





What is Camp DPI?

Camp DPI is a pre-college intensive summer program offered by the Graphic Design Program at Texas A&M University for qualifying high school juniors aged 15 years and older who wish to learn about graphic design. We are looking for high school students that have never taken any formal Graphic Design or Digital Design classes. We want to help students that have never had exposure to design, explore the study and profession of Graphic Design in a two-week on-campus camp. All Camp-Related Expenses Are Covered: On-campus Housing and Dining, Adobe Creative Cloud, Access to Apple iMac Computers, and design tools and supplies.

This camp program offers students an opportunity to come together to undergo hands-on workshops, receive one-on-one instructor critiques, engage with peers, create potential work for college application portfolios and other learning opportunities under the direction of current program faculty and local professionals.







What's it about?

Texas A&M University-Corpus Christi's Camp DPI provides enrichment to students for the discovery of the Graphic Design field of study and the development of the next generation of visual communication professionals. Camp DPI will foster the pursuit of creative excellence while giving back to reach, teach and enrich the artistic experience of prospective students of our University and the professional field in general. In our two-week summer residency program, qualifying high school Juniors would come together to undergo hands-on workshops and learning opportunities under the direction of current program faculty, exceptional upper-level students, and local professionals.



Who is it for?

Camp DPI is looking for high school juniors that have never taken any formal Graphic Design or Digital Design classes. We want to help students that have never had exposure to design explore the study and profession of Graphic Design in a two-week on-campus camp. Camp DPI aims to provide mentorship and access to design for students who have never had the opportunity to try it.



What will happen?

In this welcoming and comprehensive camp, up to 14 campers will undergo hands-on, creative workshops and learning opportunities under the direction of current Graphic Design Professors. Our 10-day curriculum (attached within this packet) is jam-packed with instructive and immersive learning for our campers. Guest lecturers will also visit participants to give first-hand accounts of their career journeys and everyday experiences working in the professional field. Camp Participants will be asked to fill out two surveys about their experience in the camp, including one survey regarding their post-graduation educational choices after camp.



What does it cost?

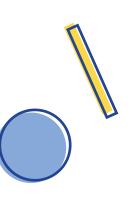
There is no cost to selected participants or their families. All related camp expenses such as on-campus dorm housing, three on-campus meals per day, software, hardware, and learning resources are covered for participants. In addition to great memories and an appreciation for Graphic Design, campers will also take home sweet tees, stickers and other swag.

















Assistant Professor of Graphic Design Texas A&M University—Corpus Christi 2019-Current

Graduate/Teaching Assistant University of Texas Rio Grande Valley 2016-2018

Creative Director/Founder
Everything Looks Good
design | illustration | branding
2011-Current

Graphic DesignerIDEA Public Schools
2013-2014

Production Director Ithaca Times 2008-2011

Page Designer/Multimedia Reporter The Daily Texan 2007-2008 Nancy Miller nancy.miller@tamucc.edu nmillercreative.com

Program Coordinator Internship Coordinator Associate Professor of Graphic Design Texas A&M University—Corpus Christi 2016-Current

Creative Director/Founder n.miller.creative design | interactive | advertising 2007-Current

Associate Creative Director mdr advertising 2008-2015

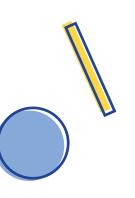
Category Production Designer Nike Inc. 2005-2008

Graphic/Packaging Designer Aquent Creative Agency Accounts: Burton Snowboards Home Depot & Nike 2005-2006











Ready to

Learn More?

Informational Sessions

- Saturday, March 2 1pm via Zoom
- Saturday, April 6 1pm In-Person w/ campus tour

to RSVP for a session

alexandria.canchola@tamucc.edu

to apply

www.campdpi.tamucc.edu deadline: April 15

process

selected finalists will be contacted by April 19 to schedule interviews via Zoom. Interviews will take place from April 24-26. Admission notices will be sent out via email May 1.





are you interested in

GRAPHIC DESIGN?

we're looking for campers

Texas A&M University-Corpus Christi's Camp DPI is looking for high school juniors that have never taken any formal Graphic Design or Digital Design classes. We want to help students that have never had exposure to design explore the study and profession of Graphic Design in a two-week on-campus camp.



ARE YOU A DPI CAMPER?

In this welcoming and comprehensive camp, up to 14 campers will undergo hands-on, creative workshops and learning opportunities under the direction of current Graphic Design Professors. Camp DPI seeks to enrich the field of Graphic Design by offering mentorship and access to design for students who have not previously had the chance to explore it. Camp Participants will be asked to fill out two surveys about their experience in camp including one survey regarding their post-graduation educational choices after camp.

All Related Camp Expenses Are Covered:

On-campus Housing stay in TAMU-CC dorms

On-campus Dining breakfast, lunch and dinner at campus dining retailers

Adobe Creative Cloud training and access to applications like Photoshop and Illustrator

Apple iMac Computers training and access to Apple iMac computers in the Graphic Design lab

Design Tools & Supplies

necessary tools and supplies will be readily available for use

VISIT www.campdpi.tamucc.edu to APPLY • EMAIL Alexandria.Canchola@tamucc.edu WITH ?s





JUNE 4-JUNE 15, 2024

CHECK-IN & ORIENTATION • June 4 Afternoon
GRADUATION CEREMONY & CHECK-OUT • June 15 Morning

Day 1: Define Graphic Design

Day 2: Elements of Design + Adobe Illustrator Workspace

Day 3: Principles of Design + Adobe Photoshop Workspace

Day 4: Typography

Day 5: Creative Process

Day 6: Project Launch + Guided Workday

Day 7: Ideation & Design Process

Day 8: Evaluating, Editing, & Refining

Day 9: Creating Final Form & Implementation

Day 10: Portfolio Prep & Presentation Basics

Our goal is to develop the next generation of visual communication professionals by providing them with the discovery of the Graphic Design field of study. Join us to learn more about Camp DPI.

Informational Sessions

March 2

1pm • via Zoom

April 6

1pm • In-Person

TAMU-CC campus tour to follow

For meeting access info, RSVP to attend Alexandria.Canchola@tamucc.edu

VISIT www.campdpi.tamucc.edu to APPLY • EMAIL Alexandria.Canchola@tamucc.edu WITH ?s





A Look at the Promotional Materials

Campers will receive a tee shirt for their participation in the program.

Additionally, fun sticker badges will be given for mastery of taught skills and competencies throughout the program.















Design Preparation & Inspiration Curriculum Schedule

TAMU-CC Camp DPI (Design Preparation & Inspiration) provides enrichment to minority students for the discovery of the Graphic Design field of study and the development of the next generation of visual communication professionals. In our two-week summer program, TAMU-CC Camp DPI, qualifying high school Juniors will come together to undergo hands-on workshops and learning opportunities under the direction of current program faculty and local professionals.

Module 1: Foundations of Design (Shape, Color, Type)

Day 1: Define Graphic Design

- · Distinguish various disciplines in Graphic Design
- Identify possible careers/paths in the field of Graphic Design
- · Attend Alumni Guest Speaker presentations

Day 2: Elements of Design + Workspace Introductions with Adobe Illustrator

- Define Elements such as Line, Shape, Mass, Texture, Color Type
- Review Adobe Creative Cloud Programs designers primarily use
- · Explain software tools and workspace
- · Micro Assignments with Adobe Tools (pen, type, shape, clone)
- Demonstrate Minimal Self Portrait and Sticker Pack Assignment

Day 3: Principles of Design + Workspace Introductions with Adobe Photoshop

- Define Principles such as Balance, Proximity/Unity, Alignment, Repetition, Contrast, Negative Space
- · Review process of image collection and creating mood boards
- · Micro Assignments with Adobe Tools (blending, masking)
- Demonstrate Album Cover Assignment

Day 4: Typography

- · Provide a brief history of typography
- · Discuss anatomy and classification of type
- Determine best practices for selecting, setting and refining type
- · Review type rules as applied to design
- Complete a typesetting assignment (Lyrical Type Poster) to showcase understanding

Day 5: Creative Process

- · Review Creative Process Strategies: Brainstorming, Mind Mapping, Interviewing, Focus Groups
- Demonstrate strategies through group exercise assignment
- · Discuss strategies on how to get ideas: Visual Brain Dumping, Forced Connections, Action Verbs
- Read a project case study from Identity Designed by David Airey
- · Discuss findings and respond to case study questions







Design Preparation & Inspiration Curriculum Schedule

TAMU-CC Camp DPI (Design Preparation & Inspiration) provides enrichment to minority students for the discovery of the Graphic Design field of study and the development of the next generation of visual communication professionals. In our two-week summer program, TAMU-CC Camp DPI, qualifying high school Juniors will come together to undergo hands-on workshops and learning opportunities under the direction of current program faculty and local professionals.

Module 2: Design Thinking & Implementation

Day 6: Project Launch + Guided Workday

- · Provide an overview of assignment guidelines
- · Demonstrate process of assignment
- · Attend guest speaker presentation on project workflow
- · Review Creative Research Strategies: Visual Research, Brand Matrix, Brand Books, Competitor Analysis
- · Practice sketching & thumbnailing concepts

Day 7: Ideation & Design

- Digitize sketches to present each design approach as a unique strategy
- · Develop Iterations with instructor feedback
- · Analyze the visual form selected to ensure it expresses the meaning and attributes of the project

Day 8: Evaluating, Editing, & Refining

- · Practice editing & revising project materials
- Finalize decisions about typeface families, color palettes, and secondary visual elements
- · Apply feedback from critique with guest speaker

Day 9: Creating Final Form & Implementation

- Finalize project with Elements/Principles of Design in mind
- · Export and Print work materials
- Discuss strategies for pitching creative work

Day 10: Portfolio Prep & Presentation Basics

- Create presentation images and write contextual statements
- · Review project spotlights on Behance
- · Practice Presenting final project with partners
- Discuss how to set up projects on Behance
- · Mock presentations with counselors

