

SCAD SUMMER BREAK WORKSHOP SERIES

SOCIAL MEDIA CAMPAIGNS AND MARKETING STRATEGIES FOR LUXURY BRANDS

with Oscar Betancur, associate chair of social strategy and management

Tuesday, Sept. 1 | 11 a.m.

Examine goals and results of social media campaigns for various luxury brands and re-evaluate their strategies to make a greater impact.

Join the event at <https://scad.zoom.us/j/92760736343>

ADOBE CERTIFICATION 101

with animation professor Zachary Rich

Tuesday, Sept. 1 | 2 p.m.

Learn the ins and outs of Adobe certification and gain the skills to ace exams for Photoshop, Illustrator, After Effects, and Animate.

Join the event at <https://scad.zoom.us/j/96745498265>

THE NARRATIVE HANDSCROLL IN EAST ASIA

with art history professor Alexandra Tunstall

Tuesday, Sept. 1 | 3 p.m.

The handscroll is an important narrative form in East Asia. Get introduced to the format and learn how it is handled and read before viewing two historic compositions.

Join the event at <https://scad.zoom.us/j/98088020769?pwd=RWM5cotMWIZkaXdIM3VCdTk4bENjQT09>

SO YOU DON'T HAVE A SCANNER?

with associate chair of sequential art Pat Quinn and sequential art professor Kevin Burkhalter

Wednesday, Sept. 2 | 1:30 p.m.

Discuss file formats and get tips on cleaning up your iPhone photos of thumbnails and preliminary sketches in Photoshop using the Photomerge technique.

Join the event at <https://scad.zoom.us/j/91350678160>

TURN IMAGINATION INTO VISUALIZATION

with interior design professor Peili Wang

Wednesday, Sept. 2 | 2 p.m.

Bring your imagined spaces into digital 3D with this intro to rapid rendering and demo.

Register for the event at https://scad.zoom.us/meeting/register/tJUlcuispzgsE9X9VEouxOkqISLP_hDqCX-R

PICTURE BOOKS, CHILDHOOD, AND MEANING

with liberal arts professor Paige Gray

Wednesday, Sept. 2 | 4 p.m.

Consider the cultural conception of childhood through the visual and verbal language of the picture book.

Join the event at <https://scad.zoom.us/j/95031581808?pwd=MlUvcTZJOFdOMk9naHlHMFBEdGRaUT09>

TOURING THE SPIRAL JETTY

with art history professor Emily Webb

Thursday, Sept. 3 | 10 a.m.

Explore Robert Smithson's legendary 1970 earthwork *Spiral Jetty* from conception to construction, tour its form from the ground and overhead (as filmed by the artist), and learn about its significance in the development of site-specific art.

Join the event at <https://scad.zoom.us/j/98338891077?pwd=emhJc3daUmo5WFZGd1pJVnUyaFF5QT09>

"FACE" MASKS

with foundation studies professor Meredith Lear-Perkins

Thursday, Sept. 3 | 2 p.m.

Use both digital technology and traditional techniques to create a functional face mask – of your face!

Join the event at <https://scad.zoom.us/j/91938313829?pwd=U1Z6SFNoQlBBQklQZmpBZVJidzJxQT09>

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PAINTING THE VIRTUAL LANDSCAPE

with painting professor Kent Knowles

Friday, Sept. 4 | Noon

Merge found imagery with fantastical elements in multi-layered landscapes using digital painting software.

Join the event at <https://scad.zoom.us/j/99843350391?pwd=UnpxOEUxcHUwaXkvboFpd1h3eWRzdzo9>

HOW TO CREATE AN ORIGINAL FASHION CROQUIS

with fashion professor Lara Wolf

Friday, Sept. 4 | 2 p.m.

Learn trusted techniques to create an original fashion figure (croquis).

Join the event at <https://scad.zoom.us/j/96903123823>

ADOBE ANIMATE BASICS

with animation professor Zachary Rich

Friday, Sept. 4 | 2 p.m.

Get acquainted with the Adobe Animate interface, learn how to create vector-based graphics, and watch a demo of traditional and puppet techniques.

Join the event at <https://scad.zoom.us/j/97122397396>

DRAWING THE OCEAN

with foundation studies professor Jason Zimmer

Monday, Sept. 7 | 1 p.m.

Employ a charcoal subtractive method to render the ocean using atmospheric perspective. Bring 18" by 24" drawing paper, soft vine charcoal, a medium charcoal pencil, a sharpener, a kneaded eraser, a vinyl eraser, and a mechanical eraser.

Join the event at <https://scad.zoom.us/j/98342937419>

MEDIEVAL BEASTS AND WHERE TO FIND THEM

with art history professor Ashley Laverock

Monday, Sept. 7 | 2 p.m.

Explore the fantastical world of bestiaries as you consider medieval understandings of the natural world through the depiction of beasts from basilisks to unicorns. Create your own compendia of creatures combining illustrations and text.

Join the event at <https://scad.zoom.us/j/94300234249?pwd=eTdwMUtveTILZ2QyTS9ZWVZsYWZnZz09>

THE MONOPRINT

with printmaking professor Deb Oden

Tuesday, Sept. 8 | 10:30 a.m.

Learn Monoprint techniques that can be done at home. Explore both painterly and drawing-based methods.

Join the event at <https://scad.zoom.us/j/91865346741>

INDUSTRY-STANDARD PUPPET ANIMATION

with animation professor Zachary Rich

Wednesday, Sept. 9 | 2 p.m.

Learn advanced techniques in Adobe Animate and explore how they apply to the television animation industry. Then delve into puppet animation techniques used in today's animation studios.

Join the event at <https://scad.zoom.us/j/91436672557>

THE MUSIC OF JAMES BOND, PART 1: "THE EARLY YEARS"

with sound design professor Robin Beauchamp

Wednesday, Sept. 9 | 7 p.m.

Explore the music of the James Bond franchise from *Dr. No* (1962) to *You Only Live Twice* (1967) and decode the many secrets to writing a spy genre cue.

Register for the event at https://scad.zoom.us/meeting/register/tJYucumgrz8qGdD4u3YL_rWM2V5UvzfFRrx3

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WHAT IS SOUND DESIGN?

with professor of sound design Rob Miller

Thursday, Sept. 10 | 11 a.m.

Learn how the study of sound and audio became a full-fledged field of design and how important sound design is to a narrative. Get expert overviews of various elements, including guided perception, dialogue, sound effects, music, timecode, audio engineering, recording/mixing signal flow, and editing in Pro Tools.

Register for the event at <https://scad.zoom.us/meeting/register/tJEpdO6srzMjE9xs3f56Z-jMz63-GcLlzWEM>

ON THE ROAD TO AVID CERTIFICATION

with professor of film and television Alex Newton

Thursday, Sept. 10 | 2 p.m.

Get comprehensive info on the Avid Certification Program, a two-part exam process. Learn strategies to prepare for both exams and achieve certification, a key component to a career in post-production.

Join the event at <https://scad.zoom.us/j/93578389096>

LETTERPRESS PRINTING IN HISTORY AND PRACTICE

with foundation studies professor Margot Ecke

Friday, Sept. 11 | Noon

See the process of letterpress printing from start to finish while learning the history of the medium.

Join the event at <https://scad.zoom.us/j/98522187532?pwd=ZmR2ZoJINXMxNGoyUVBVQU9ydTQ4Zz09>

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