



CAL POLY
Extended Education

COLLABORATIVE PARTNER



SUMMER
SPRINGBOARD

Visual Culture & Communication

New student admissions for
Summer 2024 are open.



Program Highlights

- Basic principles of graphic design.
- Basic application of graphic design principles.
- Hands-on knowledge of visual communication software.
- How to discern good design from poor design.
- The physiology of how we see and perceive visual information."



2024 Dates

- Session 2: July 14 - July 26



Academic Program Overview

As the researcher and scholar Mark Rawlinson puts it:
"Visual culture - art, advertising, architecture, cinema, television, cartography, video, the internet, and images of science - has shaped American national identity more than that of any other country."

This course will explore the power of visual communication in today's society while teaching students to wield that power in creative and effective ways. After reviewing the basic principles of visual communication and graphic design, students will apply them to an assortment of visuals that they create - from logos to web graphics to artificial-intelligence-generated artwork. Visual communication is a life skill!



Excursions

TBA

Instructors

Dr. Brady Teufel, Professor Cal Poly SLO

Brady Teufel teaches courses in multimedia journalism and is the adviser for mustangnews.net, the award-winning student media portal at Cal Poly. Teufel's work experience includes stints as a reporter, photojournalist, graphic designer, web designer, and social media consultant. His teaching interests span from writing and photography to coding and VR. Along with a love for words and pictures, Teufel enjoys traveling and is a dual citizen of New Zealand and the U.S. as well as a San Luis Obispo native.

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 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 Activities
10:30 p.m.	RA Check-in

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