Graphic Communication

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ACADEMIC PROGRAMS
Graphic Communication – BS, Minor

The Graphic Communication Department offers a curriculum leading to the Bachelor of Science 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. Graphic communication includes electronic and traditional printing, publishing, packaging, digital imaging, computer graphics, website development, digital photography, printable electronics, and related areas. The discipline includes media and mass communication involving the creation, production, management, and distribution of advertising, marketing, websites, books, magazines, newspapers, catalogs, packages, and other media in printed and digital form. Graduates are in high demand by leading national and international corporations in the graphic communication field.

Beyond acquiring a foundation in graphic communication, students select a specialization among the department’s concentrations of design reproduction technology, web and digital media, graphic communication management, packaging graphics, and individualized study in graphic communication.

The Bachelor of Science program in Graphic Communication is accredited by the Accreditation Council for Collegiate Graphic Communications, Inc. (ACCGC), an independent body dedicated to the improvement and recognition of collegiate level curricula in graphic communication. The Graphic Communication Department receives support from an advisory board comprised of industry leaders representing major graphic communication companies.

The Graphic Communication Department occupies 33,000 square feet of laboratories in the Graphic Arts Building. Theory and practice are taught in modern classrooms incorporating the latest in teaching techniques. Fourteen well-equipped laboratories provide students with diverse experiences in the practical aspects of the industry. The department also houses the Graphic Communication Institute at Cal Poly, providing students with the opportunity to participate in industry research and testing while interacting with industry professionals.

CONCENTRATIONS

Majors select one of the following concentrations based upon their interests and career goals.

Design Reproduction Technology¹. Emphasis on design and technology for print and web. Coursework includes typography, branding, color theory, and design for packaging and for the publication of books, magazines, newspapers, and web sites.

Web and Digital Media. Emphasis on the latest trends in web development and the production and distribution of digital media. In addition to major requirements, coursework includes the study of web technology and design, digital audio, animation, photography, interactive entertainment, and 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.

Graphics for Packaging. Designed for students who desire a career in the growing field of package graphics and printing. This program provides students with the opportunity to learn all components of graphic preparation for packaging, print reproduction and conversion while also providing aspects of structural design and food packaging. Consumer and industrial print packaging is addressed.

Graphic Communication Management. A flexible program for students interested in management careers in the graphic communication industry. In addition to the major requirements in graphic communication, coursework includes multiple business management related disciplines. Graduates are in high demand throughout the country from publishing, design, printing, packaging, and web-based commerce firms, including their customers and suppliers.

Individualized Course of Study. An opportunity to pursue a course of study that meets a student's individual needs and interests. This concentration consists of 29 units; a minimum of 18 units must be upper division and a minimum of 8 units must be Graphic Communication. The student selects the courses in consultation with the

¹ The Graphic Communication Department's Design Reproduction Technology concentration focuses on the technical and electronic aspects of transforming design for reproduction in print and digital media. The concentration focuses on printing, web development, publishing, packaging, digital imaging, computer graphics, and related areas of mass media preparation and production.

The Art and Design Department’s Graphic Design concentration focuses on creative problem-solving and development of design and layout skills. The Graphic Design concentration leads to positions such as graphic designer, web designer, art director and creative director for advertising agencies, design studios and corporate design departments.

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concentration coordinator and department head, and provide 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.

**MBA, Graphic Communication Document Systems Management Specialization**

In cooperation with the Orfalea College of Business, a student can earn an MBA with a graphic communication emphasis in document systems management. This program is designed to prepare professionals having diverse backgrounds with a strong and advanced business orientation along with a grounding in graphic communication.