



**CAL POLY**  
Extended, Professional  
& Continuing Education

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**SUMMER**  
SPRINGBOARD

# Branding and Graphic Design

New student admissions for  
summer 2024 are open.



## Program Highlights

- Learn the essential aspects of branding a business, from effective creative design through product delivery.
- Explore how to identify a brand personality, perform market and user research, and learn how to design with consideration for graphic and tactile elements with the consideration of what technologies might be required to make it all happen.
- Get a chance to design an entire suite of marketing elements for a business, such as business cards, stationary, banners, packaging and other promotional items.



## 2024 Dates

- Session 2: July 14 - July 26



## Academic Program Overview

In this course, students interested in designing a brand will get a chance to use programs like Adobe Creative to translate their big branding ideas into a physical product that will entice consumers to engage with their new brand. Aspiring brand designers will learn how to compose a style guide for their new brand. Once the brand has been conceived and designed, students will get to work printing, converting and finishing their design to make it into something tangible that their target consumers will get to interact with in the marketplace. Throughout this course, students will learn how to recognize elements associated with a brand's graphical and physical parts: think Nike's swoosh, Supreme's red rectangular logo and McDonald's golden arches.



## Excursions

Students will have access to the Cal Poly student-managed, student-operated commercial printing and digital imaging enterprise within the Graphic Communication Department.

Last year students visited a local printing facility that creates labels for local vineyards

# Instructors

## Donna Templeton, Assistant Professor Cal Poly SLO

Dr. Donna Templeton is currently serving as a faculty member in the Graphic Communication Department at Cal Poly. Having taught a diverse array of courses over the past 15 years, ranging from digital publishing technologies to magazine and book design, Donna is deeply passionate about guiding students toward their fullest potential. Equipped with a recently earned Ph.D. in Strategic Media, Donna's research delves into the realm of cross-media engagement-based communication and disruptive technologies. Driven by a commitment to innovation and student success, Donna looks forward to teaching opportunities that shape the next generation of graphic communication professionals.

## Tuition Information:

- Includes: all meals, lodging, excursions, academic course, weekend excursions
- Excludes: optional airport pickup and drop-off service (available for an additional fee)
- Price: \$5,298

## Supplements:

- Application fee: \$99 (mandatory, nonrefundable)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

More info on [Airport Transfer](#)

More info on [Unaccompanied Minor Service](#)

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## Course Structure

There are nine three-hour class sessions over the two-week course. During week one, students have class from 9 a.m.-noon, Monday - Friday. During week two, students have class from 9 a.m.-noon Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



## Typical Schedule

8:00 a.m.	Breakfast
9:00 a.m.	Academic Course
Noon	Lunch
1:30 p.m.	Academic Excursion/ Recreational Activity
3:30 p.m.	Enrichment Elective
6:00 p.m.	Dinner
7:00 p.m.	Evening Activites
10:30 p.m.	RA Check-in

