California Polytechnic State University

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**Cal Poly Celebrates Gravure Day**

SAN LUIS OBISPO – Cal Poly’s Graphic Communication Department held its 23rd annual Gravure Day on Nov. 9-10 with several guest speakers and an industry outreach program called Gravure Tech Tour, cosponsored by the Gravure Association of America.

Graphic Communication Professor Malcolm Keif kicked off the activities by explaining the history behind gravure day and the importance of gravure education at Cal Poly.

“Gravure printing has recently seen a resurgence as consumer-product companies and publishers re-emphasize the quality printing that can be achieved with gravure printing.” Keif said. “Cal Poly will continue to teach and be a resource for gravure printing.”

Gravure Tech Tour was a four-hour formal training class targeted to industry representatives and students. Rudy Wiesemann, technical specialist with the Gravure Association of America, led the class and a discussion about the fundamentals and more-advanced topics in gravure technology.

George Bounelis, director of production and quality assurance for the National Geographic magazine, spoke to more than 140 students about the role of photographs in National Geographic. Bounelis’ talk focused on his role of ensuring that all photographs are printed to optimal quality. “Gravure is a perfect fit for our work since our photographs usually have rich shadow detail,” Bounelis said.

On the second day of the event, Bounelis and Chris Young, gravure color representative with Quad/Graphics, talked about their partnership in producing National Geographic magazine, emphasizing the importance of understanding the roles each company plays in achieving their goals.

Laura Wayland-Smith Hatch, executive director of the Gravure Education Foundation, explained how the foundation supports education and how students can benefit from the foundation. The GEF funds Cal Poly student scholarships and provides grant money to hold Gravure Day.

Marcel Verdooner, a longtime supporter of Cal Poly’s Graphic Communication Department, provided perspective on gravure history and discussed how the industry has evolved in California.

Gravure Day concluded with a talk by Cal Poly alum Chantal Lee. She talked to students about what to expect when they graduate and discussed how her professional expectations were met. She also gave a presentation on supply-chain management, predominantly in relation to paper purchasing.
“Gravure day exceeded my expectations,” said Cal Poly junior and GEF scholarship recipient Ryan Hill said. “I knew the speakers would be good, but I was amazed at how approachable they were. It was fantastic to get close to these important industry figures. It really helped me focus on what I may want to do when I graduate.”

For more Gravure Day information and pictures, go online to http://www.calpoly.edu/~mkeif/gravure/gravure_day_04.htm.

Cal Poly is recognized as one of seven Gravure Resource Centers in the United States by the Gravure Education Foundation in Rochester, N.Y. Gravure Day is supported by a grant from the GEF.

About Cal Poly’s Graphic Communication Department:

With more than 33,000 square feet of modern laboratories, Cal Poly’s Graphic Communication Department is one of the largest of its kind in the United States. Major traditional and digital printing processes are taught through four concentrations: printing and imaging management, electronic publishing and imaging, design reproduction technology, and individualized study in graphic communication. The department offers a Bachelor of Science degree in graphic communication, a minor in graphic communication, and a concentration in the university’s Orfalea College of Business MBA program. Many GrC students minor in packaging. The department and its labs are supported by industry through gifts, grants and endowments.

The Graphic Communication Department also offers research, testing, product evaluations and professional education for industry through the Graphic Communication Institute (http://www.grci.calpoly.edu).

The department is accredited by the Accrediting Council of Collegiate Graphic Communications.

For more information about Cal Poly’s Graphic Communication Department, go online to http://www.grc.calpoly.edu, call (805) 756-1108, or e-mail grc-department@calpoly.edu.

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