

UCDA DESIGN CONFERENCE



REGISTRATION FORM

NAME (Last)	(First)		
POSITION/TITLE	FIRST NAME AS YOU'D LIKE IT ON YOUR NAMETAG		
INSTITUTION/COMPANY			
DEPARTMENT/OFFICE			
STREET ADDRESS			
CITY	STATE	ZIP	COUNTRY
EMAIL	PHONE	FAX	

SESSIONS

SATURDAY, SEPTEMBER 29

9 a.m.-12 noon

OPTIONAL ACTIVITIES (\$)

- Lettering with Personality Workshop
- Learn, Make, and Take: Live Hands-on Block Printing Workshop

2:30-3 p.m.

- Volunteer Meeting

3-4:30 p.m.

- Opening Mixer and Silent Auction Opening

4:30-4:45 p.m.

- Welcome

4:45-5:45 p.m. (General Session)

- 1. Designing ArtPrize: Ten Years of Experimenting in Public

5:45-7 p.m.

- Dinner

7-7:30 p.m.

- UCDA Awards Show

7:30-9:30 p.m.

- UCDA Design Show and Dessert Reception

SUNDAY, SEPTEMBER 30

7-8 a.m.

OPTIONAL ACTIVITIES

- City Walk
- Coffee Talk
- InstaMeet

Breakfast on Your Own

9-10:15 a.m. (General Session)

- 2. Education in an Era of Choice

10:30-11:30 a.m. (choose one)

- 3. Design for Immersive, Mixed, and Virtual Environments
- 4. Higher Ed Marketing Across the Generations: Winning Over Students of All Ages and Life Stages
- 5. "How do I make the angry tweets stop?" and Other Lessons Learned
- 6. There's No Textbook for Life

11:45 a.m.-1:15 p.m.

- Roundtable Discussion Lunch and UCDA Business Meeting

1:15-2:30 p.m. (General Session)

- 7. Designing Tegu

2:45-3:45 p.m. (choose one)

- 8. The Role of Graphic Design in Smart Built Environments
- 9. Higher Ed Marketing Across the Generations: Winning Over Students of All Ages and Life Stages
- 10. Working Across Departments Case Study: GVSU Laker Effect
- 11. Surprisingly Nimble: Building Creativity Through Passion Projects

4-5:15 p.m. (General Session)

- 12. Huggin' Necks and Breakin' Bread

5:30-6 p.m.

OPTIONAL ACTIVITY

- Publications Swap Shop

Dinner on Your Own

MONDAY, OCTOBER 1

7:30-11 a.m.

- UCDA Resource Center, Breakfast, and Pop-Up Shops

11:15 a.m.-12:15 p.m. (choose one)

- 13. Creating Buy-in for a University Marketing Campaign Designed In-house on a Decentralized Campus
- 14. Putting Stock in Authentic Photography
- 15. Nice to Meet You
- 16. Stop Staring at the Path

Lunch on Your Own

1:45-2:45 p.m. (choose one)

- 17. Creating Buy-in for a University Marketing Campaign Designed In-house on a Decentralized Campus
- 18. Putting Stock in Authentic Photography
- 19. Kill Your PDF: Bringing Hope College's Print Magazines Online
- 20. Bumbling Through Life With a Big Stupid Grin

3-4:15 p.m. (General Session)

- 21. Things That Don't Have a Thing to Do With Graphic Design

Dinner on Your Own

TUESDAY, OCTOBER 2

8-9 a.m.

- Continental Breakfast

9-10 a.m. (choose one)

- 22. Building a Culture of Universal Design to Enhance Access
- 23. Resourceful Art Direction Ideas to Stretch Your Budget
- 24. Using Analogies to Explain Design to Clients and Students
- 25. The Process is the Inspiration

10:15-11:30 a.m. (General Session)

- 26. Handcrafted: Local Makers Panel

Lunch on Your Own

1:30-2:30 p.m. (choose one)

- 27. Building a Culture of Universal Design to Enhance Access
- 28. Resourceful Art Direction Ideas to Stretch Your Budget
- 29. Design Leaders: Why the Best Leaders Eat Last
- 30. Outside the Artboard

2:45-4:15 p.m. (General Session)

- 31. The 5 Hottest Print Design Trends of 2018



REGISTRATION TYPE

CONFERENCE REGISTRATION	REGULAR	EARLY BIRD by August 1	TOTAL
NON-MEMBER	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,075	
REDUCED CONFERENCE RATES			
UCDA PARTNER Partner Member No. _____	<input type="checkbox"/> \$1,075	<input type="checkbox"/> \$950	
UCDA MEMBER (Professional, Associate, Faculty) <input type="checkbox"/> Current Member No. _____ <input type="checkbox"/> New membership (see below) <input type="checkbox"/> Renew Membership (see below) No. _____	<input type="checkbox"/> \$950	<input type="checkbox"/> \$825	
<input type="checkbox"/> Professional (\$205) <input type="checkbox"/> Associate (\$205) <input type="checkbox"/> Faculty (\$160) <input type="checkbox"/> Corporate (\$260) <input type="checkbox"/> Student (\$50) <input type="checkbox"/> Retired (\$50)	<input type="checkbox"/> \$205 <input type="checkbox"/> \$205 <input type="checkbox"/> \$160 <input type="checkbox"/> \$260 <input type="checkbox"/> \$50 <input type="checkbox"/> \$50	<input type="checkbox"/> \$205 <input type="checkbox"/> \$205 <input type="checkbox"/> \$160 <input type="checkbox"/> \$260 <input type="checkbox"/> \$50 <input type="checkbox"/> \$50	
STUDENT Copy of student ID enclosed	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450	
UCDA EMERITUS	<input type="checkbox"/> \$350	<input type="checkbox"/> \$300	
SINGLE DAY REGISTRATION			
Saturday, September 29 (includes dinner)	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	
Sunday, September 30 (includes lunch)	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	
Monday, October 1 (includes breakfast)	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	
Tuesday, October 2 (includes breakfast)	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	
CARBON OFFSET			
All attendees have the option of buying 1½ tons of credit.	<input type="checkbox"/> \$18	<input type="checkbox"/> \$18	

GUEST MEALS	ATTENDEE	GUEST(S)	TOTAL
Opening Mixer, Dinner and Reception (September 29)	included	<input type="checkbox"/> \$75	
Networking Lunch (September 30)	included	<input type="checkbox"/> \$40	
UCDA Resource Center Breakfast (October 1)	included	<input type="checkbox"/> \$30	

OPTIONAL ACTIVITY/ADD-ON	ATTENDEE	GUEST(S)	TOTAL
Lettering with Personality Workshop (September 29)	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	
Learn, Make, and Take: Live Hands-on Block Printing Workshop (September 29)	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	
All rates in US dollars.		Grand Total (USD)	\$

PAYMENT (UCDA's Federal Tax ID #34-1302823)	
<input type="checkbox"/> Check enclosed (made payable to UCDA in US dollars)	
<input type="checkbox"/> Purchase Order No. _____ (Please include a copy of the P.O.)	
<input type="checkbox"/> Charge my credit card: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover	
CARD NUMBER _____	EXPIRATION DATE _____
NAME ON CREDIT CARD _____	SECURITY OR V-CODE _____
CARDHOLDER SIGNATURE _____	BILLING ZIP CODE _____

EARLY BIRD DISCOUNT

SAVE UP TO \$125 when you register by August 1

CONFERENCE VOLUNTEER

- YES**, I would like to volunteer at this year's conference—please have someone contact me. I understand that along with my volunteer duties, there will be a brief informational meeting on Saturday, September 29.
- NO**, thank you.

SPECIAL DIET

- Vegetarian
 Vegan
 Gluten Free
 Other _____

SPECIAL NEEDS

- If you have special needs please contact us at info@ucda.com or 615-459-4559.

MORE INFORMATION

University & College Designers Association
 UCDA Design Conference
 199 Enon Springs Road West
 Suite 400
 Smyrna, Tennessee 37167
 615-459-4559
 615-459-5229 fax
info@ucda.com
ucda.com

Conference photographs by:
 Matt Lester, Matthew Lester Photography

Grand Rapids photographs by:
 Brian Yohn, Virginia Tech
 Tadson Bussey, UCDA

YOU MAY ALSO REGISTER ONLINE AT:
UCDA.COM/EVENTS/26