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FOR IMMEDIATE RELEASE

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Cal Poly Graphic Communication to Host 2015 International Printing Week Jan. 26-30

SAN LUIS OBISPO — Cal Poly's Graphic Communication Department will host a series of events in celebration of International Printing Week Monday through Friday, Jan. 26-30. International Printing Week honors the life and work of Benjamin Franklin and his contributions to science, technology, communication, and to the printed word and how it has shaped society.

Since 1984, Cal Poly has marked International Printing Week with an annual week-long lecture series, banquet, career day and related events. This year's theme is "Graphic Communication and Gen Z." The week's programs include:

- [Monday, Jan. 26 – Business and Printing Technology Day](#)
- [Tuesday, Jan. 27 – Design and Web Media Day](#)
- [Wednesday, Jan. 28 – Packaging and Printed Electronics Day](#)
- [Thursday, Jan. 29 – Alumni and Advisory Board Day](#)
- [Friday, Jan. 30 – Career Day](#)

Speakers from leading organizations in the graphic communication field will give presentations, including representatives from RR Donnelley, New Page, Flint Group, Norquest College, Gravure Education Foundation, Vertigo.com, XYZ Graphics, Tilly's, Epson, OEC, Cartamundi, HP, Flex Tech, GM Nameplate, Affinity Creative, 20 X 20, RockTenn, Lahlouh, and Pacific Southwest Container.

Special presentations will be given on such topics as the Forest Stewardship Council and printed electronics and functional imaging, and updates will be given on the Occupational Safety and Health Administration. A panel of experts will discuss industry trends that prospective employees should know about.

The International Printing Week Banquet will be held Jan. 29 at the Embassy Suites in San Luis Obispo. Career Day, an opportunity to recruit graduating seniors for full-time positions or student interns, will be held on Jan. 30.

Sponsors for the program include SAGE Publications, Ricoh, Digital Technology Associates, EFI, Esko, Heidelberg, Konica Minolta, RockTenn, Utah Paper Box, and Kodak. Banquet sponsors are Opolo Winery, J. Lohr, August Ridge Vineyards, J&J Cellars and Graveyard Vineyards.

The week will also include the opening of the Raymond J. Prince Graphic Arts Technology and Science Collection and the first formal presentations on the recently donated E.H. Wadewitz Memorial Library collection.

In the first of two events on the new collection, Professor Emeritus Gary Field will give a talk on "The Raymond J. Prince Graphic Arts Technology and Science Collection at Cal Poly: What Does It All Mean?" at 4:10 p.m. Jan. 26 in Room 111-H in the Kennedy Library. The talk kicks off the initial installation of the E.H. Wadewitz

Memorial Library collection, the world's largest graphic arts library, donated to Cal Poly by Printing Industries of America.

In the second event, industry sage and Rochester Institute of Technology Professor Emeritus Frank Romano will introduce the rare books of the E.H. Wadewitz Memorial Library at 4:30 p.m. Jan. 27 in the Special Collections section of the Kennedy Library.

For the complete program, information on attending the week's events, and sponsorship details, visit <http://www.grc.calpoly.edu/printweek>.

Links

- Graphic Communication Department: www.grc.calpoly.edu/
- College of Liberal Arts: www.cla.calpoly.edu

About Cal Poly's Graphic Communication Department

The Graphic Communication Department 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 equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories. The department is nationally accredited by the Accrediting Council for Collegiate Graphic Communications.

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