



THE LOUPE

QUARTERLY NEWSLETTER



STAY IN THE KNOW...

through Cal Poly San Luis Obispo's first 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.

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THE GRC FAMILY
— IS ALWAYS —
CHANGING

KEN MACRO

A Quick Message from the Chair...

Welcome to the first inaugural edition of Graphic Communication Department's *In The Loupe*!

This quarterly publication is designed, written, and printed by the students of the GrC department and covers all of the wonderful activities, events, and accomplishments experienced by the students, staff, and faculty who

make up the program. Coming off an extremely busy Winter Quarter, we celebrated our 2018 International Graphic Communication Week festivities coupled with a highly successful Career Day event. Additionally, an action-packed Camp PolyHacks was held at the Center for Innovation and Entrepreneurship Hot House in downtown San Luis Obispo. And, with the Spring Quarter beginning, at time of press, we will be reporting on several student competitions and activities that include: TAGA, Phoenix

Challenge, Xplor and Dscoop.

Additionally, in this newsletter, we hope to exhibit all of the fantastic work that is generated from the never-ending student talent that make up our Family.

So...felicitations, mazel tov, and phat props to all. I can't wait for the future. And the future is in the students of GrC.

Ken Macro, PhD
Professor and Chair
GrC

GRC CAREER DAY

Our own International Graphic Communication Week ended with a career day that gave students the opportunity to network with employers. From freshmen to seniors, GrC students were able to see the vast possibilities that this industry has to offer them. Career day serves as a reminder of the Graphic Communication department's influence and importance outside of Cal Poly.

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COMPANIES



INTERNATIONAL GRAPHIC COMMUNICATION WEEK

International Graphic Communication Week celebrates the Graphic Communication industry, while also paying tribute to the man who greatly contributed to print. It is no coincidence that IGCW lands near Benjamin Franklin's birthday (January 17th). Our department has taken part in IGCW since 1984, and the annual celebration of all things GrC took place again this year. We hosted lectures with professionals in all aspects of Graphic Communication, including speakers from the design, print, and packaging industries. Some of these presenters were even Cal Poly GrC alumni. These presentations allowed current students to become immersed in Graphic Communication in a hands-on way. In addition, students and faculty attended a banquet at Madonna Inn to honor the GrC department.



CAMP POLYHACKS

Camp PolyHacks, an event where designers, developers, entrepreneurs and others build a fully functional product in 12 hours, took place January 12-13th. Teams were made up of both Cal Poly students and San Luis Obispo community members. Many of our GrC Family members participated as well! They worked to solve three problems posed by community heroes: transportation, intelligent cities, fire insurance and a parent-to-parent network. The social-entrepreneurship hackathon and was a huge success which will greatly impact the community.

The first-place prize winning group, Neighborly, created a disaster-relief app that helps users easily identify objects in their homes for donating to people in their community. After interviewing potential users, the team found an app of this nature would be more effective than an insurance inventory one, and thus took an approach different from the original prompt. It helps identify the needs of the community and has an automated inventory system that uses augmented reality and computer vision. The other groups who places had great ideas as well.

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I love these hackathons because of the challenge they offer creatively and collaboratively. Working with skilled experts in the industry one on one is a valuable opportunity. The friends I've made, things I've learned, and the prizes I've won have made Camp Polyhacks one of my favorite college experiences!

-Sydney Clark

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12+ HOURS OF BUILDING | 90 CAL POLY HACKERS | \$2,000 IN PRIZES

The first problem was presented by Geoffrey Chiapella, senior transportation planner at San Luis Obispo Council of Governments. He tasked teams with developing a smart parking tool to maximize the use of public on-street parking and private off-street parking to negate need for major public investment in City-owned parking structures.

On the first night of the event, Heidi Harmon, Mayor of San Luis Obispo, gave a keynote speech about the importance of social entrepreneurship to kick off the night. “I’m so proud and honored to be in a room of people who have taken the next step and are not just willing to learn by doing, but are committed to learn by doing good,” she said.

365 DAYS OF BISHOP PEAK

GRC professor Brian P. Lawler was inspired by the scenery he enjoys each day while riding his bike to Cal Poly.

On this past January 23rd 2018, one of our very own GrC faculty members, Professor Brian P. Lawler, made a brief presentation of his year long photography project of Bishop Peak. Professor Lawler has been bringing his brilliant photography series to life since Fall of 2015.

He created a wood weatherproof box with a camera inside that he mounted on the top of Kennedy Library. It was powered by three solar panels, three circuits, and two batteries. There was a backup camera on hand of which Lawler said, "I didn't have many difficulties throughout the process. I only changed the camera out once but it was just out of precaution."



He also proceeded to explain about a slight water leak in the box but was caught early enough before it became an issue. The camera took photos every five minutes from 5am to 9pm everyday. This came down to about 192 pictures a day. In total, there were approximately 70,000 photos which were later narrowed down to 365 for his final calendar.

Each of the photo panels were printed on six inch aluminum plates and cut by Lawler himself. The final 22 feet wide display is viewable on the third floor near Room 370 in the Baker Science Center at Cal Poly. The project was made possible by funding from the College of Science and Mathematics and support from Dean Emeritus Phil Bailey and Associate Dean Derek Gragson.

SAYING BYE TO THE GOSS



The Goss Community Press was Cal Poly's webpress that had truly withstood the test of time, until recently. The press began its move in February. Before the move, this printing press encompassed Cal Poly's motto: Learn by Doing. The Graphic Communication department's student run printing business, University Graphic System, was able to run this machine. UGS began printing Mustang News, Cal Poly's campus newspaper, on the Goss Community Press in the 1960's. When production started to dwindle the past couple years, the Goss lost its value. The GrC department turned the beloved Goss Press over to Siebold, where the parts will be given to other presses. The space that once was occupied by the webpress, will now be reinvented to bring Graphic Communication to new heights as the Dow Jones Specialty Printing Packaging Prototyping Lab.

STUDENT SPOTLIGHT

UGS

17-18' MANAGER

CORY MOJO



As the quarter is coming to a close, we sat down with the current General Manager Cory Mojo to get in a glimpse into the student-run company University Graphic Systems.

1) What is University Graphic Systems? What are some services you provide?

UGS is one of the best examples of “Learn By Doing” at Cal Poly. It’s a 100% student run enterprise, managed and trained by students in the GrC department. I think of it as a trial run for management in the real world because you have a lot of responsibilities, but you have full support from expert faculty.

2) As General Manager, what are some of your main responsibilities?

Ultimately I am responsible for the success or the failure the company for that year. It’s my job to form and train a team and make sure that we produce quality products.

3) If you could have been one other manager position, what would it be? Why?

I would have done pre-press. That is what I was planning on doing before I decided to be GM. I like the technical work with a touch of creativity (but not too much).

4) What is one piece of advice you would give to the next group of UGS managers?

My advice would be to not be afraid to change the norm. Too often we just do things because that’s the way it’s always been done or we think is the easiest, so don’t be afraid to make a change for the better. Continuous improvement is what UGS is.

5) Any changes we expect to see from next year’s managers?

We have some big changes for next year. For starters, we are trying to change the structure of the company to better reflect the industry. Also, we are trying to come up with a plan to change our model over the next several years to go away from web offset printing and focus more on digital and marketing based printing service.

Thank you Cory!

18-19' MANAGER

MELISSA FOWLER



Welcome Melissa, the 2018-19 new UGS General Manager!

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

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A GrC 400 Project