



**CAL POLY**  
Extended Education

COLLABORATIVE PARTNER



**SUMMER**  
SPRINGBOARD

# Expressive Lettering & Design

New student admissions for  
Summer 2024 are open.



## Program Highlights

- Use basic terminology of letterforms to describe and critique lettering projects
- Understand the influence of calligraphy on digital lettering
- Create different styles of letters with traditional and non-traditional calligraphic tools
- Use drawing tools in Adobe Illustrator to transform a concept sketch to a finished digital file"



## 2024 Dates

- Session 2: July 14 - July 26



## Academic Program Overview

Are you interested in learning the basics of lettering? Have you seen gorgeous lettering on social media, in ad campaigns, or on clothing and thought "I'd love to be able to do that!"? Would you like to create original designs that feature custom lettering in your own unique style? This course will introduce students to the basic principles of lettering and design. Through hands-on activities, students will dive into the wonderful world of expressive lettering. Exploration of letterforms will happen via observation, calligraphic mark making, sketching, and digital drawing. Students will learn how to transform a rough idea into a refined concept sketch and turn that sketch into a digital drawing that can be used in a wide range of applications.



## Excursions

Students will embark on a "Lettering in the Environment" excursion trip to create large scale lettering out of natural material. They will also hear from designer and lettering artist, Kelli Wilcoxson, Art and Design alumni, class of 2018.

### Instructors

Charmaine Martinez, Associate Professor Cal Poly SLO

Charmaine Martinez teaches graphic design, typography, and book arts in the Department of Art and Design at Cal Poly. She received a BFA in graphic design from the University of Notre Dame and an MFA from the University of Wisconsin-Madison, where she combined her studio art interests with her graphic design experience, examining the intersection of commercial, fine art, and material culture. Charmaine embraces an interdisciplinary approach in her teaching and creative work, and she believes that good design can make the world a better place.

### 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](#)



### 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 Activites
10:30 p.m.	RA Check-in

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