

# Branding and Graphic Design

New student admissions for  
summer 2023 are open.



## Program Highlights

- Learn the essential aspects of branding a business, from effective creative design through product delivery.
- Explore how to identify a brand personality, perform market and user research, and learn how to design with consideration for graphic and tactile elements with the consideration of what technologies might be required to make it all happen.
- Get a chance to design an entire suite of marketing elements for a business, such as business cards, stationary, banners, packaging and other promotional items.



## 2023 Dates

- June 25 - 07, 2023



## Academic Program Overview

In this course, students interested in designing a brand will get a chance to use programs like Adobe Creative to translate their big branding ideas into a physical product that will entice consumers to engage with their new brand. Aspiring brand designers will learn how to compose a style guide for their new brand. Once the brand has been conceived and designed, students will get to work printing, converting and finishing their design to make it into something tangible that their target consumers will get to interact with in the marketplace. Throughout this course, students will learn how to recognize elements associated with a brand's graphical and physical parts: think Nike's swoosh, Supreme's red rectangular logo and McDonald's golden arches.



## Excursions

- Students will have access to the Cal Poly student-managed, student-operated commercial printing and digital imaging enterprise within the Graphic Communication Department.
- Students may visit a local commercial/packaging printer.

## Instructors

Instructor at Cal Poly - Colleen Larkin Twomey,  
Professor & Department Chair, Graphic  
Communication

Colleen received her M.B.A. from the University of Delaware, and received her B.S. in printing management from Rochester Institute of Technology. She has taught at Cal Poly for 22 years. Prior to Cal Poly, she worked for over two decades in the consumer packaging and business industry. Her teaching and research interests have focused on interactive packaging, packaging trends, branding and the consumer, and printed electronics. She teaches courses in digital publishing systems, digital file preparation and workflow, flexographic printing, consumer packaging, sales and marketing for print and digital media, and strategic trends and profitability issues in print and digital media.

## 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:** \$4,998

## Supplements:

- Application fee: \$99 (mandatory, nonrefundable)

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)



## 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

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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