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Graphic Design: Idea to Creation

New student admissions for
Summer 2024 are open.

📖 Academic Program Overview

Interested in graphic design and understanding what it takes to move a great idea to reality? In this class students will develop skills and utilize Principles of Design through a hands-on project where they will apply a sequence of graphic communication industry processes and procedures in producing designs and products for a fictitious business or organization that they define. Students will design and create a logo using Adobe Illustrator and write a Creative Brief that outlines client background, objectives, competitors, and key message. They will construct a Style Guide that describes branding- colors, typography, and imagery.

▷ Excursions

Students will visit a local print production, digital design, advertising/marketing, or design studio. They may have a guest speaker from Adobe Systems, discussing the company's incorporation of AI within their software applications.

💡 Program Highlights

- Develop an understanding of and terminology associated with graphic design and production including computer specifications, color, typography, and print/digital methods.
- Discover how Adobe software applications are utilized by workers in each of California's described 16 career pathways.
- Develop basic and extended skills in the use of Adobe's industry standard Creative Cloud software applications
- Explore new AI techniques and learn how graphics software and design processes are utilized in various career pathways.
- Develop hands-on skills designing and creating common print and digital products

📅 2024 Dates

- Session 2: July 14 - July 26

Instructors

Ivan Bradley, Lecturer Cal Poly SLO

Ivan Bradley has been an educator for 30 years, receiving several educator awards during that time. The past 15 years, he has taught various courses as a lecturer professor for the Graphic Communication department at Cal Poly, San Luis Obispo. This follows nearly 20 years in the graphic arts profession. He has a Bachelor of Arts degree in Art from Humboldt State University, and a Master of Education, Computers in Education degree from Lesley University of Cambridge, Massachusetts. He was chosen as a short-term guest professor/scholar at Northern Melbourne Institute, TAFE, Melbourne, Australia, presented at the International Conference for Graphic Communication Educators, and gave workshops on the use of Adobe InDesign at the GraphExpo Conference in Orlando and Print 17, Chicago. He has published three digital books, and a 234-page textbook "The Graphics of Communication: Exploring the Graphic Arts and Design.

Tuition Information:

- <u>Includes</u>: all meals, lodging, excursions, academic course, weekend excursions
- <u>Excludes</u>: optional airport pickup and drop-off service (available for an additional fee)
- <u>Price</u>: $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 <u>here</u> for more info.

More info on <u>Airport Transfer</u>

More info on <u>Unaccompanied Minor Service</u>

<u>Apply Now</u>

Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm, Monday - Friday. During week two, students have class from 9am-12pm 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

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