

# DRT GRAPHIC COMMUNICATION

CAL POLY  
SAN LUIS OBISPO

## Design Reproduction Technology

Design Reproduction Technology links design and technology, but it is not the study or practice of graphic design. It involves ensuring that a design is produced and then managed in ways that are optimal for its application. Design Reproduction Technology takes into account such considerations before an image or design is moved to the medium on which it will ultimately appear. Students who have studied Design Reproduction Technology understand the language and role of the graphic designer as well as the roles of those involved in reproducing design in print and web. The design reproduction technologist understands the language and role of the graphic designer as well as the roles of those involved in reproducing designs for print and web. Students who graduate as design reproduction technologists understand how to take a conceptual design and turn it into a finished product.

Design reproduction technologists require an understanding of design principles as well as a high level of computer skills. They focus on “graphic thinking” and understanding the principles of design and technology as they relate to advertising and publication production, packaging, commercial printing, and other media. Additionally, the focus is on manipulating designs through the use of digital cameras and scanners and preparing designs for print or web using the latest trends and computer applications. Graduates of the DRT program learn all this and more, combining theory and hands-on experience to prepare them for industry.

### Faculty Spotlight: *Lorraine Donegan*



*Professor Lorraine Donegan is the coordinator for the Design Reproduction Technology concentration within the Graphic Communication department and teaches classes such as: Digital Typography for Print and Web, Book Design Technology, and Magazine Design Technology. Professor Donegan works to link design with technology, preparing students to understand the language and role of the graphic designer, the print provider and the final product.*

*She has spoken at conferences in San Francisco, Seattle, Portland, Chicago and New York City on the issues of design and production. In 2006 she was honored with the Electronic Document Systems Foundation (EDSF) Educator of the Year award for her contributions to educational efforts in the advancement of printing, document management and communications. She was honored at Print '05 in Chicago with the Silver Award for Digital Books and Manuals in the Printing Innovation with Xerox Imaging Awards on behalf of her students for their work in designing and producing 4-forty Magazine: A Compilation of Student Work.*

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## Curriculum & Skills

### DRT Focuses On:

- » Design for reproduction
- » Design for both print and web
- » Design technology and principles
- » Advertising and publication production and design
- » Typography for print and web
- » Technical limitations bring down production requirements
- » Software knowledge for design and production

### Career Opportunities

- » Print buyer
- » Production artist
- » Advertising and packaging
- » Project manager
- » Book and magazine publishing
- » Prepress and production
- » Digital design
- » Web design and development
- » Graphic designer
- » UX designer
- » Interactive designer
- » Visual designer
- » Product QA engineer
- » Production designer
- » Product designer

### DRT Questions?

Contact **Lorraine Donegan**  
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### To enhance your recruitment efforts

Contact Cal Poly Career Services Employer Partnerships:  
Danielle Epstein ([depstein@calpoly.edu](mailto:depstein@calpoly.edu)) or Dale Stoker ([dstoker@calpoly.edu](mailto:dstoker@calpoly.edu)) at 805-756-5707.



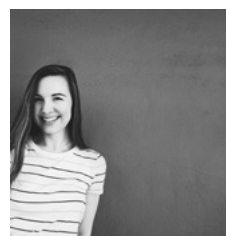
## Major Course Projects

### Magazine and Book Design

Magazine Design Technology is based upon concept development and design for magazines and publications. Our students learn technical considerations as they relate to output technology and digital publishing as well as application of organizational structures such as grids, formatting, sequential design and advanced techniques in typography and image manipulation. At the bottom of the page you can find a picture of Senior Sydney Clark's magazine design project where she created a cookbook with her own photographs of food.



Book Design Technology is an advanced creative problem-solving strategies class associated with the technologies used in book design and production. The class teaches advanced techniques in page layout, design, typography, type specification and image manipulation as they relate to output technology. Above, you will find two stunning pictures of Senior Nate Ross' recreation book design of Fahrenheit 451 where he used an old sleeve of a firefighter jacket as the cover and his own personal illustrations for the inside of the title page.



### Alumni Spotlight: **Trudy Vinson**

*Trudy Vinson is a Graphic Designer for Houzz. Her work is focused on longer-term projects across platforms including social media, print, and most recently, television. Her day to day work is centered around creating and implementing memorable, actionable and data-driven campaigns that highlight all of Houzz's offerings. Rather than just doing design, she works on design concepts, storyboarding, and planning campaigns about half of the time. The major takeaway for Trudy from the DRT program was learning how to speak the language of design and getting her hands dirty in Cal Poly's Learn By Doing environment.*



### Companies who hired GRC Graduates in the Design field (2017):

- |                   |           |            |
|-------------------|-----------|------------|
| » Apple           | » Waze    | » MINDBODY |
| » EFI             | » Sephora | » Pandora  |
| » Chronicle Books | » XYZ     | » Houzz    |
| » Blurb           | » Square  | » Lyft     |