

TAGA
Honors Award 2004
to
Harvey R. Levenson



for his 43 years of dedicated service to the graphic arts industry starting in advertising production and printing; as Associate Director of Technical Services with the Graphic Arts Technical Foundation; for his founding of the Division of Graphics, Design, and Communications at La Roche College; for his numerous articles and books on printing, technology, media, literacy, and communication; for his 21 years of teaching at Cal Poly State University; for chairing two local committees for TAGA Annual Technical Conferences; for his service on the TAGA Board of Directors; for founding the TAGA Student Chapters program; and for chairing the TAGA Student Chapters Committee from 1984 to 1991, TAGA honors Harvey R. Levenson.

Dr. Harvey Robert Levenson is a professor and department head of Graphic Communication at California Polytechnic State University in San Luis Obispo, Calif. His teaching and research specialties are printing, technology, communication, media, and research methods.

Harvey was born and raised in Brooklyn, New York and he presently resides in Atascadero, California. Harvey's career began in 1961 in New York City where he worked in the fields of advertising production and lithography while studying at night. His career in the graphic arts spans 43 years, and he holds four degrees in printing and communication. They include a Ph.D. in Rhetoric and Communication from the University of Pittsburgh, an M.S. degree in Printing Management from South Dakota State University, a B.S. degree in Printing from the Rochester Institute of Technology, and an A.A.S. degree in Graphic Arts and Advertising Technology from New York City College of Technology.

Harvey has been a TAGA member since 1978. Since then he has chaired two local conferences, one in Pittsburgh in 1978 and one in San Diego in 2001. He has served on the TAGA board of directors, he is the founder of the TAGA Student Chapters program and chaired the Board of Directors Student Chapters Committee for seven years from 1984 to 1991, and since 1978 has missed only two annual conferences.

Since joining Cal Poly in 1983, Harvey has spearheaded one of the largest development programs in graphic arts education. The Cal Poly Graphic Communication

department endowment is now one of the largest of any department in the university and its 33,000 square feet of laboratories is equipped with some of the most modern technology available. He also developed and teaches the department's Research Methods course that introduces students to graphic arts research and inspires the use of valid research methods for Senior Projects—a capstone experience required of all Cal Poly students.

Four years ago Harvey, along with his advisory board, helped form the Graphic Communication Institute at Cal Poly that placed Cal Poly in the mainstream of research and other services for industry. In 2003, he and the faculty led the Graphic Communication Department to the award of a national accreditation through the Accreditation Council of Collegiate Graphic Communication.

Prior to joining Cal Poly in 1983, Harvey founded and chaired the Division of Graphics, Design, and Communication at La Roche College in Pittsburgh, Pennsylvania before which he was associate director of Technical Services for the Graphic Arts Technical Foundation (GATF), also in Pittsburgh. He is the recipient of many awards and honors for his contributions to graphic arts education and technology. Over the years, in addition to his service to TAGA, he has actively served on committees and boards of many other graphic arts organizations including GATF, the Electronic Document Systems Foundation (EDSF), and the Graphic Arts Literacy Alliance (GALA). Harvey was also elected to the GATF Society of Fellows.

For his work in education and industry, Harvey has received the Graphic Arts Technical Foundation Education Council "Award of Excellence"; the U.S. Government Printing Office "Distinguished Service Award"; and he has had an award named after him—the "TAGA Dr. Harvey R. Levenson Student Paper Award." In 2004 he received the "Educator of the Year" Award from the Printing Industries Association of Southern California (PIASC). He is also the 2004 recipient of the New York City College of Technology Gamma Epsilon Tau "Golden Key Award."

Harvey is an active researcher, consultant, and speaker on matters related to printing, technology, media, literacy, and communication. He has authored many articles and books on these subjects and has consulted for hundreds of printing plants and vendors throughout the world. His latest books are *Understanding Graphic Communication: Selected Reading* and *Some Ideas About Doing Research in Graphic Communication*.

For all of his accomplishments and his dedication to graphic arts education, TAGA distinguishes Dr. Harvey R. Levenson with the 2004 TAGA Honors Award.