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### **New Faculty Member Joins Cal Poly's Graphic Communication Department**

SAN LUIS OBISPO -- Xiaoying Rong, a Ph.D. candidate from the Department of Paper Engineering, Chemical Engineering and Imaging at Western Michigan University, has joined Cal Poly's Graphic Communication Department as an assistant professor specializing in substrates, inks, toners and sheet-fed press technology.

Rong has extensive experience in industry and research. Her industry experience includes working as an engineer at China Printing Cooperation in prepress quality control, equipment maintenance and technical training, specifically on color reproduction and lithographic color printing.

She has conducted research in printability, formulating printing ink, new technology of recycling paper fiber, digital image processing, color management and computational research in papermaking.

"Ms. Rong brings to Cal Poly strengths in crucial technical areas representing major classes in our curriculum," said Harvey Levenson, head of Cal Poly's Graphic Communication Department. "We remain committed to educating students in the core competencies of the graphic communication industry, and substrates, inks, toners, and printing press applications are part of this core. As digital press applications continue to grow, educating our students in toner technology becomes particularly vital. Ms. Rong will lead Cal Poly's involvement in this area."

Rong will manage a substrates, ink and toner lab as well as a sheet-fed press lab. "The substrates, ink and toner lab is designed to educate students on the testing of consumables and on how to understand the relationship between inks, toners and substrates," Levenson said. The sheet-fed press lab houses highly sophisticated electronic and digital four-color presses.

Rong earned a Bachelor of Engineering degree in graphic arts technology at Beijing Institute of Printing and a Master of Science degree in paper engineering, chemical engineering and imaging from Western Michigan University. She also earned an MBA degree from Beijing Institute of Technology.

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