

Workshop: TECH-TYPE-HIGH with Santiago Piedrafita

Technology, Typo/Graphy, and Design for High-Schoolers

Grades 9–12 • May 5, 2012 • 10 a.m.–4 p.m. Fee: \$50 (Check payable to “NC State University”)

High school students will engage hands-on with computer technologies, to shape typography (fonts + language); graphics (visual content + form); and design overall (graphic design + communications). Computers, projectors, printers, digital cameras, and phones (why not?), will be used as a starting point to build and execute design experiments over the course of a productive day. Workshop content will be organized into 2 main categories; one to address “bitmaps” (digital photo imagery, pattern/texture graphics, etc.), and a second to cover “vector” forms (digital postscript geometries and typography). Building-block files created under these two categories will then be used as key ingredients towards finished designs projects.

Santiago Piedrafita is Head of the Department of Graphic Design and Industrial Design at North Carolina State University. Previously, Piedrafita chaired the Design Department at Minneapolis College of Art and Design (MCAD). Piedrafita served as senior designer in the Walker Art Center’s design department. At the Walker, he designed and maintained a diverse array of communications materials, publications and exhibitions for the museum’s multidisciplinary departments. In New York, Piedrafita worked in studios such as the Museum of Modern Art’s in-house design department, J. Abbott Miller’s Design/Writing/Research (then becoming part of Pentagram) and Chermayeff & Geismar, Inc. (now C&G Partners and Chermayeff & Geismar Studio). Piedrafita’s work has been featured in numerous publications including Eye, Graphis, Metropolis and I.D. magazines. He holds a master’s degree in communications design from Pratt Institute in New York and a bachelor’s degree in industrial design from ESDI, College of Industrial Design, in Rio de Janeiro, Brazil.



FEES + MATERIALS + LUNCH

The workshop costs \$50 per student (checks to “NC State University” should be submitted with registration forms). This fee includes all materials. Students should bring a bag lunch.

LOCATION + PARKING

CAM Raleigh is located at 409 West Martin Street, between Harrington and West streets. We encourage carpooling or being dropped off for the workshop. On-site museum parking is limited, though there is typically ample street parking on weekends. Alternately, students may also use the Wake County pay parking deck located 216 W. Cabarrus St., on the corners of Davie, McDowell and Cabarrus streets. Please be aware that CAM Raleigh cannot be responsible for parking tickets accrued during the workshop.

CAM Raleigh is a non-collecting museum that explores what’s now and presents an always-changing museum experience. CAM Raleigh is a collaboration between the Contemporary Art Foundation, the community of Raleigh and North Carolina State University’s College of Design. CAM Raleigh is generously supported by the Contemporary Art Foundation, North Carolina State University, individual and corporate members, private and corporate foundations, and government agencies. CAM Raleigh is located at 409 West Martin Street, Raleigh, NC 27603, between Harrington and West streets and in the heart of Raleigh’s Depot National Register Historic District and Warehouse District. CAM Raleigh has a parking lot; additional parking is available at metered spots on the street or at the Davie Street Parking Lot located at 201 W. Davie Street. Information about CAM Raleigh’s exhibitions, programs, and special events is available on the CAM Raleigh website at camraleigh.org or by phone at 919.513.0946. Follow @camraleigh on twitter.

Workshop Registration

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Please complete and return with full payment (\$50 check to “NC State University”)
to ATTN: Workshops / CAM Raleigh / 409 West Martin Street, Raleigh, NC 27603

STUDENT APPLICANT INFORMATION

FIRST NAME _____ LAST NAME _____

EMAIL ADDRESS _____

GENDER (PLEASE CIRCLE) MALE // FEMALE DATE OF BIRTH (MM/DD/YYYY) ____ / ____ / ____

SCHOOL _____

I AM CURRENTLY ENROLLED IN: 9th GRADE // 10th GRADE // 11th GRADE // 12th GRADE

ETHNIC BACKGROUND __ AFRICAN-AMERICAN __ CAUCASIAN __ NATIVE AMERICAN / ALASKAN

(OPTIONAL) __ ASIAN/PACIFIC ISLANDER __ HISPANIC / LATIN AMERICAN __ OTHER: _____

PLEASE LIST ANY MEDICAL PROBLEMS, SPECIAL NEEDS, OR CONCERNS THAT THE TEACHERS AND STAFF NEED TO BE AWARE OF:

PRIMARY PARENT/GUARDIAN CONTACT INFORMATION + EMERGENCY CONTACT

FIRST NAME _____ LAST NAME _____

RELATIONSHIP TO STUDENT APPLICANT _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTY _____

CELL PHONE (____) ____ - _____ HOME PHONE (____) ____ - _____

EMAIL ADDRESS 1 (please print clearly) _____

EMAIL ADDRESS 2 (please print clearly) _____

EMERGENCY CONTACT (OTHER THAN PARENT/GUARDIAN) _____

PHONE NUMBER _____ RELATIONSHIP TO STUDENT _____

PAYMENT INFORMATION / \$50 per student / CHECKS ONLY PLEASE. WE CANNOT ACCEPT CREDIT CARD PAYMENTS.

Please make checks payable to “NC State University.” Please note student applicant’s name on your check.

NAME ON CHECK _____ DATE (MM/DD/YYYY) ____ / ____ / ____ CHECK NUMBER _____

PARENT/GUARDIAN RELEASE + MEDIA RELEASE

- I grant permission to allow images of the undersigned student to be used by NC State College of Design, CAM Raleigh and/or the media for news articles, promotional materials, and documentation.
- I grant permission to allow the undersigned student to be interviewed by NC State College of Design, CAM Raleigh and/or the media.
- I understand that my child may be participating in walking field trips to various locations throughout downtown Raleigh as part of their participation in this workshop. I further understand that program facilitators may elect to take my child on the City of Raleigh R-Line bus to travel to downtown Raleigh locations in lieu of walking (given weather conditions and/or other circumstances).
- I hereby understand that it is important that my child conduct themselves in a safe and orderly manner while participating in this workshop and my child shall abide by all rules and regulations of the CAM Raleigh and the NC State College of Design.

SIGNATURE OF STUDENT’S PARENT OR GUARDIAN: _____ Date: _____

PRINTED NAME: _____

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