

TAGA TAKES HOME THE TROPHY



In March, eight students attended the annual TAGA conference in Minneapolis and took home the Helmut Kipphan Cup prize for best student journal publication. The theme for the 2019 journal was “Technological Synergy.” TAGA members wanted to showcase the continued relevancy of printed publications and how they can complement, rather than compete, with digital publications. To accomplish this the team used HP LinkReader technology to digitally embed watermarks in images throughout the journal. The user can scan these images using the HP LinkReader mobile application to access additional content and videos. TAGA members also wanted to emphasize how their chapter encompasses

Cal Poly’s “Learn By Doing” motto. In contrast with past years, this year they chose to include primary research, which involved students gathering data and conducting their own experiments.

TAGA President Lauren Helms reflects, “TAGA has taught me excellent time management and project management skills. I think my team will agree with me when I say that we are firm believers in Murphy’s Law, which states that “anything that can go wrong, will go wrong,” so keeping a positive mindset was critical to being able to complete the journal on time. We are also very grateful for our faculty advisors, Brian Lawler and Peter Schlosser, who made it possible for us to design and produce our entire journal by ourselves within our department. I would recommend that anyone looking for an excellent learning opportunity or a way to get more involved within the department consider joining TAGA as it will only help better prepare you for your future!”

DON’T MISS...

TAGA, PHOENIX CHALLENGE, XPLOR PRESENTATIONS

06/06, 11AM - 12PM

SENIOR SHOWCASE

06/07, 9AM - 12PM

GRC GRADUATION CELEBRATION

06/14, 6PM - 8PM

SPRING COMMENCEMENT

06/16, 5PM - 7PM

FIRST DAY OF FALL QUARTER

THURSDAY, 09/19

CONCENTRATION CHANGES

WHAT'S HAPPENING IN WDM & PACKAGING

WDM & UX/UI

- In the 2019-2020 catalog, Web & Digital Media will officially change to UX/UI
- GrC 429 has changed from Digital Media to Mobile User Experience and will be offered during winter quarter
- New class! GrC 433: UX methods will be offered for the first time winter quarter
- Looking to take a concentration class this summer?! GrC 452 will be taught online over the summer and cover JavaScript

PACKAGING

- New class! See the description below to learn more about GrC 347: Packaging Graphics
- Stay tuned for more new classes in 2020 including Advanced Consumer Packaging
- Core class GrC 357: Specialty Printing Technologies will be offered in winter quarter instead of the fall
- Packaging Concentration Coordinator Colleen Twomey will become department chair in September

CLASS HIGHLIGHT! GRC 347

This new class takes the fundamentals learned in GrC 337: Consumer Packaging and focuses on the aesthetics and design principles for package design. Integrated packaging campaigns will be developed, including logo design and how e-commerce/brand recognition on digital platforms can be influenced by consistent design. Professional portfolio item will be produced. This is an advisor approved elective for all concentrations! *Will be offered Fall 2019.*

SPRING QUARTER STUDENT WORK



GrC 361 (Marketing & Sales)

Prototype by Lauren Wenstad, Celine Do, Christianne Hare & Hannah Nguyen

LINKEDIN LEARNING

ALSO KNOWN AS LYND.A.COM

VOL 5. SPRING 2019



Course: Social Media Marketing Foundations with Brian Honigman

Discover how to leverage social media in your overall marketing strategy. Learn best practices for leading social media campaigns that help you successfully connect with consumers.

+ 1h 56m III Beginner CC



Course: Social Media Marketing: ROI with Luan Wise

Proving social media return on investment (ROI) can be tough. Learn how to use measurements to demonstrate exactly how social media creates value for your business.

+ 33m 26s III Intermediate CC



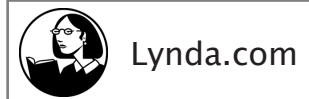
Course: Publishing on LinkedIn for College Students and Young Professionals with Maya Pope-Chappell

Turn your knowledge and experiences into opportunity. Learn how to leverage LinkedIn's world-class publishing platform to showcase your ideas and skills and gain the attention of peers, recruiters, and future employers.

+ 32m 17s III Beginner CC

Your Cal Poly account gives you access to LinkedIn Learning (Lynda.com) for free! This website has instructional videos on Adobe InDesign, Illustrator and Photoshop – take advantage of all that this website has to offer and brush up on your skills on all these programs. With over 1,000 informational videos on all subjects from software design, web development, photography and social media, LinkedIn Learning has something for everyone!

To access LinkedIn Learning (Lynda.com) go to the home page of your portal. You should see this link in the sidebar.



GrC 429 (Digital Media)

User interface mock up by Rachel Lackmann, Steven Nguyen & Ashley Chen



GrC 440 (Magazine Design)

Final critique for 4-forty magazine

THANK YOU KEN!

In August, Professor Ken Macro will step down as the GrC department chair. Students, faculty and staff share memories of times spent with Ken during his 6 years as chair...



"This is hard, because there are so many great memories! My first class with Ken started at 7:40 am, and, despite the fact that it was early and took place in a large auditorium, he kept the room engaged with funny stories and his passion for the print industry. He spoke about print the way someone might speak about their spouse, or child (in an adoring way!). There was something magical about the way his enthusiasm spread, making print seem very special, something that should be cherished." -April Elliott, lecturer & previous GrC student

"Some of my favorite things about Ken include his bow tie, awkward hallway encounters followed by some attempt at a joke that usually isn't too funny yet you probably chuckle anyways, how much he actually cares about the students, and all of his consistent efforts to make this GrC pod feel as pod-y as possible. He is a great department chair, leader, faculty, and friend. He will be undoubtedly missed!" -Reagan Correll

"My favorite memory of Ken is that, thanks to him, I was able to get an awesome job at the CCI!" -Aileen Aguilar

"I can't imagine my GrC experience without Ken Macro. He has truly been a valuable mentor to me and a plethora of my peers. I'm going to miss him, his smart car, his really really really long emails and dolphin memes. Ken is truly an iconic legend in the GrC pod & I know his legacy will definitely live on past his retirement years. His energy is contagious and I can't thank him enough for how he enriches the lives of those around him" -Angelica Grady

"Ken is such a happy-spirited individual who has always been a great person to turn to when I needed help! Going into his office, you never knew what was in store. I am so grateful to have known him for the past 2 years and experience his last years as GrC Department Chair!" - Lauren Wenstad

"Dr. Macro is a down to earth story teller. My favorite story is about a professor he once met that told him, "either you have it, or you don't" The professor had a very fancy Italian made suit. And a mustache like Salvador Dali." -Armando Vicuna

Memories of Ken from University Graphic Systems

"I love when Ken comes in a talks to us in the mornings and when we talk about our matching shoes"... "He just tells me to get a job at Google and I tell him, Ken its not that easy"... "I remember one time when he tried to get us to drink Russian boxed milk that was 9 years old and expired"... "Ken is always a cheerful guy"... "A lot of energy, a lot of words to say and a lot of p.p.p.p.p.p.s."... "Ken is good emotional support, especially when I want to cry."

"Ken has a great sense of humor and we all love him for it. Years ago while teaching GrC 361 he used to use a paper roll as a megaphone to "yell" at the class what he needed them to do. One day a UGS manager Ian Redmond took Ken's paper roll while he wasn't looking and inked both ends of it so when Ken picked it up to use it as a megaphone, he got a ring of ink around his mouth which instantly made his class laugh. Thinking he would outwit them, Ken turned the paper roll around and used the other side which promptly put another ring of ink around his mouth and made everyone laugh harder. Ken laughed right along with them! His love, concern and dedication to the students have made him a great professor and a fantastic department chair." - Korla McFall, GrC staff

THANK YOU FOR BEING OUR FEARLESS LEADER FOR 6 YEARS!

MEET COLLEEN TWOMEY

AN INTERVIEW WITH OUR INCOMING DEPARTMENT CHAIR

How did you find out that you were going to become the new department chair of GrC? Was there any application process?

When Ken announced that he was going to move on, I was approached by a few faculty members to think about taking on the role. The more I thought about it, the more I was intrigued. Imagine the opportunity! To lead the best program in the country! Sound intimidating? Yes, yes it does. Top that off with trying to fill Ken's shoes - one of the best bosses I've ever had. Talk about someone who is keenly focused on student success and creating a hugely relevant curriculum!!!! So, yes, there was a voting process, and, the rest is history.

How do you think things will transition from Ken to you?

Well, they are already transitioning. He meets with me for a few hours a week to talk about all the responsibilities that he has as chair. ...and let me tell you, he does a TON for this department! I do not plan to make any huge changes my first year - he has the department set up so well. I plan on easing into the position, getting to know my way around, then to impart some leadership where it makes sense. I see the transition as smooth - my colleagues are very supportive, as is Ken and the Dean's office - even the students and the advisory board!

What do you think is going to be the most challenging part of taking on this role?

I probably will answer this differently in a year from now, but I think letting go of my teaching (which I LOVE) will be difficult, and the unknown of what lies ahead. I'm very lucky to be surrounded by a collegial faculty and staff, and amazing students. I'll make mistakes, for sure, but together we will continue to move forward.

How do you picture the GrC department from here on forward?

That's a really good question. We have fabulous faculty who are skilled in all areas of our industry, and amazing support staff. As people retire or move on, we will continue to focus on adding great talent. Continuing our relationship with the advisory board and industry will help us remain relevant and continue to hone our curriculum so that our students are continually sought after - that's always our main goal.



Do you have any exciting plans for the department?

We'll see..... :) Actually, I do have some thoughts, and we'll wait for fall when I officially start. If any students have any ideas or want to talk about some concepts, my door is open. But, I may need to clean my office up a bit.

STUDENT SURVEY

WHICH DO YOU USE?

Apple MacBook	88%
Windows Laptop	12%
Other	0%

BATTLE OF THE CONCENTRATIONS! WHICH IS THE BEST?

WDM or UX/UI	28%
Management	12%
DRT	41%
Packaging	17%
ICS	2%

WHAT IS YOUR FAVORITE ADOBE PROGRAM?

Adobe Illustrator	41%
Adobe Photoshop	15%
Adobe InDesign	44%

CHOOSE ONE:

C	44%
M	19%
Y	15%
K	22%

BEST TIME TO HAVE LAB:

9 a.m. - 12 p.m.	51%
12 - 3 p.m.	39%
3 - 6 p.m.	5%
6 - 9 p.m.	5%

WHERE IS YOUR FAVORITE PLACE TO STUDY?

The lib	22%
Favorite coffee shop	26%
Home	36%
UU	7%
Other	9%

DO YOU FOLLOW @CALPOLYGRC ON INSTAGRAM?

Yes	75%
I'm about to!	25%

GRAPHIC COMMUNITATI

STAY IN THE LOUPE

Instagram: **@calpolygrc**

Facebook: **CalPolyGrC**

Snapchat: **CalPolyGrC**

Pinterest: **Cal Poly GrC**

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A GrC 400 Project