



Branding and Design

New student admissions for
summer 2026 are open.

2-Week Course

This is a two-week program where you'll
focus on one course for the entire duration.



Academic Program Overview

Students will dive into the essentials of branding, learning how to define what a brand truly is and the fundamentals of creating a captivating visual brand identity. Through engaging lessons and resources, students will apply graphic design principles that will empower them to craft effective and stunning designs.

As budding designers, students will discover their vital role in the branding process, while honing their skills in peer critique—an invaluable experience that fosters collaboration and improvement. Each participant will have the chance to design their own personal brand, and output with eye-catching foil finishing effects, culminating in the creation of a unique card box and deck of cards that beautifully extends their brand identity.



Excursions

Tentative excursions include local print and branding businesses:

- Poor Richard's Press
- MCM Labels

Program Highlights

- Understand the fundamentals of visual communication and its impact on brand perception.
- Define what a brand is and identify key components of branding, including brand personality and visual identity creation.
- Apply graphic design principles and elements to develop compelling and visually appealing designs
- Explain the designer's role in the branding process and how design choices influence brand identity
- Design and create a personal brand that incorporates unique elements and techniques.

2026 Dates

- Session 1: July 5 - July 17
- Session 2: July 19 - July 31



Instructors

Donna Templeton, Assistant Professor Cal Poly SLO

Dr. Donna Templeton is an inspiring faculty member in the Graphic Communication Department, where she's been lighting the way for students for over 15 years! With a rich background in courses ranging from digital publishing and emerging digital technologies to magazine and book design, Donna is dedicated to helping students unleash their creative potential.

Tuition Information:

Residential Students

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes:** optional airport pickup and drop-off service (available for an additional fee)
- **Price:** \$5,398

Commuter Students

- **Includes:** lunch, academic course, excursions, programming from 9am to 5pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner, weekend excursions
 - Weekend excursions can be added on for \$125 per day
- **Price:** \$2,998

Supplements:

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

Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly, University of Washington Foster School of Business, and NYSID which are run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.



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

8AM	Breakfast	
9AM	Academic Course / Commuter Student Arrival	
12PM	Lunch	
1:30PM	Academic Excursions or Recreational Activity	
3:30PM	College Readiness Workshop or True You	
5PM- 6:30PM	Commuter Student Departure	
6PM	Dinner	
7PM	Clubs	
10:30PM	Night Checks	

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

[Apply Now!](#)