors receive a free book syllabus and exam questions. The Ricoh app is free from any app store, and all that is needed for the clickable experience is a smartphone or electronic pad, something that most people have today.

Parsons said, “We have now companioned the book with a ready-to-use syllabus that turns its chapter structure into a 12-session lesson plan and rubric covering everything students of graphic communication will need for a thorough grounding in the subject. In giving the book’s interactive elements equal weight with the text, the syllabus lets instructors offer their students a channel of live information that they’ll continue to find relevant long after the course is over.”

**WHAT USERS HAVE TO SAY ABOUT RICOH’S CLICKABLE PAPER**

- “Students who have a broader skillset will be able to quickly adapt to new technologies that have emerged as a result of the pandemic, and will become more successful after graduation, as the technologies of online and distant communication are likely to continue.” **Xiaoying Rong, Cal Poly**

- “In a world where everything is interconnected, integrated, interactive, such a foundational book as part of my teaching array, makes more than sense to me. The visual elements of the online offering are powerful tools to use when leading online instruction...Of the three books that I use to develop, update, and instruct, *Introduction to Graphic Communication* has become the lead book; my key source for teaching online or in the classroom.” **Thad Kubis, New York City College of Technology**
• “Online learning is likely here to stay. *Introduction to Graphic Communication*, and its Clickable Paper app, is an excellent method for fostering student engagement online or in the classroom. It is the MUST HAVE resource and exactly what was needed for the Graphic Imaging Technology students at CVCC during this transitional time.” *Patrick Ruebensaal, Cuyahoga Valley Career Center*

• “Thank goodness for the augmented reality functions in Harvey Levenson’s and John Parsons’ book, *Introduction to Graphic Communication*. Using Ricoh’s CP Clicker app, my students can see experts talk and watch technology being used… it sure is a lifesaver when you can’t use equipment [during the pandemic].” *Jerry Waite, University of Houston*

• “Introduction to Graphic Communication is a wonderful book for our introductory printing class at ASU. It gives historical context and connects with modern printing techniques and trends through easy to navigate chapters and pages that link via scan to online resources.” *Penny Ann Dalton, Arizona State University*

• “Your book pairs really well with our first year curriculum for our Graphic Communications Management students. It has a lot of excellent, up-to-date information about the printing industry that no other intro textbook on the market has right now.” *Diana Varma, Ryerson University*

**A BONUS**

Those acquiring 10 or more books receive a free signed copy of *Understanding Graphic Communication*, Levenson’s landmark graphic communication book, the first having a year 2000 copyright. The book covers graphic communication history and philosophy, and remains current for the most part. This offer is available while supplies last.

For more information about *Introduction to Graphic Communication*, See: [www.igcbook.com](http://www.igcbook.com)

**ABOUT INTUIDEAS**

IntuIdeas LLC ([www.intuideas.com](http://www.intuideas.com)), is an independent writing, video production, consulting, and content development firm. The company services small businesses, startups, and individuals on projects such as digital marketing, social media, and sales strategies. IntuIdeas provides premium content, especially interactive, online video. Located on Bainbridge Island, Washington, the company published the first interactive printed book using Ricoh’s Clickable Paper technology.

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