

GRAPHIC COMMUNICATION

Packaging

CAL POLY
SAN LUIS OBISPO

Packaging

Cal Poly Graphic Communication students excel in packaging because we teach more than just the engineering or design aspects of packaging. We have well-rounded students who gain experience with materials, structures, and design in lecture. More importantly, they graduate with hands-on experience from Learn By Doing labs in our curriculum. Packaging-focused courses and labs provide Cal Poly Graphic Communication students with knowledge and experience before entering industry.

If you're recruiting for employees to join your packaging team, consider Cal Poly Graphic Communication students first. With a foundational education in print, production, and publication across all media, our Graphic Communication program also emphasizes areas such as digital design, cross media reproduction technology, printing and finishing, and packaging. Cal Poly's Graphic Communication Department is your best source for fresh new graduates and interns with the creative and technical know-how to contribute from the outset.

While our students learn about the technical aspects behind packaging such as transportation and structural programs, they also learn and understand how graphics, structure, materials, and other attributes such as interactivity can lure the consumer into purchasing a product.

Cal Poly San Luis Obispo is one of the most selective universities in the United States, producing graduates ready to excel in industry.

» Faculty Spotlight: *Colleen Twomey*



Colleen Twomey is an Associate Professor in the Graphic Communication department, and has been teaching an array of Graphic Communication classes for six years. Professor Twomey is the advisor for the Graphics for Packaging Concentration and Phoenix Challenge within Graphic Communication.

Before coming to Cal Poly, Professor Twomey worked in premedia for packaging for 22 years. She held several roles ranging from sales, marketing, market research, business development, product management, and national account management. Professor Twomey received her undergraduate degree from RIT in Printing Technology and has a MBA from University of Delaware.

Curriculum & Skills

- » Packaging design
- » Digital file creation
- » Printing technologies
- » Inks, Substrates and Toners
- » Innovative materials
- » Converting technology
- » Sustainability
- » Package engineering
- » Package protection
- » Package functionality
- » Consumer tastes
- » Brand security
- » Smart packaging
- » Marketing trends
- » Quality control
- » Folding carton packaging
- » Flexible packaging
- » Metal decorating
- » Label printing
- » Corrugated cartons
- » Interactivity in packaging
- » User experience
- » Design thinking

Packaging Questions?

Contact [Colleen Twomey](mailto:ctwomey@calpoly.edu)
ctwomey@calpoly.edu | 805.756.7358

To enhance your recruitment efforts

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

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Phoenix Challenge 2017

The Phoenix Challenge is a team of four to five students and two faculty members who compete annually as part of the Flexographic Technical Association Forum. Students design, prepare files, and print “real life” packaging to be judged at the annual four-day event. This FTA Forum is the largest industry and trade association in the packaging printing field and provides students the opportunity to test their skills and knowledge, compete with other collegiate teams, and network with industry professionals from around the world. The competition and forum also serve to demonstrate the high caliber of Cal Poly Graphic Communication students to the flexographic and packaging industry.



Phoenix Challenge

- » Cal Poly was the 2016 College Overall Champion
- » Ten universities compete
- » Cal Poly teams of 8 are small, focused, and interdisciplinary
- » The 2017 team won for best concept for helping local business Wilder Floral Company rebrand through packaging



Alumni Spotlight: **Nick Azevedo**

Nick got a job right out of college working for Affinity Creative Group. They are a multidisciplinary agency that connects brands with their audiences through beautifully designed experiences. Recently, he moved into a marketing position that allows him to focus on promoting and articulating the brand through targeted campaigns. He finds that having a background in Graphics for Packaging gives him an advantage since their projects span the creative spectrum in the wine, beer and spirits categories. Bringing his packaging knowledge into a marketing position allows him to focus his campaigns around the packaging/brand identity that's associated with the given audience.



Companies who hired GRC graduates in the packaging field:

- » Apple
- » WestRock
- » HP
- » Calitho
- » Lahlouh
- » Esko
- » Harper Image
- » Affinity Creative
- » Pacific Southwest Container
- » Cartamundi
- » Utah Paper Box