California Polytechnic State University

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Cal Poly Graphic Communication Program Receives Award for Excellence

SAN LUIS OBISPO - An academic program in Cal Poly's Graphic Communication Department was recently named as one of three 2004 Excellence in Education Award winners by the Electronic Document Systems Foundation (EDSF), a nonprofit organization dedicated to the document communications industry.

Presented annually, EDSF's Excellence in Education Awards honor worldwide academic institutions and professional organizations for their educational and innovative efforts relating to the document communications industry, including graphic media.

The Cal Poly Graphic Communication Department's electronic publishing and imaging concentration won the Innovation in Higher Education award.

"It's important that the work of industry educators and their programs receive appreciation and recognition," said Jeanne Mowlds, EDSF executive director. "What is being taught today shapes our future industry professionals. And because we are in very dynamic, ever-changing times, innovation and staying current are key in the educational process."

Cal Poly's electronic publishing and imaging concentration is an option for majors in the Graphic Communication Department. The concentration covers the study of print and digital media. Course work includes computer science, writing interactive documents and digital media and leads to careers in management of electronic imaging and publishing systems with hardware and software manufacturers that serve the document communications profession, as well as with content creators and service providers, said Harvey Levenson, head of the Graphic Communication Department.

Cal Poly's electronic publishing and imaging concentration, led by well-known Professor Michael Blum, encompasses sophisticated laboratories and epitomizes Cal Poly's philosophy of "learning by doing." Students learn how to optimize and manage digital technology through complex projects under the supervision of faculty specialists.

"Professor Blum is the brain behind Cal Poly's electronic publishing and Imaging concentration," Levenson said. "The program is supported by one of the most advanced 'high-tech' labs in all of graphic communication education. Having the foresight to envision the transition of the graphic communication industry from traditional print to a combination of traditional print and non-print digital imaging, Professor Blum built a program that bridges the two areas."

Students learn on system software and hardware from leading vendors that have supported the concentration.
through equipment and software gifts and grants including Adobe, Apple Computer, Heidelberg, Hewlett Packard, Xeikon, Xerox, Xitron, Epson, Kodak Polychrome Graphics, Creo, and many others, Levenson said.

Blum said it was gratifying to receive the award. "This program was developed in 1995 to meet industry needs for leadership in the area of electronic publishing. Since that time hundreds of graphic communication graduates have gone into the work force. This recognition by EDSF is really a fitting tribute to the many graduates of this program."

About the Awards:
The 2004 Excellence in Education Awards are sponsored by leading corporations in the document communications industry. They include IBM Printing Systems, Hewlett-Packard Co., and The Xerox Corp. The awards recognize recipients who have demonstrated dedication and creativity in addressing industry issues reflecting state-of-the-art technology in such areas as document preparation, production and distribution, including graphic communication, graphic arts, imaging science, printing, Web authoring and electronic publishing.

The 2004 EDSF Excellence in Education Awards were presented at the EDSF board of directors' reception on Oct. 26 in Dallas during Xplor's 25th Annual Global Conference and Exhibit.

About Cal Poly's Graphic Communication Department
Established in 1946, Cal Poly's Graphic Communication Department (www.grc.calpoly.edu) is one of the largest and best known in graphic communication education. As part of the Cal Poly College of Liberal Arts, the department has over 33,000 square feet of modern laboratories and over 3,000 alumni employed in all facets of the field. The department also houses the Graphic Communication Institute at Cal Poly (www.grci.calpoly.edu) to serve the needs of the industry through research, testing, product evaluations, consulting, seminars, workshops and conferences. For more information, contact the department at (805) 745-1108 or the institute at (805) 756-5170.

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