



graphic
DESIGN

www.campdpi.tamucc.edu

Made Possible by the generous support of The Frazier Family Foundation of Corpus Christi



We're Looking
for Campers!

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.



Who's in charge here?



Alexandria Canchola

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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 Designer
IDEA Public Schools
2013-2014

Production Director
Ithaca Times
2008-2011

Page Designer/Multimedia Reporter
The Daily Texan
2007-2008



Nancy Miller

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

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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?

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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



CLASS OF 2024

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

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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

Focus Your Creative Future



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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

Focus Your Creative Future