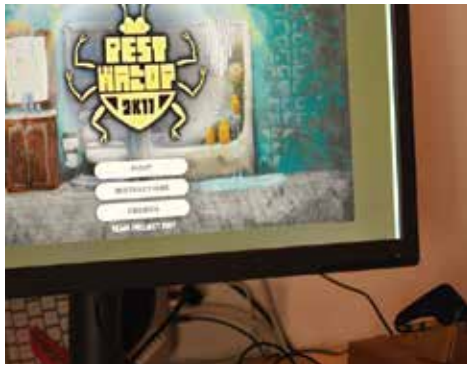


KUTZTOWN UNIVERSITY
COMMUNICATION DESIGN

DESIGN DAY CAMP

DISCOVER WHAT IT MEANS TO BE A GRAPHIC DESIGNER



Graphic Design, also known as Communication Design is the art and practice of planning and projecting ideas and experiences with visual and textual content. What does that mean? Design is everywhere. We buy it in the store. We see it as we drive. We look through it in magazines. We touch it on our phones and tablets. We interact with it on the Internet. Designers are the ones who create it. And you have the opportunity to learn about it.

This one day hands-on design camp at Kutztown University will introduce sophomore, junior and senior high school students to design as a career and raise awareness of design's possibilities. The students will explore their creativity and critical thinking abilities, as well as learn how they can impact society through design.

Students will learn the creative design process through hands-on graphic design and interactive design challenges. These assignments will allow students to truly experience the role of a designer, work collaboratively with their peers and generate assignments they can add to their portfolio.

The morning session will introduce the students to Interactive Design working on a creative project that explores the digital design world. The afternoon session will introduce students to Graphic Design exploring a creative project that investigates print based media. Lunch on campus will be provided and Kutztown University Communication Design students' awesome creative works will be presented.

OCTOBER 13, 2017

The schedule:

- 9:15 am - Arrive at Kutztown University, Sharadin Arts Building
- 9:15-9:30 am - Welcome
- 9:30-11:00am - Interactive Design session
- 11:00am-12:00pm - Lunch and KUCD presentation
- 12:00-1:30pm - Graphic Design session
- 1:30-2:30pm - optional info. session and tour of the art building

Who should attend: sophomore, junior or senior high school students who have an interest in graphic design as a career path.

Register: By October 6

<https://kutztown.hobsonsradius.com/ssc/eform/N7A71waB086R0x6702fB8.ssc>

Questions: Call the Communication Design Department at 610-683-4530 or email bosler@kutztown.edu