cal poly, graphic communication

grc at cal poly

♥ 10000 Likes

The @graphic_communication department offers a curriculum leading to the #bachelorofscience degree, yet the discipline is both an art and a science. It appeals to students having an interest in #creativity, #science, #technology and #management.

The field of @graphic_communication represents a large profession, one of the largest in the world. The profession embraces change, requiring those pursuing graphic communication careers to learn new and diverse skills. The discipline includes media and mass communication involving the creation, production, management and distribution of advertising, marketing, web-sites, books, magazines, newspapers, catalogs, packages and other media in printed and digital form. Graduates are in high demand by leading national and international corporations.

Beyond acquiring a foundation in graphic communication, students select a specialization among the department's concentrations of @design_reproduction_technology, @web_digital_media, @grc_management, @graphics4packaging, and @individualized_course_of_study in @graphic_communication.

♥ Like   💬 Comment   •••

graphics for packaging

♡ 1000 Likes

💬 @graphics4packaging is a diverse field emphasizing digital #filecreation, #technology, #printing, and converting. The field also involves an understanding of structural design and product freshness as they relate to consumer and industrial print packaging. Other important facets of packaging graphics are #marketing, #branding, shelf placement, ease of use, and #printing processes combined with in-line and off-line converting processes. The packaging graphics field is highly creative and requires people who can help product manufacturers stay competitive through unique graphics and structures that portray the products contained within. There is stringent competition among such companies. It is often package design and structure that will make or break a company.

♥ Like   💬 Comment   •••

design reproduction technology

♡ 1000 Likes

💬 @design_reproduction_technology, or #DRT, 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 manipulated in ways that are optimal for its application. Design reproduction technologists require an understanding of #design principles as well as a high level of #computer skills. In the end, the design reproduction technologist focuses on "#graphic thinking" and understanding the principles of #design and #technology as they relate to #advertising and publication production, #packaging, commercial #print-ing, and other media as well as the technical limitations and production requirements for #print and nonprint production and distribution.

♥ Like 💬 Comment •••

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web and digital media

♥ 1000 Likes

💬 The #WDM concentration emphasizes the latest trends in #web-development and the production and distribution of #digitalmedia. In addition to major requirements, coursework includes the study of #web technology and #design, digital audio, #animation, digital #photography, #interactive entertainment, and digital #video. The concentration leads to careers in web development, digital media production and management, and opportunities with hardware and software manufacturers that service the graphic communication industry. The #WDM concentration is designed to educate students about a broad array of technology and management topics in order to provide a solid foundation for a career managing technology in this emerging field.

♥ Like   💬 Comment   •••

graphic communication management

❤ 1000 Likes

💬 @grc_management includes all facets of running companies involved in new and traditional media. The #GCM 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, #qualitycontrol, and #production control. Effective graphic communication management involves setting and carrying out goals; understanding appropriate #workflows and digital file management, and being able to make the right decisions quickly. Most importantly, it involves motivating people and #communicating in an effective and thoughtful manner.
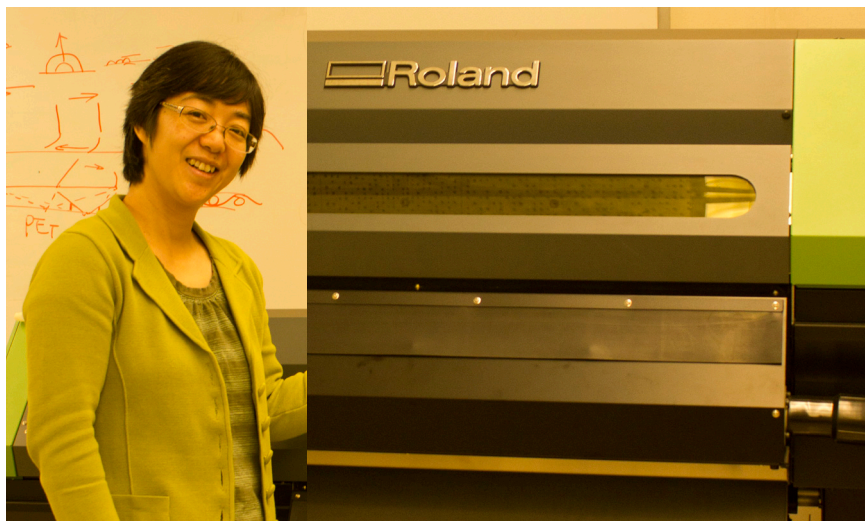
❤ Like   💬 Comment   •••

individualized course of study

♥ 1000 Likes

💬 The @individualized_course_of_study provides an opportunity for students to pursue a course of study that meets their individual needs and interests. The student selects their courses in consultation with the concentration coordinator and department head, and provides written justification for the courses and the way they constitute a cohesive, #integrated program of study. The list of courses serves as a contract between the student and the @graphic_communication department.

♥ Like   💬 Comment   • • •

shakespeare press museum (#SPM)

♥ 1000 Likes

💬 The @shakespearepressmuseum is located on the ground floor of the #graphicarts building in room 116 at #calpoly. It contains rare #letterpress equipment, more than 500 fonts of #handset #type, and a variety of substrates to print on. The #SPM prints holiday cards, greeting cards, wedding invitations, bookmarks, posters, and more! Under the guidance of a student curator and a faculty advisor, the #SPM uses the antique equipment to gain an appreciation of printing history and past methods.

♥ Like   💬 Comment   •••

mat pica pi (#MPP)

♥ 1000 Likes

💬 @matpicapi is the social/service club of the @graphic_communication department at #calpoly. #MPP routinely takes care of department events such as #WOW, #InternationalPrintingWeek, #OpenHouse as well as club-specific events like #GrCBanquets and bbqs. #MPP tries to foster the camaraderie of the #grc department as well as school spirit.

♥ Like   💬 Comment   •••

technical association of graphic arts (#TAGA)

♥ 1000 Likes

💬 #TAGA is a @graphic_communication based club on campus, although students from other majors are welcome and encouraged to join. Throughout the year, #TAGA provides students with industry tours, guest speakers, workshops, and social events that enhance their educational experience. #TAGA also creates a yearly #journal that is entered into a national #competition against other student chapters. The journals are judged at the #TAGA annual #conference.

♥ Like   💬 Comment   • • •

university graphic systems (#UGS)

♡ 1000 Likes

💬 @universitygraphicsystems, better known as #UGS, is a student-run commercial #printing and digital #imaging enterprise within the @graphic_communication department that operates based on the #calpoly #learnbydoing philosophy. @universitygraphicsystems delivers #print, #design, and #webdevelopment services that enable their clients to move forward with their business and personal initiatives. #UGS clients consist of #calpoly students, faculty, and clubs as well as many local #sanluisobispo patrons.

♥ Like   💬 Comment   •••

we are team hashtag

♡ 1000 Likes

💬 @graphic_communication #grc338 #creativeteam #teamhashtag #winter2013

Project Manager: @natalee_consulo
Art Director: @katie_sculley
Content Creator: @michelle_ong
Production Artist: @julie_famular

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