Cal Poly's Graphic Communication Students Capture Industry Award

SAN LUIS OBISPO – Cal Poly’s University Graphic Systems (UGS), the Graphic Communication Department's student-run printing and publishing company, won a Certificate of Merit in a prestigious print-quality competition intended for industry.

Cal Poly's entry, a book titled "Capstone 2005," was a collaborative effort between UGS and a senior art and design class. The book features designs by the art students. It was designed by the art and design seniors and reproduced by UGS.

The award was given for the quality of the printing. This is the second time in 60 days that Cal Poly Graphic Communication Department student projects have captured industry awards, said Harvey Levenson, head of the department.

The latest award, the Premier Print Award, is part of an international competition conducted by the Printing Industries of America/Graphic Arts Technical Foundation (PIA/GATF), the world's largest graphic communication industry association. There were over 5,200 entries, and Cal Poly's UGS student entry was ranked among the best.

The Premier Print Award is the graphic arts industry's largest and most prestigious worldwide printing competition recognizing those responsible for the creation and production of outstanding print communications, Levenson said.

The award goes to "firms that demonstrate a unique ability to create visual masterpieces." The winning entries, chosen from thousands, represent "the unique partnership between designer and printer, need and creativity, technology and craft."

The UGS manager and the head press operator involved in printing "Capstone 2005" were graphic communication students David Grant and Beth Bach. UGS General Manager Carolina Velasco said, "It is an honor to be recognized by the industry as a company that produces to- quality, award-winning materials."

Michael Mankin, president and CEO of PIA/GATF said, "The craftsmanship and hard work of University Graphic Systems enabled it to produce an award-winning piece in the face of some very stiff competition."

Department head Levenson said, "This award is yet additional evidence that Cal Poly's learning-by-doing philosophy really works. What our students are doing in the laboratory competes favorably with what some of the leading companies in industry are doing. When they graduate, our students are on the fast track and quickly perform effectively in the profession."

About University Graphic Systems (UGS)

University Graphic Systems is a full-service, student-run printing enterprise on the Cal Poly campus. It is a nonprofit segment of the Cal Poly Foundation and has been an integral part of the Graphic Communication Department's educational program since 1968. Customers can expect high-quality printing, competitive prices, prompt service, and student employees who work hard to meet on-campus printing needs. Students handle all aspects of the business including marketing and sales; costing, pricing, and estimating; production; customer service; inventory control; quality control; personnel matters; and delivery.

About the Graphic Communication Department

Cal Poly's Graphic Communication Department (www.grc.calpoly.edu) was founded in 1946 and has grown to one of the largest and best-known programs of its kind in the nation. The major includes concentrations in printing and imaging management, electronic publishing and imaging, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with equipment, supplies and software for the
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