

Graphic Communication Management

Graphic Communication Management includes all facets of running companies involved in new and traditional media. This includes all segments of the printing industry such as prepress, press, and post press for commercial printing, publication printing, packaging, and related areas. It also includes management issues faced by equipment and supply vendors as well as software and hardware developers for the graphic arts. Equally important is the growing emphasis on graphic communication businesses supported by the Internet.

The graphic communication management specialist knows how to translate economic limitations to achieving desired results, as well as how to manage and train personnel to produce high-quality work efficiently. These specialists understand planning, management and systems analysis, quality control and production control. They are versed in estimating and financial controls, marketing and sales strategies, personnel relations, and the latest in management practices relating to quality processes and the overall success of the business.

Graphic Communication Management professionals enjoy working with both people and numbers, and have a firm grasp of the various business aspects of running and growing a company. Through such management involvement, they provide products and services needed by customers of all media companies.

Faculty Spotlight: *Malcolm Keif*



Malcolm G. Keif, PhD. has been a professor in the Graphic Communication Department at Cal Poly San Luis Obispo since 2001. His Bachelor of Science is in Graphic Communication with a concentration in Printing Management from Cal Poly, San Luis Obispo. He then went on to earn his M.A. in Industrial Arts with a concentration in Graphic Arts from CSU Long Beach and PhD in Vocational-Technical Education with a concentration in Technology Teaching from University of Missouri. He has taught undergraduate

courses in packaging and in cost estimating as a Visiting Professor at Shangbai Publishing and Printing College at USST in Shangbai, China. In addition, Dr. Keif has provided independent consulting, training, judging, and speaking programs for a variety of companies and organizations, such as AGFA Corporation, Flexographic Technical Association, and Hallmark Cards, Inc.

Curriculum & Skills

GCM Focuses On:

- » Plant Management
- » Planning
- » Manufacturing and systems analysis
- » Quality control
- » Production control
- » Estimating and financial controls
- » Marketing and sales
- » Personnel relations
- » Statistical process control (SPC)
- » Total quality management (TQM)

Career Opportunities:

- » Plant manager
- » Planning
- » Production scheduling
- » Estimating
- » Product manager
- » Printing marketing and sales
- » Customer service
- » Technical specialist
- » Quality control
- » Print buyer
- » Human resources manager
- » Process control
- » E-Commerce
- » Project manager
- » Sales

Management Questions?

Contact [Malcolm Keif](#)

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University Graphic Systems

UGS

Located on the campus of Cal Poly San Luis Obispo in the Graphic Communication Department, University Graphic Systems is a student-managed, student-operated commercial printing and digital imaging business. Through the shared knowledge and the support of the Graphic Communication Department, they deliver print services that enable their clients to move forward in their business and personal initiatives. UGS offers quick print services for resumes, business cards, and wide format projects quickly and at a fair price. Their bindery services are all done in-house including folding, shrink-wrapping, lamination, foil embossing and stamping, die-cutting, and trimming.

In addition, UGS has the Forest Stewardship Council certification, which promotes the responsible management of forests. By choosing to print your job FSC certified, you are partnering with UGS and committing to the highest social and environment standards in the printing industry.

University Graphic Systems' mission is to prepare a new generation of industry leaders – one job, one skill, one team at a time. Their core values include striving to produce products that exceed customer expectations, focusing on customer relationships, and regularly improving the workflow through Lean technique implementation.



Alumni Spotlight: Ian Redmond

GrC alumnus Ian Redmond graduated in 2005 and is now the President of Pacific Standard Print, an RR Donnelley Company. His duties include having full responsibility for Sales, Operations, and P&L for Pacific Standard Print. The Management concentration gave him the framework to understand company financials, estimating and production standards, human resources (especially employee management and development), marketing and sales processes. This provided him with a strong understanding of how a successful business operates. Combining the technical knowledge learned in core GrC classes with real world business knowledge allowed Ian to begin making a positive impact for his company much quicker than most college graduates could. The GrC program, with a Management concentration, in a Learn by Doing climate, was an ideal combination to prepare him for a successful career.



Companies who hired GRC Graduates in Management field (2017):

- » Applied Medical
- » XYZ
- » Esko Graphics
- » Sun Chemical
- » OIA Global
- » RR Donnelley
- » HP
- » Multi-Color Corp.
- » Quad Graphics
- » FUJIFILM
- » IPG Mediabrands
- » Almaden



Visit grc.calpoly.edu to learn about Cal Poly GrC.