

SCHOOL OF VISUAL CONCEPTS

TRAINING IN MARKETING COMMUNICATIONS, GRAPHIC DESIGN, ADVERTISING
ART DIRECTION & COPY, DESIGN & WEB SOFTWARE, AND LETTERPRESS PRINTING

07 SUMMER QUARTER



WE'LL GET YOU BACK OUT THERE FAST.



Just a guess, but we bet you'd rather hit the beach, toss a Frisbee, or throw another shrimp on the barbie, rather than sit in a classroom this summer. We can relate. That's why SVC's summer schedule is loaded with half-day workshops, one-day workshops, and five-week night classes. While the time commitment is on the short side, the learning isn't. You'll hear from top working professionals who actually know what they're talking about. Check out full course descriptions and instructor bios at www.svcseattle.com. Then sign up and spend just a little of your summer at SVC.

**SCHOOL OF VISUAL CONCEPTS**500 Aurora Avenue North
Seattle, WA 98109

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www.svcseattle.com

CHANGE SERVICE REQUESTED

PRE-SORTED STANDARD

U.S. POSTAGE

PAID

SEATTLE, WA

PERMIT #1790

Class	Fee	Day	Dates	Time	Sessions	Instructor
BUSINESS PRACTICES AND CREATIVITY WORKSHOPS						
FREE! 101 Things Designers Can Do to Save the Earth	FREE	Wed	5/30	10:00a - 5:00p	1	See web
Presenting and Selling Creative Work	245	Thu	5/31	9:00a - 4:00p	1	Ray Ueno
Business Essentials: Persuasive Business Writing	245	Tue	7/10	9:00a - 4:00p	1	Larry Asher
Business Essentials: The Perfect Creative Brief	245	Thu	7/19	9:00a - 4:00p	1	Devin Liddell
Business Essentials: Persuasive Business Speaking	245	Tue	7/24	9:00a - 4:00p	1	Larry Asher
Successful Proposals and Pitches	245	Wed	7/25	9:00a - 4:00p	1	Bill Fritsch
Running A Successful Freelance Business	245	Thu	8/2	9:00a - 4:00p	1	Gretchen Cook
Project Management for the Web	245	Wed	8/8	9:00a - 4:00p	1	Amy Tucker
Making Your Clients Love You	245	Thu	8/9	9:00a - 4:00p	1	Ted Leonhardt
Branding for Designers	245	Wed	8/15	9:00a - 4:00p	1	Stacy Baas
PRINT AND WEB SOFTWARE WORKSHOPS						
FREE! Should You Upgrade to Adobe CS3?	FREE	Wed	6/13	12:00p - 1:30p	1	Craig Swanson
FREE! Should You Upgrade to Adobe CS3?	FREE	Thu	6/14	6:30p - 8:00p	1	Craig Swanson
<i>CreativeTechs'</i> Making the Move to InDesign CS3	150	Tue	6/26	9:00a - 12:00p	1	Jason Hoppe
<i>CreativeTechs'</i> Making the Move to Illustrator CS3	150	Wed	6/27	9:00a - 12:00p	1	Jason Hoppe
<i>CreativeTechs'</i> Making the Move to Photoshop CS3	150	Thu	6/28	9:00a - 12:00p	1	Jason Hoppe
<i>CreativeTechs'</i> Making the Move to Photoshop CS3	150	Tue	7/17	9:00a - 12:00p	1	Jason Hoppe
<i>CreativeTechs'</i> Making the Move to InDesign CS3	150	Wed	7/18	9:00a - 12:00p	1	Jason Hoppe
<i>CreativeTechs'</i> Making the Move to Illustrator CS3	150	Thu	7/19	9:00a - 12:00p	1	Jason Hoppe
Making the Move to Flash CS3	150	Thu	8/16	9:00a - 12:00p	1	Sibyl Perkins
Making the Move to CS3 Package Deal: Choose any three	395	---	---	9:00a - 12:00p	3	Hoppe/Perkins
PRINT AND WEB SOFTWARE CLASSES						
Intro to Adobe InDesign	375	Tue	6/19 - 7/24	6:30p - 9:30p	5	Jason Hoppe
Intro to Illustrator	375	Tue	6/19 - 7/24	6:30p - 9:30p	5	Hope Forstenzer
Intro to Building Web Sites	375	Wed	6/20 - 7/25	6:30p - 9:30p	5	Brent LaMotte
Intro to Flash	375	Wed	6/20 - 7/25	6:30p - 9:30p	5	Bradley Bishop
Intro to Photoshop	375	Thu	6/21 - 7/26	6:30p - 9:30p	5	Jason Hoppe
Intermediate InDesign	375	Tue	7/31 - 8/28	6:30p - 9:30p	5	Jason Hoppe
Intro to ActionScript	375	Tue	7/31 - 8/28	6:30p - 9:30p	5	Andreas Heim
Intermediate Flash	375	Wed	8/1 - 8/29	6:30p - 9:30p	5	To be announced
Intro to Dreamweaver	375	Wed	8/1 - 8/29	6:30p - 9:30p	5	Brent LaMotte
Intermediate Photoshop	375	Thu	8/2 - 8/30	6:30p - 9:30p	5	Jason Hoppe
GRAPHIC DESIGN CLASSES						
The Conceptual Side of Typographic Design	375	Tue	6/19 - 7/24	6:30p - 9:30p	5	Juliet Shen
Elements of Design	495	Tue	6/19 - 8/28	6:30p - 9:30p	10	Dave Peacock
Intermediate Graphic Design	495	Wed	6/20 - 8/29	6:30p - 9:30p	10	David Kendall
Elements of Typography	495	Thu	6/21 - 9/6	6:30p - 9:30p	10	Lance Kagey
ADVERTISING AND COPYWRITING CLASSES						
Summer Creative Boot Camp	1395*	Mon-Thu Thu only	6/18 - 7/26	6:30p - 9:30p 2:00p - 5:00p	25	See web
Intro to Ad Concepts	375	Mon	6/18 - 7/23	6:30p - 9:30p	5	Mike Hayward
Intro to Ad Copywriting	375	Wed	6/20 - 7/25	6:30p - 9:30p	5	John Zilly
Intro to Ad Art Direction	375	Wed	6/20 - 7/25	6:30p - 9:30p	5	Dave Moore
Agency Leaders Tour	375	Thu	6/21 - 7/26	2:00p - 5:00p	5	See web
Intro to Public Relations Writing	495	Wed	6/27 - 9/5	6:30p - 9:30p	10	Al Sampson
LETTERPRESS CLASSES						
Intro to Letterpress	495	Tue	6/19 - 8/28	6:30p - 9:30p	10	Jenny Wilkson
FREE! SVC's 6th Annual Wayzgoose	FREE	Fri	8/3	5:30p - 9:30p	1	SVC Staff

BOOT CAMP GIVES YOU A KICK WHERE YOU NEED IT.

We've packed five essential ad creativity and software courses into just five weeks to give you a screaming head start on getting your portfolio going:

Intro to Adobe InDesign, Intro to Adobe Photoshop, Intro to Ad Concepts, Ad Agency Leaders Tour

Intro to Art Direction or Intro to Copywriting (choose one)

*\$1,395 if you register before June 8, \$1,725 after June 8

Classes meet 6:30p - 9:30p Monday through Thursday. additionally 2:00p - 5:00p on Thursdays only

REGISTER ONLINE AT SVCSEATTLE.COM

QUESTIONS? CALL 206 623 1560 OR EMAIL INFO@SVCSEATTLE.COM