

'19

WINTER
PROFESSIONAL
CONTINUING STUDIES

DESIGN YOUR FUTURE



KCAD

Kendall College of Art and Design
of Ferris State University

Kendall College of Art and Design of Ferris State University (KCAD's) Continuing Studies program is launching a brand new lineup of professional course offerings designed to keep you creatively flexible and primed for your next big challenge.

ADOBE® ACA CERTIFICATION COURSES

Become officially certified in the latest Adobe software and diversify your career opportunities. The Adobe Certified Associate ACA program, through authorized Adobe representative Certiport, allows you to demonstrate proficiency in one of three of Adobe's most popular applications: Photoshop, InDesign or Illustrator. ACA certification, Adobe's entry-level certification, ensures users are effectively able to implement their design ideas, using one of three specialized software programs.

To earn ACA certification, you must pass the official Adobe exam for your chosen software application. Our courses are led by ACA-certified instructors who teach what you need to know to pass the exam. Exams are taken at KCAD, now an official Certiport testing site. Adobe will provide certification materials upon successful completion of the exam.

Several pricing options are available to meet your needs:

- ACA exam only (retake not included): \$95
- ACA exam and one retake (if needed): \$115
- ACA exam, one retake (if needed) and practice exams for one year: \$140

DIGITAL APPLICATIONS

ADOBE PHOTOSHOP® (ONLINE COURSE)

This fully online introduction to Photoshop projects-based course will guide you through the creation of images and image compositions for home, hobby, or business use. Along the way you will be introduced to the basics of project planning as you study the Photoshop software itself through various online resources and tutorials within the online classroom.

Instructor: Mellissa Manzogol

January 14-February 25
D431 19WKA, online

March 11-April 19
D431 19WKB, online

\$299, must have your own computer with latest version of Adobe Photoshop

Adobe ACA certification optional, see pricing page 2

ADOBE ILLUSTRATOR®

Explore Adobe Illustrator, the premier vector program used by designers today, and learn how this skill can add value to your career. Learn to create original logos, graphics, page layouts and simple illustrations in this course for those with limited or no experience with Adobe Creative Suite. You must be comfortable and skilled using a computer, other applications, and web interface.

Instructor: Shane Van Oosterhout

Wednesdays, January 16, 23, 30;
February 6, 13, 20
D400 19WKA, 6:30-9:30 p.m.

Wednesdays, March 13, 20, 27; April 10, 17, 24
D400 19WKB, 6:30-9:30 p.m.

\$299, bring a flash drive, optional computer use fee

Adobe ACA certification optional, see pricing page 2.

You are welcome to bring your own laptop with software loaded to any of our digital classes.

Note: there is a fee for using one of the laptops provided by KCAD.



We also offer custom corporate training in design, design thinking, brand development, software applications, and more. Call 616.451.2787 x3012 for more information.

ADDITIONAL COURSE LISTINGS

AUTODESK 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

Mondays, January 14, 21, 28; February 4, 11, 18
P202 19WKA, 6:30-9:30 p.m.

\$299, bring your own flash drive and note-taking materials

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

Tuesdays, January 15, 22, 29; February 5, 12
P 500 19WKA, 6:30-9:30 p.m.

Tuesday, March 12, 19, 26, April 9, 16
P 500 19WKB, 6:30-9:30 p.m.

\$249, bring your own flash drive

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: Troy Oglesby

Mondays, March 11, 18, 25; April 8, 15
P 501 19WKB, 6:30-9:30 p.m.

\$249, bring your own flash drive

You are welcome to bring your own laptop with software loaded to any of our digital classes. Note: there is a fee for using one of the laptops provided by KCAD.

FEATURED COURSES

INTRODUCTION TO DESIGN THINKING

Learn about design thinking and how you can redesign your future!

You will apply the process used by designers for product innovation to the solution of a difficult problem. This workshop combines basic business principles and tools with the structured thought process of design thinking. Whether you are a designer or non-designer, you will be challenged to think through the details of a new business venture or a social problem in search of an innovative solution. You will walk away with a good understanding of the definition of design thinking and the ability to understand what it can do for you or your organization. Instructors: Dr. Paul Lane and Ryan Lafferty

Saturday, January 26
P603 19 WKA, 9:30 a.m.-4 p.m.

\$199, supplies included

NEW! KICKSTARTING THE NEW PRODUCT PROCESS: TOOLS AND TRICKS FROM DESIGN THINKERS

[4 week deep dive into the innovation and new product development process]

Discover new and innovative ideas and transform the way you solve problems by awakening the imagination and creativity inside you. Using the lens of empathy, you will uncover ideas and solutions by prototyping, testing, and validating with users in this course.

Instructor: Ryan Lafferty

Session 1

- Problem definition
- Empathy
- Investigation
- Pain/gain

Session 2

- Ideation
- Sketching
- Observation
- Prototyping

Session 3

- Refine problem
- Prototyping

Session 4

- Feedback and refinement
- Business model canvas
- Deliverable/Product pitch

Thursdays, March 7, 14, 21, 28
P405 19WKB, 6:30-9:30 p.m.

\$599, supplies included

ACHIEVING SUCCESS WITH HUMAN-CENTERED DESIGN

De-Mystifying the Practice of Design Thinking

Do you have challenges that would benefit from a different way of thinking? Human-centered design is a creative problem solving methodology that helps individuals, teams, businesses, and organizations collaborate, create, and innovate.

Join us for a 4-week human-centered design course for practitioners. Each week we'll explore a different aspect of human-centered design. We encourage you to bring a real-world challenge that could benefit from a human-centered way of thinking. You'll have time to discuss and apply what you're learning to your challenge. At the end of this course you'll have a process and toolkit to be a better thinker, problem solver, and collaborator.

Course includes all session materials, a human-centered design book, the opportunity to network with other like-minded participants, and an instructor experienced in human-centered design.

Bring a challenge to the first class (a problem or opportunity that your organization is facing) that could benefit from an HCD perspective.

Here's what you'll do in each session:

SESSION 1: FUNDAMENTALS OF HUMAN-CENTERED DESIGN

Friday, February 1
9 a.m.–5 p.m.

- Delve into the origins of human-centered design
- Discover the context of innovation
- Explore what is creativity and how we're all creative
- Learn the language of human-centered design

SESSION 2: HANDS-ON APPLICATION

Thursday, February 7
9 a.m.–5 p.m.

Friday, February 8
9 a.m.–noon

- Apply a human-centered design methodology to a real-world challenge
- Practice ethnographic research methods to uncover insights about user needs
- Prototype potential solutions that meet user needs



SESSION 3: BRINGING OTHERS ALONG ON THE JOURNEY

Friday, February 15
9 a.m.–5 p.m.

- Learn the key ingredients to integrating human-centered design into your innovation initiative
- Explore techniques to bring others along on your innovation journey
- Apply new tools to manage your innovation initiative

SESSION 4: CREATING A CULTURE OF INNOVATION

Friday, February 22
9 a.m.–5 p.m.

- Examine ten levers that can be pulled to create a culture of innovation
- Gain insights into your organization's culture
- Create a change plan to move your organization towards innovation

Who should attend:

- Directors
- Managers
- Team Leaders
- Executive Directors
- Working professionals of all disciplines in both business and social sector organizations

Instructor: Kathy Glynn is the principal consultant for Blue Sky Thinking. She equips individuals, teams and organizations to find creative ways to solve problems and explore new opportunities. Kathy earned both her Bachelor's in Business and Master's in Management from Aquinas College. She has also completed several design-related certificate programs including the Design and Innovation Management Certificate from Kendall College of Art and Design, Design Thinking for Business Innovation from the University of Virginia's Darden School of Business, and Design Thinking Action Lab from Stanford University. She was formerly a senior performance consultant for Steelcase, Inc.

PRICING

Workshop P600 18FKA
February 1, 7, 8, 15, 22

Sessions are independent of each other. You can register for any two sessions and take the others later.

All four sessions:

- \$2499 (supplies and textbook provided for one participant from an organization)
- Group rate (two or more from an organization): \$1499 each

Any two sessions:

- \$1500 (supplies and textbook provided for one participant from an organization)
- Group rate (two or more from an organization): \$950 each



Kendall College of Art and Design
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**MORE ADULT AND
PROFESSIONAL
COURSES IN
ADULT/YOUTH
BROCHURE**

Session I Dates: January 14-February 24

Registration Deadline:

Monday, January 7

Session II Dates: March 7-April 27

Registration Deadline:

Monday, February 25

Early Registration (10% discount):

Monday, November 19

Registration

- www.kcad.edu/cs, or
- Call 616.451.2787 x3012

Registration is not valid without payment. Visa, MasterCard, and Discover debit or credit cards are accepted online. A confirmation of registration will be sent electronically. 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.

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.