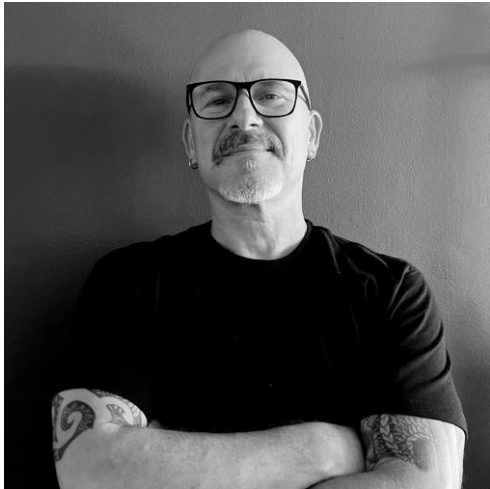


New Class Proposal : AI for Graphic Design

How the concept for this class started...



ROSS PATRICK

Director and Creative Lead School of Advertising - Academy of Art University

Ross's dedication to shaping the future of creativity has led him to the forefront of AI education. As an accomplished instructor, he has been instrumental in teaching Generative AI to students at the Academy of Art University.



JEFF CARINO

Professor of AI for Design at Academy of Art University

My journey has been one of continuous learning and sharing, from participating in a weekly AI discussion forum to contributing my insights as a speaker at conferences and guest lectures.

BASIC INFO

Course: AI for Graphic Design

- Prefix GDES100
- 2.0 college units / Monday - Friday, 10:00 a.m. - 3:00 p.m
- 27 lecture hours + 27 Lab hours over the two week term
- Modality (face to face) class will run for two weeks at IVC, M-F in summer of 2025.
- Tops Code = 1030.00 – Graphic Art and Design

APPROPRIATENESS TO COLLEGE OF MARIN MISSION

Career Academies

Short, intensive college courses for high school students to explore career interests and gain industry insights. These hands-on experiences help them focus on fields that align with their interests and strengths.

Goals & Objectives:

- **DIVERSIFY:** GDES students are less diverse compared to other CEWD programs at the college. By tapping into the historically diverse Summer Academy, we can boost diversity within the GDES program and enrich our learning community.
- **CONNECT:** Launch an (AI for Graphic Design) Summer Academy to expand GDES to K-12, diversify the student base, and create a pathway into the Fall semester to boost enrollment.
- **EXPLORE:** GDES program lacks dual enrollment; unlike MMST's summer game academy, this could fill the gap with a high-demand course – the game academy is always full.

DEMONSTRABLE NEED

- Students are recruited from all local high schools, with the Marin County Office of Education ensuring equity and diversity. Classes usually fill, with a 24-student cap based on lab availability.
- Summer Career Academies are primarily for rising 10th - 11th graders; graduating seniors can enroll with tuition.
- Early college models, including dual enrollment, enhance student outcomes in high school and beyond, boosting retention and success for GDES/MMST and high-potential learners.*

[\(Early college continued success: Longer-term impact of early college high schools \(Song & Zeiser, 2019\)\)](#)*

CURRICULUM STANDARDS

- **Purpose:** Help students explore interests, understand industry opportunities, and identify fields of study matching their aptitudes. The curriculum is introductory, focusing on "fun ways" to explore career paths through hands-on projects.
- **Format:** Classes are held in-person on campus, exposing students to college culture.
- **Support:** Strong backing from the advisory committee and the summer academy group to launch a new academy with a focus on technology, design, and hands-on learning.
- **Details:** Courses are credit-bearing, pass/no pass, 2 units over 2 weeks.
- **Program Design:** Summer 2025 Career Academy
 1. In-person 2 week course at IVC campus
 2. 2.0 college units / Monday - Friday, 10:00 a.m. — 3:00 p.m

FACILITY & LEARNING RESOURCES

- **Trained Faculty** – Seth Cortright GDES instructor has attended weekly AI discussion forums starting in April 2024. Collectively, I have over 40 hours of professional development training with SF Academy of Art faculty around AI technology and creative integration.
- In 2024 – **Brand New Apple Computers** in Mac Lab at IVC room 129.
- **Adobe Creative Cloud Software** resources are provided by COM.

COMPLIANCE

- No Prerequisite with enrollment limitation to 24 students
- Course offered each summer as part of the Summer Career Academy Program at IVC campus.
- No Student enrollment fees for 10th - 11th graders (No class material fees)
- Budget Plan: Strong Workforce Program categorical funds will cover the cost of instruction (faculty salary/benefits) etc.
- Meeting with the Graphic Design Advisory members on 9/11 to explore industry ideas of how AI is changing the profession and how to integrate into curriculum for student success.





Q&A

