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Contact: Harvey Levenson
805-756-1108; *levenso@calpoly.edu*

Cal Poly Graphic Communication Professor, 'Digital Guru' Mike Blum Retires

SAN LUIS OBISPO – Mike Blum, professor and architect of the Cal Poly Graphic Communication Department's digital infrastructure and electronic publishing laboratories, has retired after 27 years of service.

Blum brought the Graphic Communication Department into the digital age, according to Department Head Harvey Levenson. "Shortly after Mike's arrival, 25 Apple Macintosh Plus computers and LaserWriters of the desktop publishing revolution were delivered – all donated through Mike's efforts," Levenson said. "Since then he has orchestrated the acquisition of every successive generation of Apple computers and obtained donations of software packages and the high-end input and output devices connected to them."

Retired Cal Poly Graphic Communication Professor Mike Blum
and students work on one of the Apple computers
that was donated to the department thanks to Blum's efforts.

Over the years, Blum developed and coordinated the program's concentrations in computers and printing technology, electronic publishing and imaging, and web and digital media. He introduced the graphic communication minor and developed a general education course on web and print publishing.

"The Graphic Communication Department has been a great place to spend the last three decades. The program has remained on the cutting edge of our industry and has consistently attracted top-notch students," Blum said.

To continue his legacy, the Mike Blum Graphic Communication Endowment has been established to support an annual scholarship to advance faculty and staff development and to support laboratory development. Contributions can be made to The Mike Blum Graphic Communication Endowment, Graphic Communication Department, Cal Poly, 1 Grand Avenue, San Luis Obispo, CA 93407.

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