SUSTAINABLE MOMENTUM
You’ve worked hard to get where you are. But you know that today’s fast-paced industries don’t rest on their laurels, and neither do you.

With Pro Folio, Kendall College of Art and Design, Ferris State University (KCAD) offers you a variety of courses on everything from AutoCAD® to e-commerce, all designed to keep you technically proficient, creatively flexible, and endlessly curious about the world around you.

Because the most important knowledge isn’t what you’ve already learned—it’s what you’ve yet to discover.

Brenda Sipe
Director of Continuing Studies
616.451.2787 x3012
### Professional Calendar - At a Glance

#### Graphic Design
- **Digital Painting** (p. 7) Mon, 6:30-9:30pm
- **Navigating Creative Suite** (p. 7) Mon, 6:30-9:30pm
- **Digital Pattern Making** (p. 7) TUES, 6:30-9:30pm
- **Intro to Adobe Photoshop** (p. 7) TUES, 6:30-9:30pm
- **Adobe InDesign** (p. 8) WED, 6:30-9:30pm
- **Digital Prepress: Problem Free Printing on Budget** (on time) WED, 6:30-9:30pm
- **Intro to Adobe Illustrator** (p. 9) THURS, 6:30-9:30pm
- **Using Adobe Photoshop extended class** (p. 9) THURS, 6:30-9:30pm
- **Color Correction by the Numbers** (p. 9) FRI & SAT, 9am-4pm
- **Print Production and Proofing** (p. 9) SAT, 9am-3:30pm

#### Studio Art
- **Successful Freelancing** (p. 16) TUES, 6:30-9:30pm
- **Color for Painters** (p. 16) WED, 6:30-9:30pm
- **Artist Workshop: Kelly Allen Unconventional Portraiture** (p. 21)
  - Encaustics Workshop (p. 16) SAT, 9am-4pm
  - Build Your Own Canvas (p. 17) SAT, 1-5pm
  - Harnessing Creative Thinking to Maximize Efficiency (p. 17) SAT, 1-5pm

#### Interior & Architecture
- **SketchUp** for Designers (p. 11) MON, 6:30-9:30pm
- **AutoCAD for Designers and Architects** (p. 11) TUES, 6:30-9:30pm
- **Digital Presentation and Communication** (p. 11) THURS, 6:30-9:30pm

#### Film & Video
- **Animation & Film for the Fine Arts** (p. 12) MON, 6:30-9:30pm
- **Video Production** (p. 12) TUES, 6:30-9:30pm

#### Photography
- **Photography in the Field** (p. 13) MON, 6:30-9:30pm
- **Digital Photography** (p. 13) TUES, 6:30-9:30pm
  - **Fine Art Photography** (p. 14) THURS, 8:30-9:30pm
  - **Advanced Digital Photography** (p. 15) FRI, 9am-12noon
  - **Portrait Photography** (p. 15) FRI, 9am-12noon

#### Jewelry Design
- **Enameling for Jewelers** (p. 15) TUES, 6:30-9:30pm
  - **Granulation** (p. 15) THURS, 6:30-9:30pm

#### Business
- **Big Branding on a Small Budget** (p. 20) TUES, 6:30-9:30pm
  - **Advanced Studies Certificate in Design and Innovation Management** (p. 20)
CLASS DATES

MONDAY CLASSES
Session I: May 12, 19, June 2, 9, 16, 23
Session II: July 7, 14, 21, 28, August 4, 11, 18

NO CLASSES MAY 26, MEMORIAL DAY

TUESDAY CLASSES
Session I: May 13, 20, 27, June 3, 10, 17, 24
Session II: July 8, 15, 22, 29, August 5, 12, 19

WEDNESDAY CLASSES
Session I: May 14, 21, 28, June 4, 11, 18, 25
Session II: July 9, 16, 23, 30, August 6, 13, 20

THURSDAY CLASSES
Session I: May 15, 22, 29, June 5, 12, 19, 26
Session II: July 10, 17, 24, 31, August 7, 14, 21

FRIDAY CLASSES
Session I: May 16, 23, 30, June 6, 13, 20, 27
Session II: July 11, 18, 25, August 1, 8, 15, 22

SATURDAY CLASSES
Session I: May 17, 31, June 7, 14, 21, 28
Session II: July 12, 19, 26, August 2, 9, 16

NO CLASSES MAY 24, MEMORIAL WEEKEND

SUNDAY CLASSES
Session II: July 13, 20, 27, August 3, 10, 17

COURSE LISTINGS - BY TYPE

CLASS DATES
Session I: May 12 - June 28, No classes May 24 or 26
Session II: July 7 - August 22

MONDAY CLASSES
Session I: May 12, 19, June 2, 9, 16, 23
Session II: July 7, 14, 21, 28, August 4, 11, 18

NO CLASSES MAY 26, MEMORIAL DAY

TUESDAY CLASSES
Session I: May 13, 20, 27, June 3, 10, 17, 24
Session II: July 8, 15, 22, 29, August 5, 12, 19

WEDNESDAY CLASSES
Session I: May 14, 21, 28, June 4, 11, 18, 25
Session II: July 9, 16, 23, 30, August 6, 13, 20

THURSDAY CLASSES
Session I: May 15, 22, 29, June 5, 12, 19, 26
Session II: July 10, 17, 24, 31, August 7, 14, 21

FRIDAY CLASSES
Session I: May 16, 23, 30, June 6, 13, 20, 27
Session II: July 11, 18, 25, August 1, 8, 15, 22

SATURDAY CLASSES
Session I: May 17, 31, June 7, 14, 21, 28
Session II: July 12, 19, 26, August 2, 9, 16

NO CLASSES MAY 24, MEMORIAL WEEKEND

SUNDAY CLASSES
Session II: July 13, 20, 27, August 3, 10, 17

GRAPHIC DESIGN

Monday classes
6:30 – 9:30 p.m.

NEW! DIGITAL PAINTING
Session I: 14 SK P425-A
May 12, 19, June 2, 9, 16, 23
No class May 26
Tuition: $215, lab fee: $10
Additional supplies may be required.

Session II: 14 SK P425-B
July 7, 14, 21, 28, August 4, 11, 18
Tuition: $215, lab fee: $10
Additional supplies may be required.

Use digital tablets, computers and software (Adobe Photoshop and Corel® Painter) to create images for illustration, design, and artistic expression.
Instructor: Michael Williams

Tuesday classes
6:30 – 9:30 p.m.

DIGITAL PATTERN MAKING
Session I: 14 SK P426A
May 13, 20, 27, June 3, 10, 17, 24
Tuition: $215, lab fee: $10
Additional supplies will be required.
Supply list will be provided.

Say goodbye to boring backgrounds and textures and learn how to take your digital designs to the next level. Incorporate Adobe Photoshop and Illustrator with some hands-on techniques to learn more effective and efficient ways to create digital patterns and incorporate them into your printed materials.
Instructor: Katherine Johnson

INTRODUCTION TO ADOBE® PHOTOSHOP®
Session I: 14 SK D402-A
May 13, 20, 27, June 3, 10, 17, 24
Tuition: $215, lab fee: $10
Additional supplies may be required.

Session II: 14 SK D402-B
July 8, 15, 22, 29, August 5, 12, 19
Tuition: $215, lab fee: $10
Additional supplies may be required.

Learn how to use Adobe Photoshop to edit and combine photos, create simple page layouts and more! This class will cover basic and advanced features of Photoshop.
Instructor: Tim Pospisil

More Graphic Design classes on next page
GRAPHIC DESIGN CONT’D

Wednesday classes
6:30 – 9:30 p.m.

ADOBE INDESIGN®
Session I: 14 SK D418-A
May 14, 21, 28, June 4, 11, 18, 25
Tuition: $215, lab fee: $10
Additional supplies may be required.

Session II: 14 SK D418-B
July 9, 16, 23, 30, August 6, 13, 20
Tuition: $215, lab fee: $10
Additional supplies may be required.

Adobe InDesign is used to create printed documents including brochures, newsletters, magazines, menus and more. Learn how to format text; develop layouts using columns, grids, and styles; add photos and graphics, prepare your files for print, and create PDFs.

Instructor: Katherine Johnson

NEW! DIGITAL PREPRESS: PROBLEM FREE PRINTING ON BUDGET (ON TIME)
Session I: 14 SK P423-A
May 14, 21, 28, June 4, 11, 18, 25
Tuition: $215, lab fee: $10
Additional supplies may be required.

Examine in detail the rules and best practices for preparing files to print properly. Learn what your responsibilities as a designer are, and how to check your files prior to sending them out. Topics covered will include: conventional offset printing for larger print runs, digital printing for smaller print runs, large format digital printing, what software to use, what color mode to use, rules for proper resolution, file formats, how to make a PDF file that is correct for the type of printing, what type of proof to request, how to request a quote, layered files, transparencies, and guidelines about fonts. This is a lecture based course with handouts provided.

Instructor: Gary Lepsch

Thursday classes
6:30 – 9:30 p.m.

INTRODUCTION TO ADOBE ILLUSTRATOR®
Session I: 14 SK D400-A
May 15, 22, 29, June 5, 12, 19, 26
Tuition: $215, lab fee: $10
Additional supplies may be required.

Session II: 14 SK D400-B
July 30, 7, 14, 21, August 7, 14, 21
Tuition: $215, lab fee: $10
Additional supplies may be required.

Adobe Illustrator is the premier vector program used by professional designers and illustrators today. Learn how to use Illustrator to create original logos, graphics, page layouts and illustrations.

Instructor: Shane Van Oosterhout

USING ADOBE PHOTOSHOP (EXTENDED 14 WEEK CLASS)
Session I: 14 SK P356-A
May 15, 22, 29, June 5, 12, 19, 26
July 30, 7, 14, 21, August 7, 14, 21
Tuition: $430, lab fee: $10
Additional supplies may be required.

Photoshop is a powerful tool that can be used to create and modify artwork. But there are so many possibilities that it can be intimidating to dive right in without guidance. This class will teach you the basics of Photoshop step by step. You will learn how to navigate the workspace, use the tools, alter and adjust photographs, and how to create your own artwork in Photoshop. Open to beginners and more advanced students.

Instructor: Gary Lepsch

Friday and Saturday classes
9:00 a.m. – 4 p.m.

NEW! COLOR CORRECTION BY THE NUMBERS
Session I: 14 SK P414-A
May 16 & 17/two day workshop
Tuition: $215, lab fee: $10
Additional supplies may be required.

Did you know that most of the images you see have color casts or exposure problems? Do you know how to evaluate and correct them? What you see on your monitor/screen is deceiving. The images are in RGB color mode (Red Green Blue light instead of printing inks or toner). This intensive workshop will provide a set of color values for neutral tones and skin tones that can be utilized to evaluate, adjust, and correct images using the Curves and Levels tools of Photoshop, LAB mode, Adobe Bridge®, and the camera raw. The course is composed of lectures, demonstrations, and guided practice using the principles demonstrated.

Instructor: Gary Lepsch

Saturday classes
9:00 a.m. – 3:30 p.m.

PRINT PRODUCTION AND PROOFING
Session II: 14 SK P422-B
June 14/one day workshop
Tuition: $80, Lab fee: $10
Additional supplies may be required.

Eliminate file glitches, color errors, and other common printing problems with this informative workshop. Learn how digital files are processed to a variety of print and digital products and discover techniques to ensure your designs are accurately reproduced.

Instructor: Katherine Johnson

ART CLASSES
MAKE GREAT GIFTS!
Gift certificates available online, or call 616.451.2787 x3012
### COURSE LISTINGS - BY TYPE

**INTERIOR & ARCHITECTURE**

<table>
<thead>
<tr>
<th>Day</th>
<th>Classes</th>
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<th>Lab Fee</th>
<th>Additional Supplies Required</th>
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<tbody>
<tr>
<td>Tuesday</td>
<td>Make Your Own Website</td>
<td>May 13, 20, 27, June 3, 10, 17, 24</td>
<td>$215</td>
<td>$10</td>
<td>Additional supplies may be required.</td>
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<tr>
<td></td>
<td>SketchUp™ for Designers</td>
<td>July 15, 22, 29, August 5, 12, 19</td>
<td>$215</td>
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**WEB DESIGN**

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<tr>
<td>Monday</td>
<td>Adobe Dreamweaver®</td>
<td>May 12, 19, June 2, 9, 16, 23</td>
<td>$215</td>
<td>$10</td>
<td>Additional supplies may be required.</td>
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<tr>
<td></td>
<td>Session I: 14 SK D409-A</td>
<td>No class May 26</td>
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<td>Session II: 14 SK D409-B</td>
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**NEW! DIGITAL PRESENTATION AND COMMUNICATION**

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<tr>
<td>Thursday</td>
<td>Digital Presentation and Communication</td>
<td>June 5, 12, 19, 26</td>
<td>$145</td>
<td>$10</td>
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You will be introduced to the basic features of the Adobe Dreamweaver web development application. You will learn about creating, organizing, and managing websites and how to create and edit web pages using Dreamweaver.

**Instructor:** Jody Poole

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**ADobe DREAMWEAVER®**

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<td>Session II: 14 SK D441-B</td>
<td>July 8, 15, 22, 29, August 5, 12, 19</td>
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Learn about the technologies and processes used to create a website from the ground up. Starting with Dreamweaver, you will be guided through creating a website to fit your own needs and how to embellish it with Flash®, JavaScript and more.

**Instructor:** Jean Hanks

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**SKETCHUP™ FOR DESIGNERS**

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Learn the basics of Google SketchUp as this software applies to architecture, interior, and furniture design. Learn techniques for interfacing with other programs like AutoCAD, Photoshop, and Google Earth™ to achieve presentation-ready documents.

**Instructor:** Jody Poole

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**MAKE YOUR OWN WEBSITE**

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Learn the fundamentals of AutoCAD including setting up a drawing, line types and weights, dimension, and text styles. You will follow industry standards in drawing plans, elevations, and sections efficiently. Learn to print your drawings in multiple ways using the view ports, paper space, model space and plot styles.

**Instructor:** George Nyeste

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**AUTOCAD® FOR DESIGNERS AND ARCHITECTS**

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Learn about the technologies and processes used to create a website from the ground up. Starting with Dreamweaver, you will be guided through creating a website to fit your own needs and how to embellish it with Flash®, JavaScript and more.

**Instructor:** Jody Poole

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**NEW! DIGITAL PRESENTATION AND COMMUNICATION**

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Refine your digital layout skills, primarily using Adobe Creative Suite, so that you can communicate effectively with your clients. Make mock presentations while exploring current business communication trends.

**Instructor:** Jody Poole
**FILM & VIDEO**

**Monday classes**
6:30 – 9:30 p.m.

**NEW! ANIMATION & FILM**
FOR THE FINE ARTS

Session II: 14 SK P380-B
July 7, 14, 21, 28, August 4, 11, 18
Tuition: $215, lab fee: $10
Additional supplies may be required.

Explore new possibilities in digital media and incorporate them into your work. You will use digital images of your own artwork as well as digitally produced images, animation, music, and film to express your unique art concept. You will produce an animated short or video utilizing digital media hardware and software in combination with your art for display on the internet. You will gain new avenues to display your work, new audiences, and new methods of expression that can combine many different art forms such as music, theater, dance, storytelling, animation, and video.

*Instructor: Taylor Overbey*

**Tuesday classes**
6:30 – 9:30 p.m.

**NEW! VIDEO PRODUCTION**

Session I: 14 SK P381-A
May 13, 20, 27, June 3, 10, 17, 24
Tuition: $215, lab fee: $10
Additional supplies may be required.

Session II: 14 SK P381-B
July 8, 15, 22, 29, August 5, 12, 19
Tuition: $215, lab fee: $10
Additional supplies may be required.

Designed for video producers who want to “up the game,” you will be adding polish to all productions from simple videos to epic films. Pre-production, production, and post-production techniques and best practices will be explored. Editing will be done on lab computers using Movie* or Final Cut Pro*. Other non-linear editing applications will also be explored. Students must have previous video production experience and a video (capable) camera.

*Instructor: Rob Burdick*

**PHOTOGRAPHY**

**Monday classes**
6:30 – 9:30 p.m.

**PHOTOGRAPHY IN THE FIELD**

Session I: 14 SK D535-A
May 12, 19, June 2, 9, 16, 23
No class May 26
Tuition: $215, lab fee: $10
Additional supplies may be required.

Session II: 14 SK D535-B
July 7, 14, 21, 28, August 4, 11, 18
Tuition: $215, lab fee: $10
Additional supplies may be required.

Learn the basics of digital photography while gaining hands-on experience with your personal camera. Meet at various locations to practice using the camera in different environments. Camera functions such as shutter speed, aperture, white balance, and ISO will be covered. Bring a digital camera with changeable lens to each class.

*Instructor: Ashlee Lambart*

**Tuesday classes**
6:30 – 9:30 p.m.

**DIGITAL PHOTOGRAPHY**

Session I: 14 SK D528-A
May 13, 20, 27, June 3, 10, 17, 24
Tuition: $215, lab fee: $10
Additional supplies may be required.

Session II: 14 SK D528-B
July 8, 15, 22, 29, August 5, 12, 19
Tuition: $215, lab fee: $10
Additional supplies may be required.

Ready to move past auto mode and explore your camera’s program, manual, and priority capabilities? Produce creative photographs by controlling light, speed, and depth-of-field. Color management, digital workflow, and image enhancement methods will lead to higher quality prints. You should be able to shoot photos in auto mode and transfer to the computer. Your digital camera must have aperture priority, shutter priority, and manual shooting modes.

*Instructors: Dianne Carroll Burdick*

More Photography classes on next page
PHOTOGRAPHY CONT’D

Wednesday classes
6:30 – 9:30 p.m.

NEW! FINE ART PHOTOGRAPHY

Session I: 14 SK D533-A
May 14, 21, 28, June 4, 11, 18, 25
Tuition: $215, lab fee: $10
Additional supplies may be required.

Session II: 14 SK D533-B
July 9, 16, 23, 30, August 6, 13, 20
Tuition: $215, lab fee: $10
Additional supplies may be required.

For advanced photographers who want to take the next step. Go beyond camera controls and the pedestrian’s point-of-view. You will discover new ways of seeing and framing photos, learn about different papers on which to print, and explore layers to create new juxtapositions with your images.

Instructor: Dianne Carroll Burdick

Thursday classes
6:30 – 9:30 p.m.

DIGITAL PHOTOGRAPHY

Session I: 14 SK D528-C
May 15, 22, 29, June 5, 12, 19, 26
Tuition: $215, lab fee: $10
Additional supplies may be required.

Session II: 14 SK D528-D
July 10, 17, 24, 31, August 7, 14, 21
Tuition: $215, lab fee: $10
Additional supplies may be required.

Ready to move past auto mode and explore your camera’s program, manual, and priority capabilities? Produce creative photographs by controlling light, speed, and depth-of-field. Color management, digital workflow and image enhancement methods will lead to higher quality prints. You should be able to shoot photos in auto mode and transfer to the computer. Your digital camera must have aperture priority, shutter priority, and manual shooting modes.

Instructor: Eleanor Gatewood

Friday classes
9:00 a.m. – 12 noon

NEW! ADVANCED DIGITAL PHOTOGRAPHY

Session I: 14 SK P520-A
May 16, 23, 30, June 6, 13, 20, 27
Tuition: $215, lab fee: $10
Additional supplies may be required.

Now that you know how to use your camera, what can you do next? Advance your skills by working with lighting techniques, creating a portfolio, and creating your own style of photography. Open to students who have completed a basic digital photography course or have a basic working knowledge of their camera.

Instructor: Ashlee Lambart

NEW! PORTRAIT PHOTOGRAPHY

Session II: 14 SK P521-B
July 11, 18, 25, August 1, 8, 15, 22
Tuition: $215, lab fee: $10
Additional supplies may be required.

You will learn better ways to photograph people and pets by using your camera tools, photographic rules, and practice sessions in class and out of class to improve the quality of your photographs. Composition, portrait examples, camera functions, lighting and flash, indoor and outdoor, and backgrounds will be explored.

Instructor: Dianne Carroll Burdick

Thursday classes
6:30 – 9:30 p.m.

NEW GRANULATION

Session I: 14 SK P610-A
May 15, 22, 29, June 5, 12, 19, 26
Tuition: $215, supply fee: $50
Supplies will be provided.

Granulation in jewelry is a unique jewelry making technique used by the ancient Egyptians and refined by the Etruscans around 600 BC. It can be defined simply as the bonding of very small spheres or granules of metal to another metal surface in a pattern without the use of solder. These spheres can be placed singly, in small clusters, or cover a large area. Explore this ancient jewelry making technique and create a small jewelry charm or small sculptural piece in silver.

Instructor: Dorothy Dorney
**STUDIO ART**

### Tuesday classes
6:30 – 9:30 p.m.

**SUCCESSFUL FREELANCING**

**Session I: 14 SK P100-A**
May 13, 20, 27, June 3, 10, 17, 24
Tuition: $215, lab fee: $10
Additional supplies may be required.

**Session II: 14 SK P100-B**
July 8, 15, 22, August 5, 12, 19
Tuition: $215, lab fee: $10
Additional supplies may be required.

Learn how to make a living being a self-employed artist. Learn the basics of freelancing that you didn’t learn in school, like how to find clients, how much to charge, presenting an effective portfolio, contracts, networking, invoicing, and staying busy.

_Instructor: Michael Williams_

### Wednesday classes
6:30 – 9:30 p.m.

**COLOR FOR PAINTERS**

**Session I: 14 SK D203-A**
May 14, 21, 28, June 4, 11, 18, 25
Tuition: $215, supplies additional
Supply list will be provided.

**Session II: 14 SK D203-B**
July 9, 16, 23, 30, August 6, 13, 20
Tuition: $215, supplies additional
Supply list will be provided.

Learn what color can do for your paintings. Explore color theory in oil, acrylic, or gouache. By systematically studying the effects of using color in various combinations, and recording your results, you will learn to fully control mood and effect through color.

_Instructor: Miranda Graham_

### Saturday classes
9:00 a.m. – 4:00 p.m.

**ENCAUSTICS WORKSHOP**

**Session I: 14 SK P214-A**
June 21
Tuition: $85, supply fee: $35
Supplies will be provided.

Revisit an old technique of mixing oil paint with wax to achieve contemporary layered surfaces. Complete several small encaustic paintings in this intensive day-long workshop.

_Instructor: Elizabeth Hubler-Torrey_

### Saturday classes
1:00 – 5:00 p.m.

**NEW! BUILD YOUR OWN CANVAS**

**Session II: 14 SK P202-B**
July 9/one day only
Tuition: $59, supplies additional
Supply list will be provided.

Learn to make your own high quality canvases by building solid stretcher bars and covering with cotton canvas. With the use of simple woodworking tools, lumber, and canvas, you can create canvases that far surpass the expensive, lesser options available at stores.

_Instructor: Kelly Allen_

**NEW! HARNESSING CREATIVE THINKING TO MAXIMIZE EFFICIENCY**

**Session I: 14 SK P103-A**
June 14, 21, 28/3 day workshop
$180, supplies additional
Supply list will be provided.

Gain skills that will allow you to explore and fully develop your creative ideas. In mastering these planning skills, it is possible to refine concepts in a way that will make the most efficient use of time, improve your compositional skills, reduce time spent revising errors, and push ideas in directions you never realized were within your grasp. Leave this course with a fully realized “road map” that can be used to either set up a photo shoot for reference images or sketches that can be transferred to your work surface. Skills taught apply to artists in all mediums.

_Instructor: Lisa Ambrose_
EDUCATION

Monday classes
6:30 – 9:30 p.m.

PAINTING WITH OILS
Session I: 14 SK D204-A
May 12, 19, June 2, 9, 16, 23
No class May 26
Tuition: $215, supplies additional
SCECHs: 19, fee: $20
Supply list will be provided.
Session II: 14 SK D204-B
July 7, 14, 21, 28, August 4, 11, 18
Tuition: $215, supplies additional
SCECHs: 19, fee: $20
Supply list will be provided.

Explore the medium of oil using still life and photo reference to develop paintings from sketchbook studies. Learn how to enhance your compositions with an understanding of the principles of design and color. This course has the flexibility for both the beginner and more advanced painter.
Instructor: Megan Kellner

Monday – Wednesday classes
9:00 a.m. – 3:30 p.m.

NEW! JEWELRY & METAL ARTS FOR THE SECONDARY CLASSROOM
Session I: 14 SK P702-A
June 16, 17, 18
Tuition: $200, supply fee: $50
SCECHs: 16, fee: $20
Supplies will be provided.

Gain a “how to” instruction guide for secondary teachers interested in enriching, adding to, or refreshing curriculum for an existing program. You will investigate a variety of cold-connection metal working techniques through a hands-on forum, working with wire, sheet metal, and natural and manufactured objects. Through a user friendly teacher’s approach you will create small sculpture or jewelry pieces in copper and brass. In addition, you will be exposed to a variety of teaching methods that will be helpful with implementing a “start-up” jewelry and metals program suitable for grade levels 8-12. Discussion will revolve around setting up studio space, safety, supply lists, lesson planning and cross-curricular core connections.
Instructor: Dorothy Dorney

Monday – Thursday classes
9:00 a.m. – 4:00 p.m.

DESIGN THINKING IN THE HIGH SCHOOL ART ROOM
Session II: 14 SK P701-B
August 4, 5, 6, 7
Tuition: $280, supplies additional
SCECHS: 24, fee: $20
Supply list will be provided.

This hands-on workshop will cover design-related concepts, drawing topics, techniques, and support skills. Lesson ideas apply to all high school students and align with state standards and 21st century skills. Explore concepts in design thinking, creative process, and the development of multiple solutions used by professionals. Practice drawing techniques to better communicate your ideas.
Instructor: Kristen Morrison

Tuesday – Thursday classes
10:00 a.m. – 3:00 p.m.

NEW! TEACHING ART IN THE 21ST CENTURY
Session II: 14 SK P700-B
July 15, 16, 17
Tuition: $150, supplies additional
SCECHs: 12, fee: $20
Supply list will be provided.

This course introduces you to contemporary ways to teach art in a very intentional and thought provoking manner, utilizing the latest brain research. You will explore curriculum, topics, studio techniques, and lesson ideas that apply to K-12 students in this interactive workshop. Curriculum topics begin with the latest brain research, discussing what every educator needs to know in regards to how the brain learns, engages, and ages. We will investigate how it processes compassion, creativity, and multi-sensory stimuli. You will be able to apply this research directly to your own classroom curriculum, making it better suited for the 21st century. This course fosters a curriculum design that easily aligns Visual Art state standards and integrated standards, while considering 21st century skills and universal design. Finally, you will create lesson plans that apply to your current classroom placement, either elementary, middle school, or high school.
Instructor: Donna St. John

These classes have been approved for State Continuing Education Clock Hours.

EDUCATION

These classes have been approved for State Continuing Education Clock Hours.

COURSE LISTINGS - BY TYPE

Class Dates
Session I: May 12 - June 28, No classes May 24 or 26
Session II: July 7 - August 22
ADVANCED STUDIES CERTIFICATE IN DESIGN & INNOVATION MANAGEMENT

The fact is, design is revolutionizing business. That’s why KCAD created the MBA Certificate in Design and Innovation Management. It exposes business people to the process of design thinking and teaches designers how to talk business.

Our goal: advancing business through innovation. It’s about using design as a business tool. We’re equipping leaders to take a new approach, promoting design as a change agent for business. Sound interesting? It’s time to take a seat at the table. Get more information at: kcad.edu/mba or call 616.451.2787, ext. 1237.

STUDIO ARTIST WORKSHOP - June 13-15

NEW! KELLY ALLEN UNCONVENTIONAL PORTRAITURE

Learn how to convey the essence of yourself through various approaches to the self-portrait. From understanding the basic proportions of the human head and features to noticing one’s own deviations from the standard model, this course teaches you the rules, as well as how to break them. Using techniques such as blind contour, torn paper collage, and traditional techniques, you will be equipped with the knowledge to create realistic as well expressive, abstracted self-portraits.

Instructor: Kelly Allen, M.F.A. in Drawing. KCAD, also attended the Memphis College of Art and various artist residencies, including Ox-Bow. Her paintings and drawings have been exhibited in galleries and museums in London, New York, Los Angeles, San Francisco, Chicago, and beyond. She is currently represented at Stolen Space Gallery in London, LaFontsee Galleries in Michigan, and Capra Gallery in Santa Monica, CA.

BUSINESS

Tuesday classes
6:30 – 9:30 p.m.

BIG BRANDING ON A SMALL BUDGET

Session II: 14 SK P105-B
July 8, 15, 22, 29, August 5, 12, 19
Tuition: $215, lab fee: $10
Additional supplies may be required.

In an age where every small business has a website or Facebook page, it takes a little extra creativity and skill to make your business stand out from the rest. You don’t need a big budget to market effectively. Learn how to create a successful online marketing campaign with little or no budget, and get expert tips and tricks to increase traffic to your website or business page. This class will cover creating a personal brand, inexpensive options for building your website, ways to utilize social media, and more!

Instructor: Katherine Johnson

Customized Workplace Training
We develop customized classes for your business in areas like Design, Design Thinking, Computers, Business Innovation, and much more. Call our office, 616.451.2787 x1139 for more information.
INSTRUCTOR BIOS

KCAD Continuing Studies Instructors have the artistic knowledge and real-world experience to give their students an experience that will change the way they think about their own creative potential. Classes are always kept small so that each student gets the individual attention and respect they deserve.

KELLY ALLEN, M.F.A. in Drawing, KCAD, also attended the Memphis College of Art and various artist residencies, including Ox-Bow. Her paintings and drawings have been exhibited in galleries and museums in London, New York, Los Angeles, San Francisco, Chicago, and beyond. She is currently represented at Stolen Space Gallery in London, LaFontsee Galleries in Michigan, and Capro Gallery in Santa Monica, CA.

LISA AMBROSE, B.F.A. in Illustration, Kendall College of Art and Design, is currently pursuing her M.F.A. She has shown her work and won numerous awards at exhibitions nationwide.

ROB BURDICK, a seasoned IT professional who has been on the cutting edge of almost every advance in computing. As a network administrator, he is trained in the best practices of computer science in all environments (Windows, Linux 0 05 XT). As the principal of Burdick Consulting, he provides services to clients in all aspects of digital media and production. He teaches Graphic Design, and Video Production and Motion Graphics at Grand Rapids Community College, and Grand Valley State University.

DIANNE CARROLL BURDICK, B.F.A., Western Michigan University, has been a photographer for many publications, and maintains her own studio. She has participated in local and national exhibitions and has been the recipient of numerous awards.

DOROTHY DORNEY, B.F.A., in Advertising Design, Marywood University, also holds degrees in art education and jewelry design. She has years of teaching experience in public schools, is proficient with communication software tools and technology, and is a world traveler.

SEAN GARDNER is a freelance graphic designer and web design student at Grand Rapids Community College.

ELEANOR GATEWOOD, M.F.A. in Photography, Kendall College of Art and Design, is an adjunct instructor at Kendall. She was an Excellence Award Winner in the 2013 National Juried Portrait Exhibition in Chicago, has exhibited and been published regionally, and has been a guest speaker for numerous art events.

JEAN HANKS has been a web designer and developer for more than ten years. She was a web architect for C2 Media and web content manager for Fusionary Media. She is currently self-employed and pursuing degrees in both web development and marketing at Davenport University.

ELIZABETH HURLICA TORRES, B.F.A. Painting with minor in Interactive Design from Kendall College of Art & Design, is a freelance graphic designer and current graduate student at KCAD. Elizabeth has been included in various competitions and exhibitions including Art in Science Exhibition where she was awarded 3rd place from the Arts and Industry Council of Battle Creek.

KATHERINE JOHNSON, M.F.A. in Painting, Kendall College of Art and Design, B.S. in Graphic Design and Illustration, Indiana Wesleyan University, has worked in graphic design and program development. She has been an artist in residence, and adjunct instructor at the college level.

DOROTHY KANE, B.A.E., Wayne State University; B.S., Jewelry & Metalsmithing, Western Michigan University, is a studio artist with more than thirty years art education experience.

MEGAN KELLNER, M.F.A. in painting, Kendall College of Art and Design, has taught at the college level, exhibited locally [to include the Grand Rapids Mayor’s office], and won the 2009 Institute for American Universities Purchase Prize at the Marchutz School of Art in Aix-en-Provence, France.

ASHLEE LAMBART, M.F.A. in Photography, Kendall College of Art and Design, is a freelance photographer and frequent instructor in the Continuing Studies program.

GARY LEPCH, B.F.A., KCAD, has over 35 years’ experience in graphic design. He has been an art director for three national companies, operated his own design studio, and currently is senior graphic designer of Calvin College. Gary has also been an adjunct instructor of KCAD for the past 17 years. His passion for color-correct images in print led to researching the techniques used by the professional print shops, and has led him to expertise in that area.

KRISTEN MORRISON, M.A.T., Rhode Island School of Design, and B.F.A. in Illustration, Pratt Institute, has 15 years experience as an illustrator and teaches Design Drawing at KCAD. She has presented this topic to educators of State and National conferences.

GEORGE NYEST, has worked 15+ years as a product design and development engineer, most of it in furniture and automotive manufacturing.

TAYLOR OVERBEY, B.F.A., in Digital Media, Kendall College of Art and Design, studied painting at the Cleveland Institute of Art, as well as Cartooning at the Joe Kubert School of Cartoon and Graphic Art, and Digital Media at Vista College in Berkeley. He has been an adjunct instructor of ITT Technical Institute and KCAD and is currently pursuing his M.F.A. in painting from KCAD.

JODY POOLE, B.F.A., KCAD, is an interior designer for Culter Workplace Interiors, and teaches Professional courses for KCAD Continuing Studies.

TIM POSPISIL, B.F.A. in Illustration, Kendall College of Art and Design, was the Studio Excellence Award Winner for Illustration in 2004. He is employed as a graphic artist and illustrator, and designs screen print and embroidery for apparel in the resort and retail industry.

DONNA ST. JOHN, M.A., Western Michigan University, is a professor at KCAD. She has taught in the K-12 setting for 27 years and has been awarded Teacher of the Year from two separate districts, receiving Most Inspirational Teacher 8 times. She is currently working on her M.F.A., and is Group Facilitator for Hope College’s Brain Institute. Through this institute she has developed her understanding of neurology and intentional curriculum design. She provides professional development throughout the Midwest.

SHANE VANOOSTERHOUT, B.F.A., Graphic Design, University of Michigan, teaches Digital Media at Kendall and is author of “The Passionate Gardner” blog.

MICHAEL WILLIAMS, B.F.A. with a minor in Graphic Design, Kendall College of Art and Design, is a book designer and adjunct instructor in Kendall’s Digital Media department. His illustrations have been published in national magazines, exhibited at the Society of Illustrator’s in New York, and he was a finalist in the Society of Illustrators Los Angeles #39 Competition.

JOEY POOLE, B.F.A., KCAD, is an interior designer for Culter Workplace Interiors, and teaches Professional courses for KCAD Continuing Studies.
HOW TO REGISTER, AND POLICIES

Enrollment is on a first-come, first-served basis. To register, complete the attached registration form(s), p. 26, with check or money order and mail to Kendall Continuing Studies, 17 Fountain St. NW, Grand Rapids, MI 49503, or register online at www.kcad.edu/youth-and-adults. You can also call, 616.451.2787, x3012. VISA, MasterCard and Discover credit or debit cards are accepted online and by telephone. If you need assistance with online registration, call 616.451.2787, x3012. Registration is not valid unless accompanied by payment.

Receipts. When registering online you will receive an electronic confirmation of your registration. All others will receive a receipt via mail. Information regarding class outlines and supply lists (if applicable) will be provided with your confirmation of registration.

Cash and Checks. Appropriate fees will be charged for checks which are returned unpaid due to insufficient funds. Please be aware when paying by cash or check, that if your class is cancelled you will need to complete additional paperwork in order to be reimbursed. Please allow up to five weeks processing time for refunds of payments made by check.

Class Cancellation. We reserve the right to cancel classes due to insufficient enrollment, with a full refund. If you registered as part of a group and one person’s class is canceled, registrations for classes that have not been canceled will not be refunded. Tuition paid online with debit or credit card will be credited back to your card. Please allow up to two weeks processing time for refunds. Tuition paid by check will require you to fill out additional paperwork before obtaining a refund. Please allow up to five weeks processing time for refunds of payments made by cash or check.

Withdrawal from Class. There will be a full refund of tuition and fees for withdrawal requests submitted prior to the final registration deadline. There will be a partial (50%) refund of tuition and fees for withdrawal requests submitted after the final registration deadline and up to 24 hours before the class begins. A 50% fee will be charged for course transfers after the final registration deadline. No course transfers will be permitted on or after the day of the first class. Please allow up to two weeks processing time for refunds of payments made by cash or check.

Late Registration and Withdrawal. Our standard withdrawal/refund policies apply to those students who register after the registration deadline.

Inclement Weather or Building Closure. In the event that classes are canceled due to weather, an announcement will be made on local television stations.

Early Registration Tuition Discount. Individuals who register early for Continuing Studies classes are eligible for a 10% Early Registration Tuition Discount (supply and lab fees are not included). This discount will appear automatically when registering online. The early registration deadline for Summer 2014 is April 21, 2014.

Supplies. Supplies for classes are not included in the cost of the class, unless indicated by a supply fee. Photography and computer classes include a lab fee, but additional supplies may be required as well. Class outlines and supply lists (if applicable) can be found at kcad.edu/youth-and-adults/class-outlines.

Location. Students will be notified in advance by email of their room and building location. Signage will also be prominently displayed in the entrance of both buildings.

Special Needs. Please make sure staff and the instructor are notified about any special needs or concerns. We will try to accommodate them.

Parking. On-street parking is free after 6:00 p.m. Monday through Friday, and all day Saturday and Sunday. Parking is also available in the city ramp one block west of KCAD.

Photographs. As a condition of enrollment, students and/or parents of minor students consent to the following usage rights, for purposes which may include, but are not limited to: display, educational assessment, accreditation, archiving, and publicity/promotions for the college. The college reserves the right to edit materials as needed for best use in context without specific written permission.

1. Use of any works produced by students while attending Kendall College of Art and Design, Ferris State University (KCAD).
2. Use of photographs, video, audio, or other recordings of any artworks, designs, or other coursework produced while a student at KCAD.
3. Use of photographic, video, audio, written or other recordings/documentation in college or KCAD sponsored/affiliated classes or activities, on or off campus while a student at KCAD.

Usage may be in any medium. Materials may be used without further notification, compensation or credit, though whenever possible, credit will be included for students enrolled in a KCAD degree program. Materials produced by or for KCAD are the sole property of KCAD.

All other copy and reproduction rights to original artwork, designs or coursework remain the sole property of the student.
**REGISTRATION FORM - SIGN UP TODAY!**

Early Registration Deadline: April 21
- Applying for Early Registration (10% discount)

Registration Deadlines:
- Session I: May 5
- Session II: June 30

**STUDENT'S NAME:**
**EMPLOYER SCHOOL DISTRICT FOR SCECHS:**

**BUSINESS NAME:**
**BUSINESS ADDRESS:**

**DAY PHONE:**
**CELL PHONE:**

**EVENING PHONE:**
**EMAIL:**

**STREET OR PO BOX:**

**CITY:**
**STATE:**
**ZIP:**

**COURSE TITLE:**
**COURSE #:**
- Applying For SCECHS

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**COURSE #:**

**METHOD OF PAYMENT:**
- VISA
- MASTERCARD
- DISCOVER
- CHECK

**ACCOUNT #:**
**EXPIRATION DATE:**

**TUITION #:**
**SUPPLY/LAB FEE:**
**TOTAL:**

Checks should be made payable to KCAD Continuing Studies of Ferris State University and mailed to 17 Fountain St., NW Grand Rapids, MI 49503. Refund Policy — 50% for class withdrawals after the final registration deadline, no refunds 24 hours before the class

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**PARKING**

From U.S. 131 follow Pearl St. to the east. The Woodbridge N. Ferris Building entrance is at 17 Pearl St. NW. 17 Fountain Building entrance is at 17 Fountain St. NW. On-street parking is free after 6:00 p.m. Monday through Friday, and all day Saturday. Parking in the lot directly behind the 17 Fountain Building, adjacent to Pearl St., is prohibited. Violators will be ticketed.