



# Printing and Graphic Design

New student admissions for summer 2023 are open.



## Academic Program Overview

You might have wondered about these questions in your daily observations: How to transfer my favorite animation character into stickers/magnets/tote bags? What makes the dashboard glow in the car? How were the cool graphics printed on t-shirts and mugs? How was the Star Wars vinyl wrap applied to the building or bus without bubbles?

This course links your daily experience with tangible printing embellishments. By the end of this class, you will be comfortable designing for digital printing technologies, and you will produce a laser cut LED lamp, notepads with varnish sleek foil stamp, a t-shirt, a canvas poster, a bag or hat, and buttons or stickers of your own designs. You'll have a wholistic experience of the design and reproduction workflow from ideation, prototyping, iteration, and production.



## Excursions

- Students will have the opportunity to tour University Graphic System (UGS) - the in-house, student-run print business. Students will have the opportunities to meet and interact with UGS managers (current Cal Poly junior or senior Graphic Communication students) and see the print and finishing equipment in operation and workflow.



## Program Highlights

- Learn to apply graphic design skills to digital illustration and page layout using Adobe Creative Cloud.
- Learn how to recognize print embellishment features in real world samples including packaging, publications, and mailing products.
- Create print-ready files that will comply with production standards and workflow of digital and off-set printing.
- Develop ways to make tangible printed products by evaluating how to market them to consumers and figure out what their end-use applications will be.



## 2023 Dates

- June 25 - 07, 2023

## Instructors

Instructor at Cal Poly - Rachel Ma, PhD, Western Michigan University

Rachel Ma earned her Ph.D. in Paper and Printing Science from Western Michigan University. Her teaching and research interests include printing electronics, inks and substrates interactions, smart packaging, and packaging sustainability. She is an experienced researcher and skilled in polymer science, nano-materials, surface treatment and testing, material characterization, biocompatible film design and construction, additive manufacturing, digital printing, textile printing, and polymeric materials. She has Master of Paper and Printing Science from Xi'an University of Technology, China.

## 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

Summer Springboard programs are not run by SSB campus partners (with the exception of Cal Poly which is 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.

2023\_V1

