



# THE LOUPE

GRAPHIC COMMUNICATION QUARTERLY NEWSLETTER

## STAY IN THE KNOW...

through Cal Poly San Luis Obispo's third edition of *In the Loupe*! This newsletter created by Graphic Communication students strives to inform you of some things our department has accomplished, has to offer, and is excited to implement in the future.



# 10

## COMPANIES

## GrC CAREER DAY

Fall quarter was off to a quick start with GrC Career Day held during the fourth week of the quarter on Friday, October 19th. Ten different companies attended GrC Career Day including Almaden, Hathway, the UPS store and Google. GrC Career Day is the perfect opportunity for students to learn about different companies within the industry while introducing themselves and sharing their talents. The familiar

environment of building 26-204 and the select group of employers offer students a chance to comfortably network and share their thoughts and portfolio with others. Not to mention, the free pastries and fruit buffet is an added bonus! GrC Career Day has been the source of many internships and full time job offers for students. We are lucky to have these great opportunities offered every quarter within this department.



# EXPANDING STAFF

This year we welcomed two new members to the Graphic Communication staff, Bruno Ribeiro and Ruoxi “Rachel” Ma. Both are excited by the strong sense of community in our department, so please introduce yourself if you see them around.

## RUOXI “RACHEL” MA

Ruoxi Ma realized her desired career path as a professor early on. In high school, she was cast in the role of a high school teacher in a musical. During her performance, she realized that she was suited for leading a group of students to reach their full potential. Before coming to Cal Poly, Rachel was at Western Michigan University working on her doctoral degree in paper and printing science. During her four years there, she was a teaching assistant, lab assistant, and a part time instructor teaching flexography and introduction to graphical printing science. She loved interacting with people from different backgrounds and gathering a variety of perspectives from her students.

In 2015, Rachel attended the TAGA conference where she engaged with many students from Cal Poly who were showcasing their excellent design and production skills throughout their book design for the competition. Pending her graduation, she began looking for a teaching position in the industry because she was set on becoming a professor. She found a job posting from Dr. Rong on LinkedIn that her advisor encouraged her to apply for because of Cal Poly’s high ranking Graphic Communication program. After conducting a lecture and presentation on her research in spring quarter of this year, Rachel was invited to join the Graphic Communication department.



During fall quarter, Rachel taught GrC 211 Inks, Substrates, and Toners and GrC 328 Offset Printing Technologies. Of the two, she prefers inks, substrates, and toners because it is more fitting to her background, yet she was also up to the challenge of learning the mechanical quirks of the offset press for GrC 328. She enjoys the curriculum of the Graphic Communication department because students are equipped with the knowledge to design smart and output well. The hands-on nature of the program encourages students to consider the technical limitations of production processes that give them an advantage over graphic designers. It is a privilege our students have to be able to work on a press with professors guiding their education.

The culture of the graphic communication department stands out to Rachel. Students are bold and comfortable with expressing themselves inside and out of the classroom. During office hours, students come in to ask questions and seek guidance, revealing how GrC students make use of their resources. To her, the Graphic Communication department is a great place to work because of the people. The faculty, staff, and department head, Ken Macro, continue to foster a supportive and welcoming environment for new professors like herself.

While completing his undergraduate in Rio de Janeiro, Brazil, Bruno was heavily influenced by music and became fascinated by album artwork design for CDs. This love for CD artwork design developed into an interest in branding and logo design as his studies progressed. He grew up watching his grandfather teach physics, pushing him to become a teaching assistant in his final year of the five-year program. Helping others with their design influenced him to later make teaching his profession. After moving to the United States in 2009, Bruno pursued a degree of Master of Fine Arts in design with a specialization in college and university teaching at Ohio State University. In 2012, he began working at Cal Poly in the Art and Design department as he continued research on interaction and motion design. This year, Bruno transferred to the Graphic Communication department from Art and Design because it was a better fit overall for his areas of expertise.

While teaching in Art and Design, Graphic Communication students taking Bruno's classes were willing to put in the effort to create brilliant designs and had the technical abilities to output properly. The dedication of the students is another reason he was drawn to join us. He gains satisfaction from helping students create their best designs and develop their personal style. Bruno mentioned that one of the best things about our department is "the welcoming community created by the faculty, staff, and students. Ken is a skilled leader who will guide us to great places. The free coffee is a nice bonus as well. Overall, good people make good places."

This quarter, Bruno is teaching GrC 322 Advanced Typography and GrC 429 Digital Media. While he said picking a favorite subject to teach is like picking a favorite child, he does have a background in and a strong passion for typography. Taking over 322 from Professor Lawler, Bruno promises to bring just as much enthusiasm for typefaces. Interaction design is a new field that he is also able to explore with his digital course. He is captivated by the beauty of the web because of its accessibility to the masses. People who have never had computers before can now obtain information through lower cost devices such as smartphones. In the future, Bruno hopes that the GrC curriculum can craft a course in motion design and communications. Motion design creates deeper levels of interaction with an audience through the added dimensions of time and sound.

**ADVICE FROM BRUNO:** Be smart and apply yourselves. As said by John Gruber, design is to make decisions, and these decisions should be well informed. No design student should feel less apt to succeed because of a lack of artistic ability. After all, excellent design is about the work you put in. In the words of Paul Rand: don't try to be original, just try to be good. Take this advice as you move beyond Graphic Communication into your career.



## BRUNO RIBEIRO

**"GOOD PEOPLE MAKE  
GOOD PLACES"**



# 20x20 PRESENTATIONS



On November 8, 2018, six students spoke about their experiences interning in the GrC industry. Each presenter created a slide show containing 20 slides that are shown for 20 seconds each. This fast paced style allowed the audience to be presented with a lot of useful information concisely. Each presentation strived to cover a few main questions: “How did you get your internship?”, “What did you do?”, and “Was it worthwhile?”.

Madi Stepherson had an internship at John Hopkins Applied Physics Lab in Maryland. She initially applied for a position requiring experience with 3D graphics, but was encouraged to apply for a different position focusing on branding and recruitment marketing that better suited her skills. Her main goal was to create consistent branding in job requisitions and training materials, but she also used management and production skills. A memorable part of her internship was the launch of the Parker Space Probe sent to gather information on the Sun.



Alena Mueller found a UX/UI design internship posted on a GrC bulletin board for Project Jupyter, an open source data science software company. To get the position, she had to complete a whiteboard design challenge for a wireframe and showed her portfolio of existing work. She spent spring quarter learning about the differences between the roles of UX/UI designers and developers so that they could collaborate better. She created interfaces that were faster, easier, and more enjoyable for the end user of the software.

Brienne Hong was encouraged to apply for an internship at Imprint Energy by Professor Malcolm Kief. She was unsure about this position because printing electronics is different than regular printing methods, but she learned a lot through this experience because of her excellent mentor Christine Ho. Her work required her to wear a lot of hats and be adaptable on a day to day basis. One of the major skills developed was technical writing as she wrote many standard operating procedures and job screening instructions.



Jorge Gatica interned at Greenerprinter as an Assistant Production Manager. He found this opportunity at GrC Career Day. He used his estimating and file preparation skills while working on the production floor. In addition, he performed customer service representative functions by answering the phone, responding to emails, and engaging with walk in clients. In the beginning, existing employees doubted Jorge’s qualifications for his role, but he was able to prove himself through hard work. His resilience was what made this experience meaningful.

Alan Nguyen worked in a fast paced printing environment for his internship at Publication Printers in Denver. He was involved in account management to ensure customer jobs were completed properly. Alan used

his print knowledge in prepress, on press, and in the bindery to fulfill orders. He gained new skills, made friends, and formed industry connections from his internship.

Jasper Lim was a UX intern for Affinity Creative, a company focused on branding, packaging, and digital experience. He created ads, social media posts, and web content for a variety of companies in the beer, wine, and alcohol industry. He fit in well with the company culture and encourages others to find people who believe in you more than you believe in yourself because they will bring you to accomplish greater things.

After the presentations, the panel of students were available for further questions from the audience. They went into further details about their housing accommodations, transportation options, and other fun memories from their internships! Everyone left their positions equipped with something that left them better off than before their experience.

## COMING UP!

Graphic communication is everywhere! Get ready for International Graphic Communication Week coming up January 22–25, 2019. There will be events to celebrate all things GrC. In addition to a series of guest lectures and presentations held throughout the week, there will be a banquet on Wednesday, January 23 from 6pm–9:30pm at the Madonna Inn in the Venetian Room. Tickets are available now from Korla in the GrC office! This is a great way to network while also enjoying a nice meal with your friends! Ken is hoping to see everyone there so buy your tickets soon! To end the week, there is a GrC Career Day on Friday from 9am–12pm with interviews from 1pm–5pm. This is a great opportunity for all our students to promote themselves and begin interacting with employers in our industry.



## MUSTANG JOBS

Mustang Jobs, powered by Handshake, is Cal Poly's online job listing service. There are over 25,000 on campus, local part time jobs, internships, and career positions made available annually. MustangJOBS offers a user friendly interface where students can specify their job or internship preferences, including locations, positions, duration etc. It also provides access to on-campus interviews, career fairs, and university information sessions. Students are currently able to log into MustangJOBS directly through their Cal Poly portal. This is a valuable resource for students to find and apply to new career positions both quickly and effectively.



# GRAPHIC COMMUNICATION

## ABOUT THE PROGRAM

Cal Poly's Graphic Communication department offers students a variety of possibilities involving media and mass communication. The wide range of concentration choices gives GrC majors the opportunity to explore the many things that the industry has to offer. These include: Design Reproduction Technology, Web and Digital Media, Graphic Communication Management, and Graphics for Packaging. Students in all concentrations will get the opportunity to immerse themselves in the growing field of GrC.

## STAY IN THE LOUPE

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A GrC 400 Project