

SKETCHINGLAB

DAY 1

August 07, 2015 (3:00pm a 8:00pm)

PLACE Universidad VERITAS

OPENING

Welcome ceremony, introduction of the guest speaker. (4:00 - 4:30)
Brief message from our sponsors and introduction to the presentations

PRESENTATIONS

• Matt Marrocco: Industrial Designer, Publisher and tech-enthusiast. He will share his portfolio and his experience on how he got to Publish his first I Draw sketching book. (4:45 - 5:30)

• Joey Zeledón : designer and excellent illustrator that will be sharing with us his creative methodology. He transforms ordinary situations into extraordinary creations. (5:45 - 6:30)

• Andrés Parada: concept designer and illustrator that will be sharing with us his portfolio, emphasizing the creative process from rough sketches done in an analog way to more refined sketches created digitally. (6:45 - 7:30)

SCAD PRESENTATION

Topic: How SCAD's design education will open your path to innovation. SCAD University of Creative Careers. (7:30 - 8:00)

DAY 2

August 08, 2015 (9:00am to 12:00pm - 1:15pm a 5:00pm)

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WARM UP: Sketch Aerobics basic exercises (sketching with music, José Gamboa) (9:00 - 9:30)

*FREE WORKSHOP FOR HIGH SCHOOL STUDENTS (Sponsor by SCAD and SKETCHAEROBICS) Portfolio review, (10:30 - 11:30)

PRESENTATION - WORKSHOP (Matt Marrocco) . (9:45 - 12:00)

Definition of perspective and samples of 1,2 and 3 vanishing points.
How to use sketching and rapid visualization to design electronic products.
How to get inspire to develop concepts.
Basic rules to follow when developing electronic products.
Matt Marrocco demonstration on how to rapidly visualize concepts.
Workshop based on the learned concepts.

(1:15- 5:00)

PRESENTATION - WORKSHOP (Joey Zeledón)

Introduction to Design Methodology based on culture, nature and tradition. Using intangible cues to design tangible objects.
Design can transform the ordinary into extraordinary.
Effective artistic techniques to represent concepts using markers.
How to develop confidence and line quality in your sketch.
How to use the Design methodology to foster innovative ideas
Workshop based on the learned concepts.

DAY 3

August 09, 2015 (9:00am a12:00 pm - 1:30pm a 5:30pm)

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PRESENTATION - WORKSHOP (Joey Zeledón and José Gamboa)
Workshop based on the learned process for product development with cultural (9:00 - 12:00)

identity from Joey's presentation on day 2. Creation of metaphoric concepts.
Concept criteria, concept iteration, concept refinement, concept selection and concept finalization.

PRESENTATION - DEMONSTRATION (Andrés Parada) (1:15 - 4:00)

Development of product and concept environment (storyboarding)
Sketching and advance rendering techniques used in concept design and illustration. (Digital collage)
How to combine 3D and 2D to create a photo realistic environment.

CLOSING EVENT /AWARD CEREMONY FOR PARTICIPANTS

Acknowledgment to our sponsors. (4:15 - 5:30)
Slingshot PDG and Smart Design will further develop the Industrial design phase
and 3D printing of one concept that will be selected from the event.