



FULLERTON SCHOOL DISTRICT *PRESS RELEASE*

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Fullerton School District Students Turn Creative Ideas Into Real-World Businesses Through Spyder Lab

FULLERTON, CA – From custom apparel and vinyl-cut T-shirts to bold logos and full-scale brand campaigns, Fullerton School District junior high students are transforming creative ideas into real-world business ventures.

During a Personal Branding [showcase](#) on May 11, students in the STEM VIII Prototyping & Applied Design course at Parks Junior High School unveiled original businesses they developed from the ground up – pitching their vision, marketing strategies and custom-designed products in a presentation that felt more like a startup expo than a junior high classroom.

Launched in Fall 2025 at Parks and Nicolas junior high schools, the Spyder Lab gives students hands-on Career Technical Education (CTE) experiences that blend entrepreneurship, graphic design and business strategy with industry-level tools and technology.

Using professional software and equipment, students design logos, produce apparel with vinyl cutters and create large-format advertisements while building practical skills, earning industry certifications and exploring future college and career pathways.

“I love to create, and that’s what this class is all about,” Parks Junior High student Giovanni C. said. “You get to work with your friends while learning how to use real machines and create products that connect to the real world. We’re also learning how businesses operate, which can help us in the future with our own business.”

Thanks to a \$600,000 K12 Strong Workforce grant, the District developed the Spyder Lab course in partnership with Spyder3D, a local company that supports the program through industry mentorships and real-world learning experiences.

Throughout the course, students gain hands-on experience in design, digital fabrication and business operations while preparing for careers in digital media, entrepreneurship and advanced manufacturing. Students create products such as shirts, banners and posters while learning accounting principles, sales, cost management and customer service. They also have opportunities to earn certifications on industry-level print production equipment.

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"We learned how to design a brand intentionally – designing the colors, the logos, and how to appeal to our customers," Parks Junior High student Alicia H. said. "I've had a lot of fun so far. Working with other people has been really helpful because creating a brand isn't easy, and collaborating gives you a lot of new ideas."

Beginning in the 2026-27 school year, both Parks and Nicolas junior high schools will launch a year-long Level 2 Spyder Lab course, allowing students to further develop advanced business and production skills.

Students can continue pursuing related pathways in high school and beyond, including opportunities at Fullerton College, which offers programs in printing technology, business administration, marketing and entrepreneurship.

"Students come in excited to design shirts or logos, but along the way they're learning how businesses work, how to communicate with customers and how to turn an idea into something real," Parks Spyder Lab teacher Daisy Cho said. "It's creative, hands-on learning that helps students start thinking about what they might want to do in the future."

The Spyder Lab is one of several CTE opportunities available to Fullerton School District junior high students, alongside programs in computer science, networking, construction, robotics, forensics and culinary arts.

"Junior high is a critical time for students to explore their interests, strengths and future possibilities," said Esther Kim, Educational Services Director who oversees the CTE program. "Programs like the Spyder Lab help students connect classroom learning to real-world experiences while building skills that can lead to high school pathways, college programs and meaningful careers, expanding their sense of what's possible for their future."

PHOTO CAPTIONS:

052226_SPYDERLAB1: Parks Junior High School students showcase their original business concepts and custom-designed products during a Spyder Lab Personal Branding presentation on May 11.

052226_SPYDERLAB2: Parks Junior High School students display their original brand designs, marketing materials and digital creations developed in the STEM VIII Prototyping & Applied Design course.

052226_SPYDERLAB3: Students in the Spyder Lab at Parks Junior High School pose for a group photo inside the classroom, where they gain hands-on experience in entrepreneurship, design and digital fabrication through real-world projects.

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