

OFF-CAMPUS LEARNING

ADVANCED TYPOGRAPHIC COMMUNICATION AND NYC DOMESTIC STUDY PROGRAM



AT A GLANCE

TYPE

Semester based course with short-term, faculty-led off-campus program

PROGRAM

Spring Semester 2017

TRAVEL DATES

May 16 – 26, 2017

ACADEMIC CREDIT

3 credits in ADVE3056

ELIGIBILITY

All majors; sophomore, junior, and senior students. Prereq: ADVE2013 and ADVE2014

Students must be enrolled in and complete the Spring 2017 Advanced Typographic Communications course to receive academic credit and participate in this experience.

COST

\$1,925 program fee

\$162 - \$400 round trip transportation

APPLICATION DEADLINE

Sept. 29, 2016

Applications are available on the MyCCAD Off-Campus Learning page.

CCAD FACULTY

Joshua Bodman

QUESTIONS?

offcampus@ccad.edu or 614.437.7500



PROGRAM SUMMARY

Students will complete the Advanced Typographic Communications course at CCAD during Spring Semester 2017. Following the semester, students and faculty will travel to New York City for a 10-day seminar.

ADVE3056 covers the letterform as an element of design and its potential as a means of communication beyond text. The class will be structured with increasingly complex design problems to reveal typography's capacity to inform, promote, personalize, and visualize thought. The themes taught will carry over to the group's experience in New York City, where they will visit several advertising/design firms, studios, agencies and individuals that specialize in typography.

The New York City seminar will provide students:

- Increased font and typography awareness
- Familiarity with typography design in specific markets
- Application of type in various formats and deliverables
- Understanding of typography trends, culture, technology, and philosophies within the professional industry
- Knowledge of entry-level job expectations
Discussion and seminars with professional typographers
- Personal critiques and review of student work
- Increased self-understanding, confidence, and sense of direction regarding a student's own path within the industry

LOCATION

New York City. Students will engage with a variety of leaders, firms, studios, alumni, and professionals who specialize in typography.

ACCOMODATIONS

Students will be housed at the Leo House in double-occupancy rooms.

PROGRAM COSTS

Students participating in the program will be responsible for a program fee of \$1,925, in addition to their transportation to and from New York. Round-trip flights between Columbus and New York are priced at \$340 and up. Round-trip Amtrak tickets from Cleveland are \$162 and up.

The program fee includes:

- Double-occupancy accommodations with daily breakfast provided
- All program activities, tours, studio/firm visits, and entrance fees
- Subway travel to program events and activities
- Some additional group meals

The program fee does not include:

- Tuition for the three course credits
- Transportation to or from New York City
- Non-group meals
- Personal expenses

FEE PAYMENT

If accepted into the program, a \$250 non-refundable* deposit is due on November 1, 2016, to reserve a spot in the program, which will be applied towards the program fee. The program fee and tuition for the three course credits will be billed with spring 2017 tuition. If deposit is not made by November 1, the spot in the program will be offered to a student on the waiting list.

If students withdraw or become ineligible at any time after paying the \$250 deposit, they will be held responsible and charged for any costs the college has incurred on their behalf to secure services associated with this program. Please refer to the withdrawal and refunds policy for more details.

ELIGIBILITY

All students will be required to participate in a pre-departure health and safety orientation organized through the Office of Off-Campus Learning. Failure to do so will result in a student's withdrawal from the program, at which point the student will be subject to the withdrawal and refunds policy described above.

International students who do not hold a United States passport are also required to meet with Jonathan Neeley, Assistant Director of Admissions and International Student Advisor (jneeley@ccad.edu) to discuss their responsibilities and maintenance of their immigration status.

* If there are unforeseen circumstances and CCAD has to cancel the off-campus portion of this program, your \$250 deposited will be refunded minus any non-program related outstanding account balance owed to CCAD.