THE CREATIVE AGENCY at Sacramento City College

About Us
We are students enrolled in the GCOM 490 and PHOTO 490 classes at Sacramento City College—the learning creative studio and assignment classes. Though we started out as two separate classes, we started collaborating on more and more creative projects—from poster design to advertising campaigns—and the line between our disciplines started to blur. We've since evolved into one creative studio.

As The Creative Agency at Sacramento City College, we exercise all of our best talents and attributes as designers and photographers … creatives. We are able to take a fresh look at a project with a 360-degree view but still benefit from the professional guidance of our experienced instructors.

Our clients and instructors challenge us to explore the boundaries of visual communication and we will always find new ways to solve our clients' problems through our hunger and passion for our work.

Capabilities
Photography
Identity Design
Print Design
Web / Multimedia
Advertising + Marketing Collateral
*partial list

Clients
City Theatre
Cosmetology at Sacramento City College
Explorit Science Museum
Greater Broadway Project
Los Rios Community College Foundation
Office of the President, Sacramento City College
Photography at Sacramento City College
UC Davis Medical Center
Sacramento Asian Pacific Chamber of Commerce
Sacramento Taiko Dan
*partial list

Web site
TheAgencyAtSCC.com

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City Theatre Poster
Photography + Design

CITY THEATRE PRESENTS

DR. JEKYLL & MR. HYDE

DIRECTED BY ADRIENNE SHER

JULIUS CAESAR

WILLIAM SHAKESPEARE'S

DIRECTED BY ADRIENNE SHER

SEPT 25–OCT 18, 2009
ART COURT THEATRE
SACRAMENTO CITY COLLEGE
WWW.CITYTHEATRE.NET
THE CREATIVE AGENCY at Sacramento City College

WHAT MATTERS TO THE UC DAVIS HISTORY PROJECT?

TEACHING HISTORY TO THE NEXT GENERATION.

When educators take part in the UC Davis History Project, they remember what they learned about teaching history. Seeing history as an ongoing investigation, not as a static set of facts, brings the past to life. Teachers enrich their own knowledge by working with UC Davis historians and return to their own classrooms better prepared to develop critical thought about a complicated past.

The History Project brings together a community of history educators, from elementary to university levels, who share a passion for history and a commitment to improving their teaching practice. These common values shape the community and the professional learning the History Project directs.

More than 325 Sacramento-area history teachers participate annually in History Project workshops, seminars, and summer institutes designed to enhance understanding and enthusiasm for teaching history. In an era in which some schools have narrowed the curriculum in response to accountability measures, History Project teachers learn to make the most of the precious minutes dedicated to studying the past.

Taught well, history develops literate citizens. Students learn to read, question, and analyze a variety of sources, and to support their conclusions with evidence. Such training prepares tomorrow’s leaders to apply critical thought and analysis to present-day situations. Teaching history in schools is more important than ever, as events from the past are being discussed on a daily basis in the news, economics, and politics of the day. Improving school history means shaping these discussions for the next generation.

WHAT MATTERS TO MICHAEL SIMINOVITCH?

LIGHTING THE WAY TO ENERGY EFFICIENCY.

Lighting our homes, offices, and streets is a tremendous drain on electricity. Why is that? In part, it’s because we are using old technologies. As our Earth faces a global warming crisis brought on mostly by coal-burning power plants, I want to do my part to develop energy-efficient products to reduce our reliance on this kind of power. As a professor of design and director of the UC Davis California Lighting Technology Center, I hope to do just that. My role is as a catalyst, an educator, to allow bright ideas to grow from all forms of thought and disciplines.

I can offer change in lighting across the world through my contribution as an educator and researcher. By teaching the next generation of lighting designers, I equip students with current and relevant information about energy-efficient lighting and provide them quickly into jobs at leading technology companies after they graduate.

My own research is in how we can generate better lighting technologies, then quickly move those designs to the marketplace. I am fortunate to contribute to the conversations at both state and federal levels to institute real change in energy efficiency through legislation. It’s a valuable way for us to cut our electricity use by 40 percent within a few years.

We don’t have time to waste. We can’t just design the technology; we must also address the human side of the issue. People must respond to new designs favorably, and they must want to make changes to how they light their homes and businesses. We must all make the commitment to apply the best innovations that people can create, lighting the way to an energy-efficient future.

I AM MICHAEL SIMINOVITCH. THIS IS WHAT MATTERS TO ME.
Sacramento City College Logos

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Ella Dining Room & Bar