



2024 CTE Summer Swap Academy

hosted by Maize Career Academy

facilitated by Kansas Center for CTE



2 days: June 3 & 4, 8:30 am to 3:30 pm
Lunch (on your own) from 11:30 to 12:30 pm both days

Teaching Graphic Design Courses in the CTE Pathways

(Digital Media, Web & Digital Communications, Marketing, Graphic Design)

presented by Jodee Johnson

Maize Career Academy Graphic Design instructor and newsmagazine adviser

Maize Career Academy, Room 108

Participants will spend two days immersed in graphic design topics while creating hands-on projects that meet the competencies for Graphic Design and Graphic Design Fundamentals.

Theory

Teaching about copyright information

Dye sublimation printing

The design process – branding and identity

Design brief and moodboard

Sketches

Adobe Illustrator (75% of workshop)

The elements and principles of design

The pen tool is your friend (Baffled by the pen tool? learn it here!)

Typography nuts and bolts & beyond

Typography and pattern making

Logo Design

Creating mock-ups, hard copy and digital

Adobe Photoshop (20% of workshop)

Creating mock-ups, hard copy and digital

Creating an accordion book of techniques to take home

Adobe InDesign (5% of workshop)

Participants will need:

Lesson Swap: Time will be built in to share and trade your favorite lesson plan/activity relating to graphic design or graphic design fundamentals. *Please bring 15 copies of ONE lesson plan/activity!*

Laptop & charger: We have iMac computers in our lab for your use; if participants choose to, they can bring their own laptop, as long as it has Illustrator, Photoshop and InDesign on it.

Flash Drive: if using an iMac in our lab, bring a flash drive to save files. Or, you can upload to Google Drive.

Your own photos for use during workshop: OPTIONAL – cloud, flash drive, SD card or phone



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About the Presenter

Jodee Johnson teaches graphic design and advises the newsmagazine at Maize Career Academy. Jodee has taught drawing, painting and design since 1998. Recently, she led the subcommittee that revised and updated the competencies for the graphic design pathway for the state.