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Cal Poly Students Present to Ricoh Advisory Council on 'Designing for Digital Color'

SAN LUIS OBISPO – Four Cal Poly Graphic Communication students recently conducted a presentation titled “Designing for Digital Color” at a Ricoh Americas Customer Advisory Panel session in Milwaukee.

Ricoh was interested in stimulating more student involvement in its expanding relationship with Cal Poly, where the company has opened a digital publishing lab featuring a Ricoh Pro C900 Color Production System.

The company conducted a campaign between two groups of students in the Production Management for Print and Digital Media class. The class, led by Professor Kenneth Macro, focuses on management principles and production control methodologies for print and digitally imaged products. It educates students in organizational analysis, decision-making, equipment and inventory planning, resource optimization, and the application of contemporary quality management initiatives.

The students were asked to assume the roles of newly appointed entry-level marketing personnel within Ricoh's Print Production Business Group and create a 45-minute presentation on designing for digital color. They spent nine weeks of the spring term researching, developing and practicing the presentation.

Ricoh's Mike Loyd and John Thomas flew to Cal Poly and judged the two competing presentations. The winning team – comprising Kristen Ericksmoen, Jenna Sigler, Heather Blakely and Chelsea Knighton – was flown all expenses paid to Milwaukee in July, where the presentation was beta-tested at Ricoh's Milwaukee Customer Advisory Session.

“The student presentation was flawless and received high accolades from the panel and Ricoh personnel for professionalism, conduct, and preparedness,” Marco said.

Following the presentation, the students and Macro traveled to Briggs and Stratton Corporations' headquarters, toured their in-plant printing facility and conducted additional sessions on designing for digital color for the company. Ricoh then treated the Cal Poly group to a Milwaukee Brewers baseball game.

“Our students represented Cal Poly and our Graphic Communication program extremely well,” Macro said. “The students gained an unprecedented amount of knowledge from the focus group and their interaction with industry professionals and Ricoh's

leadership.”

Such direct interaction with industry leadership is part of Cal Poly’s ongoing learn-by-doing teaching strategy, said Harvey Levenson, head of Cal Poly’s Graphic Communication Department.

“Participating in Ricoh’s Customer Advisory Panel was like a lab, the only difference being that this was ‘real world’—no room for error,” Levenson said. “Once graduated and in industry, these students’ first presentations to professionals won’t really be their first.”

Loyd and fellow Ricoh personnel Carl Joachim, Scott Ginnett, and Greg Cholmondeley facilitated the endeavor.

About Cal Poly’s Graphic Communication Department and Institute

Founded in 1946, Cal Poly’s Graphic Communication Department (www.grc.calpoly.edu) is one of the largest and best-known programs of its kind in the nation. The department includes concentrations in graphic communication management, web and digital media, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with grants and endowments and with equipment, supplies and software for the department’s more than 33,000 square feet of modern laboratories.

The Graphic Communication Institute at Cal Poly (www.grci.calpoly.edu) focuses on services for industry, including research, testing, product evaluations, consulting, training, seminars, workshops, and conferences. The department is accredited by the Accrediting Council for Collegiate Graphic Communications.

About Ricoh’s Production Printing Business Group

The Production Printing Business Group of Ricoh Americas Corporation is dedicated to delivering state-of-the-art, high-speed production systems that provide efficient document workflows with high-volume production printing and finishing. Incorporating superior engineering, service, reliable technology, and extensive software and finishing options, PPBG helps production centers to cost-effectively modernize and streamline their operations to meet today’s rapid turnaround and high-quality demands.

Ricoh Americas Corporation, headquartered in West Caldwell, N.J., is a subsidiary of Ricoh Company, Ltd., the 74-year-old leading provider of advanced office technology and innovative document imaging products, services and software, with fiscal year 2009 sales in excess of \$21 billion. Information about Ricoh’s Production Printing Business Group can be accessed on the World Wide Web at www.ricoh-usa.com.

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