Cal Poly Professor Publishes Print Publishing Guide

SAN LUIS OBISPO -- Brian Lawler, a Cal Poly Graphic Communication Department faculty member, is the author of the recently published book “The Official Adobe Print Publishing Guide.”

Published by Adobe Press, the book is referred to as “an essential resource for design, production and prepress.” It covers some of the latest information and critical processes involved in color and commercial printing, building a publication, imaging and proofing, and managing projects in the graphic communication field.

Lawler, a San Luis Obispo resident, teaches courses in electronic imaging, new technologies, and technology and society. He is also a longtime consultant in these areas and a frequent speaker at industry conferences, expositions and meetings.

“The Official Adobe Print Publishing Guide is a clear and up-to-date explanation of the critical processes involved in printing and publishing,” said Harvey Levenson, head of Cal Poly's Graphic Communication Department.

“The Official Adobe Print Publishing Guide” is intended for students studying graphic arts, graphic communication, printing, publishing or related disciplines on the college level, and for professionals in the field wanting an up-to-date account of technologies and processes used in their field.

About Cal Poly's Graphic Communication Department:
Founded in 1946, Cal Poly's Graphic Communication Department (www.grc.calpoly.edu) is one of the largest and best known in the nation. With more than 33,000 square feet of space, the department boasts some of the most modern laboratory facilities in graphic arts education. The department received national accreditation by the Accreditation Council of Collegiate Graphic Communications. The department also houses the Graphic Communication Institute (www.grci.calpoly.edu), which conducts research, testing, product evaluations, seminars, workshops and conferences.

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