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FOR IMMEDIATE RELEASE

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Sponsors Step up to Help Cal Poly Celebrate International Printing Week Jan. 29-Feb. 1

SAN LUIS OBISPO – Cal Poly’s Graphic Communication Department will celebrate International Printing Week from Jan. 29 to Feb. 1 with a lecture series, banquet and Career Day, thanks to industry sponsors committed to preserving the rich heritage of the printing industry.

Sponsors to date include Adobe Systems, Consolidated Graphics, EFI, Esko, Heidelberg, RR Donnelley, US Ink/Sun Chemical, and Utah Paperbox. Additionally, banquet sponsors are Dunning Vineyards, J. Lohr Vineyards & Wines, and Pear Valley Vineyards & Winery.

International Printing Week commemorates Benjamin Franklin and his contributions to society and promotes the importance of today’s printing and publishing industry. The four-day program includes a banquet keynote presentation by honoree Raymond J. Prince, whose career in the graphic communication industry spans more than 50 years.

Prince, president of GreensheetBIZ, is responsible for the idea that led to Cal Poly’s newly established Shakespeare Press Museum Resource Room and its historic collection of books, journals, papers and related publications. The Shakespeare Press Museum is one of only two working printing museums west of the Rocky Mountains.

“Ray Prince is an internationally acclaimed printing scholar, technical expert, writer, and one of the most sought-after consultants in the graphic communication industry,” said Harvey Levenson, head of Cal Poly’s Graphic Communication Department. “He is indeed a ‘printing philosopher.’ ”

The theme of Cal Poly’s 2013 International Printing Week is “Back to the Future – How the Past is the Prologue to the Future.” Presentations will include developments in packaging, design technology and digital imaging. A dedication ceremony of the Raymond J. Prince Shakespeare Press Museum Resource Room will be held along with presentations about how the history of printing impacts the future of printed electronics and functional imaging.

The highly acclaimed movie “The Linotype: The Film – In Search of the Eighth Wonder of the World” will be shown. The International Printing Week Banquet will be held at the Madonna Inn.

Organizations from around the nation will display and interview graphic communication students during Career Day.

For information and on how to participate as an attendee or sponsor, contact Levenson at 805-756-6151, hlevenso@calpoly.edu.

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 U.S. 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 the department’s more than 33,000 square feet of modern laboratories. The department is accredited by the Accrediting Council for Collegiate Graphic Communications. 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.

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