

Reach your Audience with **Effective Graphic Design**

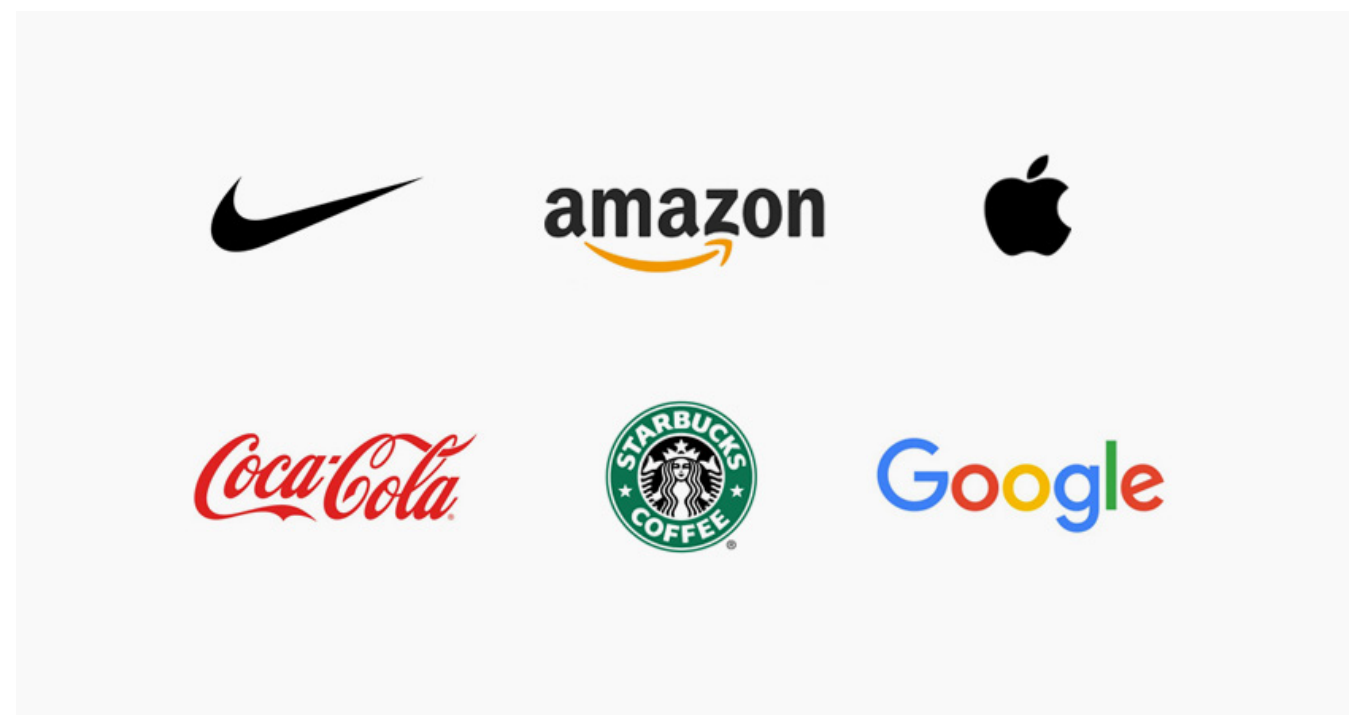
SARA STRESE

SENIOR DESIGNER AT DELEVANTE CREATIVE
FREELANCE GRAPHIC DESIGNER

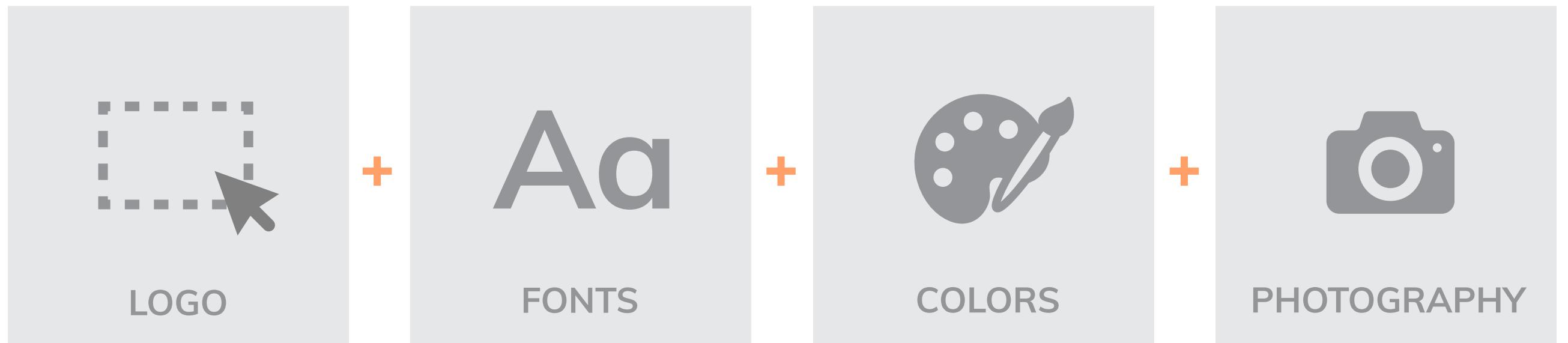
BRANDING 101

Create a consistent voice that your audience can:

- » Easily recognize
- » Connect with
- » Find useful



Your Winning Design Formula



=

YOUR VISUAL BRAND

LOGOS Should Be:

- » Simple
- » Legible at all sizes
- » Look good in one color

The logo for 'DRIIFT' features the word in a bold, uppercase, sans-serif font. Each letter is filled with a light orange color and has a darker orange outline, giving it a 3D, blocky appearance.

EST HOME | GIFTS 2016

INLET BEACH, FL

The logo for 'smart space' consists of a blue square icon with a white square inside, positioned to the left of the text. The text 'smart' is in a bold, lowercase, sans-serif font, and 'space' is in a bold, lowercase, sans-serif font, stacked below 'smart'.The logo for 'B·Y·O·C' features the letters 'B', 'Y', 'O', and 'C' in a bold, uppercase, sans-serif font, separated by small black dots. A small 'TM' trademark symbol is located at the bottom right of the 'C'.

Logos vs. Wordmarks



HOTEL
IRIS

Logos vs. Wordmarks



**Watkins.
Community
Education**

Font Families

Aa

Serif

Aa

San-Serif

How to Pick the Right **FONT**:

- » San-serif fonts are the easiest to read
- » Pick something that has a lot of weights
- » **NO** display fonts!

Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic

No Display Fonts

20db AaBbCcDdEeFfG

20db Jovanny Lemonad 1 Style [DOWNLOAD OTF](#)

Abril Fatface AaBbCcDdEeFfGgH

Abril Fatface TypeTogether 1 Style [DOWNLOAD OTF](#)

Acherus Militant AaBbCcDdEeF

Acherus Militant Horizon Type 2 Styles [DOWNLOAD OTF \(OFFSITE\)](#)

ACKNOWLEDGEMENT

Acknowledgement Reading Type 1 Style [DOWNLOAD OTF](#)

Acme AaBbCcDdEeFfGgHhIiJjKkLlMm

Acme Huerta Tipográfica 1 Style [DOWNLOAD TTF](#)

Amadeus AaBbCcDdEeFfGgHhIiJ

Amadeus Bright Ideas 1 Style [DOWNLOAD TTF](#)

Amerika AaBbCcDdEeFfGgHhIi

Amerika Apostrophic Labs 3 Styles [DOWNLOAD TTF](#)

Anaphora AaBbCcDdEeFfGgHhIiJjK

Anaphora Zetafonts 2 Styles [DOWNLOAD OTF \(OFFSITE\)](#)

Antonio AaBbCcDdEeFfGgHhIiJjKkLlMmNnO

Antonio Vernon Adams 3 Styles [DOWNLOAD TTF](#)

ANUDAW ABCDEFGHIJKLMNO

AnuDaw Nyek! Pinoy Komik Fonts 2 Styles [DOWNLOAD TTF](#)

Type Hierarchy

HEADLINE

**This is an Important,
Interesting Headline**

SUB INFO

SUB INFORMATION HERE

BODY COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

CALL TO ACTION

Take Action Here!

Where can I find good **FONTS**?

- » **NO** “default” fonts
- » Free Resource:
Google Fonts

Muli

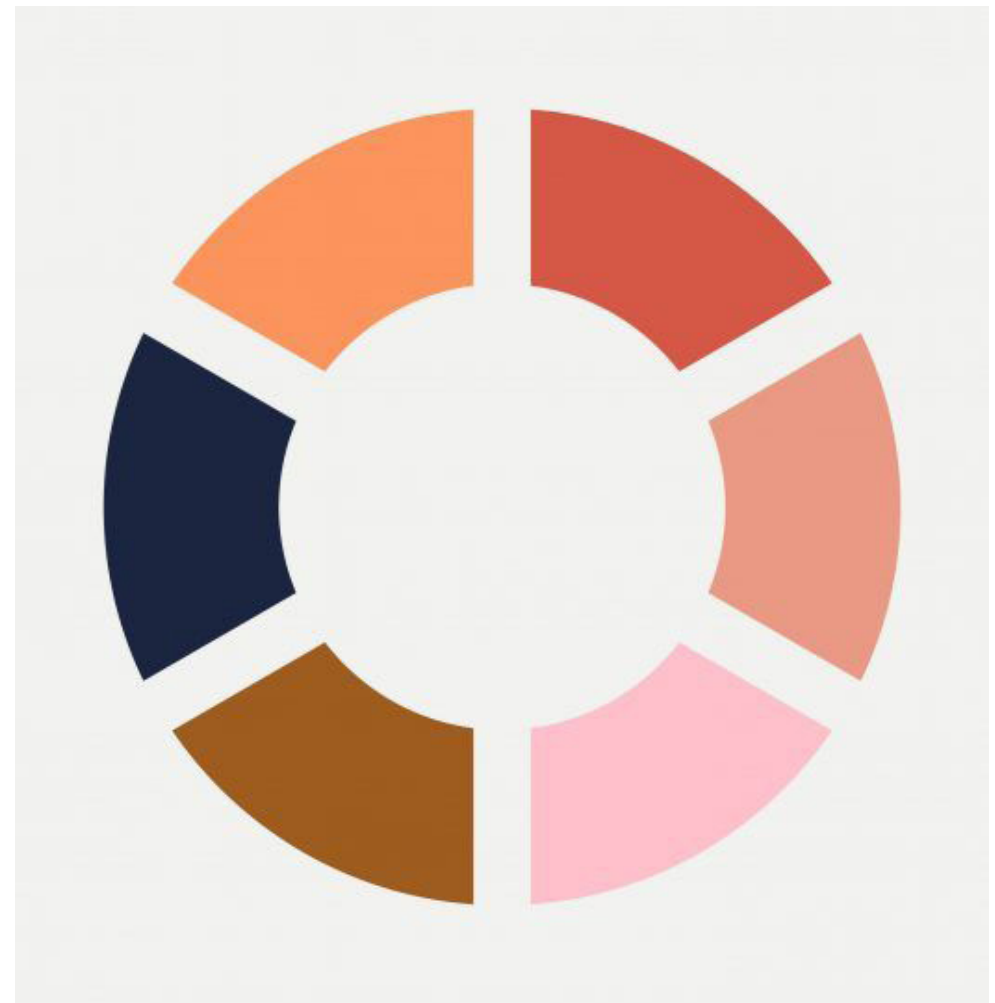
Open Sans

Lato

Roboto

How to use **COLOR**:

- » Limited color palette
- » Use the same colors on everything
- » **NO** default colors
- » **NO** gradients



Limited Color Palette



Limited Color Palette

FEEL
the
HEAL.



SHOP NOW

FEEL
the
HEAL.

SHOP NOW

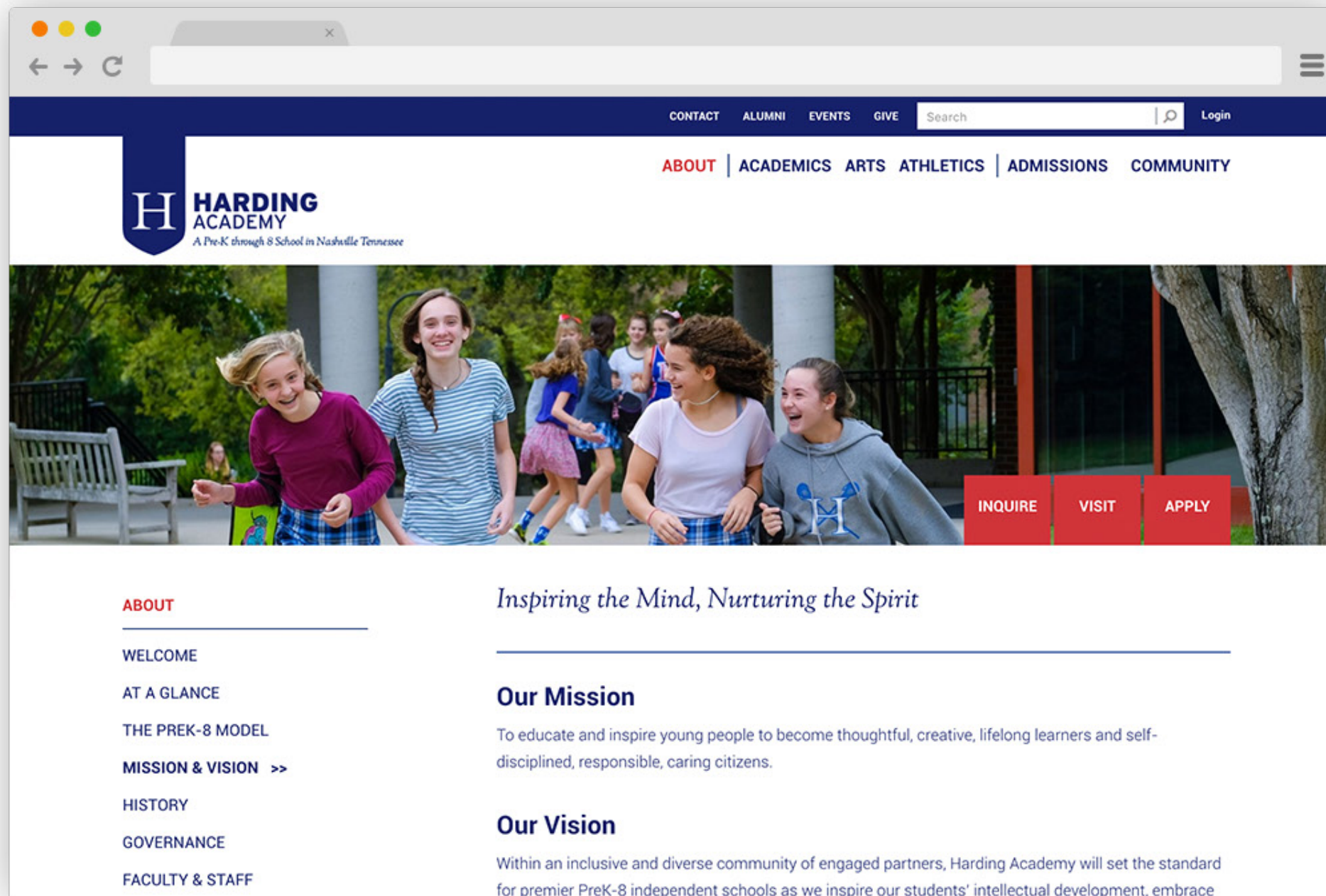


new
FORMULA
same
MISSION



SHOP NOW!

Limited Color Palette



Good Photography



Good Photography



Not-So-Good Photography

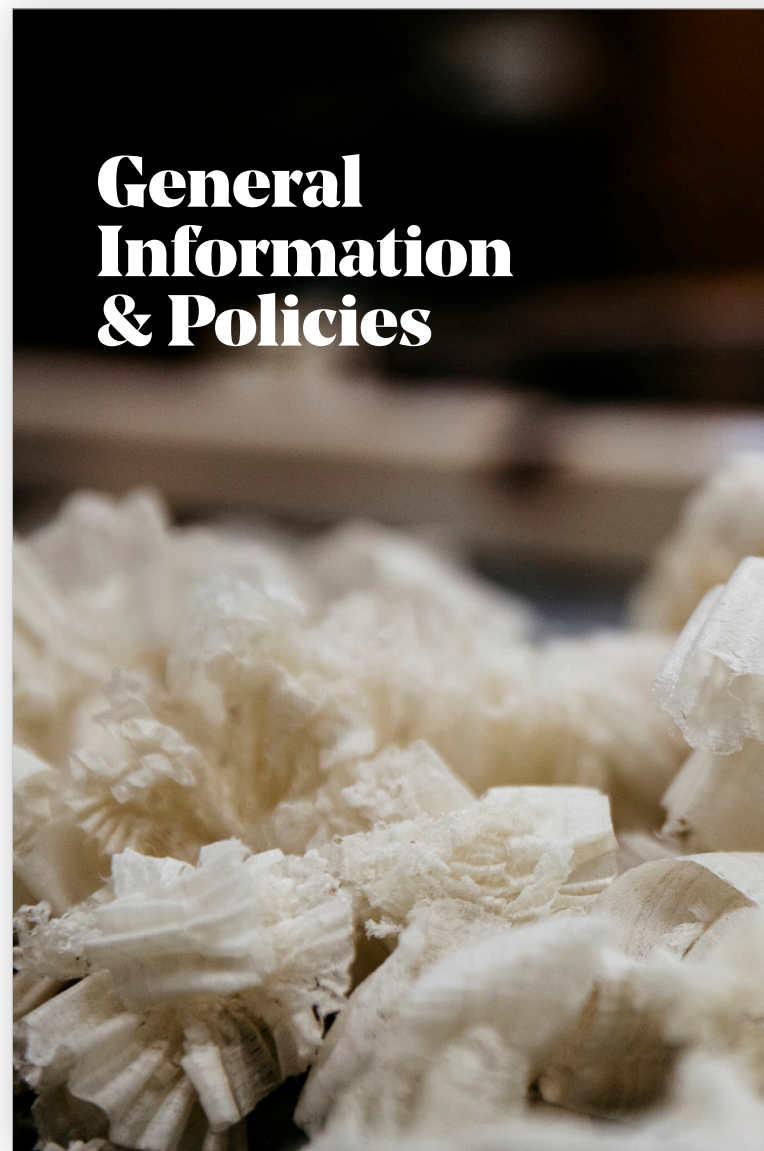
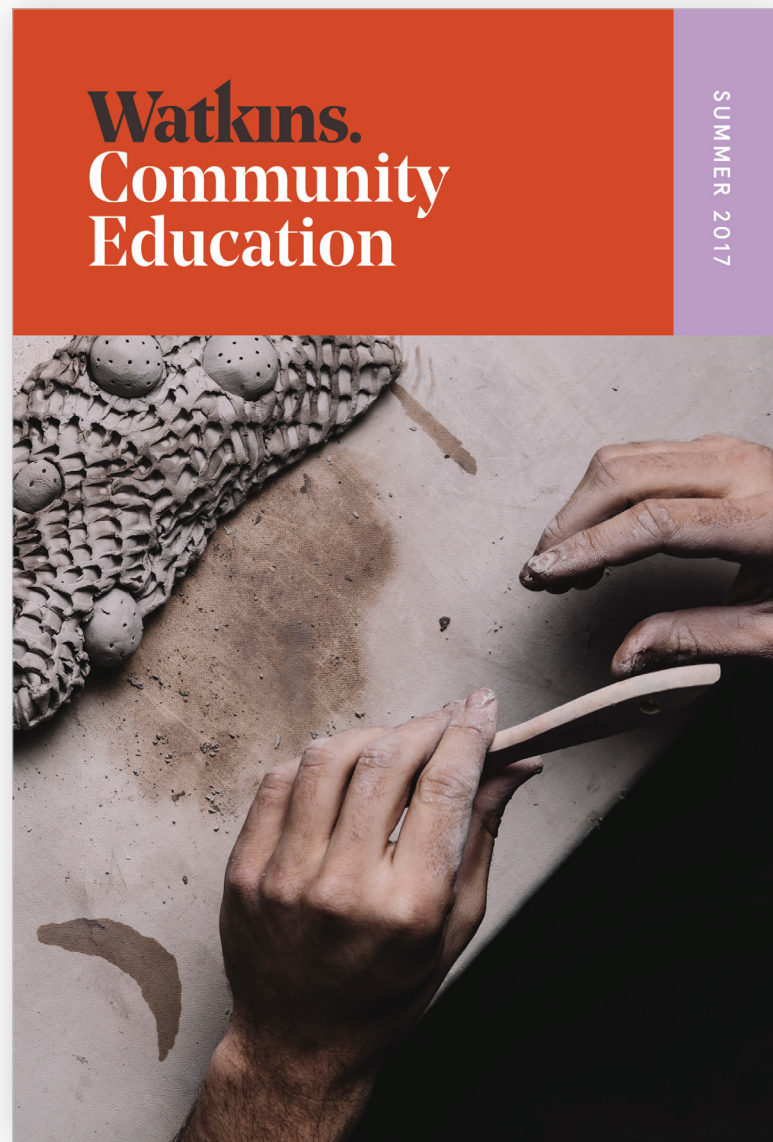


PHOTOGRAPHY Tips:

- » Embrace “empty space”
- » **ONE** area of focus
- » Wide **AND** close up shots
- » Use photos where people look interested



Consistency



Register at
watkins.edu/community-education

Registration Deadlines:
Adult 9-week classes: **May 20th, 2017**
Workshops, 4-week, and 6-week classes that begin mid-term: 2 weeks prior to start of class.

Registrations are accepted in person, by phone, and online. Payment for tuition and materials fee is due at the time of registration. MasterCard, Visa, checks, and cash are accepted. If spaces are open after the registration deadline you may still be able to register. Please call the Community Education office for details.

Email Communication

Students will be contacted via email with regards to registration confirmations, invoices, supply lists, cancellations, and general information. Please add community@watkins.edu to your email address book. Please contact aforementioned email address for any questions or concerns.

Cancellations

Classes may be cancelled or combined if minimum enrollment of 5 students is not met at least 2 weeks before the first class meeting. Students will be informed of cancellations prior to the first day of class so that alternative plans may be made.

Refunds

Refunds requested 7 days prior to the first day of class will be refunded 100% of tuition and fees, less a \$25 processing charge. Classes dropped within 7 days before the start of class will be refunded at a 50% tuition rate, less a \$25 processing charge. No tuition or fees will be refunded once the class has started. In the event that a class is cancelled due to low enrollment, 100% of tuition/fees will be refunded. To drop a class you must contact the Community Education office.

FAQs

For frequently asked questions about all of our programs please visit our website at [watkins.edu/community-education/about-us/](http://watkins.edu/community-education/community-education-about-us/).

Disclaimer

Watkins is an institution of higher education in the visual arts. There may be times when work is exhibited in the gallery or other spaces that could be considered inappropriate for certain audiences, especially young viewers. Signage to this effect is posted in the gallery. As you visit other areas of the building, please be aware that it is not always possible to anticipate the impact of all exhibited material.

Make-up Classes

In the event that we must cancel a class session due to inclement weather, or other unforeseeable circumstances, a make-up class will be arranged at the end of the term. However, teaching artists are not obligated to provide make-up time for student absences, and we do not prorate for missed classes.

Spacing

ADULT CLASSES & WORKSHOPS

Graphic Design

Introduction to Adobe Illustrator

TEACHING ARTIST: ZIE CAMPBELL

\$260.00

9-week course

Wednesdays | June 7-August 2 | 6-9pm

Learn the basics of Adobe Illustrator, the industry-standard program for creating graphics, logos, illustration and much more. Students will work with type effects, color and other tools to create their own digital images. Basic experience using Mac computers is required and students should bring their own external storage device.

Building and Dissecting Alphabets

TEACHING ARTIST: EDWINA SHANNON

\$100.00

1-day workshop

Saturday | June 24 | 10am-4pm

In this hands-on class, students will learn letter design principles, including the basics of symmetry, proportion, angle and style. By applying these principles, students will learn to develop evocative lettering & calligraphy.

Interior Design

Introduction to Interior Design

TEACHING ARTIST: REINALISA SANTOYO

\$260.00

9-week course

Wednesdays | June 7 - August 2 | 6-9pm

This course introduces students to the language and field of interior design as they learn what is required to construct interior spaces—from concept to reality. Students will explore and create solutions by using design principles, elements, spacial planning, and finishes to create more complex settings. Professional skills, practices, and industry standards will also be addressed. This course is perfect for those who want to learn the basics of design, sharpen design skills, or explore avenues for professional growth.



Print, Paper & Book

Altered Books: The Art of Playful Synchronicity

TEACHING ARTIST: LESLEY PATTERSON-MARX

\$185.00

4-week course

Thursdays | June 8 - June 29 | 6-9pm

In this class, you will create a one-of-a-kind work of art from an old book! Students will work with the images and words that are already there to create their own narrative. They'll cut through paper to create layered images, build pop-up paper elements, make textured pages, and much more. Students will experiment with a variety of mediums including relief printing, image transfer, drawing, collage, and painting.

Grids & Columns

ADULT CLASSES & WORKSHOPS

3D

3D Printing: From Design to Fabrication

TEACHING ARTIST: EMILY SUE LAIRD
\$300.00

6-week course
Mondays | June 5 - July 10 | 6-9 pm

"The next industrial revolution is all about personal fabrication, and it's happening now. 3D printing is poised to unlock the potential in every person to create, innovate and fabricate. It's already transforming manufacturing; soon it will change the world." -Stratasys

3D Printing: From Design to Fabrication is an introductory course that will teach students the history, current technologies, and application of 3D printing and 3D scanning through hands-on rapid prototyping projects, critiques, and iterations. Students will learn how to design their own 3D models with free CAD software such as TinkerCAD, MeshMixer, Skanect, and GoogleSketchup, then learn how to print their 3D models in plastic on FDM printers. Students will also learn the advantages and limitations of different 3D printing technologies, as well as practice methods for finishing prints, such as sanding, painting, melting, and other sculptural techniques. Additional hours outside of the times listed above will be scheduled on a student by student basis for printing time.

Introduction to the Art of Embroidery

TEACHING ARTIST: ANNA MCKEOWN
\$185.00

6-week course
Tuesdays | June 6 - July 18 (no class July 4) | 6-9pm

Learn the art of decorative hand stitching in this 6-week introductory class! Students will learn new stitches each week and will create projects that are both challenging and fun for beginners. By the end of the class, students will have completed projects that they can display and wear, and will have the skills to continue their practice on their own.

Small, Simple and Sweet: Making a Dovetailed Jewelry Box

TEACHING ARTIST: STEPHAN MICHELETTI-BLOUIN
\$275.00

9-week course
Tuesdays | June 6 - August 8 (no class July 4) | 6-9pm

In this class, we will build a jewelry scale box using solid wood and dovetail joinery. We will start from rough lumber and work through hand-cutting dovetails, hinging a lid and outfitting its interior. Our focus will be on reasoned woodshop procedure and an attention to the material and the details that will make our project sing. This fun and open workshop is appropriate for all skill levels, from beginners getting their feet wet to folks who want to hone their skills.

Introduction to Felting

TEACHING ARTIST: WREN WHITMAN
\$210.00

6-week course
Wednesdays | June 7 - July 12 | 6-9pm

This course will provide opportunities for students to experience and experiment with the capabilities of wool while learning the history, cleaning process, fiber varieties and science behind felting. Students will create four textiles using a variety of felting techniques including needle felting, wet felting, felting with multiple fiber varieties and felting with resists.

Faux Taxidermy

TEACHING ARTIST: WREN WHITMAN
\$135.00

1-day workshop
Saturday | June 10 | 10am -4pm

In this class, we will needle felt a small soft sculpture of an animal head mount, aka cruelty-free faux taxidermy! The pieces created are perfect for a nursery, a playroom or as whimsical decor for any room. Needle felting is an additive process utilizing a barbed needle to compress whisks of wool fibers into a dense single piece. All skill levels are welcome.

Introduction to Body Casting

TEACHING ARTIST: ALEXANDRA SUTTON
\$130.00

1-day workshop
June 17 | 10 am - 4 pm

This one-day workshop is an introduction to the basics of life casting with body-safe alginate. The course covers basic mold making terms, casting techniques, and body casting safety. Students will come away from the course with a wax or plaster casting of their own hand or face. Body casting, or "life" casting, is an excellent way to work with the human form in sculptural practices, and mold making knowledge can be applied across a variety of media and materials. Students will learn in a hands-on environment, engaging with the materials, watching in-class demos, and working in the studio under the guidance of the instructor to create their own molds.

Wool Painting

TEACHING ARTIST: WREN WHITMAN
\$150.00

2-day workshop
Saturday & Sunday | June 17 - 18 | 10am -4pm

In this class, students will learn how to harness dyed wool's ability to gently melt into surrounding colors creating a watercolor effect. Using this method, students will create a textile, that once dry, will become the "canvas" students will "paint" by using needle felting techniques!

Badge of Honor

TEACHING ARTIST: ANNA MCKEOWN
\$80.00

1-day workshop
Saturday | June 17 | 10am-4pm

In this one-day workshop, students will learn a series of basic stitches to create their own hand-embroidered patch! Students will embroider their initials using the stitches taught during the workshop. This project is a fun way to personalize your favorite jacket or backpack with your very own handmade work of art!

Trays and Ladles: Carving and Shaping Servers in Solid Wood

TEACHING ARTIST: STEPHAN MICHELETTI-BLOUIN
\$135.00

2-day workshop
Saturday & Sunday | July 15 - 16 | 10am-4pm

This class takes its cue from the wooden objects made by the late Wharton Esherick, early American studio furniture maker. His expressive designs gave life to the ubiquitous objects that frame our everyday life. Students will use carving and shaping techniques found in Esherick's work to explore an individual approach to design in making trays and ladles, and will gain a firm grasp of wood qualities and shaping strategies while making these objects. We will also have a ton of fun! All skill levels are welcome.



Callouts

Youth Ages 5-10

Multi-Arts Camps

Our Multi-Arts Camps provide an enriching week for your child to experience the fun, stimulation, and joy of making art and friends in our state-of-the-art studios. Campers will work on age-appropriate projects in a variety of media including drawing, painting, clay, sculpture, collage, printmaking, textiles and more! Multi-Arts Camps are offered without duplication of projects, so campers can enroll in multiple sessions for something new and exciting each week. Dress for mess and bring a bag lunch. All art supplies are included.

Dates & Times:

June 5-9
June 12-16
June 19-23
June 26-30
9:00 a.m. – 4:00 p.m.

Ages:

Group A: Ages 5-7
Group B: Ages 8-10

Tuition: \$325

Sibling discount: First child pays full tuition. \$25 discount applies to each additional sibling. Use "SIBLING" code at checkout.

FOR ALL YOUTH PROGRAMS:

Scholarships:

Financial need-based scholarships are available through generous grants provided by the Memorial Foundation and the Advance Financial Foundation. Application deadline: May 10, 2017. Visit watkins.edu/community-education or call 615.277.7456 for details. Funding provided by The Memorial Foundation and Advanced Financial Foundation.



Early Drop-off & Late Pick-up options:

We offer early drop-off hours starting at 8 am, and late pick-up hours until 5pm. A \$1 per minute fee will be assessed for children picked up past 5:15 pm.

Registration Deadlines:

2 weeks prior to start of class.

Youth Ages 11-13

Special Topics Camps

Special Topics Camps focus on a specific medium or theme each week. Teaching artists guide students through introductory techniques to polished projects. Dress for mess and bring a lunch. All art supplies are included unless otherwise noted.

JUNE 5-9

Comic Illustration

Explore the basics of comic design by creating single, double, or multi-panel comics and put a comical spin on your art. We will practice developing characters, creating storyboards, and finding humor in everyday observations.

JUNE 12-16

Ceramics: Handbuilding and the Wheel

Spend the week creating unique ceramic pieces using both hand-building and wheel-throwing techniques. Students will learn about the history of this ancient medium, and develop an understanding of form and function. Perfect for beginners as well as experienced artists!

JUNE 19-23

Exploring Embroidery

In this camp, students will explore basic embroidery stitching and will use those skills throughout the week to create hand-embroidered projects to display and wear! Fun for both boys and girls alike, the art of embroidery is perfect for any child with a creative spirit!

JUNE 26-30

Photography: Old and New

From historical processes to modern digital techniques, students will learn how to capture and construct intriguing photography. This camp will expose students to camera handling skills, composition theory, lighting and basic editing through a variety of creative shooting assignments. Students should bring their own digital camera (any type welcome, though smartphone cameras are discouraged).

Dates & Times:

June 5-9 Comic Illustration
June 12-16 Ceramics: Handbuilding and the Wheel
June 19-23 Embroidery
June 26-30 Digital Photography
9:00 a.m. – 4:00 p.m.

Tuition: \$325

Sibling discount: First child pays full tuition. \$25 discount applies to each additional sibling. Use "SIBLING" code at checkout.

Clip Art & Patterns

Just Don't Do It!

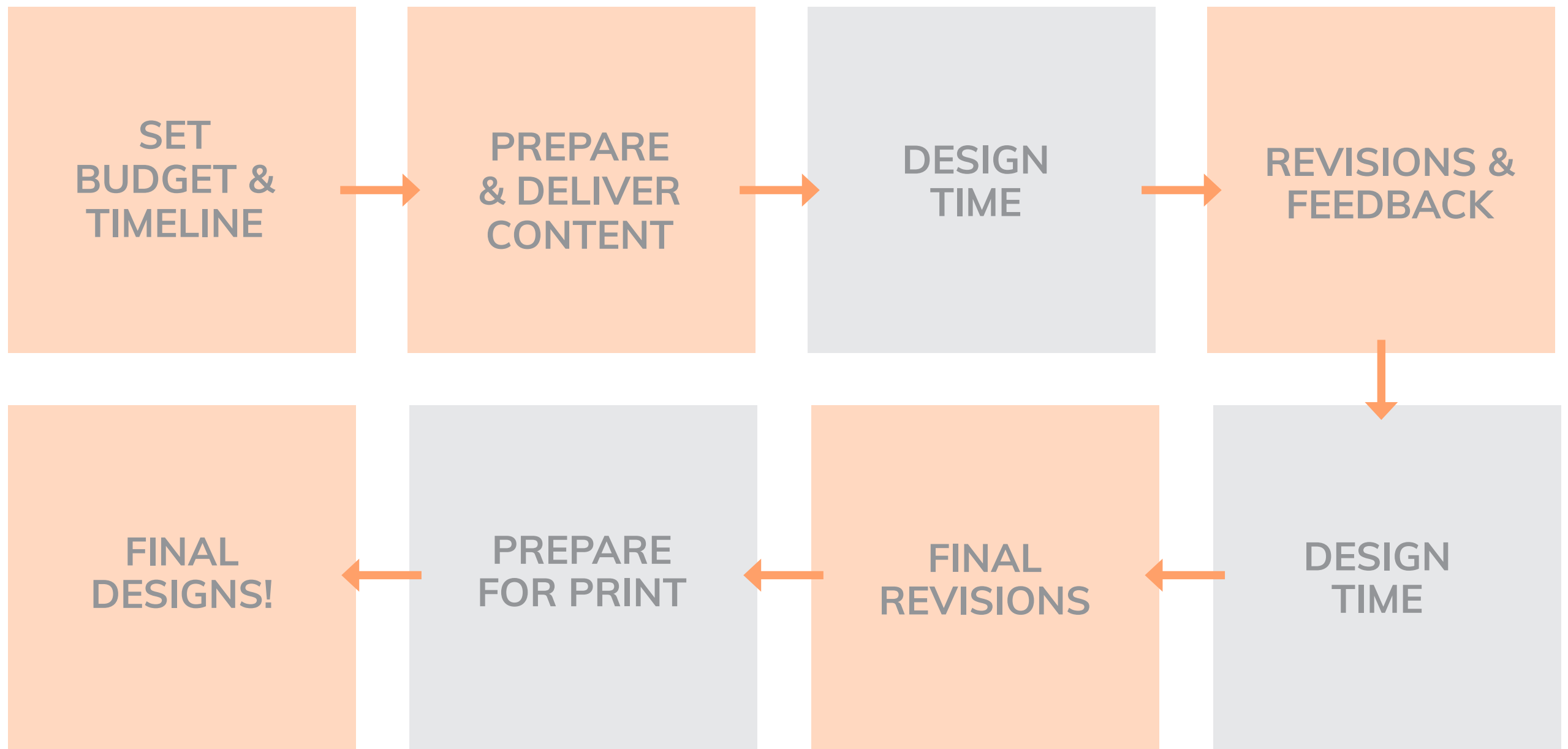
Working with a Designer vs. DIY

Time

Budget

Scope of Project

Working with a Designer



Best Practices for Working with a **DESIGNER:**

- » Give them complete content
- » Pad in time for revisions
- » Be clear about schedule, budget and deadlines
- » Share brand guidelines with them ahead of time



Resources for **DIY**:

- » Think about an upfront investment of design templates
- » Adobe programs: InDesign & Photoshop
- » Educate yourself & get curious!



Thank you!

Any Questions?