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California Polytechnic State University

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Cal Poly Graphic Communication Students Take Top Prizes In Bookbuilders West Competition

SAN LUIS OBISPO - Cal Poly Graphic Communication students won six out of seven prizes in the 2003 Bookbuilders West book design competition in San Francisco.

First-place winner Amy Lai, a senior from Roseville, Calif., won a \$1,500 scholarship. The \$500 Steve Renick Memorial Scholarship went to Ron Selvey Jr., a 2003 graduate from Dublin, Calif.

Four Cal Poly students received \$500 Honorable Mention Awards in the June 2003 competition. They are Ruvilyn Dayao, a senior from Daly City, Calif.; Nora Massuda, a senior from San Jose, Calif.; Vicki Rosel, a 2003 graduate from San Luis Obispo, Calif.; and Joannie Chavarria, a senior from Hesperia, Calif.

Student competitors were asked to select and design a classic book. Their page designs had to include layout and typography; the cover designs had to convey the author's intent and the atmosphere and content of the story. Industry professionals judged the entries on creativity, meeting design objectives and presentation.

Lai won for her design of *Like Water for Chocolate* by Laura Esquivel. Other entries included *Charlie and the Chocolate Factory* by Roald Dahl, *The Great Gatsby* by F. Scott Fitzgerald, and William Shakespeare's *A Midsummer Night's Dream*.

Cal Poly Graphic Communication Professor and team supervisor Lorraine Donegan spoke highly of the students' achievements.

"Our projects are always at the top of the class, but this year was nearly a sweep," she said. "I allowed the students to choose whichever book they would like to design. All I asked is that they have read, and truly loved, the book. In a few cases, the students designed their own compilation of stories, recipes or transcripts to create a book of their own. Each project is a masterpiece they will be able to keep for many years to come."

"Within the Graphic Communication department, the book design class is one of the capstone courses offered for students concentrating on Design Reproduction Technology," said Donegan. "The book design project brings together technical and creative knowledge the students learn in their classes. Cal Poly Graphic Communication's state-of-the-art technology provides students with a hands-on approach to learning."

"Our students compete annually in this prestigious competition and always do well," said Harvey Levenson, head of Cal Poly's Graphic Communication department. "Their entries show an understanding of good book design through presentations that embody the essence of the book. Cal Poly students' designs go beyond the basic requirements because they spark life into reading material, which is crucial to education and communication in society. These projects, while involving students in practical issues of book design and production, also reflects the value that Cal Poly's Graphic Communication department places on reading and books in society."

Bookbuilders West is a nonprofit association founded in San Francisco in 1969. Its objectives are to promote and support book publishing in 13 Western states.

The annual BBW scholarship is available to students currently enrolled in a four-year university, college or technical school with the intent of pursuing a career in the field of book design.

Cal Poly's Graphic Communication Department, founded in 1946, has more than 33,000 square feet of laboratories. The department has one of the largest programs of its kind in the nation. Its graduates are recruited by some of the leading companies in the graphic communication industry and its faculty is recognized internationally as educators, researchers and consultants in the fields of traditional and digital printing and imaging, according to Department Head Harvey Levenson.

The department offers a Bachelor of Science degree with concentrations in electronic publishing and imaging, design reproduction technology, printing and imaging management, and individual study.

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NOTE TO EDITORS: Photo available on request. Please contact Natalie Connelly in Public Affairs at nconnelly@calpoly.edu or (805) 756-1511.

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