News
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Cal Poly Graphic Communication Students Win Phoenix Challenge College Competition

Cal Poly Graphic Communication students took first place in the 2012 Phoenix Challenge College competition in San Antonio, Texas, for the redesign and production of the packaging for Cal Poly Chocolates.
Pictured from left to right are: Joe Tuccitto, FTA education director; Cal Poly professors Malcolm Keif and Colleen Twomey; Cal Poly students Kendra Jaqua, Kaela Soohoo, Chris Hernandez, Eli McNutt, and Audrey Van Camp; and Bettylyn Krafft, director, Phoenix Challenge Foundation.

The Cal Poly students competed against an international field of colleges and universities including Appalachian State University, Clemson University, Dunwoody College of Technology, Eastern Kentucky University, Ryerson University, the University of Western Michigan, and Waukesha County Technical College.

Cal Poly team members Audrey Van Camp, Chris Hernandez, Kendra Jaqua, Eli McNutt, and Kaela Soohoo took first place for its packaging redesign of Cal Poly Chocolates.

The students spent a year performing market research, designing, preparing prepress electronic files, and printing the packaging under the mentorship Professor Malcolm Keif. The students then presented and described their project to the Phoenix Challenge judges. The students redesigned nine Cal Poly Chocolates' packages, although only four were required for the competition.

"Our students learned how to employ the skills they acquired at Cal Poly in a real life project and use team-presentation and reporting skills to deliver the results in a professional manner," Keif said.

Harvey Levenson, head of Cal Poly's Graphic Communication Department, said the projects that the students prepare epitomize Cal Poly's Learn by Doing educational process.

“Students typically do very well in this annual competition,” Levenson said. “Their projects often meet a standard of look and quality typically demanded by industry.”

The display at Cal Poly showing the redesigned packaging of Cal Poly Chocolates that won first-place honors at the annual Phoenix Challenge College competition in San Antonio, Texas. The redesign and production of the packaging was a project of Cal Poly Graphic Communication Department students.

The competition is sponsored by the Phoenix Challenge Foundation, an organization of industry professionals dedicated to encouraging today's youth to explore career opportunities available to them through the flexographic printing industry. Every year colleges compete to design, prepare files, and print a “real life” package to be judged at the annual Flexographic Technical Association Forum. This forum is the largest industry professional association and provides students the opportunity to test the skills they have learned, compete with other colleges that have graphic communication programs, and network and interact with industry professionals from around the globe. In addition the competition enhances awareness of the flexographic and packaging industry.

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About Cal Poly’s Graphic Communication Department

The department (www.grc.calpoly.edu) was founded in 1946 and is one of the largest and best-known programs of its kind in the nation. It 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 its 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, conferences and publishing. The department is accredited by the Accrediting Council for Collegiate Graphic Communications.

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