MEASURED SUCCESS

SUMMER
Pro Folio
Professional Development for Designers, Studio Artists, Educators, and Businesses
By now, you’ve probably figured out that success is not an exact science. The professional world is a laboratory where ideas, processes, and practices are constantly being tweaked and tested. To stay competitive, you need to be ready and willing to explore new ways of thinking, seeing, and working.

That’s why the professional course offerings from the Continuing Studies program at Kendall College of Art and Design of Ferris State University (KCAD) are designed to give you the opportunity to experiment with creative tools and processes that will help you build on your existing talents. You’ll develop a dynamic and forward-thinking professional skill set that will give you the freedom and flexibility to take your career to the next level.

Discover the versatile power of digital audio production in our new Digital Sound Design Studio course, learn to examine interior and exterior spaces through the lens of history in our new Drawing on History in Grand Rapids course, or understand what drives successful artistic practice through our new Inside the Gallery: Studio Experience course.

It’s time to take charge of your success – enroll today!

Brenda Sipe
Director of Continuing Studies

Sierra Casanova
Continuing Studies Coordinator

616.451.2787 x3012
## Professional Calendar - At a Glance

### Business
- Custom Workplace Training (p. 7)  
  See p.7
- Custom Corporate Events (p. 8)  
  See p.8

### Design (Brand Development)
- Creating Your Brand Identity Package (p. 9)  
  WED, 6:30-9:30pm

### Marketing
- Building Your Audience with Social Media (p. 10)  
  FRI or SAT, 9am-3:30pm

### Graphic Design
- Intro to Adobe Photoshop® (p. 10)  
  MON, 6:30-9:30pm
- Intro to Adobe Illustrator® (p. 11)  
  TUES, 6:30-9:30pm
- Adobe InDesign (p. 11)  
  WED, 6:30-9:30pm

### Sound Design
- Digital Sound Design Studio (p. 11)  
  WED, 6:30-9:30pm

### Video & Animation
- Adobe After Effects (p. 12)  
  TUES, 6:30-9:30pm
- 3D Max Basics (p. 12)  
  WED, 6:30-9:30pm

### Web Design
- Web Coding for Designers- HTML and CSS (p. 13)  
  MON, 6:30-9:30pm

### Interior Design & Architecture
- BIM Drafting: Revit for Designers & Architects (p. 14)  
  TUES, 6:30-9:30pm
- AutoCAD® Basics (p. 14)  
  WED, 6:30-9:30pm
- SketchUp™ for Designers (p. 14)  
  THURS, 6:30-9:30pm

### Photography
- Photo Walks with Dianne Carroll Burdick (p. 15)  
  WED, 6:30-9:30pm

### Education (Approved for State Clock Hours)
- Drawing on History in Grand Rapids (p. 16)  
  WED, 6:30-9:30pm
- Illustrative Watercolor (p. 16)  
  TUES, 6:30-9:30pm

### Studio Art
- Encaustics Then & Now (p. 17)  
  SAT, 9am-4pm
- Inside the Gallery: Studio Experience (p. 17)  
  TUES, 6:30-9:30pm
- Saturday Jewelry Studio (p. 18)  
  SAT, 9am-12 noon
- Vernon Wiering: Bookmaking Intensive: Structures & Processes (p. 19)  
  FRI & SAT, 9am-3:30pm
WORKSHOPS/SHORT COURSES
Building Your Audience with Social Media (p. 10) FRI or SAT, 9am-3:30pm
Encaustics Then & Now (p. 17) SAT, 9am-4pm

HOW TO REGISTER & POLICIES
(p. 22, 23)

REGISTRATION FORMS
(p. 24, 25)

PARKING (Inside Back Cover)

ART CLASSES
MAKE GREAT GIFTS!
Gift certificates available online, or call 616.451.2787 x3012

Quick Facts
Session I
Registration Deadline: May 9
Session II
Registration Deadline: July 5
Early Registration (10% discount):
April 15

Class Dates
Session I:
May 14-July 1
No Classes May 30, Memorial Day
Session II:
July 11-August 26
No Classes May 30, Memorial Day

Registration
- www.kcad.edu/continuing-studies, or
- Call 616.451.2787 x3012, or
- Mail your registration forms (p. 24, 25) along with check or money order to:
KCAD Continuing Studies, 17 Fountain St. NW, Grand Rapids, MI 49503.

Registration is not valid without payment. Visa, MasterCard and Discover debit or credit cards are accepted online. A confirmation of registration will be sent automatically when you register online, or mailed electronically two business days after receipt of payment by phone or mail. Supply information, if applicable, can be found at:
kcad.edu/continuing-studies/class-outlines.

For assistance with online registration, call 616.451.2787 x3012.

Individuals with disabilities who require special accommodations to participate should contact the KCAD Continuing Studies office at 616.451.2787 x3012 at least 72 hours in advance.

Like us on Facebook
For program updates and special events at www.facebook.com/KCADCONTINUINGSTUDIES
CLASS DATES

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

NO CLASS MAY 30

TUESDAY CLASSES
Session I: May 17, 24, 31, June 7, 14, 21, 28
Session II: July 12, 19, 26, August 2, 9, 16, 23

WEDNESDAY CLASSES
Session I: May 18, 25, June 1, 8, 15, 22, 29
Session II: July 13, 20, 27, August 3, 10, 17, 24

THURSDAY CLASSES
Session I: May 19, 26, June 2, 9, 16, 23, 30
Session II: July 14, 21, 28, August 4, 11, 18, 25

FRIDAY CLASSES
Session I: May 20, 27, June 3, 10, 17, 24, July 1
Session II: July 15, 22, 29, August 5, 12, 19, 26

SATURDAY WORKSHOPS
Session I: May 14, 21, June 11, 18, 25
BUSINESS

Custom Workplace Training

We develop custom courses for your business in areas like Design, Design Thinking, Computers, Brand Development, and much more. Call 616.451.2787, x1139 for pricing and scheduling.

“GOOD DESIGN IS GOOD BUSINESS”

This course will provide an overview of the meaning of the Thomas J. Watson quote: “Good design is good business.” Learn about the definition of design as it exists in business today, and how a company can utilize it to achieve measurable business goals. How can you integrate all facets of good design as a company may see them, in order to gain cumulative benefits?

COLLABORATION & CREATIVITY

Beyond the buzzword, what is the potential, and the pitfalls of collaboration? What does it mean creatively? How do you prepare people to collaborate effectively? How can an entire company build a truly collaborative culture across the organization?

COMMUNICATION AUDITS

How can your in-house department periodically assess its output, what are the metrics that matter, what analysis processes work best, and how do you present these findings with clarity and credibility to the rest of the organization?

LEVERAGING YOUR BRAND

Your company has a brand, whether you acknowledge it or not. What is the role of your design team, in-house or out, in stewarding your brand? How does your design department engage all the stakeholders influencing the brand, and keep that dialogue productive? Is your brand position clear for all audiences, what does it mean to stay on message, and how do new products or services get added while maintaining a strong brand?

THE BRAND DEVELOPMENT PROCESS

This course will survey the most commonly used steps to create, build, migrate, and/or revitalize your brand. Understanding the types of brand architecture and strategies, will aid your design team in stewarding your brand successfully. You will learn how to utilize branding as a simple framework in addressing marketing communication issues.

BUILDING VENDOR PARTNERSHIPS

Your company, whether it has an internal capability or uses external creative resources needs to make sure vendor relationships are as effective, efficient, and accountable as possible. This means understanding the processes and outcomes involved, clarifying roles, agreeing to metrics to be used, and seeing that real value exists for all parties concerned.

More classes on next page
BUSINESS CONT’D

NEW! Custom Corporate Events
Let KCAD Continuing Studies make your next corporate event an unforgettable experience. Our expert facilitators can help you build more unified internal teams, develop innovative strategies, and instill a positive collaborative culture in your workplace. Call 616.451.2787 x1139 for pricing and scheduling.

ART OF THE DOODLE
Doodling is transforming the way people work and play. In this lively, interactive workshop, participants will discover how anyone can use pens, paper, color and simple forms for enhanced workplace collaboration, creative self-expression and stress-reducing meditation. From the range of popular uses, workshop facilitators will weave together stories, games and hands-on exploration to present a variety of opportunities and techniques. Participants will learn to doodle fun faces, make word art, create free-form samplers, and more. Each participant will receive their own doodling ideas starter booklet, and will capture experiments and favorite techniques throughout the workshop, creating a personalized take-home guide. No experience or “talent” necessary, the Art of the Doodle is a fun and easy way to apply the power of creativity - any time, any place.
Facilitators: Laurie Cirivello & Nora Faber

ONE WAY TO PAINT A HOUSE
Pair up with another individual and remember the house you grew up in, describing it to the other person. Then draw the floor plan of the house as you remember it. This drawing is a sketch and can be corrected as details are remembered through conversation. After a quick demo about watercolor washes, you will fill in the page with abstract watercolor over the sharpie drawing. This process could be repeated with another partner and your current house, or you can then have the opportunity to draw or paint what the house looked like from the outside, or a specific memory that you had there.
Facilitator: Eliza Fernand

PAPER PATTERN QUILT
Following a brief presentation about textile prints- showing examples from different cultures and eras, you will design patterns to fill triangular sheets of poster board. You may choose a pattern you enjoy, invent your signature pattern, or go wild trying things out. You will then cut triangles into smaller triangles, and trade pieces with other people- this trading process should go on for a while so people can mingle. Arrange the triangles into your own design, and glue them down to complete your paper quilt.
Facilitator: Eliza Fernand
DESIGN

Brand Development

Wednesday classes
6:30 – 9:30 p.m.

NEW! CREATING YOUR BRAND IDENTITY PACKAGE

Create a logo and brand identity to meet your personal or business needs to be used for business cards, stationery, or even signage. Brainstorm a concept to creating the appropriate image, and produce it using Adobe software. Learn typography basics for title and other text. Create a print-ready business card, stationery, and more.

Instructor: Kimberly Twiest

P43016SKA-Wednesdays, 6:30–9:30 p.m., May 18, 25, June 1, 8, 15, 22, 29

$249, bring your own camera, any type, and flash drive

More classes on next page
# COURSE LISTINGS - BY TYPE

## Class Dates

**Session I:** May 14–July 1

**Session II:** July 11–August 26 / No Classes May 30, Memorial Day

## MARKETING

### Friday or Saturday classes

9:00 a.m. – 3:30 p.m.

### NEW! BUILDING YOUR AUDIENCE WITH SOCIAL MEDIA

Engage your audience by learning from professionals how to market your creative hobby, art work, or business utilizing the appropriate social media platform. You will gain hands-on experience with digital forms of engagement, and will learn how to use social media tools, including Facebook, Twitter, and Pinterest. Additionally, you will see how creating and maintaining digital content drives traffic, how to develop and implement a social media strategy for PR and self-promotion, and how to capture and broadcast compelling content online with a minimal budget.

*Instructor: Amanda Schaub, Shane Van Oosterhout*

D71916SKA-Saturday, 9:00 a.m.–3:30p.m.

May 21, one day only

D71916SKB-Friday, 9:00 a.m.–3:30p.m.,

July 15, one day only

$149, supplies provided, bring note-taking materials

## GRAPHIC DESIGN

### Monday classes

6:30 – 9:30 p.m.

### INTRO TO ADOBE PHOTOSHOP*

For beginners, learn how to use Adobe Photoshop* to edit and combine photos, create simple page layouts and more! This class will cover basic features of Photoshop.

*Instructor: Katherine Johnson*

D40216SKA, Mondays, 6:30–9:30 p.m.,

May 16, 23, June 6, 13, 20, 27

D40216SKB, Mondays, 6:30–9:30 p.m.,

July 11, 18, 25, August 1, 8, 15, 22

$249, bring your own flash drive

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*KCAD laptops are provided for your use during class time. If you prefer, you can bring your own laptop loaded with the latest version of the applicable software. Courses are taught on Macintosh, but the same information applies to Windows.*
Tuesday classes
6:30 – 9:30 p.m.

INTRO TO ADOBE ILLUSTRATOR®
Explore Adobe Illustrator®, the premier vector program used by designers today, and learn what it can do for you. Create original logos, graphics, page layouts and simple illustrations in this beginning level course. 
Instructor: Shane Van Oosterhout

D40016SKA, Tuesdays, 6:30–9:30 p.m., May 17, 24, 31, June 7, 14, 21, 28

D40016SKB, Tuesdays, 6:30–9:30 p.m., July 12, 19, 26, August 2, 9, 16, 23

$249, bring your own camera and flash drive

Wednesday classes
6:30 – 9:30 p.m.

ADOBE INDESIGN®
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: Kristin Huyck

D41816SKA-Wednesdays, 6:30–9:30 p.m., May 18, 25, June 1, 8, 15, 22, 29

D41816SKB-Wednesdays, 6:30–9:30 p.m., July 13, 20, 27, August 3, 10, 17, 24

$249, bring your own flash drive

NEW! DIGITAL SOUND DESIGN STUDIO
Learn the basics of sound design and music creation utilizing a variety of digital media environments.
Instructor: Clayton Veltkamp

D71716SKA, Wednesdays, 6:30–9:30 p.m., May 18, 25, June 1, 8, 15, 22, 29

$249, bring your own flash drive

More classes on next page
NEW! ADOBE AFTER EFFECTS®
This intensive introduction to After Effects will familiarize you with compositing video, animation, Adobe Photoshop graphics, text and sound elements into a unified visual product for broadcast video or web delivery. The collaborative nature of motion graphics also demands the exploration of beginning-to-end workflows using other software tools, such as Adobe Premier Pro.
*Instructor: Clayton Veltkamp*

D40116SKA-Tuesdays, 6:30–9:30 p.m.,
May 17, 24, 31, June 7, 14, 21, 28

D40116SKB-Tuesdays, 6:30–9:30 p.m.,
July 12, 19, 26, August 2, 9, 16, 23

$249, bring your own external hard drive

NEW! 3DS MAX BASICS
Learn the fundamentals of creating solid models in 3DS Max, including creating complex solid geometry by editing and modifying primitive and extruded objects. You will create and apply materials, add lights and cameras, simple animation, and render realistic views.
*Instructor: Rina Sahay*

P51016SKB-Wednesdays, 6:30–9:30 p.m.,
July 13, 20, 27, August 3, 10, 17, 24

$249, bring your own external hard drive
WEB DESIGN

Monday classes
6:30 – 9:30 p.m.

WEB CODING FOR DESIGNERS—HTML AND CSS

For designers who want to learn HTML. Focus on the very basic building blocks of web design with HTML and CSS. You will use text based software and learn to create an all-purpose web page using a “single-page” layout that will also display well on mobile devices.

Instructor: Jean Hanks

P45616SKA-Mondays, 6:30–9:30 p.m., May 16, 23, June 6, 13, 20, 27

P45616SKB-Mondays, 6:30–9:30 p.m., July 11, 18, 25, August 1, 8, 15, 22

$249, bring your own flash drive

More classes on next page

ART CLASSES
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Gift certificates available online, or call 616.451.2787 x3012
INTERIOR DESIGN & ARCHITECTURE

Tuesday classes
6:30 – 9:30 p.m.

BIM DRAFTING: REVIT FOR DESIGNERS AND ARCHITECTS
Learn the fundamentals of Revit Architecture software, including efficient 3-D modeling, drafting techniques, creating views of your BIM (Building Information Model), and setting up drawing sets. You will follow industry standards and create floor plans, elevations, and sections by slicing through your BIM.
Instructor: Troy Oglesby
P20216SKA-Tuesdays, 6:30–9:30 p.m., May 17, 24, 31, June 7, 14, 21, 28
$249, bring your own flash drive

Wednesday classes
6:30 – 9:30 p.m.

AUTOCAD® BASICS
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: Rina Sahay
P50116SKA-Wednesdays, 6:30–9:30 p.m., May 18, 25, June 1, 8, 15, 22, 29
$249, bring your own flash drive

Thursday classes
6:30 – 9:30 p.m.

SKETCHUP™ FOR DESIGNERS
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: Troy Oglesby
P50016SKA-Thursdays, 6:30–9:30 p.m., May 19, 26, June 2, 9
P50016SKB-Thursdays, 6:30–9:30 p.m., July 14, 21, 28, August 4
$149, bring your own flash drive

COURSE LISTINGS - BY TYPE

Class Dates
Session I: May 14-July 1
Session II: July 11-August 26 / No Classes May 30, Memorial Day

Course Listings - By Type

Class Dates
Session I: May 14-July 1
Session II: July 11-August 26 / No Classes May 30, Memorial Day

Course Listings - By Type

Class Dates
Session I: May 14-July 1
Session II: July 11-August 26 / No Classes May 30, Memorial Day
PHOTOGRAPHY

Wednesday classes
6:30 – 9:30 p.m.

PHOTO WALKS WITH DIANNE CARROLL BURDICK

Photograph what you see, and not what you know! Each week you’ll go out on a photo walk with the rest of the class, and explore a different scene with your camera. You will use scavenger hunts, and themes that will engage your mind and help you discover new ways to see pictures. Every other class will involve time spent in the classroom using Photoshop. For students who already know the basics of photography.

Instructor: Dianne Carroll Burdick

D53816SKB-Wednesdays, 6:30–9:30 p.m., July 13, 20, 27, August 3, 10, 17, 24

$249, bring your own camera and flash drive

More classes on next page
EDUCATION

Wednesday classes 6:30 – 9:30 p.m.

NEW! DRAWING ON HISTORY IN GRAND RAPIDS

New: Sketch on site and extend your drawings in the studio in this survey of artistic and architectural history throughout Grand Rapids. Beginners and experienced artists alike will develop techniques and analytical skills through practice and examination. You will learn to view the built environment through the lens of its past. You will visit and examine both well-known sites such as Calder Plaza, and Meyer May House, as well as lesser known landscapes, interiors, buildings, and sculptures.

Instructor: Suzanne Manuel

P16316SKA-Wednesdays, 6:30–9:30 p.m., May 18, 25, June 1, 8, 15, 22, 29

$215, supplies additional, supply list at:
kcad.edu/continuing-studies/class-outlines

SCECHs, 19, fee $20

Tuesday classes 6:30 – 9:30 p.m.

ILLUSTRATIVE WATERCOLOR

Use pens, color pencils, sponges, pastels, watercolors, and other items you already have, to create illustrative paintings of various subjects in both realistic and cartoon styles. Learn to take your cue from past and present watercolor artists. This class is open to beginning or more advanced watercolor artists.

Instructor: Corinne Roberts

P20516SKA-Tuesdays, 6:30–9:30 p.m., May 17, 24, 31, June 7, 14, 21, 28

P20516SKB-Tuesdays, 6:30–9:30 p.m., July 12, 19, 26, August 2, 9, 16, 23

$215, supplies additional, supply list at:
kcad.edu/continuing-studies/class-outlines

SCECHs, 19, fee $20
STUDIO ART

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

ENCAUSTICS THEN & NOW

Revisit an old technique of mixing oil paint with wax to achieve rich textural surfaces. New processes and products make this a viable alternative to traditional oil painting for artists today. You will explore and gain instruction on several processes including: intarsia and sgraffito to scratch into the wax and fill it with color, glazing thin veils of color, color mixing using layers of wax for transparent effects, and creating textures using accretion and brushwork. Complete 1-3 encaustic paintings and several small samples throughout the course of the workshop. Class is appropriate for beginners or more advanced students who want to develop conceptually.

Instructor: Elizabeth Hubler-Torrey

D21416SKA-Saturday, 9:00 a.m.–4:00 p.m., May 14, one day only

$199, supplies included

Tuesday classes
6:30 – 9:30 p.m.

NEW! INSIDE THE GALLERY: STUDIO EXPERIENCE

Interact with the KCAD gallery exhibition: The Land of Here and Now: Four Years of Artists at Shared Space Studio by touring the exhibition, meeting the artists through Skype interviews, and begin creating your own work in a range of artistic disciplines from drawing, quilting, illustration, design, writing, or performance art. Taught by one of the curators, you will gain an inside look at art making, and work to develop your own skills and voice as an artist.

Instructor: Eliza Fernand

P21516SKB-Tuesdays, 6:30–9:30 p.m., July 12, 19, 26, August 2 (four classes)

$149, supplies additional, supply list at: kcad.edu/continuing-studies/class-outlines

More classes on next page
COURSE LISTINGS - BY TYPE

Class Dates
Session I: May 14-July 1
Session II: July 11-August 26 / No Classes May 30, Memorial Day

STUDIO ART CONT’D

Saturday classes
9:00 a.m. – 12:00 noon

SATURDAY JEWELRY STUDIO

Utilize KCAD’s state-of-the-art jewelry studio Saturday mornings to work independently with light guidance from an instructor. This is a great opportunity to make finishing touches, rework previous pieces, or complete a short-term project of your own choosing. Open only to students who are currently enrolled or have recently completed a jewelry/metals course at KCAD, and are familiar with equipment and safety procedures. You must bring your own supplies, they are not provided. 
Instructor: Dorothy Kane

D62416SKA-Saturdays, 9:00 a.m.–12:00 noon, May 14, 21, June 11, 18, 25

$199, supplies NOT included
NEW! VERNON WIERING
BOOKMAKING INTENSIVE:
STRUCTURES & PROCESSES

Friday & Saturday, 9:00 a.m.–3:30 p.m.
Join in this fast paced exploration of five different book binding structures. You will make simple models of each, and then create a journal, blank book, or album using a variety of cloths, papers, and leathers. Background information and historical context will be addressed, but creativity and personal interpretation will be emphasized. Some materials will be supplied, but you are encouraged to bring your own materials to personalize your creation.

Instructor Vernon Wiering is a bookbinder working in Grand Rapids, Michigan. Always a maker, he began his trajectory tailoring, furniture making, and teaching. The convergence of his interest in books, history, and making, brought him to develop his craft as a bookbinder, and he now does custom binding work and historical binding for clients all across the country. His work is in collections worldwide.

P05816SKA, Friday & Saturday, May 20 & 21, 9:00 a.m.–3:30 p.m.

$299, some supplies included
INSTRUCTOR BIOS

KCAD Continuing Studies instructors have the artistic knowledge and real-world experience to give their students insights 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.

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.

LAURIE CIRIVELLO, A.A.S., in an experienced media arts and technology professional, and a working artist.

NORA FABER, Bachelor of Art Education, Calvin College, is an experienced art educator and art facilitator. She is a professional artist, represented by The Richard App Gallery, and C2C Gallery in Grand Haven.

ELIZA FERNAND, a graduate of Interlochen Center for the Arts, received her B.F.A. from Pacific Northwest College of Art. Her work has been shown widely across the country, most notably at Kathryn Markel Fine Arts, New York, NY; College of Western Idaho, Nampa, ID; 65 GRAND, Chicago, IL; HATCH Gallery, Oakland CA; and gallery HOMELAND, Portland OR. Fernand is the co-founder and Residency Program director of Shared Space Studio, a community art space in Pentwater, Michigan. Her functional ceramics are available in Grand Rapids at Have Company.

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 HUBLER-TORREY, M.F.A. in Painting, KCAD, has 20 years professional experience in graphic and web design. Her teaching experience includes computer and encaustic courses for the Continuing Studies program, and she has worked as an adjunct professor of art at Grand Valley State University. Elizabeth has won numerous awards for her work, including a Golden Apple Residency in 2014. She has exhibited her work locally and regionally including ArtPrize, Fusion in the Visual Arts, Kreft Center for the Arts at Concordia University, Lansing Art Gallery, and Kresge Art Museum at Michigan State University.

KRISTIN HUYCK, B.F.A. from Grand Valley State University, is educated in graphic design and advertising. She has experience teaching industry standard design programs such as Adobe Illustrator®, Photoshop® and InDesign®.

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, M.A.E., Wayne State University, B.S., Jewelry & Metalsmithing, Western Michigan University, is a studio artist with more than thirty years art education experience.
SUZANNE MANUEL, M.A. in Art History, Richmond, the American International University, London, is an art history instructor at Saginaw Valley State University. She has also been an intern in the University of Michigan Museum of Art, and is a practicing artist.

TROY OGLESBY, Masters of Architecture, Cranbrook Academy of Art, has worked as an intern architect at several local firms, and as Chief Operations Officer, A/V Technology and Production, at Living Word Christian Center. He is also a graduate of KCAD, with a B.F.A. in Industrial Design.

CORINNE ROBERTS, B.F.A. in Illustration, Kendall College of Art and Design, is a frequent instructor in the Continuing Studies program. She has illustrated and published her own children’s book.

RINA SAHAY, Masters of Architecture, University of Michigan, specializes in teaching programs such as SketchUp, Revit and AutoCAD. She has experience as an instructor at Purdue University and Kalamazoo Valley Community College. Rina also has industry experience as an architect, design engineer, and program director.

AMANDA SCHAUB, B.F.A., Illustration, Kendall College of Art and Design is co-owner of MediaBeetle LLC. She is a volunteer for Child and Family Services of Northwestern Michigan since 2007, and was vice-president of the KCAD Illustration Club.

KIMBERLY TWIEST, B.F.A. in Visual Communications and Graphic Design, KCAD, has extensive knowledge of graphic arts and technical programs.

SHANE VAN OOSTERHOUT, B.F.A., Graphic Design, University of Michigan, teaches Digital Media at Kendall, is co-owner of Media Beetle, and is author of “The Passionate Gardener” blog.

CLAYTON VELTKAMP, M.F.A., in Film and TV Production from the Academy of Art University in San Francisco, is a freelance videographer. He is a skilled professional whose clients range from community organizations to politicians and professional athletes.

ART CLASSES
MAKE GREAT GIFTS!
Gift certificates available online, or call 616.451.2787 x3012
HOW TO REGISTER, AND POLICIES

Enrollment is on a first-come, first-served basis. Register online at kcad.edu/continuing-studies, or complete the attached registration form(s), pp. 24-25, with check or money order, and mail to KCAD Continuing Studies, 17 Fountain Street, NW, Grand Rapids, MI 49503. 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. With receipt of registration, an electronic receipt will be sent. Information regarding class outlines and supply lists (if applicable) is available at: kcad.edu/continuing-studies/class-outlines

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 with debit or credit cards 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.

Tuition fees are based on six class meeting times, though some may meet for seven. If a class is cancelled due to unforeseen circumstances, we will make every attempt to reschedule classes that have met fewer than six times.

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. There will be no refund of tuition or fees for withdrawal requests submitted on or after the day of the first class. Please allow up to two weeks processing time for refunds of payments made online, and five 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 cancelled 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. **This may not be used in conjunction with other discounts.** The early registration deadline for Summer 2016 is **April 15**.

**Alumni Discount.** KCAD alumni, their spouses, and children under the age of eighteen receive a 10% discount on tuition for Continuing Studies classes. **LIMIT: One tuition discount per registration.**

**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) are available at: [kcad.edu/continuing-studies/class-outlines](http://kcad.edu/continuing-studies/class-outlines).

**Location.** Students will be notified in advance by email of their room and building location. Signage will also be prominently displayed near 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 of 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.

**Unclaimed Art Work.** All art work produced in Summer 2016 must be claimed on or before **August 31, 2016**. The College is not responsible for any work left after that date.
REGISTRATION FORM - SIGN UP TODAY!

Early Registration Deadline: April 15

☐ Applying for 10% Early Registration discount
☐ Applying for 10% Alumni Discount

Registration Deadlines:
Session I: May 9
Session II: July 5

STUDENT’S NAME:

EMPLOYER SCHOOL DISTRICT FOR SCECHS:

BUSINESS NAME:

BUSINESS ADDRESS:

DAY PHONE:

CELL PHONE:

EVENING PHONE:

EMAIL:

☐ Yes, I would like to receive email updates on upcoming events and opportunities from Continuing Studies.

STREET OR PO BOX:

CITY:

STATE:

ZIP:

COURSE TITLE:

COURSE #:

COURSE TITLE:

COURSE #:

COURSE TITLE:

COURSE #:

COURSE TITLE:

COURSE #:

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.
Early Registration Deadline: April 15

Applying for 10% Early Registration discount

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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, all day Saturday and Sunday. Parking in the lot directly behind the 17 Fountain Building, adjacent to Pearl St., is prohibited. Violators will be ticketed.

Ferris State University does not discriminate on the basis of race, color, religion or creed, national origin, sex, sexual orientation, gender identity, age, marital status, veteran or military status, height, weight, protected disability, genetic information, or any other characteristic protected by applicable State or federal laws or regulations in education, employment, housing, public services, or other University operations, including, but not limited to, admissions, programs, activities, hiring, promotion, discharge, compensation, fringe benefits, job training, classification, referral, or retention. Retaliation against any person making a charge, filing a legitimate complaint, testifying, or participating in any discrimination investigation or proceeding is prohibited.

Employees and other members of the University community with disabilities requiring assistance or accommodation may contact the Human Resources Department, 420 Oak St., Big Rapids, MI 49307 or call (231) 591-2150.

Inquiries or complaints of discrimination may be addressed to the Director of Equal Opportunity, 120 East Cedar St., Big Rapids, MI 49307 or by telephone at (231) 591-2152; or Title IX Coordinator, 805 Campus Dr., Big Rapids, MI 49307, or by telephone at (231) 591-2088. On the KCAD Grand Rapids campus, contact the Title IX Deputy Coordinator, 17 Fountain St., Grand Rapids, MI 49503, (616) 451-2787 ext. 1113.

Students with disabilities requiring assistance or accommodation may contact Educational Counseling & Disabilities Services at (231) 591-3057 in Big Rapids, or the Director of Counseling, Disability & Tutoring Services for Kendall College of Art and Design at (616) 451-2787 ext. 1136 in Grand Rapids.
More classes for adults and professionals in Grow Folio: kcad.edu/continuingstudies