PENNSYLVANIA COLLEGE OF ART & DESIGN
Your place to explore art | pcad.edu
CONTINUING EDUCATION
CLASSES & YOUTH
FALL 2014
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.

PENNNSYLVANIA 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 and Tom Bejgrowicz
Reporting for the school year starting June 2022.

New website coming soon!
www.pcad.edu/ce

CLASSES AT A GLANCE

ADULT
- Adobe Illustrator $460 | Pg. 10
- Adobe InDesign $460 | Pg. 10
- Adobe Photoshop $460 | Pg. 10
- Design Principles & Typography $430 | Pg. 10
- Developing Your Drawing Style $250 | Pg. 8
- Drawing for Non-artists $250 | Pg. 5
- Figurative & Abstract Sculpture $250 | Pg. 9
- Figure Drawing for Animation and Comics $300 | Pg. 8
- Graphic Design for Business $280 | Pg. 11
- HTML & Website Design $460 | Pg. 11
- Intergenerational Painting $180 | Pg. 9
- Introduction to Digital Photography $460 | Pg. 13
- Introduction to Social Media Marketing & Communications $460 | Pg. 13
- Landscaping with Native Plants $250 | Pg. 5
- Photojournalism $460 | Pg. 13
- Sketchbook Drawing for Costume Design $300 | Pg. 8
- Structural Drawing $300 | Pg. 9
- Wordpress $460 | Pg. 11
- The World of Watercolor: A Focus on Trees $250 | Pg. 8

PRE-COLLEGE
- Fashion Portfolio $300 | Pg. 20
- Figure Drawing $190 | Pg. 20
- Intergenerational Painting $180 | Pg. 9
- Portfolio Preparation Workshop $55 | Pg. 20

WORKSHOPS
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- SEO - Search Engine Optimization $45 | Pg. 11
- Soups & Stews $75 | Pg. 6
- Website Contact Forms $45 | Pg. 12
- Wordpress Security $35 | Pg. 12
- Wordpress Custom & Child Themes $45 | Pg. 12

YOUTH (GRADES 1-8)
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- Intergenerational Painting $180 | Pg. 9
- Youth Studio I: Grades 1.2.3 $200 | Pg. 21
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**ARTFUL LIVING**

Our artful living courses and workshops are a great opportunity to learn something new. Whether you have a few hours 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! LANDSCAPING WITH NATIVE PLANTS**

**CE 161 | Tuesday, September 16 – November 4**

6:00 – 9:00 p.m. | 8 sessions, non-credit, $250 | Ann Johnson

Study native plants for the Mid-Atlantic region and learn about their uses, benefits, and beauty, as well as which will perform best in a landscape. This gardening/landscaping course takes you from the first flowers of spring through the last blooms of autumn. A list of resource guides for buying, as well as color photographs identifying native plants, shrubs, trees and seeds will be included.

Whether you prefer a formal garden or a meadow, you will be introduced to the bountiful varieties available for your particular native plant garden. We will discover the many ways that native plants, shrubs and trees help native insects, birds, and bees to flourish in the complex relationship between plants and wildlife.

**DRAWING FOR NON-ARTISTS**

**CE 146 | Wednesday, September 17 – November 5**

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

Are you tired of living in the left side of your brain? Have you always wanted to take a drawing class but worried that everyone else already knew how to draw? Learn the many benefits of tapping into the visual side of your mind. Basic drawing skills and techniques are taught in this beginner course. Even if you don’t plan on becoming the next Michelangelo, you can discover the many benefits of drawing from stress relief to visual documentation.

**NEW! HOMEMADE PASTA 101**

**WS 19 | Saturday, September 20**

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

Get your hands ready for a pasta afternoon delight. We’ll cover everything you need to know from the mystery of the flour and the special equipment (none) to incorporating fresh pasta into your busy schedule.

Join Betsey of Essen for this hands-on workshop and you will:

- Make fresh pasta dough by hand and with a food processor
- Roll dough with a manual and an electric roller, as well as by hand
- Cut dough into a variety of shapes with a pasta cutter, as well as by hand
- Master the three basic sauces that are delicious, easy-to-make and pair with most pasta
- Learn the secrets to saucing pasta like a professional

Mangia, Baby.

**NEW! SOUPS & STEWS**

**WS 45 | Sunday, November 2**

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

Why use words when the food will tell the story? Learn the basic steps for every soup and stew or add to your recipe box; the season for warm, nourishing, cozy comfort food has finally arrived!

Join Betsey of Essen to make:

- Basque Leek, Pumpkin and Cod Chowder
- Escarole Soup with Turkey Meatballs
- Cauliflower Soup with Cheddar Mustard Croutons
- Hungarian Goulash

NOTE: WS 19 & 45 will be held at Kegel’s Produce Playground, Lancaster; ingredients and tools will be provided.

“Betsey is an excellent teacher; personable, knowledgeable, bubbly, and organized!”

– Artful Living student

(spring 2014 Artisan Pizza workshop)
IN THE GALLERY

THE MAIN GALLERY AT PCA&D

EXHIBITIONS

PRINT INVITATIONAL:
IN HONOR OF DAVID SNYDER
August 21 – September 26, 2014

THE MOSAIC PROJECT EXHIBITION
October 3 – November 14, 2014

FACULTY BIENNIAL
December 5, 2014 – January 10, 2015

DIGITAL MEDIA
January 16 – February 27, 2015

The Main Gallery at PCA&D is open every First Friday until 9 p.m.

For more information on upcoming exhibits and gallery hours, visit www.pcad.edu/maingallery.

ADULT STUDIO

Our studio courses 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.

DEVELOPING YOUR DRAWING STYLE
CE 14 | Thursday, September 18 – November 6
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.

NEW! SKETCHBOOK DRAWING FOR COSTUME DESIGN
CE 154 | Thursday, September 18 – November 20
6:00 – 9:00 p.m. | 10 sessions, non-credit, $300 | Kurt Aspland
If you are interested in the field of concept art and character design, then this class is for you! We will focus on the quick sketch approach, a method that focuses on movement, force and storytelling. Fabric folds, textures, and details are what give any concept life. We will take from history, culture and real life to help inspire new ideas for clothing, character development and concept story telling. This class is geared for beginners, as well as seasoned professionals.

NEW! FIGURE DRAWING FOR ANIMATION AND COMICS
CE 152 | Wednesday, September 17 – November 19
6:00 – 9:00 p.m. | 10 sessions, non-credit, $300 | Kurt Aspland
If your figure drawing seems lifeless and dull, then action is what you need! This class will focus on the quick sketch approach, a method that focuses on movement, force and storytelling. Drawing the human figure is the cornerstone of great animation, comics, and character design. Students will develop a skill set that will lead to the ability to draw the figure from memory using action line, shape and volume. We will take a look at major muscle masses, major shapes and then string them together with gesture.

NEW! THE WORLD OF WATERCOLOR: A FOCUS ON TREES
CE 160 | Monday, September 15 – November 3
6:00 – 9:00 p.m. | 8 sessions, non-credit, $250 | Steve Wilson
Join well-known local watercolor artist, Steve Wilson for a wonderful time with watercolor. The class will spotlight a variety of trees and the textures of various tree barks. This class will focus on a few finished paintings that will feature a tree or several trees. Different techniques will be used to achieve the textures and feel of certain trees and what makes them unique. The watercolor techniques that will be used are a layered technique using washes; wet on wet, wet on dry, using various brushes and sponges.
“Mr. B. was such a dynamic and interesting teacher. He was very engaging. I was most impressed by his ability to connect to each individual in the class and focus on their level and ability.”
– Student, DES 150

NEW! FIGURATIVE & ABSTRACT SCULPTURE
CE 159 | Wednesday, September 17 – November 5
6:00 – 9:00 p.m. | 8 sessions, non-credit, $250 | William Chambers
In this introductory sculpture studio class, students will delve into the basic materials, methods, and tools used by those who sculpt. You will explore the techniques of modeling, casting, try out both additive and subtractive processes, and make assemblages using found objects. Whether a beginner or intermediate student, you’ll be able to move your own work to the next level. This supportive environment is the space you need to explore the making of art. Students will work with clay, plaster, do paper casting, and create moulds, and look at the work of a wide variety of contemporary and past artists.

NEW! STRUCTURAL DRAWING
CE 173 | Tuesday, September 16 – November 18
6:00 – 9:00 p.m. | 10 sessions, non-credit, $300 | Evan Kitson
This course is designed for all skill levels as a comprehensive study of the concepts and practical application of structural drawing. Working from a number of still-life, as well as the live model, students of this course will study the core concepts of structure, proportion, gesture, and perspective of form in space. Guided by lectures and class demonstrations each week, as well as personalized demonstrations, this course will help the student develop a platform to seek out perceptual structural relationships, as well as conceptualize and simplify structural form. This is a perfect course for those looking to build a portfolio of works, or for a student who’s looking to simply improve upon their drafting skills.

INTERGENERATIONAL PAINTING: AGES 8 TO ADULT
CE 188 | Saturday, September 20 – November 8
10:00 a.m. – 12:00 p.m. | 8 sessions, non-credit, $180 | Carlos Diaz
Introductory painting techniques and media are taught in this beginner painting course for all ages. Students work with subjects ranging from imaginative to realistic. Watercolor emphasizes bold color, strong design, and direct painting. Acrylics are used and experimentation is encouraged. Students learn originality of viewpoint and have the opportunity to develop a personal painting style. Note: Some previous drawing skills are preferred but not required.

NEW! DESIGN PRINCIPLES & TYPOGRAPHY
DES 150 | Monday, September 15 – November 17
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.

NEW! PROFESSIONAL DEVELOPMENT
The following courses 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.

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– Student, DES 150
HTML & WEBSITE DESIGN
DES 155 | Thursday, September 18 – November 20
6:00 – 9:00 p.m. | 10 sessions, 1 credit, $460 | Linda Forte
This course teaches 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.

GRAPHIC DESIGN FOR BUSINESS
DES 163 | Tuesday, September 16 – November 4
6:00 – 8:00 p.m. | 8 sessions, non-credit, $280 | Laurie Fuller
Learn to create the compelling and professional-looking marketing pieces that every small business or non-profit 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 of which you can be proud.

WORDPRESS
DES 162 | Thursday, September 18 – November 20
6:00 – 9:00 p.m. | 10 sessions, 1 credit, $460 | Jonathan Ober
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 students 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.

SEO – SEARCH ENGINE OPTIMIZATION
WS 31 | Tuesday, November 4
6:00 – 9:00 p.m. | 1 session, non-credit, $45 | Jonathan Ober
Optimizing your website is key to getting seen when potential customers are looking for you. Learn how to implement SEO plugins, add titles, keywords and descriptions to your site to increase traffic and find and target the right audience.

NEW! WORDPRESS SECURITY WORKSHOP
WS 70 | Tuesday, September 30
6:00 – 8:00 p.m. | 1 session, non-credit, $35 | Jonathan Ober
A secure site is easier to maintain and decreases the chance that your website is hacked and compromised. Security, even at the basic level, should be considered early on in project development. In this workshop, you will learn how to implement some basic security and why it should be the first thing you do after setting up your WordPress website. A must for anyone who uses WordPress!

NEW! WORDPRESS CUSTOM & CHILD THEMES
WS 71 | Tuesday, October 7
6:00 – 9:00 p.m. | 1 session, non-credit, $45 | Jonathan Ober
Creating a website from your own design but concerned that WordPress updates could ruin it? Have no fear! Child themes are the way to use existing options like WordPress’ own default themes. Learn how child themes work by implementing your code on top of WordPress’ core files.

NEW! WEBSITE CONTACT FORMS
WS 72 | Tuesday, October 14
6:00 – 9:00 p.m. | 1 session, non-credit, $45 | Jonathan Ober
Do you need a form on your website? Learn how to use Gravity Forms – an easy-to-set-up and use form creator geared towards capturing the information you need and sending notifications when someone fills out the form. This workshop will also teach you how to download and review the fields and export the information to analyze.

75% design students took a class for career enhancement
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.

“Relaxed atmosphere, interesting projects, and I gained practical knowledge.”
– Digital Design student
**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
- Composition
- Electronic imaging
- Legal issues
- Computer image manipulation
- Lighting and flash use
- Image resolution

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
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 152, Adobe Photoshop
• DES 151, Adobe Illustrator
• DES 154, Adobe InDesign

WEB
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 hypertext 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 155, HTML & Website Design
• DES 152, Adobe Photoshop
• 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.
Pre-college classes provide students with the opportunity to build work for their portfolio and advance fundamental skills. While these courses are offered with the student who is preparing to study art in college in mind, adults are welcome to enroll.

**FIGURE DRAWING**

HS 4 | Saturday, September 20 – November 8  
1:00 – 3:00 p.m. | 8 sessions, non-credit, $190 | Carlos Diaz  
Figure drawing focuses on teaching fundamental drawing and observational skills with an emphasis on composition, design, proportion, and human anatomy. Students learn to observe the human form in various poses and the majority of class time is spent drawing. Components of the class include regular critiques, basic lessons on anatomy and discussing and practicing the benefits of different drawing speeds – from quick gestural sketches to longer, more studied poses. The importance of personal style and expression is emphasized. Note: This course includes nude models.

**FASHION PORTFOLIO**

HS 41 | Saturday, September 20 – November 22  
9:00 a.m. – 12:00 p.m. | 10 sessions, non-credit, $300 | MeeAe Oh-Ranck  
If you’re thinking about studying fashion design in college, this course is for you! Or, if you simply want to learn how to draw fashion figures, you’ll benefit from this course too. Students will create life drawings, fashion figure drawings and develop concepts for a complete collection. Students will also participate in critiques and learn about selecting pieces for a portfolio. Recommended: Completion of a figure drawing class.

**INTERGENERATIONAL PAINTING: AGES 8 TO ADULT**

CE 188 | Saturday, September 20 – November 8  
10:00 a.m. – 12:00 p.m. | 8 sessions, non-credit, $180 | Carlos Diaz  
See page 9 for course description.

**PORTFOLIO PREPARATION WORKSHOP**

WS 7 | Saturday, November 15  
2:00 – 5:00 p.m. | 1 session, non-credit, $55 | Heidi Leitzke  
This workshop teaches you how to assemble a portfolio for admission to an art college. Learn how to visually and verbally present your work and select pieces for your portfolio. A variety of portfolio styles are shown and discussed. This is an excellent workshop if you are considering a college education in the visual arts.

Make a day of it on November 15!  
Visit our Admissions Open House in the morning, grab some lunch downtown, and join us for the Portfolio Prep Workshop in the afternoon. See pg. 19 for more information on the Open House.
**YOUTH**

Our youth studio classes are designed with specific age groups in mind, from those in first grade up to eighth grade. Through the College’s youth program, students gain self-esteem and confidence that follows them from the studio into all phases of their educational and personal lives.

**YOUTH STUDIO**

Students will explore drawing, painting, sculpture, mixed media, and art history when they enroll in a Youth Studio course. Projects vary from semester to semester, so it’s never the same thing twice! All youth studio program instructors are K-12 certified in the state of Pennsylvania. Supplies are included in the cost of each class.

**YOUTH STUDIO I GRADES 1.2.3**
YS 11 | Saturday, September 20 – November 8
10:00 a.m. – 12:00 p.m. | 8 sessions, $200 | Lisa Wilson

**YOUTH STUDIO II GRADES 4.5**
YS 12 | Saturday, September 20 – November 8
10:00 a.m. – 12:00 p.m. | 8 sessions, $200 | Theresa Gleason

**YOUTH STUDIO III GRADES 6.7.8**
YS 13 | Saturday, September 20 – November 8
10:00 a.m. – 12:00 p.m. | 8 sessions, $200 | Carol Aument

**CARTOONING BASICS: GRADES 6-8**
YS 8 | Saturday, September 20 – November 8
10:00 a.m. – 12:00 p.m. | 8 sessions, $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.

**INTERGENERATIONAL PAINTING: AGES 8 TO ADULT**
CE 188 | Saturday, September 20 – November 8
10:00 a.m. – 12:00 p.m. | 8 sessions, non-credit, $180 | Carlos Diaz

See page 9 for course description.

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**CE FALL PREVIEW & EXHIBITION**

Friday, August 1, 2014 | 5:30 – 8:30 PM
The Atrium at PCA&D
204 N. Prince Street, Lancaster, PA 17603

Join us on First Friday for a new event – The CE Fall Preview & Exhibition.

PCA&D’s Atrium will become a gallery for the evening, as we invite our Continuing Education (CE) students and faculty to exhibit their artwork. CE students of all ages are invited to participate by submitting a piece of artwork to display so that family, friends, and the community can see the skill and creative expression that our students and faculty possess.

For those who have never taken a CE class, we invite you to drop in and find out more about our classes and certificate program. If you’ve been thinking about applying for our Certificate Program, this is the night to do it! We will waive the $40 application fee for any student that submits their application during the event. Our Fall Preview will also feature delicious appetizers, entertainment, and raffle prizes, so be sure to bring your friends and stop in to say hello.

In addition to the CE event, PCA&D’s Main Gallery will feature artwork created by our rising junior and seniors. “Selected Artwork from the BFA Program at PCA&D” provides gallery visitors and potential students a glimpse of the creativity and quality fostered in the work of our undergraduate students.

First Friday in August – We hope to see you here!

If you are a Continuing Education student and would like more information on participating in the Student Exhibition, please email us at ce@pcad.edu or call (717) 396-7833 x1019.
Save the Date

Fall at PCA&D is full of activity and excitement. We hope you’ll save the date and join us!

Continuing Education Fall 2014 Semester
Monday, September 15 – Saturday, November 22
CE & youth classes will begin the week of September 15 – 20.

The Mosaic Project First Friday Reception
Friday, October 3
First Friday marks the opening of the Mosaic Project exhibit in the Main Gallery from 5 – 9 p.m.

24 Hour Comics Day
Saturday, October 4
Join us in the celebration of this annual, global event. Activities will include an artist talk and panel discussion with comic industry professionals.

Lancaster Artwalk
Saturday, October 4 & Sunday, October 5
Our Main Gallery is a featured stop for downtown Lancaster’s semi-annual gallery event.

Extraordinary Give
Friday, November 21
Support PCA&D by participating in Lancaster County’s Largest Day of Giving.

For more details on these events, visit pcad.edu.

Faculty Biographies

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

Kenneth Altabello: 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.


Christian 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, PCA&D. BFA in Communication Design, Kutztown University. Formerly: Production Designer, EMI Creative Services, Los Angeles; VP of Marketing & Artist Affairs, Century Media Records, Los Angeles.


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: Printmaker. Maestro en Bellas Artes, Universidad Nacional de Bogotá. Recent exhibitions: Penn State University, Harrisburg; Ganser Gallery, Millersville University; Doshi Gallery, Harrisburg; Penn State University, Harrisburg; Ganser Gallery, Millersville University; Doshi Gallery, Harrisburg.
LINDA FORTE: Freelance Web Designer. Adjunct Instructor, Communication Arts Department, PCA&D. BFA, Moore College of Art. Formerly: Creative Director, CDS Solutions Group, Project Manager for Web Development, Weidenhammer Systems Corp.

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.


HEIDI LEITZKE: Fine Artist. Gallery Director and Adjunct Instructor, Foundation and Fine Arts Department, PCA&D. 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.

KEN MUELLER: Owner, Inking 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.


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®.


“Carlos is a great teacher. He’s patient with kids and adults…taught to my level and gave me the skills that I was looking for.” – Stephen Reynolds, Intergenerational Drawing
Registering for any course at Pennsylvania College of Art & Design is possible by visiting our web site or by calling our Continuing Education office. Visit our web site 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 717-396-7833. 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 short-term 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, unless otherwise noted. Supplies vary greatly by course and instructor. Students will receive a supply list with their registration confirmation.

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
1. 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
1. 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 the 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). Requests must be received in writing three business days prior to the day of the workshop.

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.
I made the decision to complete the Digital Design Web Certificate in order to expand my skills and venture into other disciplines of digital media. I wanted to build my resume, stay current, and have a few “aha” moments along the way.

The course I enjoyed most was Design Principles & Typography. The projects were fun and tested my creativity. Having the opportunity to hear what other students thought about my work was really inspiring for me. I learned a lot about myself as a designer and how to communicate my thoughts and ideas more clearly.

Taking the HTML & Website Design class opened a new door for me when I realized that I enjoy the process of not only designing a website that looks nice, but one that also offers a great user experience.

The Continuing Education certificate program is great! I have learned so much, and definitely had more than a few of those “aha” moments I was looking for. Perhaps what made it the most worthwhile is my new job as a digital designer. I plan on taking more classes in the future to see what other doors might open next!

– Sean Heisey, CE Student

Certificate in Digital Design: Print
Certificate in Digital Design: Web

Sean Heisey works as a digital designer at Woodstream Corporation in Lititz, PA. He graduated from Kutztown University in 2010 with a bachelor’s degree in Electronic Media & Business Administration.
“The [CE] certificate program is great… perhaps what made it the most worthwhile is my new job as a digital designer.”
– Sean Heisey, CE Student

Sean has earned both a certificate in print and web design from PCA&D. Read about Sean’s experience in our Student Spotlight.