

# Monday July 13

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**Project: Poster**

**Instructor: [Jacqueline Thaw](#)**

10:00am Welcome; introductions; what is design?

11:00 Introduce Poster project; see examples

12:30 Lunch in garden or 3rd Floor Lounge

1:00 Composition exercise

3:30 Review of day's work, preview tomorrow

4:00pm End

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# Tuesday July 14

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**Project: Poster**

**Instructor: [Lily McCullough](#)**

10:00am Poster sketches

12:30pm Lunch

1:00 pm Poster development

3:30 Review day's work, preview tomorrow

4:00pm End

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# Wednesday July 15

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**Project: Poster**

**Instructor: [Andrew Shurtz](#)**

10:00am Poster development

12:30pm Lunch

1:00 pm Poster development

3:30 Review day's work, preview tomorrow

4:00pm End

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# Thursday July 16

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## New York City Field Trip

**Instructor: Jacqueline Thaw**

8:30 am Meet at New Brunswick Train Station (northbound)

8:55 am Train to Penn Station New York

10:15am Visit [Sequel](#), 12 West 27th Street

11:30am Visit [thinkso](#), 236 West 30th Street

[alternate: [TDC exhibit](#) at Cooper Union, 41 Cooper Square

12:30pm Walk and lunch on the [Highline](#)

2:00 pm Visit [AR New York](#), 601 West 26th Street

3:42 pm Train to New Brunswick, arrives 4:42; walk to Civic Square Building

5:00 pm Pick-up at Civic Square Building

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# Friday July 17

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**Project: Poster**

**Instructor: Lily McCullough**

10:00am Poster refinements, printing, pin-up

12:30pm Lunch

1:00 pm Poster Critique

2:30 Lily's work presentation

Introduce Logo Project, brief and examples

4:00 End

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# Monday July 20

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**Project: Logo Design**

**Instructor: Lily McCullough**

10:00am Logo thinking and research

12:30pm Lunch in garden or 3rd Fl Lounge

1:00pm Logo sketches

3:15pm Review day's work

4:00pm End

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# Tuesday July 21

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**Project: Logo Design**

**Instructor: Lily McCullough**

10:00am Illustrator Tutorial: Points, handles, curves, pathfinder, live trace

Logo development

12:30pm Lunch in garden or 3rd FI Lounge

1:15pm Logo development

3:15pm Review day's work

4:00pm End

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# Wednesday July 22

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**Project: Logo Design**

**Instructor: Lily McCullough**

10:00am Logo development

12:30pm Lunch in garden or 3rd Fl Lounge

1:15pm Logo development

3:15pm TAs' work presentation

Review day's work

4:00pm End

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# Thursday July 23

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**Project: Logo Design**

**Instructor: Lily McCullough**

10:00am Sketches for logo system: brochure cover and T-shirt

12:30pm Lunch in garden or 3rd Fl Lounge

1:15pm Logo system development

3:15pm Review day's work

4:00pm End

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# Friday July 24

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**Project: Logo Design**

**Instructor: Lily McCullough**

10:00am Logo system refinement

12:30pm Lunch in garden or 3rd FI Lounge

1:15pm Printing, pin-up

2:30pm Logo system critique

4:00pm End

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# Monday July 27

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**Project: Book Design**

**Instructor: Andrew Shurtz**

10:00am Introduce book project

12:30pm Lunch in garden or 3rd FI Lounge

1:15pm Book development

Andrew's work presentation

3:30pm Review day's work

4:00pm End

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# Tuesday July 28

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**Project: Book Design**

**Instructor: Andrew Shurtz**

10:00am Book development

12:30pm Lunch in garden or 3rd FI Lounge

1:15pm Book development

3:15pm Review day's work

4:00pm End

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# Wednesday July 29

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**Project: Book Design**

**Instructor: Andrew Shurtz**

10:00am Book development

12:30pm Lunch in garden or 3rd FI Lounge

1:15pm Book development

3:15pm Review day's work

4:00pm End

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# Thursday July 30

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**Project: Book Design**

**Instructor: Jacqueline Thaw**

10:00am Book development

12:30pm Lunch in garden or 3rd Fl Lounge

1:15pm Book development

3:15pm Review day's work

4:00pm End

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# Friday July 31

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**Project: The Art College Experience (and finish Book Design)**

**Instructor: [Gerry Beegan](#)**

10:00am Slide talk on Art School Applications + Portfolio by Gerry Beegan

11:30am Work on book final prints and binding

Optional portfolio meetings with Gerry

12:30pm Lunch in garden or 3rd FI Lounge

1:00pm Work on book final prints and binding

Optional portfolio meetings with Gerry

4:00pm Exhibit and Reception, 3rd FI Lounge

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# Portfolio Meetings

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## Gerry in Room 220

Two students per meeting

11:30

12:00

12:30 Lunch

1:00

1:30

2:00

2:30

3:00

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