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FOR IMMEDIATE RELEASE

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Cal Poly Graphic Communication Institute to Expand Offerings Through Fund Drive

SAN LUIS OBISPO -- Leaders in the graphic arts industry, Cal Poly students and faculty members are being brought together to support an effort to promote and improve the printing industry through a fund drive for the Graphic Communication Institute at Cal Poly (www.grci.calpoly.edu).

The Graphic Communication Institute (GrCI) was established six years ago as a fully self-funded, nonprofit unit of the Graphic Communication Department. The GrCI conducts research, testing, product evaluations, industry seminars and workshops, as well as provides consultations. Instead of charging dues or membership fees, the GrCI relies on providing services to industry and on industry support.

The GrCI is one of only a few entities that exist to support the sustenance, growth, and in some cases, the survival of the printing industry," said Harvey Levenson, head of the Graphic Communication Department. "Everything we do is focused on improving the industry and promoting print as the most informative, viable and pervasive form of mass communication that has ever existed."

GrCI programs and services are designed to help those in the graphic arts industry acquire the technological, management and overall operational know-how to best disseminate advertising and other information.

Donations can be made at five levels:

Platinum Partner: $20,000 or more (Receive three white papers plus Platinum Member plaque)

Diamond Partner: $10,000 to $19,000 (Receive three white papers plus Diamond Member plaque)

Gold Partner: $5,000 - $9,999 (Receive two white papers plus Platinum Member plaque)

Silver Partner: $1,000 - $4,999 (Receive white paper plus Platinum Member plaque)

Bronze Partner: Up to $999 (Receive a Bronze Member framed certificate)

The white papers represent research conducted by the GrCI and cover the topics of Cross Media Communications, Virtual Proofing, and Estimating for Digital Printing.

In addition to conducting research and producing white papers, the GrCI has:

- Conducted testing on ink and toner, conducted an Ink Quality Assurance Program, performed independent analysis of labels and

Collaborated in programs with some of the leading companies in the graphic communication field, including the California Integrated Waste Management Board, Canon, Dow Jones, Electronic Document Systems Foundation, Flexographic Technical Association, Goss International, Graph Expo, Gravure Association of America, Hewlett Packard Co., National Paper Trades Association, Newspaper Association of America, Pacific Printing Industries, PrintFest, The Print Show, Time Inc., Xerox Corp. and Xpedx,

“The graphic communication industry came together to provide the funding needed to start the Graphic Communication Institute at Cal Poly in 2001,” Levenson said. “Now we are bringing the GrCI to the next level of development by expanding the products and services that we provide through our second fund drive in six years.”


Donations received in the current fund drive will be used to maintain the GrCI, improve laboratory facilities, develop webinars on relevant topics, design and deliver new and improved seminars and workshops, promote and provide education to industry professionals, and design and conduct research to provide knowledge and promote industry growth.

“The GrCI is committed to delivering programs and services to help sustain the growth, vitality, and need for printing and we invite industry to partner with us in doing so,” Levenson said.

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About Cal Poly's Graphic Communication Department

Founded in 1946, Cal Poly has one of the largest Graphic Communication programs in the United States (www.grc.calpoly.edu). With over 33,000 square feet of laboratory space, Cal Poly continues to advance the educational offerings for students studying printing and imaging management, electronic publishing and imaging, packaging graphics, and design reproduction technology. In conjunction with Cal Poly's Orfalea College of Business, the Graphic Communication Department offers an MBA with a specialization in document systems management.

The Graphic Communication Department also houses some of the most modern laboratory facilities in graphic arts education and is supported by many of the world's largest printing industry vendors. The department received national accreditation by the Accreditation Council of Collegiate Graphic Communications and also houses the Graphic Communication Institute at Cal Poly (www.grci.calpoly.edu) to conduct research, testing, product evaluations, consulting, seminars, workshops, and conferences.