SPECIAL THANKS

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We are proud to present our inaugural issue of VisComm, our magazine of students’ work. At Platt College we nurture and encourage students’ creative and employment goals through aided development of their individual styles, and helping them forge their own, unique paths. We support a connectedness to each other, the faculty, the broader community of visual artists as well as the consumers of their creation.

We emulate the very same mission as Walter Gropius who became a dominant force in the applied arts during the 20th century, as demonstrated by his Bauhaus School of Design in 1919. The Bauhaus school embraced the idea of bringing together all of the arts and fostering collaboration amongst artists. We also encourage such collaboration across the spectrum of visual artistry from hand drawn sketches to computer generated animation. We apply deductive thinking skills to achieve design objectives, knowing that these skills can help differentiate our design students. Ultimately we aim to develop artists that distinctively communicate to society.

Welcome and enjoy!

Patricia Denys, Department Chair Visual Communications
GRAPHIC DESIGN

The study of design principles and processes necessary to successfully solve design problems. Students learn to apply basic principles of layout, color theory, deductive and strategic thinking. Students gain experience in teamwork, brainstorming, concept development and presentation skills.

1 Apple Ad, Sabine Fortin
2 Ecko Ad, Michael Dela Cruz
3 Music Poster, Natalie Figueroa
4 DVD Cover, Valerie Houser
5 Sobe Ad, Aren Navarro
6 Vitamin Water Ad, Eric Martinez
GRAPHIC DESIGN

7 Stationery
   Vanessa Valarde
8 Jamaica Poster
   Ben Moreno
9 Thailand Brochure
   Victoria Alvarez

10 Workers’ Poster
   Artin Mardirossian
11 Children’s Poster
   Ben Moreno
12 Package Design
   Seretha Wong
VECTOR ILLUSTRATION

The study of digital illustration using Adobe Illustrator. Students learn the core drawing tools, layers, working with shapes and color to produce illustrations. Exploration of value, texture, form, perspective and preparation of files for output are emphasized.

1 Concert Poster
   Aren Navarro
2 Jetta Illustration
   Christina Laag

3 Portrait Illustration
   Michael Dela Cruz
4 Poster, R. Swanson
5 Branding Campaign
   Vanessa Velarde
VECTOR ILLUSTRATION REALISM PROJECTS

6 Japanese Building
Carlos Gonzalez

7 Indian Motorcycle
Anthony Ferrer

8 Ferrari Rim
Artin Mardirossian

9 Chevy Poster
Anthony Ferrer

10 Steam Junkie
Seretha Wong

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Introduction to the skills and commands necessary to design and layout brochures, catalogs, newsletters and magazines. Includes exploration of typography, creatively combining graphics with type, and techniques related to designing files for print. Preparation of files for industry printing process is emphasized.

1. Magazine Article, Valerie Houser
2. Typography Article, Carol Diaz
3. Magazine Article, Vanessa Velarde
4. Magazine Article, Jinfei Lu

Resume Mistakes That Will Kill Your Job Search

There are many things you don’t want someone to see during your job search. You can’t control whether or not hiring managers will call you. What questions (yes or no) are asked during your interview or if they will call you back for a second interview. Thankfully, there are some aspects to the job search process that you can manage and the way you are presented in your resume is important. Thankfully, there are some aspects to the job search process that you can manage and the way you are presented in your resume is important.

Magazine Article, Valerie Houser
WEB DEVELOPMENT

The Web Design specialization focuses on website design, animation, programming for the web, interactive production, and server technologies. Students learn the fundamentals of HTML5, and Cascading Style Sheets (CSS3). Design principles, typography and grid systems are presented as foundations for effective site development.

1 Abisai Castillo
2 Nicholas Brown
3 Simon Bassaly, Sandra Greer, Adolfo Olivares, David Ardines & Kaitlyn Francis
4 Adolfo Olivares
3D Animation

In the 3D Animation specialization, focus is on all aspects of the animation process. Students learn how to create computer generated 3D formats that make characters and objects come alive. The course begins with the physics of animation, then inorganic and organic character modeling, character kinematics, and motion capture. Students also learn specific skills in game animation, effects animation, character vocalization, advanced animation production, and demo reel production.

1 Rachel Bartle
2 Jennifer Hush

3 Rachel Bartle
4 Rachel Bartle
Recognizing Student Excellence

The ADDY competition is part of a three-tiered national competition hosted by the American Advertising Federation. The AAF-Inland Empire ADDYs are the first step in the advertising industry’s largest and most representative competition, attracting about 50,000 entries every year in local ADDY competitions. The mission of this competition is to recognize and reward creative excellence in the art of advertising.

There is an awards category that students enter. Gold and silver local winners advance to compete with the best students throughout Southern California. Platt College has participated in the ADDYs since 2001, with students earning awards each year. Several have advanced to the regional level. Platt award recipients include: 2001 Luciano Martinez; 2002 Steven Torres; 2003 Minerva Echavarria; 2004 Jim Amos and Monica Briano; 2005 Andrea and Tashiana Jerrods, John Santos and Ray Barela; 2006 Aaron Smith, Alicia Fraijo and Ronald Avila; 2007 Chad Burnett and Chris Shepherd; 2009 Mark Wilkins and Sabine Fortin; 2010 Jody Byrd and Simon Bassaly; 2011 Victoria Alvarez; and 2012 Brian Eller.

We are proud to recognize the hard work and persistence these students have maintained during their studies. These efforts have served them well, paving the way for successful careers in the field of Graphic Design and Web Development.