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Cal Poly Graphic Communication Professors to Teach, Speak in China

SAN LUIS OBISPO – Two Cal Poly Graphic Communication professors have been selected to speak and to teach about digital printing in China in the coming months.

Xiaoying Rong, associate professor of graphic communication, has been selected to deliver the keynote address at CIFEX|RemaxAsia 2012 and iPrint Expo in Zhuhai, China, a major conference and exposition in October. The event, sponsored by Recycling Times Magazine, is expected to draw approximately 10,000 people.

“It will be an honor to welcome Professor Rong as an industry icon to speak at this unique event,” said Tony Lee, managing director of Recycling Times Magazine.

Rong will speak on the transition from offset to digital printing taking place at printing and publishing facilities throughout the U.S. and China. Her presentation will be published in the print and online version of Recycling Times Magazine soon after the October event.

Rong is an internationally recognized expert on traditional and digital printing and the technology of substrates, ink and toner. At Cal Poly she teaches and manages laboratories in these areas.

Penny Bennett, professor, associate dean of Cal Poly’s College of Liberal Arts, and recognized authority on digital printing, was selected to teach at Shanghai Printing and Publishing College in Shanghai for three weeks this summer. She will teach two courses: Introduction to Graphic Arts and Digital Preparation to approximately 160 students. This will be Bennett’s second teaching stint in China.

Harvey Levenson, head of the Graphic Communication Department, said China is a major player in the international graphic communication arena. “To ignore this would be denying a reality that presents opportunities to work together for the benefit of our industry in both nations,” Levenson said. “Professor Rong’s selection as the keynote speaker at this important conference and Bennett’s summer appointment in China are recognition of Cal Poly’s global presence in graphic communication education and industry development.

About Cal Poly’s Graphic Communication Department

Founded in 1946, the department (www.grc.calpoly.edu) 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 the department's 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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