



Miami Dade College, North Campus  
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**ART + DESIGN  
CONFERENCE & EXPO**

**"DISCOVER YOUR CRAFT"**

**APRIL 4-6, 2017**

**WWW.MDC.EDU/D3EXPO**

**PRESENTED BY**



# SPECIAL THANKS

On behalf of the D3 committee, we'd like to thank all who have helped in the making and production of D3 2017. This event would not be possible without your support and participation.

**Thank You.**

<b>MIAMI DADE COLLEGE</b>	<b>ALEX OSORIO</b>
<b>CAMPUS PRESIDENT MALOU C. HARRISON</b>	<b>DAVID SANCHEZ</b>
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<b>FRED TONEY</b>	<b>ARTS &amp; PHILOSOPHY</b>
<b>MELISSA FERNANDEZ</b>	<b>MALLS</b>
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<b>C-TECH PATHWAYS</b>	<b>DIGITAL GRAPHIC SYSTEMS</b>
<b>JEZ CATAMBAY</b>	<b>REBECCA PELHAM</b>

# THE TEAM

“Alone we can do so little, together we can do so much.” - *Hellen Keller*

Thank you all for your hard work and dedication in making this event a success!



**Eric Cornish**  
SEDT Graphic Design Faculty  
D3 Co-Chair

**Evelyn Rodriguez**  
MDC MALLS Grant  
D3 Co-Chair

**Matt Wohl**  
SEDT Chair  
D3 Finance



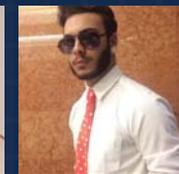
**Fabiana Ferrer**  
MDC MALLS Grant  
D3 Sponsorships

**Agustin Gonzales**  
SEDT Film Faculty  
D3 Marketing

**Xavier Pozo**  
MDC Web Design Alumni  
D3 Website Development

**Stephani Carrasco**  
MDC Design Student  
D3 Graphic Design

**Jose Mondesir**  
MDC Graphic Design Alumni  
D3 Marketing



**ANSELM KNIGHTS**  
Entech Dept. Chair  
D3 Operations

**Elissa Graph**  
Arts & Philosophy Dept. Chair  
D3 Operations

**James Pierre**  
MDC TV  
D3 Operations

**Jorgie Garcia**  
MDC Design Student  
D3 Social Media

**Elio Arteaga**  
MDC Graphic Design Faculty  
D3 Marketing



**ART + DESIGN  
CONFERENCE & EXPO**



**"DISCOVER YOUR CRAFT"**

**TUESDAY APRIL 4**

1:00 PM - 1:50 PM  
3:00 PM - 3:50 PM

**ROOM 3209**  
CAREER EXPLORATION &  
RESUME / INTERVIEW WORKSHOP

6:00 PM - 7:15 PM

**ROOM 2147**  
FILM SCREENING  
"DESIGN DISRUPTORS"



7:15 PM - 8:00 PM

**ROOM 2147**  
PANEL DISCUSSION  
"WHAT IS DESIGN"

8:00 PM - 9:00 PM

**BUILDING 2 ATRIUM**  
RECEPTION / STUDENT SHOWCASE



This activity is supported, in part, by U.S Department of Education grant award P120A160036



**TUESDAY, APRIL 4<sup>TH</sup>**  
**5:30 PM @ ROOM 2147**

**About the Film:** DESIGN DISRUPTORS reveals the design approaches of 15+ companies with one unifying secret advantage: the transformative power of design. The Film will be followed by a panel discussion with *Will Freyre, Sam Grant, Laura Font and Jose Reyes* to explore nature of "design" from varying perspectives.

**Graphic Design Student Showcase:** Projects from Digital Illustration, Typography, 3D Animation, Branding and Advertising Design courses are presented by the School of Entertainment & Design Technology.

**Featured Students:** Dickinson Simon, Edwin Ferrer, Elaina Lainez, Jazmine Anthony, Jesus Marquez, Karla Cuevas, Karolayn Rodriguez, Livnelly Molina, Michelle Cedeno, Shane Mehta, Stephanie Carrasco, Tetyana Shumkova, Yeison Herrera, Ariel Barosela. **#D3Expo #D3studentshow**

**OUR ESTEEMED  
PANELISTS**



WILL FREYRE



SAM GRANT



LAURA FONT



JOSE REYES  
MODERATOR





# ART + DESIGN CONFERENCE & EXPO



"DISCOVER YOUR CRAFT"

## WEDNESDAY APRIL 5

**ROOM 3249**

9:15 AM - 10:00 AM

**Keynote Speaker**

10:00 AM - 10:45 AM

Panel discussion  
"Design Your Career"



### MORNING WORKSHOP SESSIONS

10:50 AM - 11:30 AM

Microsoft  
Cinema 4d  
Adobe  
Film Masters Class

**ROOM 3249**  
**ROOMS 3201**  
**ROOMS 3238/3239**  
**ROOM 3202**

11:30 AM - 1:00 PM

Lunch  
**Portfolio Review**  
**Exhibitor Showcase**

**ROOM 3249**



### AFTERNOON WORKSHOP SESSIONS

1:10 PM - 2:00 PM

Microsoft  
Cinema 4d  
Adobe

**ROOM 3249**  
**ROOMS 3201**  
**ROOMS 3238/3239**

2:10 PM - 4:00 PM

**10 min. Mentor**

**ROOM 3249**

4:30 PM - 6:30 PM

**Design4Good Challenge**

Design teams go battle to create impactful design Solutions for real clients with real design needs. One (1) group will be named champion.



"DISCOVER YOUR CRAFT"



## MICHAEL JAGER

Chief Creative Officer at Solidarity Unbridled Labour



ART + DESIGN  
CONFERENCE & EXPO

WEDNESDAY  
**APRIL 5, 2017**

9:00 - 10:00 AM  
ROOM 3249

## Keynote Speaker

Come get inspired by a company that works on creative branding concepts and design for companies like Microsoft, Nike, MTV, and other well-known brands.



## PANEL DISCUSSION

**10:00 AM | ROOM 3249**

Panelists will explore interviewing tips and discuss what it means to be a cross-disciplinary creative. Panelist will also touch on landing your first job and embracing the changes that will inevitably occur throughout your career. Professional work life advice will be offered to take you to the next level of your design career.

### OUR ESTEEMED PANELISTS



JIM BABBAGE

NATALYA  
SPICKER



SAHIM ZAID

ERIC CORNISH  
MODERATOR

#D3Expo #D3workshops  
[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)





# A

## ADOBE TIPS & TRICKS WORKSHOP

Artwork by Juan Hernandez  
GRA2207C - Advanced Photoshop

**WEDNESDAY, APRIL 5<sup>TH</sup>**



**10:45 AM | ROOMS 3238/3239**

Afternoon sessions start at 1:15 pm

**Jim Babbage (Adobe Rep) & Elio Arteaga (MDC Faculty)**

Dive into the world of Adobe Creative Cloud's suite of desktop programs. Also, learn about Adobe Spark, a set of online tools and apps that make it easy for anyone to create and tell engaging, rich stories in a variety of ways.

Talk to a representative from Adobe, the leader in graphics software for the design industry, and explore what benefits you have as a graphic design, web design or motion graphics student at Miami Dade College.

**#D3Expo #D3workshops**

**[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)**



## "YOUR PATHWAY TO 3D" WORKSHOP

3D Artwork by Paige Pentzke  
GRA2162C - ANIMATION 1

**WEDNESDAY, APRIL 5<sup>TH</sup>**



**10:45 AM | ROOM 3201**

Afternoon sessions start at 1:15 pm

**Your Pathway to 3D | Eric Cornish, Manny Grillo**

Motion Design basics using Cinema 4D

In this presentation MDC Faculty, Eric Cornish and freelance motion designer, Manny Grillo will showcase Cinema 4D's powerful MoGraph features to create beautiful 3D type and animation. Also, learn how easy compositing 3D elements into your 2D projects can be when exporting from Maxon Cinema 4D to Adobe Photoshop.

**#D3Expo #D3workshops**

**[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)**





**WEDNESDAY, APRIL 5<sup>TH</sup>**

**10:45 AM | ROOM 3249**



**Afternoon sessions start at 1:15 pm**

Seamlessly fusing the freedom and romance of your physical notebook with the power and flexibility of the digital world, Sketchable provides the best creative experience on the market. Sketchable's comprehensive yet clean interface is carefully crafted to harness the full potential of you and your device, making sure nothing comes between you and your imagination. Part journal, part canvas, Sketchable allows you to scribble a note, snap and edit a pic, import and augment an image, or paint a masterwork—easily sharing it all with your friends and family. Open the app, pick a tool, pick a color, and delve into a limitless world of creativity.

**#D3Expo #D3workshops**

**[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)**



**WEDNESDAY, APRIL 5<sup>TH</sup>**

**11:30 AM - 1:00 PM | ROOM 3249**

**Portfolio Review:**

Not sure what you need in your portfolio to land your first job or transfer into the university of your choice? Today is the day to have your artwork reviewed by college advisors, faculty and industry professionals, on-site willing to help you get the most out of your education at MDC and ultimately your design career.

**#D3Expo #D3workshops**

**[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)**





# 1-ON-1 FEEDBACK

**WEDNESDAY, APRIL 5<sup>TH</sup> / 2:00 PM - 4:00 PM**  
**THURSDAY, APRIL 6<sup>TH</sup> / 2:30 PM - 3:30 PM**  
**- ROOM 3249**

**Schedule some 1-on-1 time with one of our mentors.**

This is a chance for you to ask any questions left unanswered about completing your studies, preparing your portfolio, or searching for your first job. You will receive the extra guidance you need to reach your academic and career goals.

**#D3Expo #D3mentors**  
**www.mdc.edu/D3Expo**



# 10 Minute Mentors

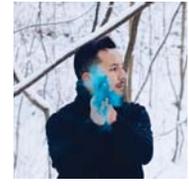
**1-ON-1 CAREER COACHING SESSIONS WITH THE PROS**



**Nichole Beltran**  
 Graphic Design  
 Barry University



**Melissa Pacheco**  
 Design Recruiter  
 Professional



**Camillo Rojas**  
 Graphic Design  
 Professional



**Manny Grillo**  
 Motion Design  
 Professional



**Ed Cheetham**  
 Motion Design  
 Ringling College



**Brandon Craft**  
 Web Dev.  
 DMAC Faculty



**Shelly Dockery**  
 Graphic Design  
 MDC Adjunct



**Melanie Kay**  
 Graphic Design  
 MDC Adjunct



**Elio Arteaga**  
 Graphic Design  
 MDC Faculty



**Sam Grant**  
 Web Dev. /  
 Graphic Design



**Lorena Lopez**  
 Graphic Design  
 Professional



**Sahim Zaid**  
 Presentation  
 Specialist



**Brian Metcaf**  
 Marketing  
 Professional



**Laura Font**  
 Graphic Design  
 Professional



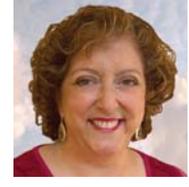
**Eric Cornish**  
 Graphic Design  
 MDC Faculty



**Will Freyre**  
 Graphic Design  
 Professional



**Jaun Borrero**  
 Web Dev  
 MDC Faculty



**Rosanne Gibel**  
 Graphic Design  
 MDC Adjunct



**Leslie Orue**  
 Graphic Design  
 DMAC Faculty



**Natalya Spicker**  
 Design Recruiter  
 Professional



# ART + DESIGN CONFERENCE & EXPO



"DISCOVER YOUR CRAFT"

## THURSDAY APRIL 6

### ROOM 3249

9:00 AM - 9:30 AM

Registration

9:30 AM - 10:10 AM

Keynote Speaker

10:15 AM - 12:10 PM

### ROOM 3249

Screen Printing / T-shirt Printing

ROOMS 3201/3202

Chinese Calligraphy

ROOMS 3238/3239

CosPlay Design

12:10 PM - 1:20 PM

Lunch

### ROOM 3249

College / Career Fair

Exhibitor Showcase

1:30 PM - 2:30 PM

### ROOM 3249

Letterpress / T-shirt Printing

ROOMS 3201/3202

Chinese Calligraphy

ROOMS 3238/3239

CosPlay Design

2:30 PM - 3:30 PM

10 Min. Mentor / Portfolio Review

3:40 PM - 5:00 PM

### ROOM 3249

InkWars! - Live Art Battle

Artist create images on the spot within a given time period.

5:15 PM - 7:00 PM

Closing Reception / Awards



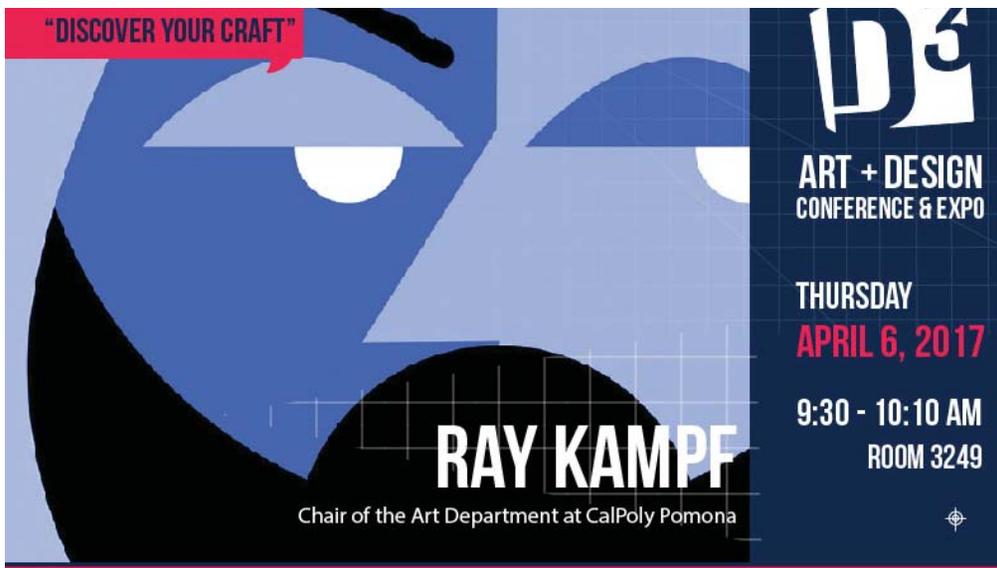
RAY KAMPF



EXPO & HANDS-ON WORKSHOPS



"DISCOVER YOUR CRAFT"



ART + DESIGN  
CONFERENCE & EXPO

THURSDAY  
APRIL 6, 2017

9:30 - 10:10 AM  
ROOM 3249

# RAY KAMPF

Chair of the Art Department at CalPoly Pomona

## Keynote Speaker

What is a "Visual Communications Designer?" Come learn about Ray Kampf's methods and philosophy regarding the visual language of design and communicating to the public.



## HANDS-ON WORKSHOPS

10:15 AM - 12:10 PM & 1:30 PM - 2:30 PM  
- ROOM 3249

Screen Printing | Letterpress | Chinese Calligraphy | Cosplay

D3's Workshop Series takes a hands-on approach in helping creatives explore, get inspired, and simply learn.

#D3Expo #D3workshops

[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)





**THURSDAY, APRIL 6<sup>TH</sup>**

**10:15 AM | ROOMS 3238/3239**

Learn to create the costumes of some of your favorite characters from **Lorena Lopez**, a multidisciplinary designer with the Miami Children's Museum. There, she's been leading all of the museum's graphic developments, from marketing to exhibit design. Lorena is owner of a small costume shop from which she's designed and created hundreds of costumes for personal clients, short films, and children's theaters.

Feel free to come dressed up as your favorite sci-fi, fantasy or comics character and pose for photos to be posted on the [www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo) web site and social media!

**#D3Expo #D3workshops**



**THURSDAY, APRIL 6<sup>TH</sup>**

**10:AM | ROOMS 3201/3202**

Experience the art of beautiful handwriting, demonstrated using traditional materials and techniques in this workshop given by professional Chinese calligrapher **Mr. Ming** of the **Confucius Institute** at Miami Dade College. This will be an amazing multicultural experience!

Feel free to come learn how your name is pronounced and written in the Chinese language, then post it and share it on social media!

**#D3Expo #D3workshops**

[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)



# FEATURED EXHIBITORS



See a demonstration of the new Surface Studio workstation, including mouse, stylus pen and the incredible new Dial input device. Also learn how to access your free Microsoft Office 365 account including OneNote and OneDrive. Awesome tools for work and school!



Ricoma will showcase two single head embroidery machines in action and will also speak with students on how they can start their own business.



DGS and Groov'n Graphx goes beyond "thinking outside the box" by "redesigning the box". This Cardboard Studio brings concepts to life using different types of raw cardboard material. At Groov'n Graphx cardboard is our passion...!!



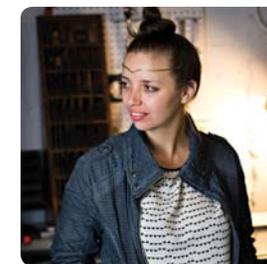
Florida Flex is exhibiting a table top screen printing press. They're also revealing their silkscreen process for T-shirts. On display will be a demo of 2 designs with 2 colors each.



**THURSDAY, APRIL 6<sup>TH</sup>**

**10:15 AM | ROOM 3249**

Engage in hands-on demonstrations with local print-maker **Ingrid Schindall** of **IS Projects** as she reveals the process of traditional screen printing and letterpress printing techniques. In these workshop sessions witness first-hand how things really get printed!



There will also be T-shirt printing, embroidery and large format professionals exhibiting in the main conference area. For more information about these featured exhibitors stop by each station, ask questions and learn how you might get started in running your own print-shop one day! #D3Expo #D3workshops

**CIS PROJECTS**

[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)

# COLLEGE & CAREER EXPO

[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)

## THURSDAY, APRIL 6<sup>TH</sup>

### 10 AM - 4 PM @ MDC NORTH CAMPUS

- ROOM 3249

Not sure what you need to get into the college or university of your choice to pursue an exciting career in design? Today is the day to have your study and career questions answered and make your student and career dreams a reality. College advisors and professionals will be on-site to help you learn about what it takes to be a transfer student, and how to get the most out of your design career.

#D3Expo #D3careerfair

[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)



Barry University



SCAD

The University for Creative Careers





**THURSDAY, APRIL 6<sup>TH</sup>**

**3:30 PM | ROOM 3249**

Do *You* think you *got* what *it* takes?

Sign-Up to enter this hands-on, live drawing competition, artists are given design prompts to create images on the spot within a limited amount of time. A panel of judges decide who moves on to the next round... May the best artist win! For registration and more information visit

[www.mdc.edu/D3Expo](http://www.mdc.edu/D3Expo)

Don't forget to post and share it on social media!

#D3Expo #D3workshops #D3challenge



# D3 RECEPTION / AWARDS



**THURSDAY, APRIL 6<sup>TH</sup>**

**5:15 PM | ROOM 3249**

**Closing Remarks**

**Awards Presented:**

- Best of Show - Student Showcase
- Design4Good Challenge
- InkWars - Live Art Competition

**THANK YOU.**

Keep in touch with us! Follow us on Facebook, Instagram and Twitter to stay informed about D3 events throughout the year. #D3Expo # workshops #D3portfolioreview

See you next April at **D3 2018!**

**School of Entertainment & Design Technology**

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[www.mdc.edu/sedt](http://www.mdc.edu/sedt)