

PENNSYLVANIA COLLEGE OF ART & DESIGNYour place to explore art | pcad.edu/ce



Pennsylvania College of Art & Design is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104 (267-284-5000). The Middle States Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation. PCA&D is also an accredited, institutional member of the National Association of Schools of Art and Design. The college offers bachelor of fine arts (BFA) programs in digital media, fine art, graphic design, illustration, and photography and certificate programs in digital photography, print design, social media marketing & communications, and web design.

Pennsylvania College of Art & Design admits qualified students of any age, sex, race, color, disability, or national and ethnic origin to all rights, privileges, programs, and activities generally accorded or made available to students at the college. It does not discriminate on the basis of age, sex, race, color, or national and ethnic origin in administration of its educational or admissions policies, scholarship and loan programs, or any other college-administered programs.

PENNSYLVANIA COLLEGE OF ART & DESIGN MISSION STATEMENT

Pennsylvania College of Art & Design is a professional art college offering a BFA degree, certificates, credentials, and course work so students of all ages can pursue art as their life's work.

CONTINUING EDUCATION MISSION STATEMENT

Continuing Education & Youth Classes at Pennsylvania College of Art & Design provide educational opportunities in the visual arts to students of all ages and levels of ability.

EDUCATIONAL GOALS & OUTCOMES

The goal of Continuing Education classes at Pennsylvania College of Art & Design is to teach skills-based art courses that apply to employment, education, or personal enrichment.

Design & Layout by Tom Bejgrowicz for Man Alive Creative Photography by Matthew Tennison, Jeremy Hess, Amanda Murry, and Kate Frese ('14)

SPRING 2014

Continuing Education & Youth Classes

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What inspires you?

The scent of a crisp, sunny day. Songbirds announcing the rites of spring. The sight of blooming bulbs and bushes that herald in a new season.

Because the spring equinox is traditionally known as a time for renewal and rejuvenation, it's the ideal time to put your inspiration to work. Or perhaps you're looking for a place to find inspiration. Take the painting class that your friend raved about, master a new design skill, or spend time with a family member while developing your drawing skills.

Perhaps you're also looking to inject art and design into your everyday life. Useful, practical, and fun, our new Artful Living courses and workshops are a great way to experience the arts. Learn how to create a pollinator garden, commemorate a special date through PA German folk art, make blood orange marmalade, or learn how to best capture an upcoming trip. The options are vast and varied to meet the needs of differing interests and skill levels.

No matter what your inspiration is or where it comes from, we invite you to become a part of 204 N. Prince Street – the most creative address in Lancaster.

Valerie J. Paige, Director of Continuing Education vpaige@pcad.edu

NEW! ARTFUL LIVING

Our new artful living courses and workshops are a great opportunity to learn something new. Whether you have a day or a few weeks, we have a variety of options to choose from that will allow you to explore the art and design of everyday life. These courses do not have prerequisites – so any level of experience is welcome!

These courses are intended for students 18 and older, as well as mature high school students.

NEW! CREATE A TRAVEL SKETCH BOOK

CE 140 | Wednesday, February 5 – April 2 6:00 – 9:00 p.m. | 10 sessions, non-credit, \$300 | Kurt Aspland

Going on a trip? The best way to remember any trip or vacation is by keeping a sketch journal. In this class you will learn everything you need to know to create your very own travel sketchbook. Quick sketch and painting techniques, dramatic page layouts, simple portrait drawing, landscape drawing and basic perspectives will be covered. Any skill level is welcome, first timers or advanced, all you need is the courage to learn something new. Once we have worked through these skills we will have a mock vacation of our own, as we venture Central Market to document our experience. NOTE: The tenth session will be a Saturday visit to Central Market.

NEW! POLLINATOR GARDEN DESIGN

CE 151 | Thursday, February 6 – April 10

6:00 – 9:00 p.m. | 10 sessions, non-credit, \$300 | Ann Johnson

Discover how the addition of native pollinator plants in a new or existing garden will be visually beautiful and beneficial to the planet. You will learn how to create a pollinator friendly garden using a variety of native plants, and how to create habitat for bees to live and overwinter right in your garden. Special attention is given to why pollinator gardens are becoming necessary as a sustainable and pesticide-free alternative to invasive and non-native plants. With these plants now part of your expanded knowledge, you will learn where to purchase, and how to plant and care for three seasons of native pollinator plants, starting from the earliest bloomers right through autumn.

NEW! TRADITIONAL PYSANKY: UKRAINIAN EASTER EGGS

CE 164 | Tuesday & Thursday, March 25 & 27, April 1 & 3 6:00 – 9:00 p.m. | 4 sessions, non-credit, \$180 | Rebecca Chester

Take your holiday preparations to the next level with Pysanky, the ancient Eastern European art of egg decorating. Students will create a traditional Ukrainian Easter egg using beeswax resist, dyes, and traditional tools. Incorporate time-honored Ukrainian motifs and symbols into your egg or create your own designs as you explore this beautiful folk art tradition. NOTE: Cost of class includes materials and supplies, students must register no later than March 14.

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NEW! WOODGRAIN PAINTING TECHNIQUES

WS 57 | Saturday, April 5

9:00 a.m.- 12:00 p.m. | 1 session, non-credit, \$90 | Jim King

In the 18th century, softwoods were false grained to mimic expensive hardwoods often not available and the technique soon evolved into a folk art form. Participants will learn how homemade paints and tools were used to create finishes as varied as the minds and hands of imaginative folk artists. During this workshop, you will learn to grain paint and apply this technique to a softwood 5×7 picture frame and a mini blanket chest using acrylic glazes. NOTE: Cost of workshop includes frame, chest, and necessary supplies, students must register no later than March 24.

NEW! FRAKTUR DESIGN

WS 58 | Saturday, April 5

1:30 – 4:30 p.m. | 1 session, non-credit, \$75 | Lynn Sommer

Design your own ink and watercolor traditional PA German Folk Art Fraktur that commemorates a special date (such as a birth, baptism or wedding) or showcases a favorite verse or poem. Practice the calligraphy style of traditional fraktur, and choose from a myriad of traditional PA German folk art designs to create your personal stylized commemorative folk art piece. NOTE: Cost of workshop includes materials and supplies, students must register no later than March 24.

MAKE A DAY OF IT! SIGN UP FOR BOTH FOLK ART WORKSHOPS (WS 57 & WS 58).

These two workshops are presented in conjunction with Folklore: Original Fraktur Drawings in Conversation with Contemporary Works of Art. This special exhibit will be on display in PCA&D's gallery, March 7 – April 19; see pg. 27 for info. In addition to the two workshops, on April 5 you can enjoy a gallery talk with exhibition curator Heidi Leitzke from 1:00 - 1:30 p.m. By taking both workshops, you will be able to frame your original Fraktur drawing in the grain painted frame from the morning.

NEW! THE MAKING AND CANNING OF MARMALADE

WS 56 | Saturday, March 1

2:00 – 4:00 p.m. | 1 session, non-credit, \$60 | Betsey Gerstein Sterenfeld

DIYer's, don't despair. Summer's not the only season to preserve nature's treasures. Citrus is at its seasonal prime in winter, so here's your chance to celebrate its merits year round. Join us to make Blood Orange Marmalade and learn to make marmalade and other jams, without pectin. Learn to safely hot water can your jam so it can be stored without refrigeration and how to spice up your everyday cooking with preserves. Expect to take home sample jars of what we make.

NEW! ARTISAN PIZZA

WS 55 | Saturday, March 22

1:00 – 4:00 p.m. | 1 session, non-credit, \$75 | Betsey Gerstein Sterenfeld

Get your hands ready for a pizza afternoon delight. We'll cover everything from the mystery of flour and special equipment (there is none) to incorporating homemade, woodburning-oven-quality pizza into your busiest weeknights. You will learn to make fresh pizza dough, roll your dough like a pizzaiolo, master basic sauces, and understand how to pair and combine toppings for the perfect pizza every time. Mangia, Baby.

NOTE: WS 55 & 56 will be held at Kegel's Produce Playground, Lancaster; ingredients and tools will be provided.

ADULT STUDIO

Our studio courses and workshops offer students a chance to express their creativity and gain knowledge and experience while doing so. These courses are intended for students 18 and older, as well as mature high school students.

DRAWING AND PAINTING NATURE

CE 13 | Tuesday, February 4 - March 25

6:00 – 9:00 p.m. | 8 sessions, non-credit, \$250 | Tamera Teets

Learn to capture the beauty of the natural world around you from plants to wildlife. Beginners through advanced artists will enjoy this class. You will have the opportunity to experiment with a variety of materials and techniques traditionally used to draw and paint nature from life and photo references. Brush strokes, color mixing, contrast, and composition are taught as a means to create a unique and expressive work of art. Individual creativity is encouraged.

DEVELOPING YOUR DRAWING STYLE

CE 14 | Thursday, February 6 – March 27

6:00 – 9:00 p.m. | 8 sessions, non-credit, \$250 | Matt Chapman

Art has a voice all its own - what is yours saying? This class focuses on creating a personal style. Demonstrations emphasize experimentation with different tools and techniques. The majority of studio time is devoted to drawing or painting assignments followed by open discussions about your art-making experiences. This class will have you actively questioning your work with the goal of finding your unique voice as an artist.



(2013)

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WATERCOLOR LANDSCAPES AND CITYSCAPES

CE 15 | Monday, February 3 - March 24

6:00 – 9:00 p.m. | 8 sessions, non-credit, \$250 | Steve Wilson

Join well-known local watercolor artist, Steve Wilson in this introductory watercolor painting course. The fluid nature of watercolor requires specific painting techniques unique to this medium. Demonstrations and instruction at each class session will help you to understand the medium and not become frustrated trying to control it. The first half of the class will teach you how to complete a rural landscape painting. The second half of the class will teach you how to work on a cityscape. Images for the paintings will be supplied by the instructor and have been carefully selected based on ability level and the potential for instruction in various techniques.

NEW! COLORED PENCIL DRAWING

CE 18 | Monday, February 3 – March 24

6:00 – 9:00 p.m. | 8 sessions, non-credit, \$250 | Rebecca Chester

This class is designed for those who lean towards illustration or simply love to draw. Learn a variety of techniques for creating vibrant, realistic colored pencil drawings. An introduction to color theory will be included as students experiment with layering techniques. Further topics explored will include portraits (skin tones), animals (texture/fur), rendering smooth surfaces, and working with an underpainting. Strong drawing skills helpful but not required.

PRINTMAKING

CE 162 | Tuesday, February 4 – March 25

6:00 – 9:00 p.m. | 8 sessions, non-credit, \$250 | Becky Blosser

Two of the most appealing aspects of relief printmaking are its immediacy in producing an image and the simplicity of its techniques. This course is designed to give students a hands-on experience in the printmaking forms of relief print and monoprint. Each student begins by participating in classroom demonstrations and will go on to create and produce a series of works utilizing one or both mediums.

FIGURE DRAWING

CE 170 | Monday, February 3 – April 7

6:00 – 9:00 p.m. | 10 sessions, non-credit, \$300 | Evan Kitson

Learn how to accurately record what you see in this observational drawing class. Develop your drawing skills by increasing your knowledge of the human form. Drawing the nude figure through careful study of anatomy and proportion are an integral part of this course.

INTRODUCTION TO CALLIGRAPHY

CE 186 | Wednesday, February 5 – March 26

6:00 – 8:30 p.m. | 8 sessions, non-credit, \$225 | Joanne Stephan

Calligraphy is defined as the art of beautiful writing. This course provides the information necessary to learn basic letter styles – both majuscules and minuscules. Students receive thorough instruction in the use of the broad-edged pen, ink and color, which will give them practical uses for hand lettering. Layout and design principles are also taught. Students complete a simple book as a finished project.

INTERGENERATIONAL DRAWING: AGES 8 TO ADULT

CE 189 | Saturday, February 8 – March 29

10:00 a.m. - 12:00 p.m. | 8 sessions, non-credit, \$180 | Carlos Diaz

Basic drawing materials and techniques are introduced in this beginner drawing course for all ages. Demonstrations and practice in drawing, composition, and shading will help students develop their drawing skills. Using pencil and charcoal, students complete quick sketches and drawings of still life and clothed models. The opportunity for adults and children to learn together in a relaxed setting makes this drawing course unique.

NEW! TWITTER FOR BEGINNERS

WS 63 | Monday, February 24

6:00 – 9:00 p.m. | 1 session, non-credit, \$45 | Ken Mueller

Twitter has a language all its own, and can be rather difficult for beginners to get the hang of. But over time it can become an incredibly fun and effective means of communication. If you're new to Twitter, this class will help you set up an account, and get you started tweeting in no time.

NEW! FACEBOOK FOR BEGINNERS

WS 64 | Monday, February 10

6:00 – 9:00 p.m. | 1 session, non-credit, \$45 | Ken Mueller

If you are new to Facebook, it can be rather daunting, yet it's a great way to connect and stay in touch with friends and family. This class will teach you all you need to know about how to properly set up an account and use Facebook wisely and safely, while having fun.

"Matt was a great instructor – very helpful and inspirational. He encouraged me to push my skills and style."

Edward Berkoski, student,Developing Your Drawing Style

CONTINUING EDUCATION CERTIFICATE PROGRAM

Whether you wish to enhance your skills to increase marketability, gain new skills for job promotion, or take a completely new track for a career change, Pennsylvania College of Art & Design offers four Certificate Programs that address the needs of adult students. While these programs vary in length and intensity, they have been structured with adult students' lifestyles and commitments in mind.

Digital Design Series: Print
Digital Design Series: Web
Digital Photography
Social Media Marketing & Communications

Interested in applying?

- Submit a Continuing Education certificate application and fee (\$40)
- Submit a personal statement* and current resume

Then what?

- Successfully complete credits of required courses
- Achieve an overall 2.0 GPA or better
- Submit a disc with one project from each required course

Apply online at pcad.edu/ce

Program documentation includes a certificate of completion.

Official transcripts are available from the Registrar upon written request.

*All applicants are required to submit a 250-500 word typed personal statement that describes their reasons for choosing a visual arts education and any influences that led to this choice.

"Great overall program! All of the courses in the certificate program provided me with a solid foundation to pursue a professional photography career."

Ronaldo Davis, Digital Photography
 Certificate Program graduate (2013)

DIGITAL DESIGN SERIES CERTIFICATE PROGRAM

PRINT

The Digital Design Certificate in Print teaches students the basic skills needed to produce print design projects. Students learn to use state-of-the-art graphic software programs current in the industry. A Design Principles/Typography course teaches students the foundation for design work done on the computer. Students will learn graphic software programs for drawing (Adobe Illustrator), page layout (Adobe InDesign), and image-editing (Adobe Photoshop). This combination is essential in order to function in any field which largely produces computer generated graphics - graphic design, publishing, marketing, and advertising. By gaining command of these software programs, students significantly shorten their learning curve for mastering other programs.

All courses are taught by working professionals who use the software they teach on a daily basis. This enables students to gain valuable insight into the expectations of the design industry.

Digital Design Print Courses

- DES 150, Design Principles & Typography
- DES 151, Adobe Illustrator

• DES 152, Adobe Photoshop

• DES 154, Adobe InDesign

WEE

Pennsylvania College of Art & Design's Digital Design Certificate in web teaches students the basic principles of design and composition essential to effective design for the web. This series of design courses trains students on the software programs used to create websites for businesses, family, friends, or themselves. Students begin with the same Design Principles/Typography course that print students take, laying the foundation for all future computer design work. Adobe Photoshop is introduced so that students learn to scan and enhance images. Critical to all web design projects, students will learn the basics of hyper text markup language (HTML) in addition to learning Adobe Dreamweaver (the most popular editor for building websites). Skills and competencies students gain through this program include designing and building a website, and scanning, storing, and protecting images for use on the web.

Digital Design Web Courses

- DES 150, Design Principles & Typography
- DES 152, Adobe Photoshop
- DES 155, HTML & Website Design
- DES 156, Adobe Dreamweaver

Assuming sufficient enrollment in all courses as they are offered, it is possible to complete each of these 4-credit programs in two academic semesters. | These courses are taught on Mac computers using Adobe software or other software according to the expertise of the instructor teaching the course you choose. | NOTE: Basic computer skills are required and will not be covered in class.

DIGITAL PHOTOGRAPHY CERTIFICATE PROGRAM

The Digital Photography Certificate program provides instruction in basic camera skills, composition, printing, color management, and lighting techniques. Courses are taught by professional photographers working in the fields of commercial, advertising, portrait, event, and wedding photography. Through this program, students will develop both artistic and technical skills. Small classes allow for individualized instruction. All courses are conveniently offered on weekday evenings and Saturdays.

Skills students will learn include:

- Handling a camera
- Computer image manipulation
- Composition
- Lighting and flash use
- Electronic imaging
- Image resolution
- Legal issues

Digital Photography Courses

- PHO 193, Introduction to Digital Photography (Required course)
- PHO 195, Event and Portrait Photography
- PHO 196, Photo Arts
- PHO 197, Photojournalism
- PHO 199, Lighting for Photographers
- PHO 200, Photography Portfolio
- LA 010, Business Practices for Photographers
- LA 011, History for Photographers
- DES 158, Photoshop for Photographers (Adobe Photoshop can be taken in lieu of this course.)

A total of five credits are required for completion of the Digital Photography Certificate. It is recommended that PHO 193 be completed before registering for other courses. Subsequent courses do not have to be taken in sequence. If there is a prerequisite, it will be listed under the course description

Assuming sufficient enrollment in all courses as they are offered, it is possible to complete this 5-credit program in three academic semesters. | NOTE: To take digital photography classes, you must have basic computer skills and a digital 35 mm SLR camera.

SOCIAL MEDIA MARKETING & COMMUNICATIONS CERTIFICATE PROGRAM

Social media has revolutionized the way we do business. In the 21st century, mastery of social media and online marketing tools and strategies is essential to successful business operations. Reaching far beyond traditional marketing media, businesses today must open the lines of communication with customers and potential customers to develop valuable interactive online relationships using tools unheard of as recently as ten years ago. These tools include Facebook, Twitter, Google+, YouTube, Pinterest, LinkedIn, mobile apps, and blogging.

Social Media Marketing Certificate Outcomes:

- Optimize your use of LinkedIn, Facebook, Twitter, Pinterest, YouTube, your company's website, and emerging social media platforms
- Develop and manage branding strategies using social media
- Gain skills to create and operate a dynamic blog, and learn how to drive traffic there
- Learn how social media tools interrelate and the most effective ways to use them
- Learn how to design a social media marketing strategy for your business or organization
- Develop appropriate content to improve your organization's engagement with target audiences
- Evaluate the effectiveness of social media efforts with analytics and metrics

Required Courses:

- SM 101, Introduction to Social Media Marketing & Communications
- SM 102, Advanced Social Media Marketing & Communications
- LA 020, Writing for Business or SM 103, Blogging for Business
- DES 152, Adobe Photoshop
- DES 162, WordPress or DES 155, HTML & Website Design

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PROFESSIONAL DEVELOPMENT

The following courses and workshops allow professionals of all types to acquire new skills to apply to their current or future profession, though anyone with an interest in digital design, social media, or photography will reap the rewards.

You do not need to be enrolled in a Certificate Program to take these courses. The following courses are intended for students 18 and older, as well as mature high school students.

DIGITAL DESIGN

DESIGN PRINCIPLES & TYPOGRAPHY

DES 150 | Wednesday, February 5 - April 9

6:00 - 9:00 p.m. | 10 sessions, 1 credit, \$430 | Christiaan Baird

Learn the basics of using typography and its importance as a design element in publication (newsletters, magazines, catalogs) and website design. This course will teach you the fundamental skills necessary for much of your future work and education in print and web design. Special attention is given to developing the problem solving skills critical to functioning in the design industry. NOTE: This course is a non-computer course.

ADOBE PHOTOSHOP

DES 152 | Thursday, February 6 – April 10

6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$460 | Laurie Fuller

Adobe Photoshop has long been the world-standard, image editing, photo retouching and web graphics software program. This course presents a complete survey of the Photoshop interface – its features, capabilities and uses. Learn to create and manipulate bitmapped, grayscale, and color images through a series of hands-on exercises. Students learn how to create sophisticated images for both print and the web.

ADOBE INDESIGN

DES 154 | Wednesday, February 5 - April 9

6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$460 | Tom Bejgrowicz

Adobe InDesign is a page layout program used to create everything from restaurant menus to catalogs and magazines. An integral part of any designer's Adobe toolkit — along with Photoshop and Illustrator — this program allows you to produce pages quickly and output them reliably — combining images and text for compelling results. In addition to learning to manage the Adobe InDesign program, students complete their own design projects, in preparation for a variety of real-world design challenges.

HTML & WEBSITE DESIGN

DES 155 | Monday, February 3 – April 7 Online | 1 credit, \$460 | Linda Forte

This course will teach basic HTML (Hyper Text Markup Language) which is used to generate home pages and websites. The emphasis of this course is on basic HTML codes, CSS (Cascading Style Sheets), and skills needed to plan a web page. Students learn file management, formatting for web pages, basic structural elements, text editing, image use, optimal file formats, and the use of color on the web. Prerequisite: DES 152, Adobe Photoshop or equivalent experience. NOTE: To take this course, you must have access to email and a high-speed internet connection. The class will have occasional online meetings on Monday evenings.

ADOBE DREAMWEAVER

DES 156 | Thursday, February 6 – April 10

6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$460 | Linda Forte

Learn the basic tools, functions and capabilities of Adobe Dreamweaver – the industry's most popular editor for building and managing websites. Learn to create basic multipage websites with graphics, links, buttons, rollovers, tables and CSS (Cascading Style Sheets) through a variety of hands-on projects and exercises. The visual layout tools of this program allow web designers and developers to work in an integrated environment to design, build, and manage websites and internet applications. Prerequisite: Completion of DES 152, Adobe Photoshop, DES 155, HTML & Website Design or equivalent experience and familiarity with the web.

WORDPRESS

DES 162 | Tuesday, February 4 – April 8

6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$460 | Linda Forte

Learn to create your own blog or website using the WordPress platform. WordPress is one of the most popular and easy-to-use programs for blogging and website creation. Plus, the software is free. This course teaches how to setup an account, write posts, and navigate through the WordPress dashboard. It covers custom themes, blog design, managing posts, adding new pages and links, installing plug-ins, search engine optimization tips, and adding analytics. See first-hand why WordPress is a valuable tool for individuals and business owners regarding the creation or maintenance of their own blog and website. NOTE: Familiarity with HTML is helpful but not required.

"This course sparked my passion for design. The instructor is fantastic!"

 Jessica Lind Laverty, student, Adobe InDesign

NEW! GRAPHIC DESIGN FOR BUSINESS

DES 163 | Wednesday, February 26 – April 2

6:00 – 8:00 p.m. | 6 sessions, non-credit, \$225 | Laurie Fuller

Learn to create the compelling and professional-looking marketing pieces that every small business or nonprofit organization needs. Effective brochures, business cards, print ads, newsletters, and content for your website are all crucial to establishing and growing your organization's identity. Using Adobe Photoshop and InDesign, this course will help you increase your design knowledge and master the fundamentals of layout, color, and font choices in order to execute materials you can be proud of.

ADOBE PHOTOSHOP LIGHTROOM

WS 43 | Saturday, March 1

9:00 a.m. - 4:00 p.m. | 1 session, non-credit, \$125 | Harold Hartman III

View, edit, and manage your photos using a software program developed specifically for doing post-production work. The sophisticated tools of this program enable the user to fix items from dust spots to color corrections and virtually any other creative changes. This workshop teaches how to use Adobe Photoshop Lightroom in tandem with Adobe Photoshop to achieve the best quality possible.

(Class listings continued on pg. 20)

"I have been working with Adobe [software] for close to 20 years, but I still learned new tools and techniques in this class that will help me be more productive in my career."

- Alan Junkins, student, Adobe Illustrator







BFA DEGREE PROGRAM

Pennsylvania College of Art & Design



We are artists, designers, animators, photographers and more...we are strong thinkers, strong makers and strong communicators. We are the Pennsylvania College of Art & Design.

A recent survey of the Class of 2012 confirmed that our small classes, innovative programs, outstanding faculty and professional preparation works...97% of our survey respondents are employed full-time or pursuing an advanced education within one year of graduation.

For anyone considering what a life in the arts has to offer, PCA&D has the answer. Our four-year Bachelor of Fine Arts degree programs in digital media, fine art, graphic design, illustration and photography provide the intense professional preparation needed for these rewarding and competitive careers.



Tour our studios and meet our faculty, students, and alumni at one of our upcoming open house events.

- Saturday, January 18, 2014
- Saturday, March 22, 2014

To register for an open house visit pcad.edu/openhouse, call (800) 689-0379, ext. 1001, or scan the code. All open houses run from 11 a.m. – 2:30 p.m.

204 North Prince Street Lancaster, PA 17608 explore.pcad.edu

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PCA&D CREATES

For the past five years, faculty and students at Pennsylvania College of Art & Design have led one of our best-known community-based projects: the 24-hour Designathon.

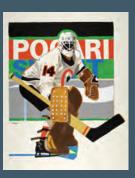
This creative marathon links Pennsylvania College of Art & Design with dozens of nonprofits that serve more than 200,000 people throughout Lancaster County. And because PCA&D is deeply involved with the community in creative and influential ways, we'll do it again – for the sixth year – in February 2014.

Here's a sampling of work created during last year's Designathon:

- Aaron's Acres: new logo (shown above) and tagline for stationery, donor brochure, remittance envelope, prospectus booklet, and T-shirt for summer camp.
- Schreiber Pediatric Rehab Center of Lancaster County: new logo for the daycare center embellishes the walls in rooms where children will play.
- Special Olympics, Lancaster County: brochure with bold use of typography and clean design to communicate key messages to target audiences.
- Water Street Ministries: annual report with custom-designed infographics (shown above).

Want to get involved? Nonprofits may get a list of requirements and an application form by emailing Pam Barby, Designathon guru and chair of PCA&D's graphic design department, at *pbarby@pcad.edu*.

PCA&D students and graduates are strong thinkers, strong makers and strong communicators. Watch *facebook.com/pcad.edu* and *twitter.com/pcad_edu* for updates about all our events.





IN THE GALLERY

During the cold months of winter, the Main Gallery at PCA&D will be filled with the bright, warm colors of Robert Cunningham's paintings. Throughout his esteemed and prolific career, Cunningham (1924-2010) painted on-site in the Bahamas, which was influential in the development of his signature style, a high-key color palette with simplified shapes and a strong sense of light. He brought this clarity of light and form to his first career break, an assignment to illustrate an 8-page spread for Sports Illustrated. This early job led to a lifetime of work as a freelance illustrator for clients that ranged from some of America's leading magazines to companies such as DuPont, GE, Mobil, Metropolitan Opera, Panasonic, and Chevrolet. He also designed ten U.S. postage stamps celebrating the 1980 Olympic Games. He was inducted into the Society of Illustrators Hall of Fame in 1998.

In addition to his respected career as an artist/illustrator, Cunningham was a generous mentor and friend to illustrator James Ransome. Ransome, who is now caretaker for Cunningham's paintings and drawings, wrote, "I want to continue to let his artwork speak and influence future artists and illustrators." Ransome will share personal stories from his time spent with Cunningham when he speaks about his life and artwork on February 7 at 4 p.m. in the Atrium at PCA&D.

Hope to see you in the gallery, Heidi Leitzke, PCA&D Gallery Director

Robert Cunningham

Artist/Illustrator January 10 - February 28, 2014

Lecture by illustrator James Ransome on Robert Cunningham's life and artwork. Friday, February 7 at 4 p.m., free and open to the public.

1) Hockey, 21x26, Acrylic on paper, 1992, Estate of Robert Cunningham (r) Landing at Twin Coves, 40x60, Acrylic on canvas, 1995, Estate of Robert Cunninghan PCA&D | 19 OUTSIDE THE CLASSROOM





THANK YOU FOR MAKING ALL THIS POSSIBLE!

Gifts made by you and others ensure that PCA&D can continue to offer its educational programs to the community. As a non-profit institution, PCA&D relies on community giving to impact every area of the College by providing support for scholarships, library resources, exhibitions, visiting artist programs, classroom equipment, and community outreach initiatives. Each gift is an investment in the future of the College, the creativity of the community, and the lives of the young artists and designers who study here. Many people believe that tuition covers all the costs of educational programs. While it does cover the majority of operating costs, it does not cover all the services and program enhancements the college provides. Investments such as an expanded curriculum, enhanced classroom tools, and the purchase of the Art Garden property were all supported by the generous gifts of individuals, businesses, foundations, and members of the community. Public opportunities such as gallery exhibits, artist talks, and the Mosaic Project are all offered as free events for the community and are supported by donations. Finally, community giving supports the Continuing Education program by ensuring that we can continue to offer tuition discounts for talented high school students and for teachers taking classes to maintain their certifications.

YOUR SUPPORT HELPS MAKE IT HAPPEN

You can help PCA&D continue to provide all these services by:

- Becoming a donor in 2014. Gifts of every size are always needed.
- Enrolling in a class.
- Adding PCA&D to your estate plans.
- Volunteering on a committee or for a special event.
- Telling your friends and neighbors about the events at PCA&D and inviting them to attend!

Thank you to everyone who has already supported us! Creativity thrives at PCA&D thanks to the generosity of our supporters.

For additional information, visit www.pcad.edu/giving or contact Angela Spickler, Director of Development at 717-396-7833 or via email at aspickler@pcad.edu.

DIGITAL PHOTOGRAPHY

INTRODUCTION TO DIGITAL PHOTOGRAPHY

PHO 193 | Tuesday, February 4 – April 8 6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$460 | Ken Altobello

This is an introductory course to the world of digital photography and the unique opportunities and challenges it presents. Students become proficient in the use of a digital camera and understand the technology behind digital photography. Learn basic photographic composition, image control, digital image processing and simple retouching with Adobe Photoshop. Editing, storing, and printing images are also taught.

PHOTOJOURNALISM

PHO 197 | Monday, February 3 – April 7 6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$460 | Matthew Lester

In this beginning photojournalism course, students explore how to document and visually record what they see. Reporting skills and new camera techniques are taught and will enhance technical, visual, storytelling, and documentary skills. Recommended: Completion of PHO 193, Introduction to Digital Photography or equivalent experience.

ADOBE PHOTOSHOP

DES 152 | Thursday, February 6 – April 10 6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$460 | Laurie Fuller See page 13 for course description.

ADOBE PHOTOSHOP LIGHTROOM

WS 43 | Saturday, March 1 9:00 a.m. – 4:00 p.m. | 1 session, non-credit, \$125 | Harold Hartman III See page 15 for course description.

"This was a fabulous class. Well-paced, informative, challenging, but not overwhelming. I learned a ton!"

Felicia Bechtel, student,Intro to Digital Photography

SOCIAL MEDIA MARKETING & COMMUNICATIONS

INTRODUCTION TO SOCIAL MEDIA MARKETING & COMMUNICATIONS

SM 101 | Wednesday, February 5 – April 9

6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$460 | Ken Mueller

Bring your business into the 21st century. Learn the way social media is changing how businesses market and advertise. In this course students learn to use Facebook, Twitter, and other social media platforms to promote their products and services. Learn how blogging connects you to a larger audience and improves your search engine rankings. Design a successful social media plan by developing a strategy, identifying goals and objectives, and creating a time line for the fulfillment of your strategy. Recommended: A basic familiarity with social media.

BLOGGING FOR BUSINESS

SM 103 | Thursday, February 6 – April 10 6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$460 | Ken Mueller

Blogging has become one of the most important aspects of how a business markets itself on the web. This course addresses all areas of blogging from choice of platform to creating content. Best practices on blogging, how to build a strong community around your blog, and how to use your blog as a way of driving traffic to your website and business are included. This class is firmly grounded in the latest theories of communication, blogging and digital marketing, yet offers practical, hands-on experience and lessons which can be put into practice immediately.

WORDPRESS

DES 162 | Tuesday, February 4 – April 8 6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$460 | Linda Forte See page 14 for course description.

NEW! INTRODUCTION TO EMAIL MARKETING

WS 59 | Saturday, April 5

9:00 a.m. – 4:00 p.m. | 1 session, non-credit, \$150 | Listrak Email Marketing
This one-day workshop will include an overview of the following topics: Best Practices
in Email Design, Email Coding Requirements, Common Types of Marketing Emails,
Automated Campaigns, Strategy and Analytics, Client Website Requirements, and
SPAM & Compliance.

Each topic will be presented by an expert in the subject area and instructors will be available both during and after the presentation. Students completing the course will possess a general overview of current technology and best practices used in email marketing as well as the most common types of email campaigns. | Prerequisite: DES 155 HTML & Website Design or Equivalent Experience and pre-set email accounts with at least 3 providers (these accounts may be free such as AOL, Yahoo, & Gmail).

NEW! MARKETING YOUR EVENTS VIA SOCIAL MEDIA

WS 60 | Monday, March 24

6:00 – 9:00 p.m. | 1 session, non-credit, \$45 | Ken Mueller

Whether you're planning one event or schedule them regularly, how you promote that event online can have a major impact on its success. This class will offer you simple strategies and practical tips for how to best promote your events to a relevant audience via social media.

NEW! SOCIAL MEDIA FOR NONPROFITS

WS 61 | Monday, March 3

6:00 – 9:00 p.m. | 1 session, non-credit, \$45 | Ken Mueller

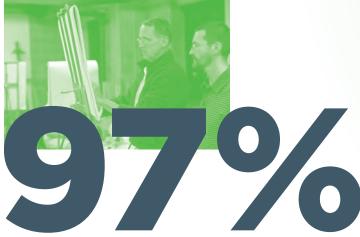
Nonprofits are generally trying to reach a variety of audiences, from clients and donors to volunteers. While many of the same strategies and tactics used by small businesses can be effective for nonprofits, there are a number of ideas and platforms that work particularly well for nonprofits as they both educate and raise funds.

NEW! LINKEDIN BASICS

WS 62 | Monday, April 7

6:00 – 9:00 p.m. | 1 session, non-credit, \$45 | Ken Mueller

LinkedIn is the social network with a business focus. Whether you run a business or are just interested in having a personal presence on LinkedIn, this class will walk you through the basics of setting up your account, as well as how to use the platform to improve your business, or to find a job.



students rated their overall class experience as "excellent"

(2013)

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PRE-COLLEGE

Pre-college classes provide students with the opportunity to build work for their portfolio and explore a new medium. While these courses are offered with the student who is preparing to study art in college, adults are welcome to enroll.

OIL PAINTING

HS 30 | Tuesday, February 4 – March 25

6:00 – 9:00 p.m. | 8 sessions, non-credit, \$250 | Jeff Bye

Explore traditional methods of oil painting, using still-life as subject matter. Working from observation, students are encouraged to pay attention to light, color, and space. Students work on technical and conceptual problems faced by beginner and advanced painters alike.

FASHION ILLUSTRATION & DESIGN

HS 33 | Tuesday, February 4 – April 8

6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$300 | MeeAe Oh-Ranck

Learn the essential skills and techniques of drawing fashion figures and the research process that goes into fashion illustration. Drawing methods used in the industry will be demonstrated, starting with idea development and progressing to a completed concept and illustration board that includes actual fabrics. Developing your own personal style of illustrations will be encouraged. Various mediums will be demonstrated.



(2013)

GARMENT DEVELOPMENT & CONSTRUCTION

HS 35 | Thursday, February 6 – April 10

6:00 – 9:00 p.m. | 10 sessions, 1 credit, \$300 | MeeAe Oh-Ranck

Develop an understanding and learn the fundamentals of professional pattern making in this introductory flat-pattern course. Students will develop an understanding of draping and design room procedures, as they draft a basic set of patterns and create style variations. Students will utilize these skills through the creation and execution of an original design. NOTE: Students will need to bring a sewing machine to class. Prior sewing experience is helpful, but not required.

PORTRAIT DRAWING

HS 54 | Saturday, February 8 – April 5

9:00 a.m. – 12:00 p.m. | 8 sessions, non-credit, \$250 | Francine Fox

This course focuses on drawing the human head through an understanding of basic facial anatomy and form. Time is devoted to lessons on proportions, likeness, value, texture, color and the mediums used. Students work mostly from live models, but some time is devoted to methods of working from photo references. Assignments progress from monochromatic drawings in pencil and charcoal to limited color studies in chalk pastel. NOTE: There will be no class on Saturday, March 15.

PORTFOLIO PREPARATION WORKSHOP

WS 7 | Thursday, February 27

6:00 – 9:00 p.m. | 1 session, non-credit, \$45 | Heidi Leitzke

This workshop will show you how to assemble a portfolio for admission to art college. Learn to visually and verbally present your work and help select pieces that should be included in your portfolio. A variety of portfolio styles will be shown and discussed. This is an excellent workshop if you are considering a college education in the visual arts.

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YOUTH

Our youth classes are designed with specific age groups in mind, from those in first grade up to ninth grade.

YOUTH STUDIO 1

YS 1 | Saturday, February 8 – March 29 10:00 a.m. – 12:00 p.m. | 8 sessions, non-credit, \$200 | Lisa Wilson Youth Studio 1 is for first, second, and third grade students.

YOUTH STUDIO 2

YS 2 | Saturday, February 8 – March 29 10:00 a.m. – 12:00 p.m. | 8 sessions, non-credit, \$200 | Theresa Gleason Youth Studio 2 is for fourth, fifth, and sixth grade students.

YOUTH STUDIO 3

YS 3 | Saturday, February 8 – March 29 10:00 a.m. – 12:00 p.m. | 8 sessions, non-credit, \$200 | Carol Aument Youth Studio 3 is for seventh, eighth, and ninth grade students.

Explore drawing, painting, sculpture, and art history in Pennsylvania College of Art & Design's Youth Program. All youth program instructors teaching grades 1-9 are also K-12 certified. Youth program instructors vary assignments each semester so there's always something new to learn. Through the College's youth program, students gain self esteem and confidence that follow them from the studio into all phases of their educational and personal lives. NOTE: Supplies are provided for Youth Studio courses.

"My daughter learned something new each day and was inspired to continue practicing."

Elizabeth Monos, parent,
 Youth Studio 2

"I <3 the projects and the teachers!"

Carson Lieberman, student,
 Youth Studio I

NEW! CARTOONING BASICS: GRADES 6-8

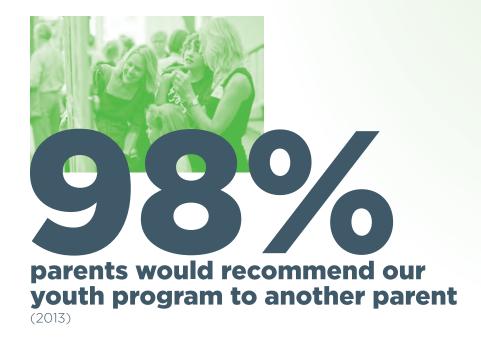
YS 3 | Saturday, February 8 - April 5

10:00 a.m.- 12:00 p.m. | 8 sessions, non-credit, \$180 | Rebecca Chester

Explore line, movement, exaggeration, and the emotive nature of cartooning, as well as the role of cartooning in storytelling via comic strips, comic books, and political cartoons while being introduced to a few well-known and respected cartoonists. Students will create and develop their own character, and write and pace a multi-panel comic strip for their character. Students will also explore traditional media for drawing and inking their comic strip and will have the opportunity to explore traditional and digital techniques for coloring and publishing their work. NOTE: There will be no class on Saturday, March 22.

INTERGENERATIONAL DRAWING: AGES 8 TO ADULT

CE 189 | Saturday, February 8 – March 29 10:00 a.m. – 12:00 p.m. | 8 sessions, non-credit, \$180 | Carlos Diaz See page 8 for course description.





MARCH 7 - APRIL 18, 2014

Original Fraktur drawings in conversation with contemporary works of art by Amy Cutler, Clare Grill, Clare Rojas and more.

SAVE THE DATES:

- Thursday, March 20th, 4 p.m. Folklore Panel Discussion and Gallery Reception
- **NEW!** Saturday, April 5th Woodgrain Painting Techniques & Fraktur Design workshops See page 5 for details.

Folklore is a special exhibit that will feature original, historical Pennsylvania Dutch Fraktur folk art drawings set within the context of artworks created in our time. As curator for this exhibit, I hope to demonstrate the enduring power of visual forms hand-drawn on paper. I believe that there is a rich conversation to be had between works of art created at different points in history. There are several conversational themes in this exhibition of drawings and paintings that include: the way a particular occasion or event is commemorated, the manner in which personal histories and mythologies are created, the mark of hand-drawn text, and the tensions between strong visual components such as color, shape, and pattern when compressed in a flat space.

Heidi Leitzke, Gallery Director pcad.edu/maingallery

FACULTY BIOGRAPHIES

Unless otherwise noted, the following faculty are adjunct instructors in the continuing education department, PCA&D.

KENNETH ALTOBELLO: Photographer, Digital Imaging Specialist. MFA, Savannah College of Art & Design. BA, Pennsylvania State University. Formerly: Photographer, Fine Line Photography; Digital Services Department Manager, Christmas City Studio; Digital Imaging Department Manager, KMA Labs, Inc.

KURT ASPLAND: Freelance Illustrator, Graphic Designer & Game Designer. BFA, Art Center College of Design, Pasadena California. Clients include: Walt Disney, Forbes, Wall Street Journal, Dallas Morning News and Boston Market.

CAROL AUMENT: K-12 Teacher and owner of Aument Photography. Teaching experience includes: Lancaster-Lebanon IU 13, Saint Leo the Great, Sacred Heart School, and School District of Lancaster.

CHRISTIAAN BAIRD: Graphic Designer, Instructor. BA, Communications/ Advertising, Brigham Young University. Creative Director, Razor Creative. Commercial Art Instructor, Lancaster County Career & Technology Center.

THOMAS BEJGROWICZ: Graphic Designer. Instructor, Communication Arts Department, Pennsylvania College of Art & Design. BFA in Communication Design, Kutztown University. Formerly: Production Designer, EMI Creative Services, Los Angeles; VP of Marketing & Artist Affairs, Century Media Records, Los Angeles.

BECKY BLOSSER: Fine Artist. Adjunct Instructor, Fine Arts Department, Pennsylvania College of Art & Design. MFA, Mason Gross School of Art, Rutgers University. BFA, Millersville University.

JEFF BYE: Fine Artist. MFA, Graduate School of Figurative Art. BFA, Rhode Island School of Design. Recent exhibitions: 44th Annual Art of the State, Harrisburg, PA and Greenhut Galleries, Portland, ME.

MATT CHAPMAN: Fine Artist & Freelance Illustrator. BFA, Pennsylvania College of Art & Design. Clients include: All About Learning Press, Lancaster County Community Foundation, Correct Rx Pharmacy Services Inc., & Belmark Inc.

REBECCA CHESTER: Illustrator and K-12 Art Teacher. MAT, East Carolina University. BA, Meredith College. Exhibitions: Visual Art Exchange in Raleigh, NC; The Art Institute, Fort Lauderdale, FL; Public Art Project, Red Wolf Ramble, Raleigh, NC.

CARLOS DIAZ: Painter, Printmaker. Maestro en Bellas Artes, Universidad Nacional de Bogotå. Recent exhibitions: Penn State University, Harrisburg; Ganser Gallery, Millersville University; Doshi Gallery, Harrisburg.

LINDA FORTE: Freelance Web
Designer. Adjunct Instructor,
Communication Arts Department,
Pennsylvania College of Art & Design.
BFA, Moore College of Art. Formerly:
Creative Director, CDS Solutions Group,
Project Manager for Web Development,
Weidenhammer Systems Corp.

FRANCINE FOX: Fine Artist. MFA, University of Delaware. BFA, Kutztown University. Recent exhibitions: Empty

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Nest, Kenise Barnes Fine Art, Larchmont, NY; The Portrait, The Anton Art Center, Mount Clemens, MI; Lancaster County Art Association National Juried Exhibition, Kauffman Gallery, Strasburg, PA.

LAURIE ULRICH FULLER:

Graphic Artist, Author. Owner, Limehat & Company. Laurie has authored and co-authored more than 30 books, including: The Photoshop Bible, How To Do Everything: Adobe InDesign, and Access 2010 for Dummies. Formerly: Adjunct Instructor, Temple University.

THERESA GLEASON: K-12 Teacher. BFA, Moore College of Art & Design. Teaching experience includes: Lampeter-Strasburg School District, Hammonton High School, Delsea Regional High School and Middle School.

HAROLD HARTMAN III:

Photographer, Graphic Designer. AST, Bradley Academy. Owner of Double H Photography.

ANN CARTER JOHNSON: Garden Designer. BS, York Academy of the Arts. Certificate of Merit in Ornamental Horticulture, Longwood Gardens. Certified Pollinator Gardener. Formerly: Art Director and Graphic Designer.

JIM KING: Decorative painter & Director of Visual Presentation and Store Design, Ten Thousand Villages. BFA, Goshen College. Formerly: Product Designer, Mennonite Central Committee; Photographer and Graphic Designer, Communications, Mennonite Central Committee.

EVAN KITSON: Fine Artist. MFA, New York Academy of Art. BFA, Pennsylvania College of Art & Design. Recent

exhibitions: RH Gallery and Phyllis Harriman Mason Gallery- Art Students League of New York in NYC.

HEIDI LEITZKE: Fine Artist. Gallery
Director and Adjunct Instructor, Foundation
and Fine Arts Department, Pennsylvania
College of Art & Design. MFA, Western
Carolina University. BA, Anderson
University. Recent exhibitions: Gross
McCleaf Gallery and Bridget Mayer Gallery
in Philadelphia.

MATTHEW LESTER: Commercial & Editorial Photographer. Owner, Matthew Lester Photography, LLC. BA, Baylor University.

LISTRAK EMAIL MARKETING

- TRAVIS BUCK: Creative Director, Creative Services. Manages Listrak's Creative Services Department, including development of Listrak identity and branded property, and production of client creative. BS, Graphic Design, Pennsylvania College of Technology.
- JENNIFER HUMMER: Manager, Managed Services. Leads project management of Managed Services solutions, including Full Service email and e-commerce marketing solutions. BS, Digital Communications, Lebanon Valley College.
- RYAN SHIRK: Manager, Technical Services. Leads project management of Technical Services solutions, including website integrations and behavior-driven emails. ABA, Harrisburg Area Community College; Microsoft Certified Professional.
- MATTHEW WALTER: Programmer II, Developer Services. Supervises development and technical Q/A of Listrak Professional Services solutions. AT, ITT Technical Institute

- PAUL COREY: Account Manager, Client Services. Responsible for providing strategy and guidance to Enterprise Level accounts. Over 8 years of email marketing experience working on strategies that have included email acquisition, testing/ optimization, customer lifecycle triggers, and personalization. BS, Marketing, Pennsylvania State University.
- **JAMES KOONS:** Chief Privacy Officer. Specializes in privacy and compliance, email deliverability, and customer support. Over 20 years of experience in IT systems management and information security. Formerly: Director at Amazon.com, Senior Manager at Prematics, Senior Manager at Unisys, United States Army.

KEN MUELLER: Owner, Inkling Media. MA, Mass Communications, Pennsylvania State University. BA, Broadcasting, Geneva College. Formerly: Marketing Coordinator, WXPN; Director of Media Resources, Center for Parent/Youth Understanding; Radio Curator, Museum of Television & Radio; Instructor, College of Communications, Pennsylvania State University.

MEEAE OH-RANCK: Fashion
Designer and Instructor. MS, Textile
Design, Philadelphia University. BFA,
Moore College of Art & Design. Teaching
experience includes: Philadelphia University,
Moore College of Art & Design, and Art

LYNN SOMMER: Folk Artist - Featherstitching and Fraktur. MA, West Chester University. Co-author of Crazy Quilt Christmas Stockings.

JOANNE YOUNG STEPHAN:

Institute of Philadelphia.

Multi-media artist. Diploma, Pennsylvania College of Art & Design. Clients include: AIA Philadelphia, Society of Corporate Secretaries, Preservation Alliance of Philadelphia and Lancaster General Hospital along with many others.

BETSEY GERSTEIN STERENFELD:

Founder & Proprietor, Essen. MBA, University of Pennsylvania – The Wharton School. BA, University of Michigan. Betsey has a bi-monthly food column in Susquehanna Style magazine and has worked with Buy Fresh Buy Local®, Susquehanna Sustainable Business Network and Lighten Up Lancaster®.

TAMERA TEETS: Fine Artist. BFA, Pennsylvania College of Art & Design. Recent exhibitions: solo shows, "Natural Textures," The North Museum of Natural History & Science and; "Zion, Bryce and The Grand Canyon," Willow Valley Cultural Center.

LISA WILSON: K-12 Teacher. BS, Millersville University. Teaching experience includes: Lancaster-Lebanon IU 13, Manheim Township School District.

STEVE WILSON: Watercolor Artist. BFA, Communication Design, Kutztown State College. Owner, Wilson Design Group, Graphic Design and Illustration. Founding Member Artist and Featured November 2012 Artist, Red Raven Art Company.

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HOW TO REGISTER

ONLINE

Visit our website at *pcad.edu/ceregistration* and see how simple it is to register and pay for classes online.

MAIL

Complete the registration form and mail with check, money order, or credit card information to: Pennsylvania College of Art & Design Continuing Education
204 North Prince Street, P.O. Box 59
Lancaster, PA 17608-0059

TELEPHONE

Call our Continuing Education office to complete your registration over the phone. Please have your credit card information available. Phone 717-396-7833 x1019, Monday through Friday, 8:30 a.m. - 4:30 p.m.

FAX

Register by faxing your completed registration form to us at 717-735-2238. Include your credit card account number, expiration date, security code, and signature.

WALK IN

Come to Pennsylvania College of Art & Design and drop off your completed registration form and payment, Monday – Friday, 8:30 a.m. – 4:30 p.m.

FORMS OF PAYMENT

We accept the following credit cards: American Express, Discover, Mastercard and Visa. Checks and money orders made payable to Pennsylvania College of Art & Design are also accepted.

Payment must be received with registration, and must be received prior to the start of class. Enrollment is limited in many courses and registrations are accepted on a first-come basis. If you want to enroll in a class during the week prior to its start date, please call first to be sure we are able to accept your registration.

Registering for any course at Pennsylvania College of Art & Design creates a shortterm contract between the student and the college. Please read all registration information carefully, particularly the section on course costs and refunds. Completing a registration and paying for a course implies your understanding of the schedule of costs and terms for course cancellations, student withdrawals, and refunds. Please do not hesitate to call the college at 717-396-7833 if you have any questions or need a breakdown of the fees included in the course cost.

OTHER NOTES:

All students will receive a course schedule as confirmation of their completed registration. Parental/guardian approval by signature is required for all students under 18 years of age. Mature high school students, with parental consent, are eligible to participate in all adult courses.

Matriculated Pennsylvania College of Art & Design students taking Continuing Education classes for degree credit must receive written approval from the dean of students and be enrolled in a minimum of 12 credits in the BFA program. In the event that enrollment reaches the maximum number allowed in a course, a BFA student may not take the place of a tuition-paying student.

Your registration in any Pennsylvania College of Art & Design class gives your permission to be photographed and for PCA&D to use these images to promote our programs and activities.

SUPPLIES

Supplies needed for each course are to be provided by the student, with the exception of course descriptions that mention that supplies and materials are included. Supplies vary greatly by course and instructor. Students will receive a supply list with their confirmation letter.

REFUNDS

All refund requests must be made in writing. Only tuition is refundable. All fees are non-refundable, including the \$25 registration fee that is embedded in the published cost of all courses. Contact the Continuing Education office to receive a breakdown of additional fees. Refunds will be made within 30 business days of receipt of written request. The refund amount is

based on the point of withdrawal from the course less all applicable fees.

CREDIT COURSE REFUND SCHEDULE

- Prior to the start of the course: 100% refund of paid tuition (not applicable fees). Requests must be received in writing three business days prior to start of the course.
- 2. After the first class session: 75% of the paid tuition (not applicable fees).
- 3. After the third class meeting: 50% of paid tuition (not applicable fees).
- 4. After the fifth class meeting: 25% of paid tuition (not applicable fees).
- 5. After the sixth class meeting: no refund.

NON-CREDIT AND YOUTH COURSE REFUND SCHEDULE

- Prior to the start of the course: 100% refund
 of paid tuition (not applicable fees). Requests
 must be received in writing three business days
 prior to start of the course.
- 2. No refunds after the first class meeting.

WORKSHOP REFUND SCHEDULE

Prior to the start of the workshop: 100% refund of paid tuition (not applicable fees).

ATTENDANCE POLICY

Regular attendance is mandatory for all credit bearing classes. Generally, students are not permitted absences from more than two full class sessions in any course, in any semester. Refer to your specific course syllabus for the complete attendance policy and for any instructor's addendum to this policy.

STUDENTS WITH DISABILITIES POLICY

Pennsylvania College of Art & Design's mission is to provide an opportunity for all of its students to gain a professional-level education in the visual arts. The college does not unlawfully discriminate against otherwise qualified students with disabilities in its admissions procedures or educational programs.

After enrollment in the Continuing Education program is complete, students with present disabilities who plan to request academic or other accommodations must identify themselves in writing to the dean of students. All requests for reasonable accommodations will be considered.

Students requesting accommodations must demonstrate the existence of a present disability by engaging in a documentation process. A full description of Pennsylvania College of Art & Design's process for requesting accommodations is available through the dean of students' office and should be requested for full review by any student with a disability who is considering enrollment in the college's Continuing Education program.

VOLUNTARY WITHDRAWAL FROM A CREDIT COURSE

All voluntary withdrawals must be submitted in writing to the director of continuing education. Voluntary withdrawal before completion of 50% of a credit bearing course will result in a "W" on the transcript. Voluntary withdrawal after completion of 50% or more of a credit bearing class will result in an "F"

FINANCIAL AID

Students must be enrolled for a minimum of six credits and be matriculated in the BFA program to be eligible to receive federal and/or state financial aid.

COURSE CANCELLATIONS/ INSTRUCTOR SUBSTITUTIONS

Each course or workshop carries a minimum enrollment requirement. Pennsylvania College of Art & Design reserves the right to cancel any course or workshop for insufficient enrollment and to substitute instructors when necessary. If we must cancel a course or workshop, all registered students will receive notice by telephone or email one week prior to the start date of the course. All payments, including all fees, will be fully refunded.

PARKING

Parking on Prince Street is free on weekdays after 6:00 p.m. There is two hour, non-metered street parking within two blocks of the college, and there are parking garages on both Water and Prince Streets.

INCLEMENT WEATHER

Watch WGAL (channel 8) or check *wgal.com* and *pcad.edu* for closings and delay information.

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My husband, David Welsh, began to take courses at PCA&D in the 1980's as a way to bring more life to his wood carvings and to learn. He spent a lifetime teaching calculus at Penn Manor, all the while taking art classes at PCA&D. He spent years perfecting his wood carvings and wanted to understand color theory in order to paint and draw better. He won awards for his detailed wood carvings of birds, and created several pieces which each took a year of painstaking focus and work. The Pheasant is our favorite. Once, when he was photographing this piece outdoors, our Golden Retriever tried to retrieve it, it looked so real!

Over the years, David began to work on large wood panels and has adapted the processes to work with designing, woodburning and painting in beautiful dyes on gourds. He has established a business in the art community and regularly demonstrates his award-winning work on First Fridays. All through the years, David has continued to take classes to bring design and color theory to his work. Now that he is retired from teaching math, he works full-time on his art work.

We have been inspired as a family by David's commitment to the arts as he constantly strives to bring new ideas and new processes to life through his art work. We are now a three generation family taking classes at PCA&D. This past fall, Chris Helm, our son-in-law and myself enrolled in the Social Media Marketing & Communication certificate program. We took the Blogging for Business course, while David took the Intergenerational Painting course at the same time as our granddaughter Eleanor's Youth Studio. Our family was recently featured in Lancaster's Fig Magazine, and as we gathered for our photo shoot, David recalled all of the teachers he has had at PCA&D and all he has learned in the way of design, color theory and drawing from each one of them. We continue to enjoy the company of creative people in classes at PCA&D. Learning for us as a family has brought us together. Want to join us?

— Carol Welsh, CE Student

Carol Welsh serves as Vice President for College Access with Project GRAD USA, a non-profit organization whose mission is to promote college success for at-risk students in cities across the country.

SPRING 2014 REGISTRATION FORM

Pennsylvania College of Art & Design | Continuing Education Department 204 N. Prince St. • P.O. Box 59 • Lancaster, PA 17608-0059 717-396-7833 x1019 | Fax: 717-735-2238 • Email: ce@pcad.edu • pcad.edu/ceregistration ••••••••••••••••••• Middle Initial Date of Birth: ☐ Male ☐ Female Email: □ PCA&D BFA Student □ US Citizen □ for Act 48 Professional Personnel ID: Parent/Guardian's name and signature (if under 18): City: _____ State: ____ Zip: ____ Phone (Home): (Cell): •••••••••••••••• Course Title: Course Number: (Total Payment) \$: • How did you hear about Pennsylvania College of Art & Design? Advertisement / Catalog / In conversation / Facebook / Twitter / Internet / Other • I have / have not previously taken courses at PCA&D. • If disabled will you need aid/assistance? Yes / No FOR OFFICE USE ONLY: Processed _____ Amount Confirmation sent PAYMENT METHOD: ☐ Check enclosed ☐ Credit card ☐ Money order Please write the student's name and course number on your check or money order. CREDIT CARD INFORMATION: □ American Express □ Discover □ Mastercard □ Visa CVV CODE (3 digit code on card back)

Cardholder's Name (please print): Cardholder's address: Signature:

Cardholder's email:

Pennsylvania College of Art & Design

204 N. Prince Street P.O. Box 59 Lancaster, PA 17608-0059 717-396-7833 P | 717-735-2238 F www.pcad.edu/ce

PAID Lancaster, pa

"We continue to enjoy the company of creative people in classes at PCA&D. Learning for us as a family has brought us together. Want to join us?" – Carol Welsh, CE student

Three generations of Carol's family take CE classes. Read our Student Spotlight to see why!