Now, more than ever, designers, advertisers, and other professionals in visual media need to understand the trends of multicultural markets. In a globalized economy where transnational corporations are common, and media and entertainment groups are spending more time and money to engage the international consumer, the creative professional must recognize the cultural subtleties that will make visual media successful either across a broad spectrum of individuals or within a niche market. Multiethnic and multinational, the Latino consumer is the archetype of a globalized world, making Latinos one of the most sought-after audiences for marketers and advertisers, both in the United States and abroad.

The School of Visual Arts ¿Hablas Diseño? program offers a series of intensive summer courses that address the growing needs of this significant global market. The courses offered through this program are tailored to the unique cultural voice of Latinos, both nationally and internationally. This means learning how to create innovative and thought-provoking designs, copy, ads and other media that take into account the nuances of the Spanish language and the specific demands of different communities.

The program runs from Monday, June 2 until Thursday, July 17
EARLY REGISTRATION DEADLINE: MAY 1

APPLICATION
Registration for the ¿Hablas Diseño? summer courses is completed in person at 209 East 23rd Street; over the phone at 212.592.2057; by fax to 212.592.2060; or via email to pcrousillat@sva.edu.

Registration for the ¿Hablas Diseño? summer courses in June 2014 is available now.

REGISTRATION REQUIREMENTS
The general requirements for registration are as follows:
- Students must have a high school diploma or equivalency diploma.
- Students under 18 years of age must have the signature of a parent or guardian on their registration form.

Some of the ¿Hablas Diseño? summer courses are bilingual and require fluency in the Spanish language in order to complete assignments. In such cases, students should have a sufficient understanding of Spanish in order to create work that successfully communicates with its intended audience.
INTERNATIONAL STUDENTS
International applicants are encouraged, however the College cannot provide any I-20 or other forms to non-matriculated students, so it is your responsibility to speak with your consulate to determine the proper means of traveling to the United States. SVA cannot provide you with a visa, nor assist you in obtaining one.

SUMMER HOUSING
SVA’s Continuing Education summer housing is available in our George Washington Residence Hall, located at 23 Lexington Ave, between 23rd and 24th Streets and the Ludlow Residence at 101 Ludlow Street. Both single rooms with private baths or suites with shared bathrooms are available. Each room is furnished with an extra long twin bed, desk, dresser, chair and mini-refrigerator. Building amenities include air conditioning, laundry facilities, communal kitchen, common rooms, 24-Hour Security, cable, high-speed Internet, WI-FI and live-in professional and student staff. Single rooms are on average 8 x 10" and doubles 16 x 20".

For more details on SVA’s summer housing, please visit www.sva.edu/student-life or contact Stefaine Joshua at 212.592.2984 or via email at summerhousing@sva.edu.

CONVERSACIONES:
Latinos in Creative Industries
The summer of 2011 marked the inaugural event of a series of lectures and panel discussions featuring some of New York’s most accomplished Latino creative professionals. The series explores some of the visual communication challenges and opportunities in this growing market and has covered topics such as Latinos in social media, app development and activism, design for social innovation, and trend forecasting in an increasingly multi-cultural and globalized world. Previous speakers have included Jazmin Chavez (Latino Justice PRLDEF), Sem Devillart (Popular Operations), Rafael Esquer (Alfalfa Studio), Javier Fuentes (The Vidal Partnership), Felipe Galindo (illustrator and cartoonist), Julissa Gutierrez (NALEO), Cynthia Lawson (The New School), Pablo Medina (Cubanica), Ed Morales (author and journalist), Layla Revis (Ogilvy Worldwide), Quilian Riano (DSGN AGNC), Nando Rodriguez (blogger and online personality), Desi Sanchez (MTV2) and Antonio Vazquez-Arroyo (political scientist and critical theorist).

The series is co-sponsored by the Division of Continuing Education at the School of Visual Arts and Créate@NYDesigns. Events run two to three times a year.

Apart from our CONVERACIONES series, we offer lectures and talks by noted Latino visual professionals throughout the summer semester. Students have the opportunity to attend these events free of charge.

The School of Visual Arts also offers a wide variety of programs through its various graduate and undergraduate programs, including lectures, talks and exhibitions. As part of the SVA community, ¿Hablas Diseño? summer students will have the opportunity to attend many of these events. More information is available at www.sva.edu/events

Student artwork by Mario Carrion Ruiz, Jose Carlos Chihuau Trevezo, Luz Ortiz, Ricardo Mendi Serrano, Alberto Scaglione and Oscar Mejia.