News
University News & Information

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Contact:
Harvey R. Levenson – Graphic Communication, Cal Poly
805-756-6151; hlevenso@calpoly.edu
JudyAnn Dutcher – Associated Students, UCSB
805-893-8849; judyannd@as.ucsb.edu

Cal Poly, UCSB Team on Student Printing, Design and Communications Services

SAN LUIS OBISPO – Cal Poly's Graphic Communication Department has teamed with UC Santa Barbara's Associated Students Department to provide communication and print services for students in a learn-by-doing venture.

The endeavor pairs student-run programs at each campus: UCSB Associated Students' marketing and advertising agency and the full-service University Graphic Systems (UGS), a hands-on, student-run/faculty-advised printing and publishing company at Cal Poly. The programs will collaborate on design, printing and other services.

"This relationship demonstrates how California State University and University of California campuses can partner in a win-win situation for students," said Harvey R. Levenson, head of Cal Poly's Graphic Communication Department. "This is an extension of an existing relationship between Cal Poly and CSU Northridge."

JudyAnn Dutcher, interim art director for the UCSB program, said print communication is a key element to promoting activities and events for both groups. "Utilizing UGS as our print vendor makes sense," she added. "Our department can take advantage of quality products for an affordable price while fostering student-learning opportunities."

Both programs provide services to their respective universities and to selective outside entities. Projects support student education and preparation to enter the workforce. Some of the products that the programs already have collaborated on include inserts, posters and business cards. Others are planned for the future.

UCSB's group serves as a creative entity providing graphic design services for student groups and staff. University Graphic Systems teaches students to produce printed products using some of the most modern traditional and digital technology available for prepress, press, wide-format printing and finishing services. Students in the Cal Poly program receive professional experience and credit for work performed.

"Students who gain work experience in their respective programs are ahead of the game when entering their profession," Levenson said, "because they already have experience in things such as graphic production, marketing, sales, customer service and distribution. They know design, software, hardware and technology from a practical perspective."

About Cal Poly Graphic Communication Department

The nationally accredited department includes concentrations in graphic communication management, Web and digital media, design reproduction technology, graphics for packaging and individualized study. Cal Poly's Graphic Communication Institute focuses on services for industry, including research, testing, product evaluations, consulting, training, seminars, workshops and conferences. And University Graphic Systems has created award-winning graphics in the printing and publishing fields and produces Cal Poly's Mustang Daily, the only daily university daily newspaper in the nation fully produced by students on campus in full-color. For more information, visit www.grc.calpoly.edu.

About UCSB Associated Students Department

Through elected student positions and appointments, the department voices student opinions to UCSB administration, the UC system, the community, and state and local governments. The non-state-funded, nonprofit organization is paid for by undergraduate student fees. It supports dozens of boards, committees and commissions aimed at enriching student life and providing students with services and opportunities the administration doesn't offer. The group aims to help students uphold the high academic standards and give them leadership, employment, cultural and growth opportunities to serve the campus community. For more information, visit www.as.ucsb.edu/.

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Public Affairs Office
California Polytechnic State University
San Luis Obispo, CA 93407

polynews [at] calpoly.edu