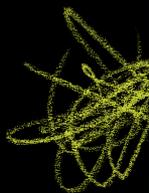


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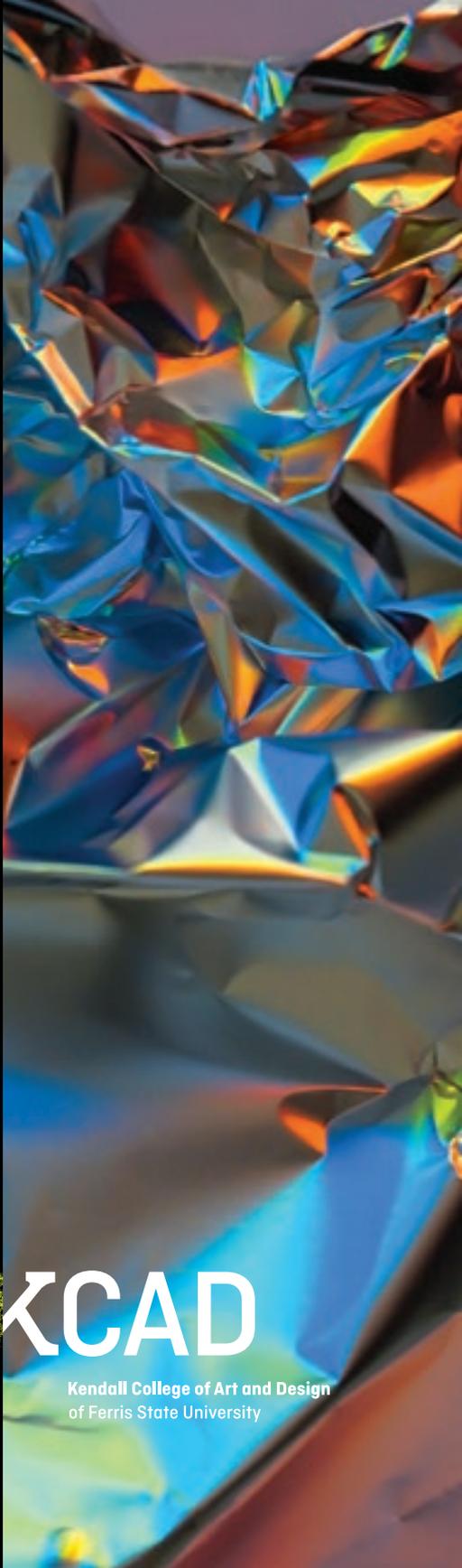
FALL
PROFESSIONAL
CONTINUING STUDIES

FUNCTION AND FORM



KCAD

Kendall College of Art and Design
of Ferris State University



DIGITAL APPLICATIONS

Kendall College of Art and Design of Ferris State University's (KCAD's) Continuing Studies program features a 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): \$99
- ACA exam and one retake (if needed): \$120
- ACA exam, one retake (if needed) and practice exams for one year: \$145

You are welcome to bring your own laptop with software loaded to any of our digital classes. Note: KCAD laptops are available for an additional fee.

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 the basic features of Photoshop.
Instructor: Katherine Wilson

Tuesday, 6:30-9:30 p.m.
D402 19FKA, September 10, 17, 24;
October 1, 8, 15

D402 19FKB, October 29;
November 5, 12, 19, 26; December 3

\$299, bring a flash drive; computer use available for additional fee
Adobe 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

Wednesday, 6:30-9:30 p.m.

D400 19FKA September 11, 18, 25;
October 2, 9, 16

D400 19FKA October 30; November 6, 13, 20;
December 4, 11

\$299, bring a flash drive; computer use available for additional fee

Adobe certification optional,
see pricing page 2

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: Stephen Allie

Thursday, 6:30-9:30 p.m.

D418 19FKA September 12, 19, 26;
October 3, 10, 17

D418 19FKB October 31; November 7, 14, 21;
December 5, 12

\$299, must have your own computer with latest version of Adobe Photoshop
Adobe certification optional, see pricing page 2

NEW! ADOBE PREMIERE PRO®

Learn this leading video editing software for film, TV, and the web. You'll explore creative tools and integration with other Adobe apps to quickly design polished work in a cohesive and connected workflow.
Instructor: Mellissa Manzagol

Friday, 9 a.m.-12 p.m.
D429 19FKB, November 1, 8, 15, 22;
December 6, 13

\$299, bring a flash drive; computer use available for additional fee

DIGITAL APPLICATIONS CONT'D

ADOBE AFTER EFFECTS®

This intensive introduction to After Effects software will familiarize you with compositing video, animation, Adobe Photoshop graphics, text, and sound elements into a unified visual product for web delivery. The collaborative nature of motion graphics also demands the exploration of beginning-to-end workflows using other software tools such as Adobe Premiere Pro.

Instructor: Mellissa Manzagol

Friday, 9 a.m.-12 p.m.
D401 19FKA, September 13, 20, 27;
October 4, 11, 18

\$299, bring a flash drive; computer use available for additional fee

NEW! OPTIMIZING FILES FOR PRINT AND WEB

You'll learn what designers should know about issues that arise once your files are given to an outsource, whether for printed or digital output. Learn how to reduce costs by cleaning up your files, troubleshooting, and setting up the job accurately. Anyone who sends electronic files to be published or printed will find this information valuable.

Instructor: Katherine Wilson

Saturday, 1-4 p.m.
D432 19FKA, October 12

\$99, bring a flash drive with design files for print (if available); computer use available for additional fee

You are welcome to bring your own laptop with software loaded to any of our digital classes. Note: KCAD laptops are available for an additional fee.

ADDITIONAL COURSE LISTINGS

AUTODESK REVIT

Learn the fundamentals of Revit Architecture software, including efficient 3-D modeling, drafting techniques, creating views of your Building Information Model (BIM), 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

Tuesday, 6:30-9:30 pm
P202 19FKA, September 10, 17, 24;
October 1, 8, 15

\$299, bring your own flash drive

SKETCHUP FOR PROFESSIONALS

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

Thursday, 6:30-9:30 p.m.
P50019FKA, September 12, 19, 26;
October 3, 10, 17

\$299, bring your own flash drive

MAKE USING SKETCHUP

Design and build using SketchUp. Learn a popular design tool used by professionals to create art, objects, and furniture. Finish the course with your own 3D object produced in KCAD's Flex Lab.

Instructor: Troy Oglesby

Thursday, 6:30-9:30 p.m.
P54319FKB, October 31; November 7, 14, 21;
December 5, 12

\$299, bring your own flash drive

INTRO TO GRAPHIC DESIGN

Explore and use Adobe software to create and develop digital and print media consistent with elements and principles of design. Review and discuss color theory, composition, typography, and more in the completion of several assignments.

Instructor: Stephen Allie

Monday, 6:30-9:30 pm

D428 19FKA, September 9, 16, 23, 30;
October 7, 14

D428 19FKB, October 28;
November 4, 11, 18, 25; December 2

\$299, bring a flash drive; computer use available for additional fee

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 (HCD) 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, October 4
9 a.m.–5 p.m.

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

SESSION 2: HANDS-ON APPLICATION

Thursday, October 10
9 a.m.–5 p.m.

Friday, October 11
9 a.m.–12 p.m.

- 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, October 18
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, October 25
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 19FKA
October 4, 10, 11, 18, 25

Sessions are independent of each other. You may 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
of Ferris State University

17 Fountain Street NW
Grand Rapids, MI 49503-3002

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kcadcontinuingstudies](http://www.facebook.com/kcadcontinuingstudies)

**MORE ADULT AND
PROFESSIONAL
COURSES IN
ADULT BROCHURE**

Call 616.451.2787, x3012
to obtain a copy.

Session I Registration Deadline:
September 3

Session II Registration Deadline:
October 21

Early Registration (10% discount):
August 19

No class November 27-30,
Thanksgiving weekend

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.

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.

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 x1136 in Grand Rapids, or the Continuing Studies office at 616.451.2787 x3012. 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 and complaints of disability discrimination may be addressed to the 504 Coordinator/Educational Counselor, 901 S. State St., Starr 313, Big Rapids, MI 49307 or by telephone at 231.591.3057. Other 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.