



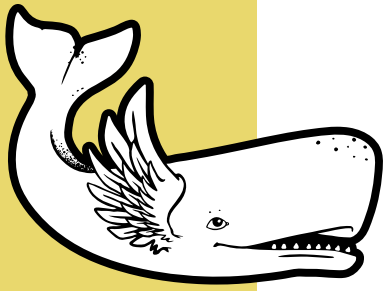
GRAPHIC COMMUNICATION QUARTERLY NEWSLETTER

STAY IN THE KNOW...

through Cal Poly San Luis Obispo's second edition of *In the Loupe*! This completely student run newsletter created by Graphic Communication students hopes to inform you of everything our department has accomplished, has to offer, and is excited to implement.



DINA VEES Meet Professor Veas! Dina started teaching here in Fall 2017. She moved here all the way from Wisconsin where she taught at the Milwaukee Graphic Arts Institute and Waukesha County Technical College for 19+ years before joining us. One of her first classes she taught here was GRC 201, so many incoming freshman got to know her very well. Dina specializes in all things prepress but also does workflow automation, variable data, marketing and HTML/CSS/javascript. This spring quarter she taught the first ever GRC 420 class, Graphic Communication in Integrated Marketing Communications, a class in the Integrated Marketing Communications minor, which is comprised of Graphic Communication, Journalism and Business classes. When she's not teaching classes, you can find her playing soccer, water skiing or even pouring wine at a local tasting room! In the fall Dina will be overseeing UGS and teaching GRC 203, GRC 172, GRC 372 and GRC 463.



PHOENIX CHALLENGE

different teams. It took place in St. Louis, Missouri where Cal Poly's team won first place in Overall Excellence in Concept, Execution, Graphics, and Research! Their mission was to work with a local business and to redesign their packaging and branding material. Our Cal Poly team worked with a local Kombucha company called Whalebird Kombucha, located here in San Luis Obispo. They noticed that the Kombucha bottles were heavy and inconvenient to hold, so they designed a growler carrier, holding two bottles at a time. Growler clings where also designed by the team. They were the removable labels on the bottles, and they were made to be recyclable and sustainable. The growler clings also presented the flavor of each bottle, which was previously a missing factor of the product. Additionally, our team created sticker marketing material, using both Morro Bay and Avila Beach as inspiration to design the stickers. Congratulations to the team, and we can't wait to see what's in store for next year's Phoenix Challenge.

Phoenix Challenge is a competition focused on flexographic printing, worked on throughout the year by





XPLOR Xploration 18 took place on April 17-19 at the Rosen Plaza in Orlando, Florida. XPlor is a communication design organization that focuses on creating transactional products where businesses additionally attend in order to network. The Xplor International Conference hosted a 2018 Communication Design Competition where two teams from Cal Poly competed in, along with other teams, and one of our very own won first place. The second place team was also from Cal Poly. The teams were required to redesign a bank statement, at the same time making it “functional, aesthetically pleasing, and extending its purpose”. The winning team consisted of GrC members Sarah Hughes, Jocelyn Tam, and Katherine Chen. They started working on the project at the end of Fall Quarter and carried on all the way through Winter Quarter. They also created an application and website to use along with their bank statement, called “Yes Bank”. They presented their final product during a webinar run by multiple judges, along with a presentation about the web process.



TAGA

Cal Poly TAGA is the university chapter of the Technical Association of the Graphic Arts. TAGA offers hands-on learning experiences through its six-month long production sprint for the annual international TAGA student publication competition. This year TAGA printed everything in house except their cover. Brian Lawler and his team spent six months, researching, designing and fundraising all in preparation for the TAGA Conference in Baltimore, Maryland. One of their most successful fundraisers was their LinkedIn profile photoshoot. TAGA members offered to take LinkedIn profile pictures for Graphic Communication students to raise money for their trip. At the conference, the team received the Best Design Award and the Best Production Quality Award for their work on the TAGA journal. In addition, Graphic Communication Alumnae Kelsey Burgett received the Harvey Levenson Award for Undergraduate Research. Applications for next year's TAGA Executive Board were sent out this spring for several open board positions. For the seven open positions, they received many applications and eventually narrowed it down to the final seven. We are excited to see what they produce for next year's TAGA Conference.



2018 EXECUTIVE BOARD

2019 EXECUTIVE

President - Lauren Helms

Vice President - Nicole Cullop

Art Director - Hannah Nguyen

Digital Interaction Director - Jessica Rose

Production Project Manager - Kayleigh Mac

Marketing Director - Ana Gonzalez

Research Director - Erica Taylor

Every quarter throughout the year, Cal Poly holds a career day specifically for the Graphic Communication department. All GrC students are welcomed and encouraged to meet and interact with company heads within the printing industry, along with discussions of possible internship and employment opportunities. Interviews are held later in the afternoon by certain employers, allowing for interaction between the students and employers. Career day is a great event for first year, second year, third year, fourth years and higher to learn more about the companies and how their GrC knowledge applies in the real world. The GrC Spring Career Day was held on April 19, with the appearance of Anderson Vreeland, Apple, D'Andrea Visual Communications, Emerald Packaging, Farnsworth, GreenerPrinter, Kodak, Lahlouh, L+L Printers, NASA, Pacific Southwest Container, S&P, Welocalize, Inc., and Westrock. While some students may not yet feel prepared or are not currently in a job, Career Day is a great experience for individuals to network with companies and prepare for future engagements. Look out for the next GrC Career Day coming to you in Fall.

GRC CAREER

DSCOOP is a digital printing conference held earlier this year in Dallas, Texas from March 25-28. They welcome speakers from all over to discuss, debate, and educate printing companies on new technology being used today. Two of our very own GrC Family members, Alena Muler and Hannah Anderson, were able to attend the event. Alena took part in one half of the competition, where she spoke on a panel about Gen Z in the workplace, engaging with 150 to 200 industry professionals. Hannah took part in the second half, winning first place in a competition on how printed electronics can change the world. She introduced an original prototype called "Life Box", which was created and designed with Professor Schlosser. "Life Box" is a briefcase created with printed solar panels, and its purpose is to enable the use of light and charging capabilities. The product is very flexible, compact, biodegradable, and easy to distribute to different locations all over the world. This is especially crucial in countries that do not have easy access to such electricity. Next year's DSCOOP will be taking place in Orlando, Florida, and they are looking to send more students from Cal Poly!

DSCOOP

ence held earlier this year
They welcome speakers
educate printing compa-

nies on new technology being used today. Two of our very own GrC Family members, Alena Muler and Hannah Anderson, were able to attend the event. Alena took part in one half of the competition, where she spoke on a panel about Gen Z in the workplace, engaging with 150 to 200 industry professionals. Hannah took part in the second half, winning first place in a competition on how printed electronics can change the world. She introduced an original prototype called "Life Box", which was created and designed with Professor Schlosser. "Life Box" is a briefcase created with printed solar panels, and its purpose is to enable the use of light and charging capabilities. The product is very flexible, compact, biodegradable, and easy to distribute to different locations all over the world. This is especially crucial in countries that do not have easy access to such electricity. Next year's DSCOOP will be taking place in Orlando, Florida, and they are looking to send more students from Cal Poly!

BOARD

donald



ER DAY

employment op-
or a more personal
ars all the way to
edge can be applied
nces of Almaden,
olger Graphics,
Sage Publishing,
not in search for a
prepare themselves
'18!

COMPANIES

- Almaden
- Anderson Vreeland
- Apple
- D'Andrea Visual Communications
- Emerald Packaging
- Folger Graphics
- GreenerPrinter
- Kodak
- Lahlouh
- L+L Printers
- NASA
- Pacific Southwest Container
- Sage Publishing
- Welocalize, Inc.
- Westrock

STUDENT SPOTLIGHT

HANNAH HAYWOOD



Hometown: San Jose, CA

Concentration: Design Reproduction Technology

Favorite GrC Class: GRC 324; Binding and Finishing

Favorite Professor: Donna Templeton

Summer Plans: Interning at Almaden Global in Santa Clara, CA

Favorite Part of GrC: One of the best things about GrC is that everyone in the major is creative and always wanting to encourage each other and collaborate. I love that we get to create and learn so much about many things that are unique to our major as well



Hannah grew up working on all types of different projects with her dad and she always loved getting to create new things so when it came to choosing her career path she knew she needed to end up doing something involving her passion. When she discovered the Graphic Communication program at Cal Poly she knew it would be perfect. So she moved to SLO to do two years of college at Cuesta with the goal of transferring to Cal Poly. She is so thankful for GrC and all that it has taught her, and couldn't imagine herself doing anything else!

We're so excited that Hannah joined our GrC Family this year and cannot wait to see what she does in the next few years!





AMANDA PRESAR

San Diego, CA

Best GrC Experience: Not only learning how to design, but being able to keep all of the projects and collateral I made like stickers, shirts, cookie cutters, etc. throughout my four years in GrC.

Words of Wisdom: Take advantage of all of the programs, career days, and clubs GrC has to offer. They will help you make beneficial connections and also allow you to apply your GrC skills to real world experiences at conferences and competitions.



SKY ULEP

Santa Barbara, CA

Best GrC Experience: Traveling to Munich, Germany with my fellow GrC classmates and Professor Brian Lawler was tremendous. Exploring Europe is an adventure in and of itself, but doing so alongside friends from the GrC department made it even more special.

Words of Wisdom: My advice is to befriend the faculty and staff! They all want you to succeed, and having those strong relationships will get you far in your time here. Also, go to the IGCW banquets! I went all four years and it was a great way to connect with classmates, network with industry professionals, and party with professors. It's always a fun time so I highly recommend it. skills to real world experiences at conferences and competitions.



JESSICA DIMULIAS

San Jose, CA

Best GrC Experience: Not only learning how to design, but being able to keep all of the projects and collateral I made like stickers, shirts, cookie cutters, etc. throughout my four years in GrC.

Words of Wisdom: Take advantage of all of the programs, career days, and clubs GrC has to offer. They will help you make beneficial connections and also allow you to apply your GrC skills to real world experiences at conferences and competitions.

GRAPHIC COMMUNICATIONS

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

Instagram: [**@calpolygrc**](#)

Facebook: [**CalPolyGrC**](#)

Snapchat: [**CalPolyGrC**](#)

Pinterest: [**Cal Poly GrC**](#)

Cal Poly State University
Graphic Comm. Dept. Bldg. 26
1 Grand Ave.
San Luis Obispo, CA 93407

DESIGNED & WRITTEN BY:

Alyssa Ruzich and Bailey Yuen



A GrC 400 Project