

Raymond J. Prince



Advisor Group for the  
Graphic Arts Industries

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**A History Lesson for Today's Printing Industry—  
*Joseph Moxon, Printer: Using Science and Standardization  
to Advance the Scientific Revolution***

(Pismo Beach, Calif.) The August 2022 article of the Graphic Communication Advisors Group—GCAG (<https://hrlevenson.wixsite.com/gcag>) is by printing industry advisor and Cal Poly Professor, Dr. Ken Macro.

Macro, former chair of Cal Poly's Graphic Communication Department, teaches courses in management and entrepreneurialism, but he is also an avid bibliophile with an affinity for printing history. In his article, Macro wrote, "Little attention is given to the roots of the printing industry and its impact on today's knowledge and learning." Focusing on 17<sup>th</sup> century printer, Joseph Moxon, Macro suggests that it "might be refreshing to many to sit back and take in our industry's history to understand the important role that printers and publishers play today, because it has not changed for the past 500 years, and may not change for the next 500 years."

Harvey Levenson, Cal Poly Professor Emeritus and GCAG coordinator, said: "It is we often hear that 'history is a window on the future,' and Ken Macro's article is a perfect example of how the issues, values, and contributions of innovative printers of centuries ago, are the same today and will likely be those of the future."

**Macro's complete article appears here:**

<https://hrsite.files.wordpress.com/2022/07/km-gcag-7-22-1.pdf>

**About the Graphic Communication Advisors Group**

The *Raymond J. Prince* Graphic Communication Advisors Group (<https://hrlevenson.wixsite.com/gcag>) is a group of specialists and experts accessible to the printing, publishing, packaging, and related communities. The group provides fresh, outside perspectives representing a broad range of experiences and a long-term commitment to all facets of the graphic arts industries. Many of the GCAG consultants and practitioners are industry's "household names" and best-known managers, technologists, scientists, researchers, authors, and Expert Witnesses. They bring the power of their deep expertise and problem-solving acumen to bear on training and solving difficult problems.

***Continued:***



Dr. Ken Macro

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