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Cal Poly Graphic Communication Students Sweep Competitions East and West

SAN LUIS OBISPO – Cal Poly Graphic Communication students scored wins on the East and West Coasts in two graphic design and production competitions.

A five-member Cal Poly team took the grand prize in Orlando, Fla, for the Winners for Overall Excellence in the 2009 Phoenix Challenge. The competition challenged university students to research, design and manufacture branded packaging for campus food products using flexographic technology.

On the West Coast, three Cal Poly Graphic Communication students were recognized for their book design projects in the BookBuilders West Scholarship Competition awarded in San Francisco. They walked away with scholarships of \$500 each.

The Phoenix Challenge tasked students with developing branded packaging from concept to execution to enhance sales for on-campus coffee house products.



The Cal Poly student team conducted market research to identify student buying habits. Their research revealed a preference for local, sustainable, premium products. Based on their findings, the team developed the graphic identity with a coffee cup and a “frappuccino” style refrigerated beverage using clean, sophisticated graphics produced using advanced printing applications.



Led by Cal Poly professor Malcolm Keif, the student team included Brenae Costa, Andrea Ho, Amy Laun, Deirdre Miller and Nisse Noble.

In the BookBuilders West competition, student competitors were tasked with the design, typography, production and manufacture of a limited edition book. The entries demonstrated that creative design and good typography can help convey an author’s intent.

The Cal Poly winners were Jennifer Merriam, Danielle Steussy, and Cindy Clause, led by professor Lorraine Donegan. A committee of BookBuilders West members judged the submissions on creativity, meeting design objectives and presentation.

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