

# AARON LOUIE

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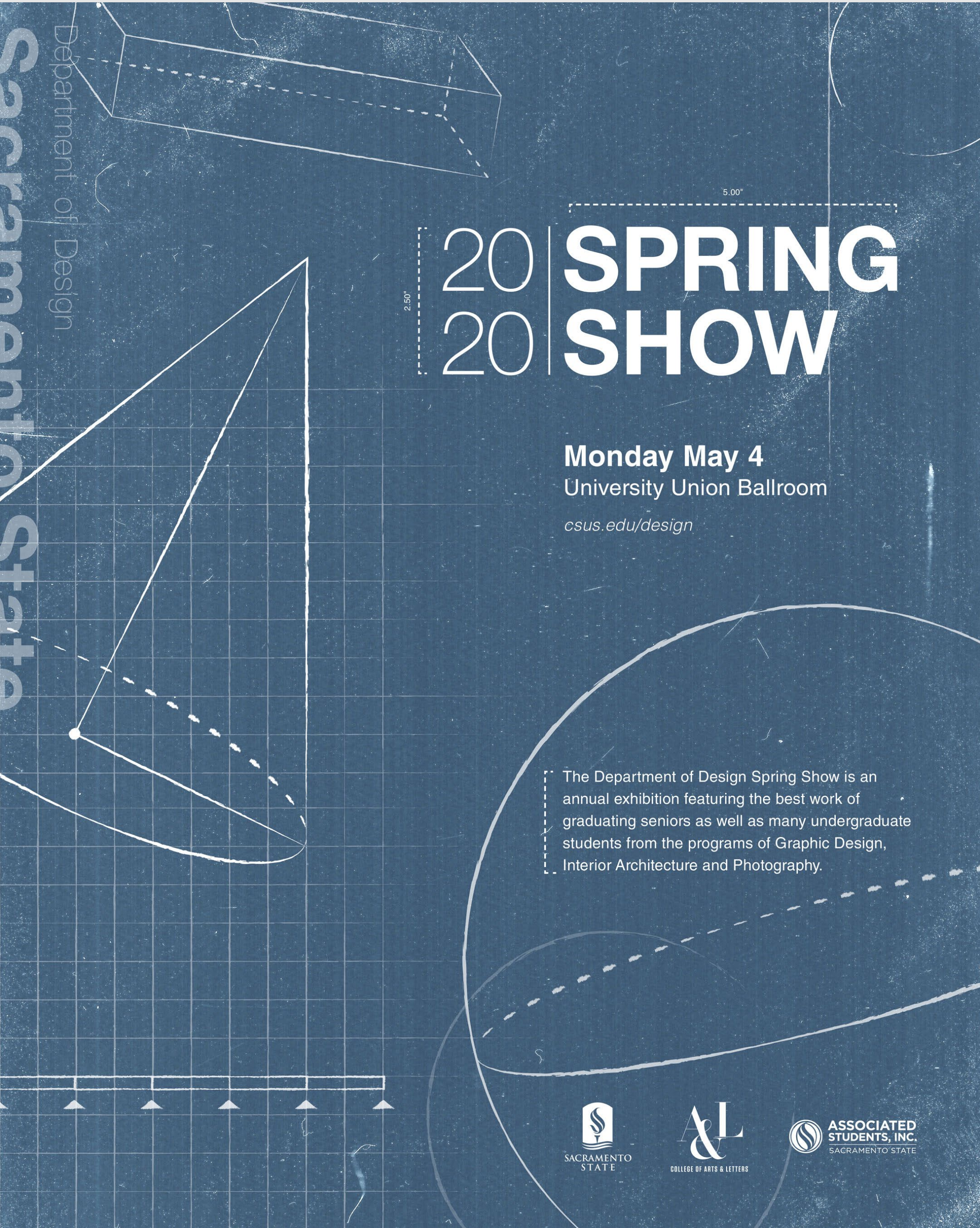


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# DESIGN DEPT SPRING SHOW

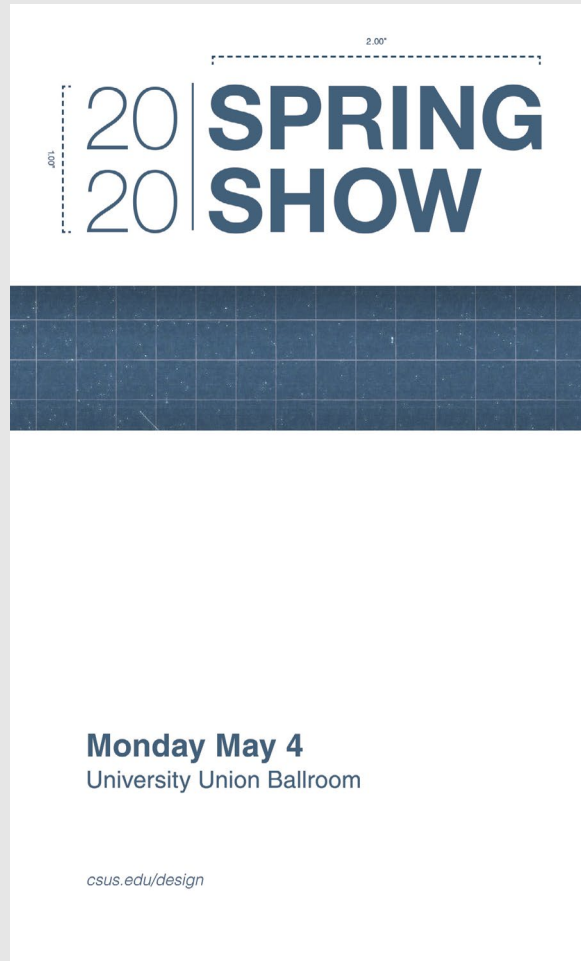
Logo, Branding System  
2019

Design entry for Sacramento State's Design Spring Show. Multiple touchpoints were created as a cohesive system to promote brand recognition. Focused on the idea that all design majors are built from a similar foundation and fundamental basics. Variety of mediums were created to capture different audiences ranging from students on campus, alumni, and local design agencies.





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### MISSION

The Department of Design is well positioned to respond to the multifaceted nature of today's visual culture. By offering degree programs in Graphic Design, Interior Architecture, and Photography we prepare our students for a wide range of visual and design practices that play a part in creating our built environment.

### VISION

The Department of Design continually works towards establishing itself as a leader in design education for the California central valley. We strive to serve students that seek a rigorous program of study in order to empower them to be leaders in their respective fields.

### GOALS

The Department of Design is where creative and critical thinking come together in a curriculum that, while preparing students for different career paths, fully engages students in relevant areas of technical and aesthetic concern while establishing historical and social context to their disciplines. Students are taught how to utilize an iterative process to create high quality solutions that respond to complex functional and aesthetic requirements that correspond to the appropriate audience, occupant or user.

Furthermore, the Department seeks to prepare students to be articulate in their discipline: to be able to discuss and present their work, both in writing and in conversation, from the perspective of the functional and aesthetic concepts that underlay the work and how their decisions in these areas frame and solve a given problem.

### Monday May 4

University Union Ballroom

csus.edu/design

### GRAPHIC DESIGN

**all Sacramento State**

The B.F.A. in Graphic Design has been developed to prepare students for professional practice and/or preparation for admission to graduate level study. The program's foundation is a lower division core that introduces students to the history and theory of design, art, through a series of studio classes, to design practice. Because the lower division core is shared with the Design Department's other three programs (Design Studies, Interior Architecture and Photography), students will have a rich experience that combines an in-depth knowledge of design history with an appreciation for the creative design process. The overall course of study is a layered exploration that starts with fundamental principles of visual communication paired with an intensive introduction to the creative process.

Exposure in the lower division core to multiple facets of two- and three-dimensional design opens up the student's ability to engage in interdisciplinary work. Each successive layer builds in complexity to encounter practical, conceptual, and research challenges that culminate with capstone courses devoted to professional practice. Historical perspective and ethical concerns are addressed throughout the curriculum. A series of interdisciplinary requirements provide an additional conduit for students to explore possible connections in their future design practice.

The program's goal is to provide the community with a comprehensive yet adaptable visual problem solver that has a strong aesthetic ability coupled with a clear understanding of the aesthetic and conceptual challenges facing them in practice.

### INTERIOR ARCHITECTURE

**all Sacramento State**

The B.F.A. in Interior Architecture has been developed to prepare students for professional practice and/or preparation for admission to graduate level study. The degree is intended for students who want to pursue careers in interior design, interior architecture, and architecture. The program's foundation is a lower division core that introduces students to the history and theory of design, art, and through a series of studio classes, to design practice. Because the lower division core is shared with the Design Department's other three programs (Design Studies, Graphic Design and Photography), students will have a rich experience that combines an in-depth knowledge of design history with an appreciation for the creative design process. Upper division studies will provide interior architecture students with the design and technical skills needed to practice interior design and to sit for the NCIDQ exam and become Certified Interior Designers.

The Bachelor of Fine Arts in Interior Architecture is intended for students who are interested in pursuing professional careers as interior designers/interior architects. The program provides students with the technical, creative, and critical thinking skills needed to practice in a variety of roles, including: design, presentation, client contact, field supervision and furnishing/lighting specifications. The breadth of courses in the program reflects the importance of both a liberal arts background and professional preparation in the design field. Courses encompass the study of design history and theory, aesthetics, graphics, lighting, space planning, computer-aided design, interior construction, and professional practice.

The Interior Architecture curriculum provides comprehensive coverage in all the major areas of training, including concept development, design, communication, presentation, construction, and professional services. Many of the course assignments are based on actual design projects. Panel lectures and professional panel critiques and discussions as well as building tours of outstanding projects are all important parts of the curriculum. Community service projects also help to maintain a strong connection to the community and profession.

### PHOTOGRAPHY

**all Sacramento State**

The B.F.A. in Photography at Sacramento State is aimed at educating students in contemporary photographic methodologies and in the current situation of photography, its use and its communicative effects. The curriculum is designed to give students a broad exposure to not only the technologies, processes, and models of contemporary practice, but also to introduce them to the aesthetic, cultural, and ethical dialogues around the use and role of photography in our society. The program does not aim to create, specifically, studio artists or commercial practitioners, but to give students the tools to act in a world where such models are concurrent and highly overlap. We wish our students to be adaptable in a changing landscape of photographic practice, and to be successful and responsible in their role shaping how and what images communicate.

The Bachelor of Fine Arts in Photography is intended for students who are interested in pursuing careers as photographic image makers. The program provides students with the technical, creative, and critical thinking skills needed to practice in a variety of fields including art, design, editorial, and production. The breadth of courses in the program reflects the importance of both a liberal arts background and professional preparation in the field. Courses encompass the study of photographic history and theory, aesthetics, design, contemporary digital and analog photographic practice, lighting, complex planning, and professional practice.

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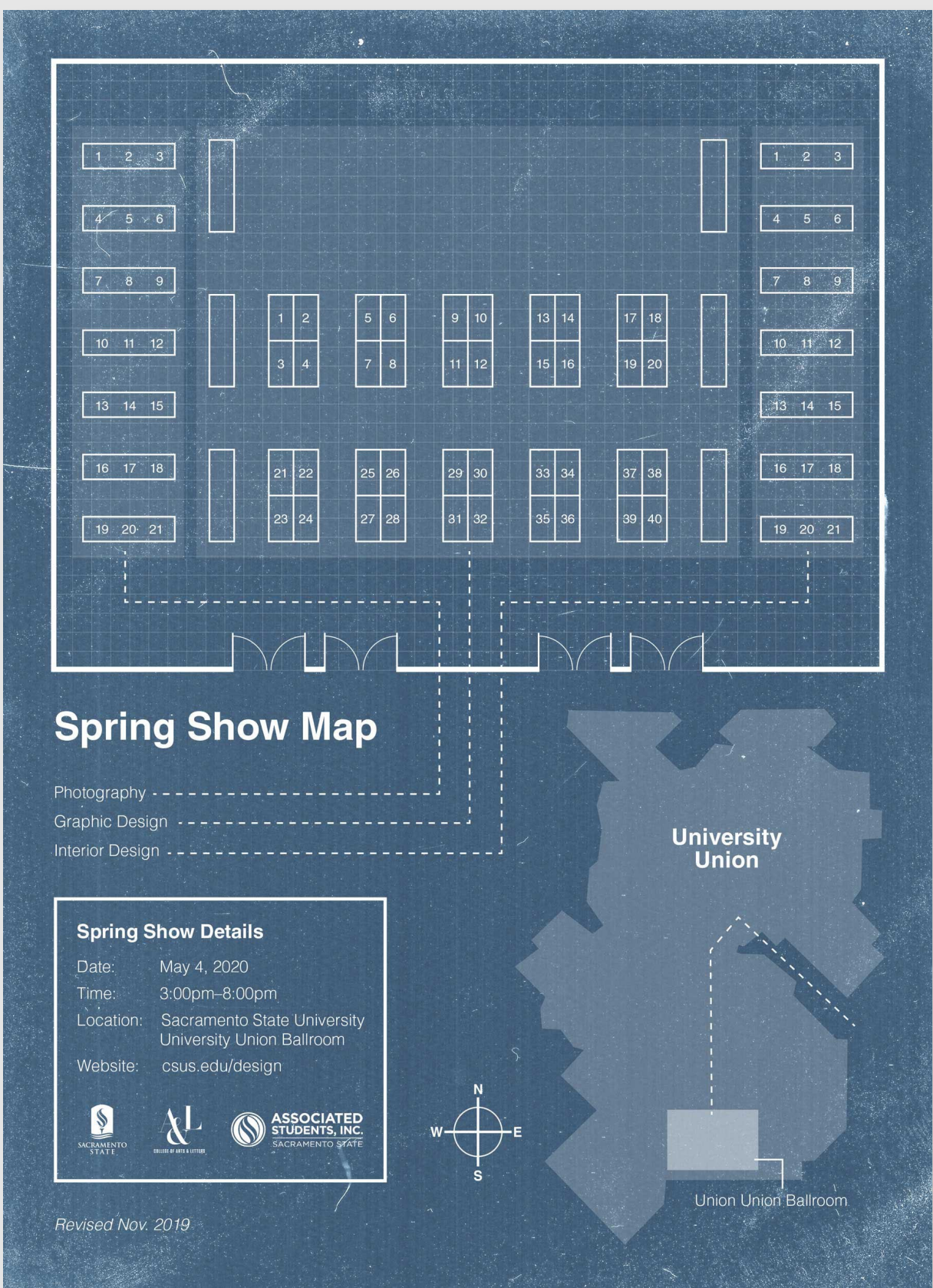
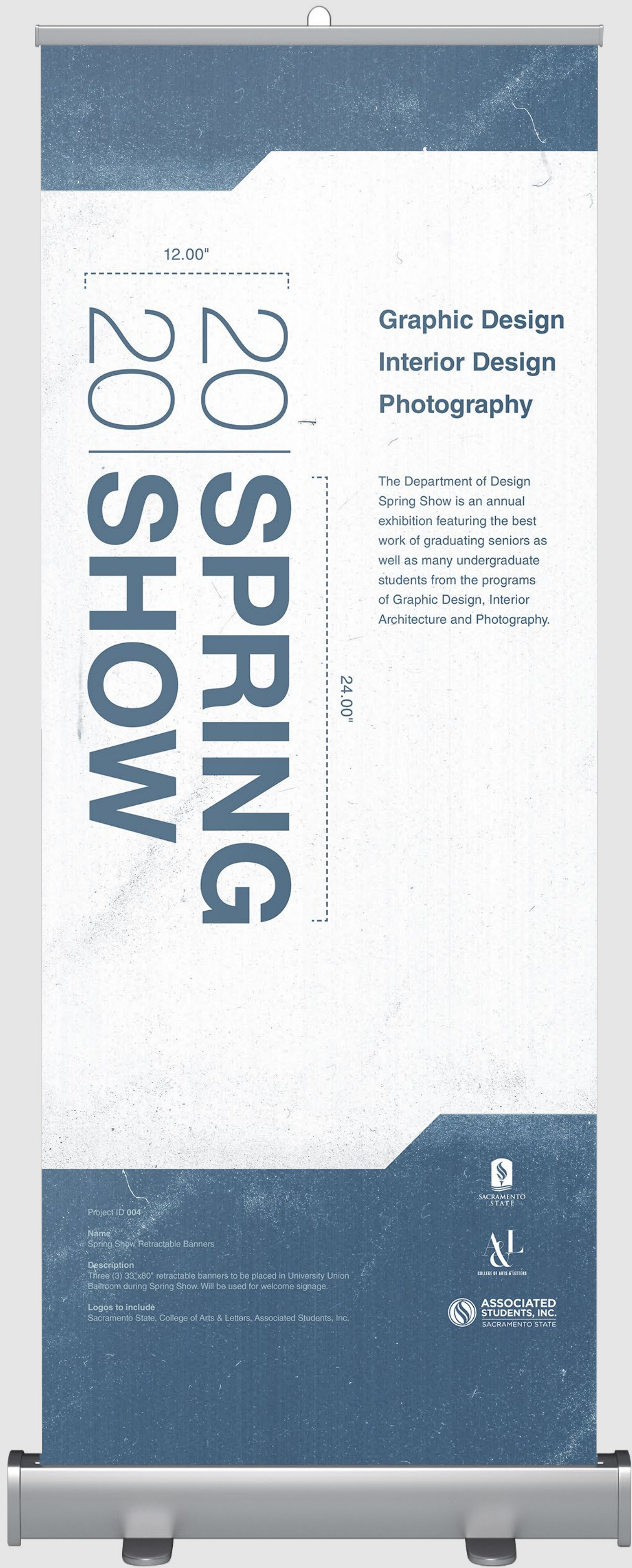
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Project ID 002

Name: Spring Show Details

Specifications: Quantity: 200, 8.5"x11", 4/4 full bleed

Logos to include: Sacramento State, College of Arts & Letters, Associated Students, Inc.



### Department of Design's Graduating Class of 2020

Graphic Design	Interior Design	Photography
Alexandra Ayers	Karissa Anthony	Evelyn Acevedo
Keely Bates	Quinn Ayala	Elianna Ayala
Logan Beltran	Moriah Barajas	Eileen Ayala
Yareli Benitez	Catherine Bates	Kyra Beard
Jairo Bentley	Jacob Benjamin	Paul Blake
Madilyn Bird	Julia Carpenter	Donovan Brady
Alice Estrada	Janiyah Church	Viviana Branch
Franklin Farley	Greta Cobb	Rayan Burton
Melvin Flores	Jade Conley	Yaritza Chaney
Rylee Frey	Cali Conner	Hadassah Coffey
Julius George	Samantha Cooke	Kyleigh Coffey
Kristin Good	Stephany Crawford	Belinda Cordova
Lamar Hebert	Brendon Cruz	Courtney Dawson
Jaden Hodge	Kenley Galvan	Lisa Downs
Hailey Hunt	Daphne Hammond	Matthias Fletcher
Aleah Jefferson	Kayden Holder	Amanda Floyd
Myles Kim	Dalton Hunter	Ayla Hamilton
Omari Kramer	Nora Kaiser	Nikolas Harrison
Rihanna Massey	Marius Lamb	Janelle Hatfield
Agustin Mays	Callum Lambert	Avery Hawkins
Jordyn Mcclure	Tobias Leach	Kai Hinton
Zaniyah Mckenzie		
Benjamin Middleton		
Ricardo Mills		
Braylon Mullins		
Isiah Orozco		
Maggie Ortega		
Saul Pope		
Emery Porter		
Ruben Prince		
Kathryn Ritter		
Richard Romero		
Cooper Rosario		
Charlee Rowe		
Waylon Snyder		
Tia Spears		
Adrian Valenzuela		
Spencer Woodward		
Alex Wright		

Project ID 003

Name: Spring Show University Union Ballroom Map

Specifications: Quantity: 200, 8.5"x11", 4/4 full bleed

Logos to include: Sacramento State, College of Arts & Letters, Associated Students, Inc.

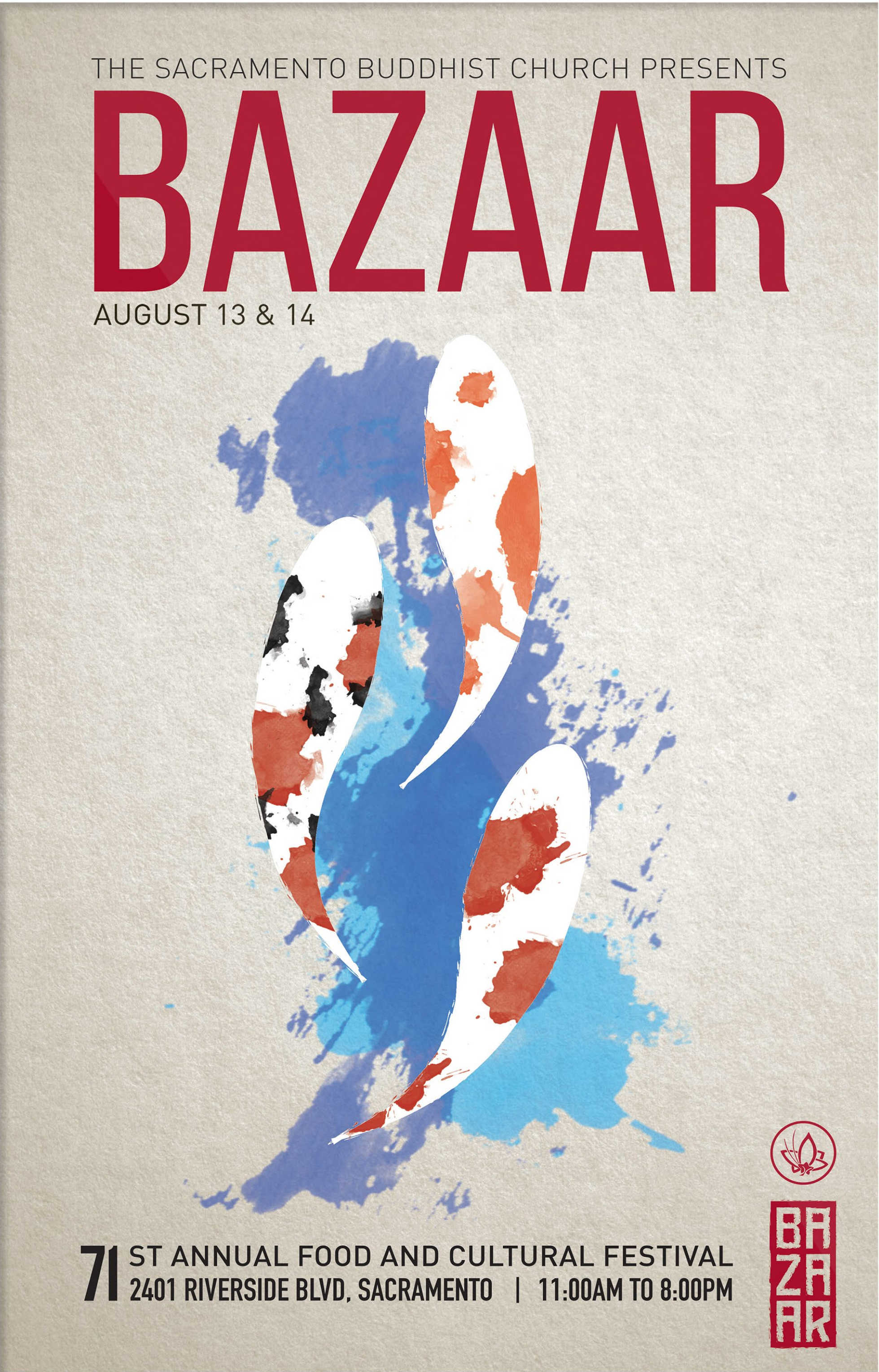


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## BUDDHIST CHURCH OF SACRAMENTO

Poster Series  
8.5 x 14  
2017-2019

The Buddhist Church of Sacramento hosts an annual Japanese Food and Cultural Festival that attracts over 30,000 visitors. As the second oldest Japanese Buddhist Temple in the mainland United States, it is important to hold on to the Japanese influences that helps identify the church. The retro style designs with Japanese techniques and textures appeal to both the older Asian generations and the incoming younger Millennials.



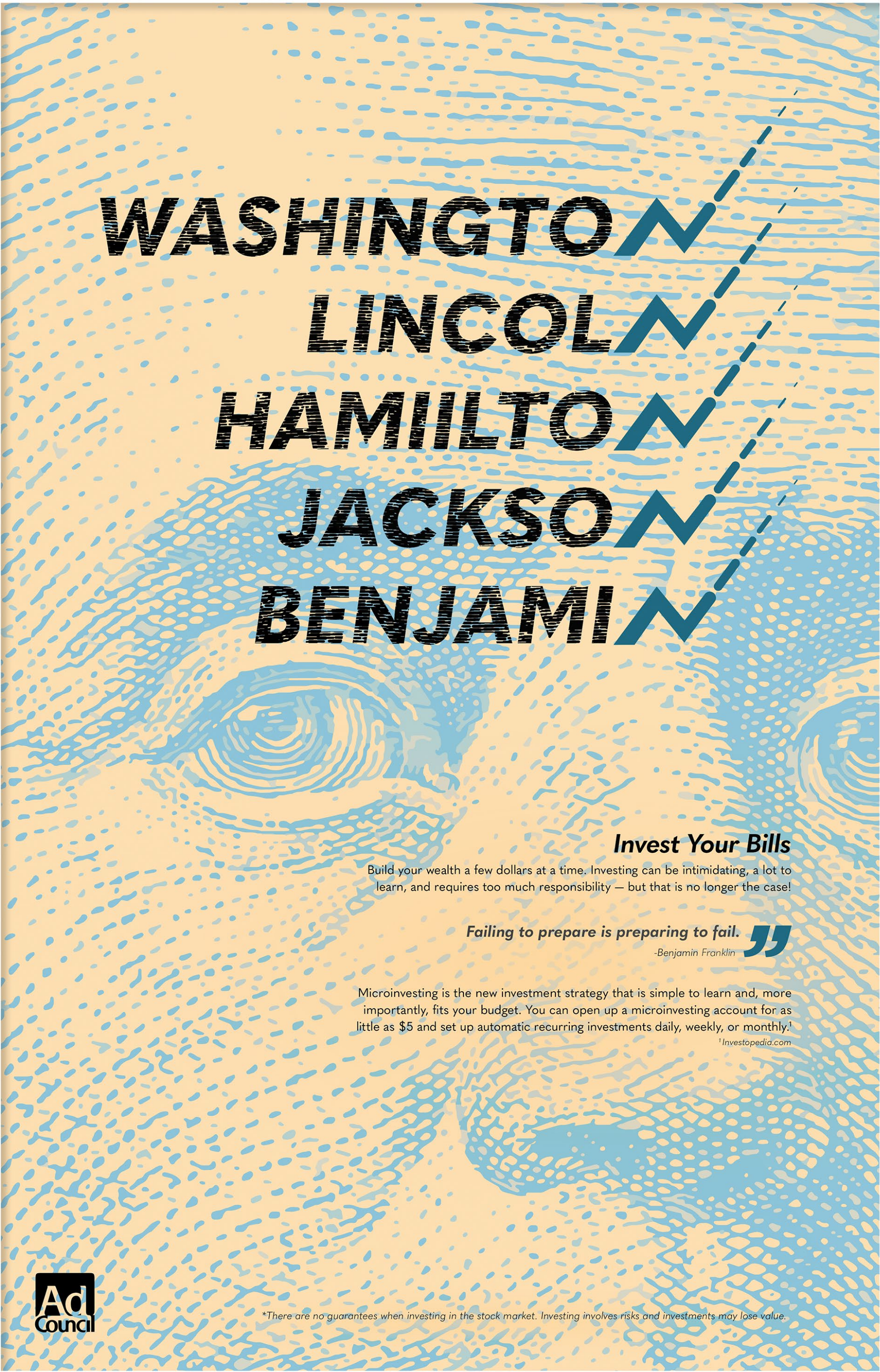


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## MICRO-INVESTING

Poster Series  
11 x 17  
2018

Public Service Announcements promoting the benefits of micro-investing. While both promote the same idea, each poster approaches the message in different visual form. One is executed using text and graphic elements while the second is done solely using text characters. The posters work together as a system tied together by type treatment, colors, and concept.

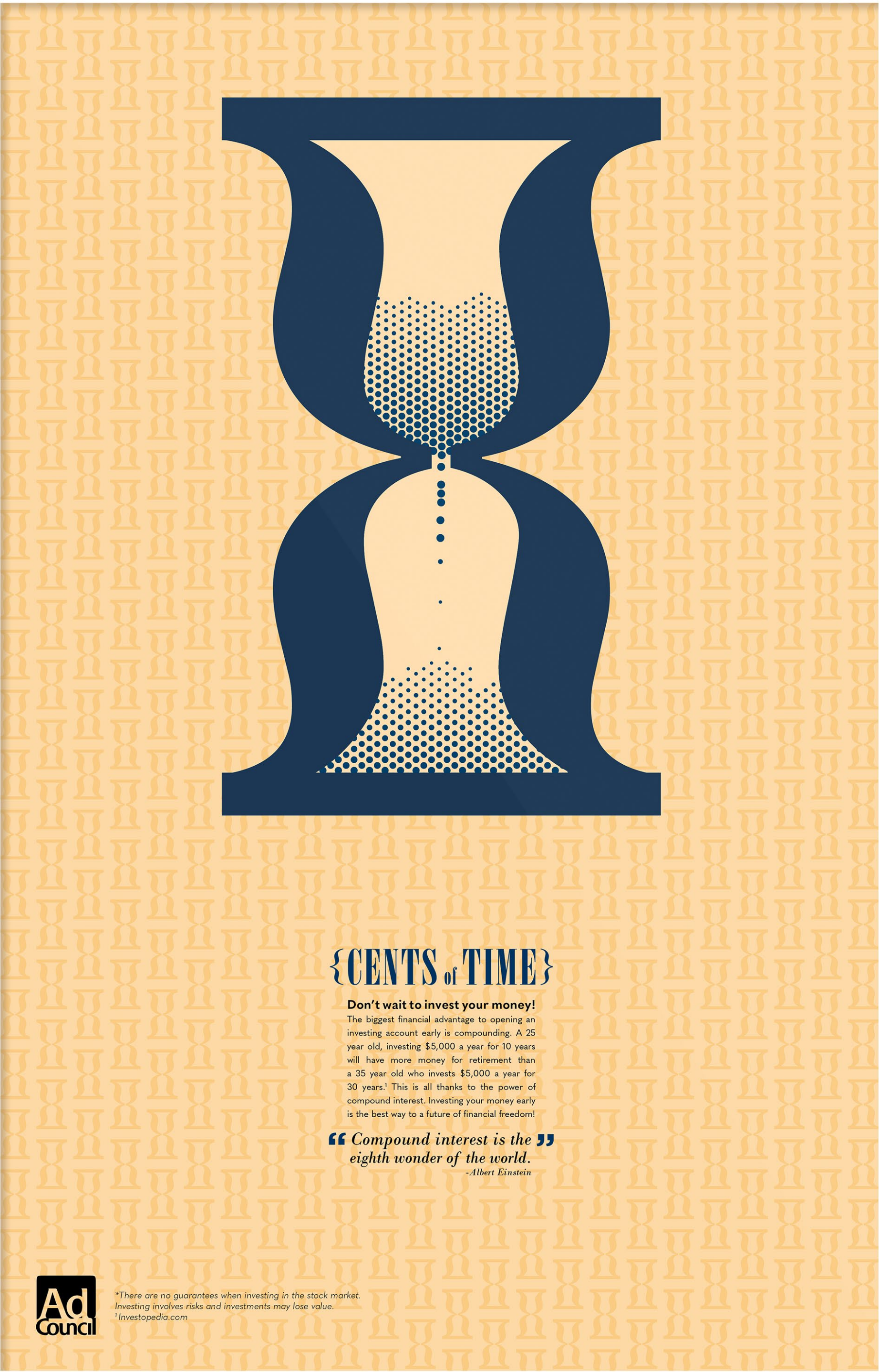


### Invest Your Bills

Build your wealth a few dollars at a time. Investing can be intimidating, a lot to learn, and requires too much responsibility — but that is no longer the case!

**Failing to prepare is preparing to fail.**  
— Benjamin Franklin

Microinvesting is the new investment strategy that is simple to learn and, more importantly, fits your budget. You can open up a microinvesting account for as little as \$5 and set up automatic recurring investments daily, weekly, or monthly!  
\*Investopedia.com



### {CENTS of TIME}

**Don't wait to invest your money!**  
The biggest financial advantage to opening an investing account early is compounding. A 25 year old, investing \$5,000 a year for 10 years will have more money for retirement than a 35 year old who invests \$5,000 a year for 30 years! This is all thanks to the power of compound interest. Investing your money early is the best way to a future of financial freedom!

**“Compound interest is the eighth wonder of the world.”**  
— Albert Einstein



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# ATRIUM AT WILLIAM LAND PARK

Logo & Branding System  
2018

I designed a logo and a complete business system for Atrium at William Land Park. We planned Atrium to be a sustainable and energy conscious tree museum and used recycled materials to help promote sustainability. Shapes from the logo are repeated throughout the system in unique ways to help unify the system. Concepting and packaging for a gift box of flower seeds was designed to match the museum’s branding.






01  
02  
03  
04  
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07  
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# FLOWERS OF CALIFORNIA

Take home your own piece of California and grow some of the Golden State's native flowers. Choose seasonal flowers to help add some color to your garden or front yard all year long.



### California Poppy

This official state flower is an annual plant with feathery gray-green foliage. The four-petaled flowers are usually pale yellow, orange, or cream in the wild, but cultivated varieties are available in whites and various shades of red and pink. The ephemeral flowers open only in sunlight and produce narrow capsule fruits. The round black or brown seeds can persist in soil seed banks until growing conditions are favourable, and they sometimes emerge en masse to create “super bloom” events.

Sunlight: Full sun  
Maturity: 55-75 days from seed to flower  
Height: 4 to 12 inches



### California Sunflower

It is native to California and Baja California, where it grows in many types of habitat. This wild sunflower is a perennial growing from a network of tough, woody roots. It is a sprawling, gangly plant, sending a thin stem to heights between one and three meters. The lance-shaped leaves are smooth or slightly toothed. The flower cluster holds several flower heads. The flower head has a fringe of golden yellow ray florets and a center filled with curly yellow and brown disc florets.

Sunlight: Full sun to light shade  
Maturity: Summer, Fall  
Height: 3 to 11 feet



### Silver Lupine

This perennial wildflower is native to much of California and southern Oregon. Like its name implies, silverleaf lupine produces silver tinted foliage topped with a stunning spike of white, blue or purple flowers. It can grow 3-5 feet tall and blooms spring through fall. Prefers full sun and well-drained sandy soils. Silverleaf lupine is important to native pollinators. Excellent for adding height to wildflower gardens.

Sunlight: Full sun to light shade  
Maturity: Spring, Summer, Fall  
Height: 1 to 4 feet





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# SACRAMENTO KINGS FOUNDATION

Event Passes  
3.5 x 5.5  
2015  
1st Place Award Winner, California State Fair

The Sacramento Kings Foundation was looking for a way to help make their exclusive in-game experiences more memorable. The solution: a commemorative event pass. Working with the Creative Director, I produced a pair of passes that worked along side existing branded identification. The Kings Organization ultimately decided to update and reuse them for the 2016-2017 season.



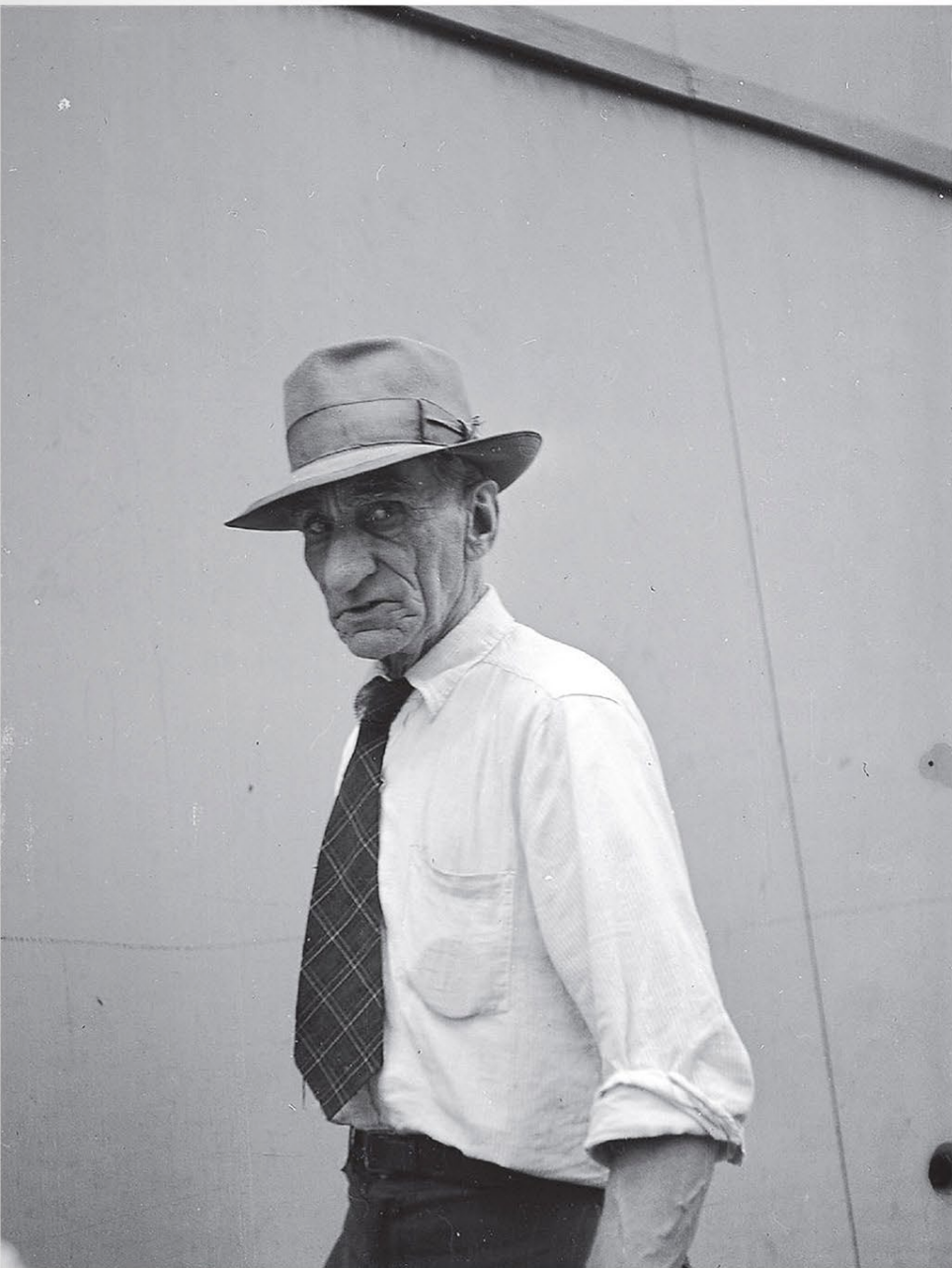


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# MASTERS OF PHOTOGRAPHY

Brochure  
4.5 x 7  
2019

Recognizing and praising the work of Walker Evans means understanding his point of view for shooting photographs. The narrative of the brochure focuses on his style of unsolicited shots of passersby and his willingness to capture those photos regardless of their opinions. The representation of grid flows from subject to layout.



STARE, PRY, LISTEN, EAVESDROP.  
DIE KNOWING SOMETHING. YOU ARE NOT HERE LONG.  
—Walker Evans

## THE APERTURE

MASTERS OF PHOTOGRAPHY SERIES

The Aperture Masters of Photography series is devoted to those individuals whose achievements have accorded them vital importance in the history of the art form. Featured photographers include, but are not limited to:

Ansel Adams	Dorothea Lange
Karl Blossfeldt	Mary Ellen Mark
Robert Capa	Aaron Siskind
Imogen Cunningham	Alfred Steiglitz
<b>Walker Evans</b>	Edward Weston
Robert Frank	Margaret Bourke-White

Each volume in the series presents a selection of the artist's greatest images. Published to Aperture's standard of excellence, the Master's of Photography series provides a comprehensive library of the artists who have shaped the medium. Each book in the series presents more than 40 images spanning the artist's career, along with a chronology, exhibition history and selected bibliography. Hardcover, eight by eight inches, 96 pages, 40 duotone images.



WALKER  
EVANS

1903

1975

For more information, contact

APERTURE, PUBLISHER OF FINE PHOTOGRAPHY  
at 800.929.2323, or visit our website at [www.aperture.org](http://www.aperture.org).

LISTEN EAV  
AVESDRO  
STARE PRY  
PRY LISTEN

## WALKER EVANS

1903-1975



Walker Evans manifold portrait of America defies the ordinary categories of photographic criticism. There is certainly no other body of American photographs quite like it. We must look elsewhere to the novels of Melville and Twain, the poetry of Dickenson and Whitman, the paintings of Eakins and Ryder for a native vision of equal integrity and intelligence.

The word epic once referred strictly to a kind of high narrative poetry derived from the common heart of a mind and people. Evan's work is best understood as epic in that sense. He appropriated the potent, head-on style of naive vernacular photography and transformed it into an instrument of conscious elegance. He used it to extract from the mundane fabric of American images of its brute innocence, exemplary craft, pathetic self-deception, and persistent nobility. He pursued, systematically and boldly, a poetic definition of the American experience. He worked in series, with a storyteller's gift for narrative rhythm and suggestive detail. His range was awesome.

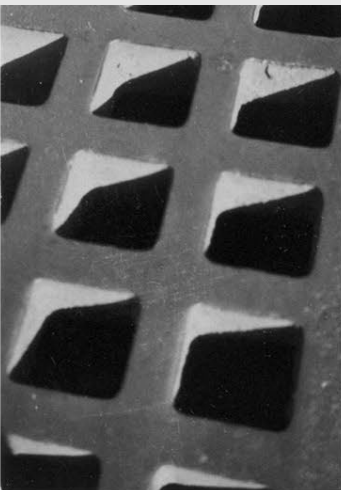
At a comparatively early age, Evan's found himself possessed of a vision of America, a sharp insight into its grandness and sadness, its awful dreariness and its lyric, redemptive simplicity. He

came upon a means to serve that vision, to transcribe it mechanically into immovable images and then into more articulate and livelier series, whose meanings are at least partly accessible to the rest of us. Like the best servants, Evans held a conviction of mission amounting to arrogance, but this sureness kept him to his task over the course of many remarkable productive years.

Most of the master documentary photographers have been amateurs or unself-conscious journey men transforming private, inchoate obsessions into the rarest and most precious glories of the genre. With Evans, however, documentary photography came under the sway of a genuinely literate, subtle, and self-aware mind, an ordered and reasoned artistic imagination. The difference his awareness makes is there to be seen in the photographs, in the series especially, in the life's work unmistakably.

He created with measured proportion and tact, with authority and finality, a genuine epic exaltation of this people and this land. As we can say of the greatest epic poets, his nation has received a true measure of its identity through the faithful mediation of Walker Evans.

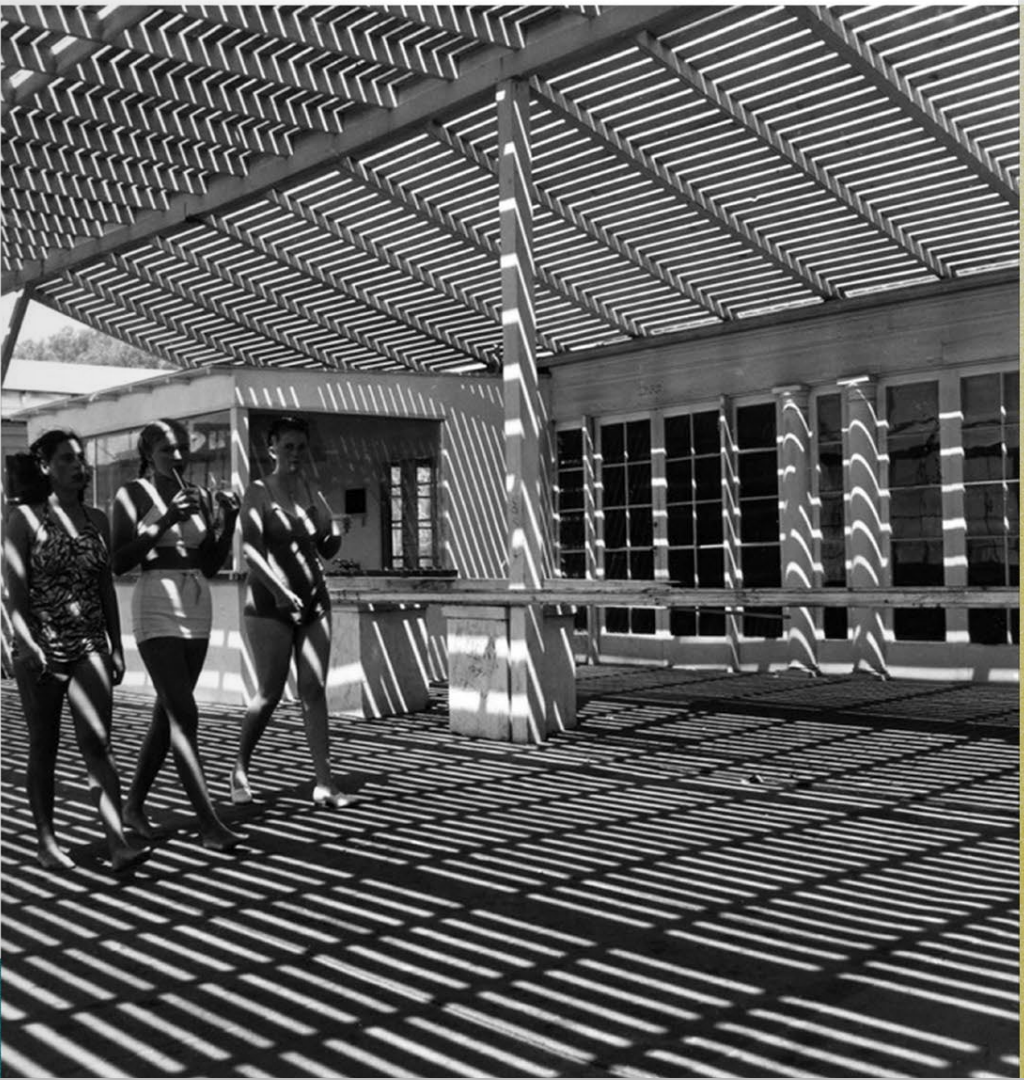
—Lloyd Fonvielle, 1993



PRY LISTEN EAVESDROP STARE  
LISTEN EAVESDROP STARE PR  
EAVESDROP STARE PRY LISTE

1903 1922 1928 1936 1938 1940 1960 1962 1965 1975

## NOVEMBER 3, 1903



## CHRONOLOGY

- 1903** Born 3 November in St. Louis, Missouri; lives as a youth in Toldeo
- 1922** Graduates from Phillips Academy, Andover, Massachusetts.
- 1928** Lives and works in New York, makes a serious commitment to photography.
- 1936** Photographs Southern tenant farmers in association with James Agee.
- 1938** American Photographs published, accompanying a major exhibition of Evan's work at the Museum of Modern Art; begins portraits on the New York subway.
- 1940** Receives first Guggenheim Fellowship.
- 1960** Marries Isabelle Boeschenstein
- 1962** American Photography reissued, accompanying and exhibition at the Museum of Modern Art.
- 1965** Retired from professional photography. Appointed Professor of Graphic Design, Yale University.
- 1975** Dies 10 April in New Haven, Connecticut.

## APRIL 10, 1975



# Partnership Opportunity

Brochure

4.5 x 11  
2020

Visit California releases an annual publication reviewing all the benefits & opportunities partners can participate in. Previous versions of this brochure were designed as a 4.5"x11", 16-panel map fold. This proved to be unwieldy & difficult to read & fold.

The FY20/21 version has been reconfigured to a 20 page booklet with a 4-panel accordion fold spread to highlight a 3-year calendar & yearly travel trade events.



FY20/21 cover



FY20/21 interior spread



FY20/21 interior spread

## FY20/21 Planned Travel Trade Activities

Trade Shows Sales Missions In-Person Training

### AUSTRALIA

**Australia Sales & Media Mission | Byron Bay & Sydney**  
October 12-16, 2020 | \$4,750+  
Meet with leading travel trade professionals and media at this bi-annual mission, which includes trade and media tracks. The program features a mix of networking receptions, one-on-one meetings, trainings, and seminars. Key trade and media partners will fly to Byron Bay for immersive networking and B2B sessions with California partners.

**Club California: Australia**  
Ongoing | \$1,500 | 5 spots available  
Motivate agents and tour operators to feature new California travel products at this interactive forum.

### BRAZIL

**Brazil Sales & Media Days (Post-ILTM Latin America) | São Paulo**  
May 2021 | \$2,500+  
Meet with key Brazilian operators at Latin America's premiere luxury trade show. Visit California will host 2-3 days of activity after the show to engage with VIP trade and media, where you can build lasting relationships in this emerging market.

**Club California: Brazil**  
Ongoing | \$250+ | 5 spots available  
Motivate agents and tour operators to feature new California travel products at this interactive forum. In Brazil, the program targets front-line travel agents to drive California STAR training completions. Participating California partners will receive a month-long spotlight.

### CANADA

**Canada Sales & Media Mission**  
November 2020 | \$3,000+  
Meet with leading travel trade and media at this annual mission. The program features a mix of networking receptions, one-on-one meetings, trainings and events.

**Club California: Canada**  
Ongoing | \$1,000 | 8 spots available  
Motivate agents and tour operators to feature new California travel products at this interactive forum.

### CHINA

**ITB China | Shanghai**  
May 2021 | \$3,000  
Visit California will exhibit with a California delegation to meet with key trade partners at this three-day B2B travel exhibition exclusively focused on the Chinese outbound market. This trade show provides a platform for exhibitors to network, negotiate and share the latest trends in tourism.

**China Sales & Media Mission | Tier 1 & Tier 2 Cities**  
April 2021 | \$4,750+  
Meet with leading travel trade and media at this annual mission. The program features a mix of networking receptions, one-on-one meetings, trainings and events.

**Club California: China**  
Ongoing | \$3,500 | 12 spots available  
Motivate agents and tour operators to feature new California travel products at this interactive forum.

### FRANCE

**IFTM Top RESA | Paris**  
September 22-25, 2020 | \$3,500+  
Visit California will exhibit with a California delegation. This is the only travel trade exhibition in France and the primary opportunity to reach French travel trade buyers and media.

**France & Germany Sales Mission | Paris & Frankfurt**  
October 14-16, 2020 | \$4,750+  
The first joint France-Germany Sales Mission offers delegates the chance to develop and maintain important trade and media contacts in two of our principle markets in Europe. The program includes training seminars and a platform to connect with wholesalers, retailers, airlines and key commercial partners in key business hubs.

**Club California: France**  
Ongoing | \$500 | 10 spots available  
Motivate agents and tour operators to feature new California travel products at this interactive forum. Buy in to be featured in the product updates and receive market intelligence shared during the event.

### GERMANY

**France & Germany Sales Mission | Paris & Frankfurt**  
March 2021 | \$1,000+  
The first joint France-Germany Sales Mission offers delegates the chance to develop and maintain important trade and media contacts in two of our principle markets in Europe. The program includes training seminars and a platform to connect with wholesalers, retailers, airlines and key commercial partners in key business hubs.

**Club California: Germany**  
Ongoing | \$250 | 8 spots available  
Motivate agents and tour operators to feature new California travel products at this interactive forum. In Germany, the program is targeted specifically to front-line travel agents to drive California STAR completions. Each event will highlight one industry partner.

### INDIA

**India Sales Mission | Tier 1 & Tier 2 Cities**  
January 2021 | \$4,000  
Meet with leading travel trade and media eager to learn more about California's prime Asian market. The program features a mix of networking receptions, one-on-one meetings, trainings and events.

### ITALY

**Showcase USA | Italy**  
March 2021 | \$2,000  
Network with media and meet high-quality Italian tour operators and travel agents who specialize in the U.S.

**Italy Sales Day | Milan**  
September 2020 | \$2,000  
Visit California will lead its first Italy Sales Days with a California-only platform. Form and deepen business relationships with wholesalers, airlines and commercial partners in key business hubs. To maximize efficiency and ROI, the program has been scheduled to follow Brand USA Europe Travel Week.

### JAPAN

**Asia Sales Days with Japan Olympics Activation | Tokyo & Seoul**  
July 2020 | \$3,500 | 12 spots available  
Develop and maintain important trade and media contacts in two of California's principle Asian markets. The travel trade program includes training seminars and a platform to connect with wholesalers, retailers, airlines and key commercial partners in key business hubs.

**Club California: Japan**  
Fall 2020 & Spring 2021 | \$500-\$2,500 | 10 spots available  
Motivate agents and tour operators to feature new California travel products at this interactive forum. Buy in to be featured in the product updates and receive market intelligence shared during the event.

### MEXICO

**Club California: Mexico**  
Ongoing | \$3,500 | 12 spots available  
Motivate agents and tour operators to feature new California travel products at this interactive forum. Buy in to be featured in the product updates and receive market intelligence shared during the event.

### MIDDLE EAST

**Arabian Travel Market | Dubai**  
April 2021 | \$1500  
Visit California will exhibit with a California delegation at the leading global event for the Middle East inbound and outbound travel industry. Visit California will also sponsor a well-established VIP event for key trade and media contacts in conjunction with ATM.

### SCANDINAVIA

**Discover America USA Workshop | Copenhagen**  
March 2021 | \$1,000+  
Make new contacts and develop existing business relationships in the Scandinavian market. Visit California will coordinate a California delegation.

**Scandinavian Sales Mission | Copenhagen & Stockholm**  
December 2020 | \$2,000+  
The inaugural Scandinavian Sales Mission offers delegates the chance to develop and maintain important trade and media contacts in two of California's principle European markets. The program features a mix of networking receptions, one-on-one meetings, trainings and events. To maximize ROI in the market, this will follow ILTM in Cannes, France.

### SOUTH KOREA

**Asia Sales Days with Japan Olympics Activation | Tokyo & Seoul**  
July 2020 | \$3,000+  
Develop and maintain important trade and media contacts in two of California's principle Asian markets. The travel trade program includes training seminars and a platform to connect with wholesalers, retailers, airlines and key commercial partners in key business hubs.

### UNITED KINGDOM

**House of California | London**  
July 2020 | \$5,000+  
The House of California will be a week-long interactive lifestyle consumer activation in central London offering industry, trade, PR, B2B and VIP educational events. Various sponsorship opportunities will be available.

**Club California: U.K.**  
Ongoing | \$750 | 10 spots available  
Club California UK presents STAR Quiz Nights as an interactive educational forum designed to motivate UK tour operators to develop new tour products and plan front-line travel agents throughout secondary cities. California partners who buy in are featured in the product updates.

### IPW

**IPW – California Activation | Chicago**  
April 24-28, 2021 | \$5,000-\$25,000  
Join Visit California at the largest U.S. travel industry tradeshow on U.S. soil. Visit California will host a premiere event in Chicago to create B2B networking opportunities for California industry partners and continue the excitement around the California brand before IPW returns to California in 2024.

### LUXURY

**ILTM | Cannes, France**  
December 2020 | \$6,000-\$12,000+  
Visit California will exhibit with a delegation of industry partners at the flagship inspirational luxury show and host a VIP event for key trade and media contacts.

**Visit California Luxury Forum**  
March 2021 | \$4,000  
Visit California Luxury Forum is a three day program that fosters business relationships between California luxury suppliers and top global travel advisors. This exclusive event will provide a focused platform to showcase the finest luxury products in the state and the California brand to senior leaders and influencers in the luxury space. Sponsorship opportunities available.

### ONLINE TRAINING (Available to all markets)

**California STAR \$0-\$50,000+**  
Visit California's digital trade engagement platform, California STAR, reaches more than 25,000 global travel agents in 14 key markets. California program, as well as our own stand-alone Sales Companion tablet app. This includes a multi-chapter, certified training course with a dedicated web version, and a custom app for Android and iOS.

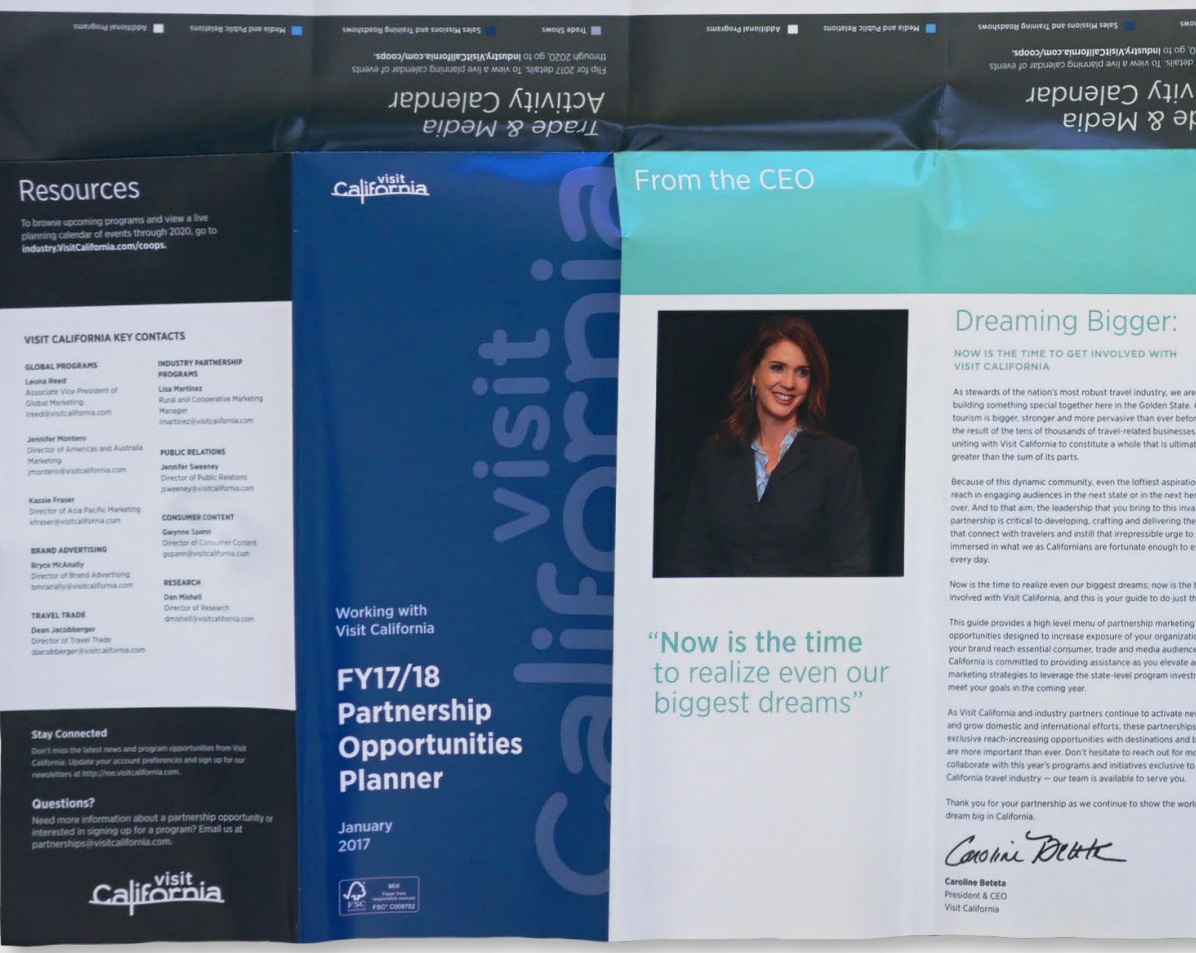
**Level 3: Custom Training & Sales Companion App Starting at \$50,000+**  
A custom-built, hybrid solution with deep, extended training content embedded within the Visit California program, as well as our own stand-alone Sales Companion tablet app. This includes a multi-chapter, certified training course with a dedicated web version, and a custom app for Android and iOS.

**NO-COST**  
Add your organization to the California STAR directory, a free, searchable listing open to all California destinations, accommodation, tour, activity and transportation partners. This feature allows agents to explore and discover options to match their clients' preferences. Ultimately, this is where bookings are converted.

**Level 1: Directory Showcase \$3,500**  
A premium global listing in the searchable B2B directory and contextually placed within the California content.

**Level 2: Certified Agent Mini-Training \$15,000**  
Includes everything in Level 1, plus a stand-alone, custom training module allowing agents to become experts on your product or region.

Find more planning tools and programs at [Industry.VisitCalifornia.com](http://Industry.VisitCalifornia.com)



FY17/18 map fold brochure



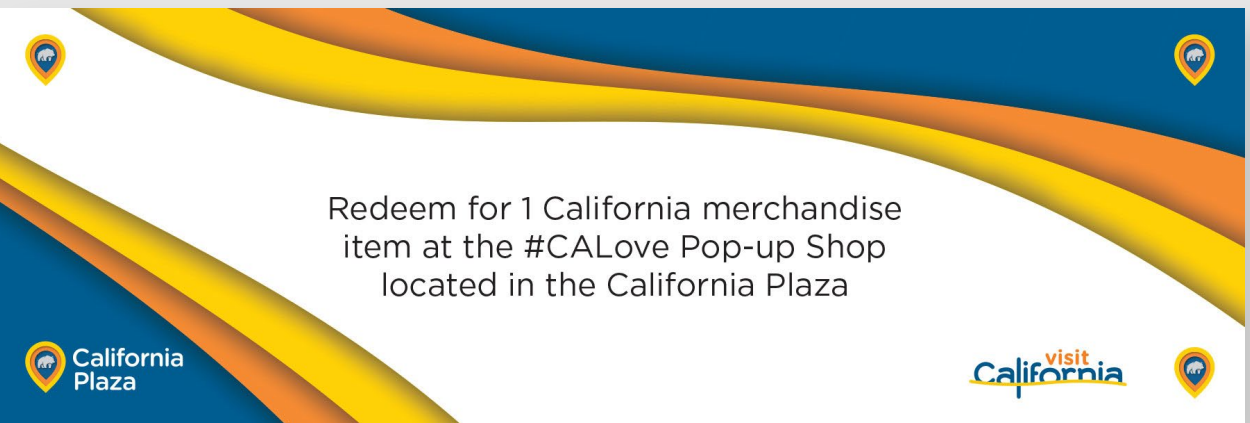


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# VISIT CALIFORNIA CALIFORNIA PLAZA

Wayfinding, Environmental  
2019

The nation's largest international tourism conference came to California, hosting travel and marketing agencies to gather insight into future travel trends. Visit California showcased a California Plaza that highlighted all that the state's regions has to offer. Branding design by Page Design Group; application to medium by me.





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# SURFING DAY SURFBOARD

Surfboard  
2019

Created a series of branded surfboards to commemorate the inaugural California Surfing Day. The left was displayed on the assembly chamber floor and photographed with multiple assembly members and Lt. Governor Kounalakis. The photo focused designs were displayed at a World Surfing League event for photo ops for spectators.

