CREATE & INFLUENCE
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You’re an artist in progress. Come to an art college where you’ll be immersed in the process of thinking, making, and communicating. Where you’ll work harder, and have more fun doing it, than you ever knew you could. Where your instructors and classmates will challenge you, inspire you, encourage you, and raise your game. Every day, you will know, and you will feel, that you are achieving and growing as an artist. What you become here at PCA&D will differentiate you out there. So the mark you can make on the world will be unforgettable and permanent.

Pennsylvania College of Art & Design
Pennsylvania College of Art & Design offers students a unique opportunity – a learning community of aspiring and professional artists focused on real world experience. And part of that real world experience includes off-campus living. PCA&D students live in private off-campus apartments, learning simultaneously how to be artists and adults by managing their own time... with a campus based support system to help them navigate independent living.

Nearly 73% of incoming students take advantage of the PCA&D Housing Referral Service. Our experienced Housing Referral Service staff is proactive in assisting PCA&D students find roommates and connect with "PCA&D Preferred" landlords. For first-year students new to the region, or those who want convenience of furnished, academic year only housing, we also have a preferred leasing agreement exclusively for PCA&D students with Steinman Lofts in downtown Lancaster. Read more about our Housing Referral Service and Steinman Lofts at pcad.edu/housing.

Living in the real world.
LANCASTER CITY

Just 7 square miles and 60,000 residents, Lancaster City is conveniently accessible by rail and air, and is located within driving distance of Washington DC, Baltimore, Philadelphia, New York, Delaware beaches, and the Jersey shore. There are 13 colleges in the vicinity with 10,000+ students.

Here, historic preservation and a cutting edge arts scene thrive side by side. It’s a city of safe and welcoming neighborhoods that encourages entrepreneurship and investment, and values the cultural, ethnic, and diverse lifestyles of all our citizens.

Lancaster City has a bustling & vibrant art community. Gallery Row on North Prince Street features a city block of over 40 art galleries and artist studios, in all, 125+ arts organizations, galleries, studios, museums, theaters, orchestras, ensembles, performance venues, poetry sites, and public art installations. Every “First Friday” is a celebration of the arts in Lancaster, with PCA&D enriching the festivities with opportunities for higher learning and nationally acclaimed practitioners.

Bicycle-friendly downtown Lancaster is home to more than 90 restaurants and cafes, most independently owned and operated and offering fast and casual fare, to gourmet cuisine, and everything in between. The Central Market, in the heart of our downtown, is the oldest continuously operational farmers market in America.

From Lancaster Barnstormers baseball games, Fulton Opera House, and Lancaster Symphony Orchestra, to outdoor markets, amusement parks, hiking trails, and water sports on the Susquehanna river, music venues that attract national acts, historic architecture, and some of the most beautiful rolling hills and farmland in the world, there’s always something cool to see & do in and around Lancaster City. It’s impressively cosmopolitan with the comfort and community of a small town.

See more at visitlancastercity.com
Within a year after graduation 97% of PCA&D graduates are either working in their fields or pursuing an advanced education.

Career Preparation & Professional Experiences

At PCA&D, you will be continuously exposed to client-based coursework, competitions, exhibition opportunities, visiting artist lectures, field study, and departmental events. You will complete coursework in resume writing, copywriting, and professional practice topics specific to your field of study. PCA&D’s student chapters of professional organizations, such as the American Institute of Graphic Arts, Society of Illustrators, and the Society of Photographic Education provide great opportunities to begin your career networking.

PCA&D graduates are successful creators, designers, thinkers, and makers. They have built their careers in art upon their professional experiences and industry contacts cultivated during their time as students at PCA&D. They’re also able to communicate their creative process with others, reviewing the concept, influences, media, and techniques used; challenges faced in execution; what was learned as a result; and how the project might have been approached differently.

Required Internships

Your internship experience at PCA&D is a vital link between your college study of the visual arts and applying your education in the real world. PCA&D requires all students in every major to successfully complete a professional-level internship prior to graduation. All internships must be approved by the department chair or internship coordinator and are expected to occur in the summer between the third and fourth years in your Bachelor of Fine Arts program. In some cases, the internship process can continue into the fourth year as long as there is no time conflict with required coursework.

Online Career Center

All enrolled BFA students, continuing education students, and alumni are eligible to use PCA&D’s Network to Success, the online career and job center. This service allows you to search for jobs targeted to PCA&D students, scope out more than 95,000 jobs in the expanded network, review your search history, upload your portfolio and resume, and much more.

Our faculty of practicing artists and designers will work with you, individually, to guide you toward your profession.

Pleasantly, surprisingly, affordable

Pennsylvania College of Art & Design is one of the most affordable private art colleges in America and is an excellent value for those seeking a professional degree in the visual arts. As a PCA&D student, you may be eligible for a full-range of federal, state, and institutional assistance that includes scholarships, non-repayable grants, educational loans, and part-time work study. More than 90% of our students receive some form of financial assistance.

We also offer a convenient payment plan that can cover any balances remaining after deducting financial aid awards.

All costs are for the 2015-2016 academic year.

Annual Full-Time Tuition
(12-18 credits a semester, 2 semesters)

$21,300

Computer, Camera & Software
(One-time purchase for tools used throughout years of study at PCA&D)

$3,500

Books & Supplies
(per year estimated)

$1,500

Annual Comprehensive Fee
(provides for educational and cultural school-sponsored activities, lab, and technology costs, as well as an Adobe Creative Cloud subscription)

$1,500

Estimated Living Expenses
(This estimate is based on a one-year lease with two students sharing a two-bedroom apartment. This estimate includes rent, food, utilities, phone, and miscellaneous living costs. Living expenses vary according to each student.)

$8,000 to $10,500

Estimated Commuter Expenses
(This estimate is based on a student traveling 25 miles a day, paying $220/semester for parking, and miscellaneous expenses. Costs vary depending on each student’s travel and parking needs.)

$3,500

For priority consideration for PCA&D institutional scholarships and grants, complete the Free Application of Federal Student Aid (FAFSA) by March 1. You must file the FAFSA online at www.fafsa.ed.gov. PCA&D’s financial aid code for the FAFSA is 016021. If you have questions, email us at finaid@pcad.edu.
The best facilities for realizing your best ideas

Cutting Edge Technology and Amenities
PCA&D studios, labs, and resources give you access to the most advanced techno-creative learning environments. PCA&D facilities are outfitted with the latest industry-standard equipment, as well as large teaching studios for students working in more traditional media. The college’s Suzanne H. and Ronald D. Schrotberger Design Center supports students and faculty as they integrate digital technologies into their learning, teaching, and professional lives. The Schrotberger Design Center also enables students from all majors to connect their creative energies in one dynamic environment. In addition to well-equipped classroom space, the college offers gallery space for hosting exhibitions by regional and national artists and areas to display current student artwork. The PCA&D library features a wealth of current resources—from hard copy to digital media offerings—to facilitate research and creativity. There are also several student lounges in the college buildings for studying, socializing, and exchanging ideas outside of the classroom.

- 90,000 square feet
- Wireless facility
- Public gallery
- Student galleries
- The Suzanne H. and Ronald D. Schrotberger Design Center
- Computer imaging labs
- Digital printing and scanning
- Digital imaging studio
- Digital photography lab
- Photography darkrooms
- Color processing lab
- Lighting studio
- Digital and standard copy stand room
- Animation room
- 3-D lab and workshop
- Computer labs
- Library
- Printmaking lab
- Easel and tabletop studios

Heidi Leitzke
Gallery Director, Adjunct Instructor
Foundation; Fine Art

Since 2006, Heidi has balanced three roles at PCA&D—gallery director, practicing artist, and teacher. These related but distinctly different professional areas of art have given Heidi a uniquely varied palette of creative experience that benefits her students in myriad ways. A visual artist who makes paintings, embroideries, drawings, and other experiments, Leitzke’s embroideries were featured in Interwoven: Art, Craft, Design at Arlington Art Center and in several group shows at Bridgette Mayer Gallery in Philadelphia. Her paintings have been shown in New York City group shows at Denise Bibro Fine Art and the Bowery Gallery. Heidi’s work is in many private collections throughout the country.

Brian Gunzenhauser
Assistant Professor
Graphic Design

Brian Gunzenhauser designed and authored the web design curriculum at the Pennsylvania College of Art & Design and currently teaches web design as well as copywriting.

“In delivering online content I envision a framework that encompasses the social experiences we have on the web today, like social networking, an intricate messaging system, and video. It has to be easy for people to learn, interact, communicate, and share ideas.”

Foundation & Fine Art

“My life as artist, gallery director, and instructor is challenging and fulfilling. I draw from experiences in my studio and in the gallery while working with students – each experience enriches the next. And I find it is the combination of these creative processes – the classroom, studio, and the gallery - that is invaluable.”

Their knowledge makes all the difference
The liberal arts curriculum is an important component of your education in the visual arts. These classes build critical-thinking skills and examine the creative process in a wide range of subjects. Through your four years of liberal arts coursework, you will learn effective writing, research, and analysis skills. To create, not only do you need art and design skills, you also need the ability to communicate the ideas behind them.

PCA&D students study art history, verbal communications, life and physical sciences, mathematics, behavioral and social sciences, along with a rotation of electives in the humanities. Advancing in difficulty with level, these classes will give you the necessary historical background and cultural context that complement and inform your studio experience. Check out our complete course offering online.

Learn more at pcad.edu/LA.

**FOUNDATION YEAR**

PCA&D’s first year program, the foundation year, provides the basis for all disciplines in the visual arts. This experience will increase your abilities to think analytically, to define, adapt, and refine concepts, while developing high-level studio skills. You will learn how to recognize and produce your best ideas and you’ll be able to communicate about art making in ways that are personal and professional.

Learn more at pcad.edu/FD.

**LIBERAL ARTS**

The liberal arts curriculum is an important component of your education in the visual arts. These classes build critical-thinking skills and examine the creative process in a wide range of subjects. Through your four years of liberal arts coursework, you will learn effective writing, research, and analysis skills. To create, not only do you need art and design skills, you also need the ability to communicate the ideas behind them.

PCA&D students study art history, verbal communications, life and physical sciences, mathematics, behavioral and social sciences, along with a rotation of electives in the humanities. Advancing in difficulty with level, these classes will give you the necessary historical background and cultural context that complement and inform your studio experience. Check out our complete course offering online.

Learn more at pcad.edu/LA.
Digital media and interactive entertainment are the most pervasive and popular modes of connection, influence, and communication in today’s world. The Internet, mobile devices, interactive and social media are an increasingly large part of daily life. As a student majoring in digital media, you will receive introductory and advanced training in this integrative and technology-driven medium. Through lectures, demonstrations, and studio work, you will gain mastery in the principles of 3-D modeling, digital animation, digital audio production, time-based media, and production skills. Seniors participate in the required internship program in relevant professional environments. The digital media major, with a focus on career-oriented projects and developing a professional skill set, will prepare you to meet the demands of a diverse and expanding job market.

Learn more at pcad.edu/DM.

Career opportunities

- 2-D, 3-D Animator
- Motion Graphics Designer
- Producer, Editor
- Game Designer
- Special Effects for Film & Television
- Production Designer
- Interface Designer

Learn more at pcad.edu/DM.
PC&A&D has given me the path to do what I love and the strength to be successful at it.”

Katie Smith ‘14 Graphic Design - immediately after graduation Katie relocated to Austin, TX where she accepted a position as Junior UX/UI Designer at Key Ingredient Corporation. As a designer concerned with both user interface and experience, Katie works to ensure the best experience across all interactive platforms.

All senior students are assigned individual studio spaces to help them develop and create their thesis projects. These spaces allow students to work collaboratively and be inspired by their fellow studio mates, as well as work individually with their instructors. Whether a design or fine arts major, you will have the space and technology you need to support your work and with convenient storage onsite.

The annual Senior Show & Celebration uses all of the gallery and classroom space within the college to display the work of graduating seniors. The opening reception is a major college event for our students and the community and it provides terrific opportunities for our students to network career connections.

PCA&D alumnus Jeff McComsey ’05 and Steve Becker ’04 are heavily influencing the graphic novel genre and elevating this art to the heights of literary and artistic promise. Their Kickstarter funded FUBAR graphic novel “Empire of the Rising Dead” has made the New York Times’ Best Seller list of paperback graphic books. The graphic novel features 45 contributors and contains 42 illustrated short stories.

Since graduating McComsey and Becker have established themselves as top-end writers, illustrators, publishers and the ones to watch for the next great graphic novel.
Fine art majors at PCA&D study under the direction of working artists, developing skills and abilities through studio guidance in drawing, painting, printmaking, sculpture, and digital imaging. All courses in fine art are designed to hone your skills as an artist, to augment your abilities to conceptualize as a visual thinker, and to assist in your discernment of complex contemporary issues while becoming a creative problem solver. You will expand your knowledge and experience as a professional through required internships and interactions with visiting artists. You will also gain practical information about the business of art in professional practices courses. Being a fine artist requires a commitment to a process of personal development that takes a high level of motivation, independent thinking, creative use of material and technology, and a commitment to lifelong learning.

Fine Art department faculty members are working artists who exhibit professionally, serve as jurors for exhibitions, and curate gallery shows. They will inspire you to develop an individual creative vision through small classes and individualized instruction.

Learn more at pcad.edu/FA.
As a graphic design student, you’re a visual problem solver working with text, images, and the most current technology to create functional pieces that clearly convey a message or purpose. Graphic designers have an impact on the look of almost everything we see—web sites, apps, logos, advertisements, books, billboards, brochures, magazines, posters, and packaging, as well as sophisticated motion graphics.

In PCA&D’s graphic design program, your focus will be on conceptual and technical courses that are enhanced by gradual involvement with actual clients. All faculty members in the graphic design department are freelance or full-time designers who bring professional jobs to the classroom as competitive assignments. You will work with real clients in the classroom and learn about an expansive spectrum of software, technology, and media that will prepare you to take on the widest range of projects.

The required senior internship is a pivotal professional experience for graphic design majors—an opportunity to demonstrate your skills to potential employers. The senior year ends in a concentrated effort to hone presentation skills and prepare a final portfolio and senior exhibition. PCA&D’s graphic design program is structured to prepare you to work successfully in the highly competitive field of graphic design.

Learn more at pcad.edu/GD.
ILLUSTRATION

Career opportunities

- Visual Development Artist: Character/Storyboard/Concept
- Book Illustrator
- Advertising
- Comic Books
- Art Director
- Game Artist
- Graphic Novels
- Motion Illustrator

As a PCA&D illustration major, you will develop your own style by learning to make dynamic images based on solid drawing skills and well-researched concepts, all while employing techniques currently used in the illustration industry and related fields.

The illustration faculty are all professionals working successfully in various formats including graphic novels, children’s books, concept art for the film, gaming and television markets, digital, photographic, and print media. Illustration majors regularly compete to produce projects for real clients. This gives you the opportunity to create published, professional portfolio pieces while still at PCA&D. Illustration students are also required to participate in an internship and complete courses in business practices and portfolio preparation to learn what you need to know about effective self-promotion, finding clients, project pricing, and ethical guidelines, as well as how to manage your own illustration business, whether you are operating as a small independent contractor or working for a major global studio.

Learn more at pcad.edu/IL.

Learn more at pcad.edu/IL.
**PHOTOGRAPHY**

**Career opportunities**

- Commercial/Editorial/Fine Art/Documentary
- Photo/Video Editor
- Videographer
- Lab/Studio manager or Tech
- Custom Printer
- Museum Staff
- Teacher
- Industry Rep
- Image Specialist

Documentary and news photographers inform and influence our grasp of current events. Commercial photographers meet the image needs of business. And fine art photographers help us interpret cultures and societies.

In PCA&D’s photography program, you will learn current practices, technology, and hardware in preparation for the ever-changing professional world of photography. You may engage in studio electives in both commercial/applied and fine art photography. This allows you to create an emphasis within your photography curriculum that best coincides with your individual interests and strengths.

Here, vision, composition, and the ability to see photographically are of primary importance, regardless of application. You will discover how craft and vision are inextricably bound, as you develop strong visual skills and knowledge of traditional, digital, and experimental photographic processes.

A required internship will enable you to hone your skills in a professional setting and begin to establish an employment network — essentials to thriving in this competitive field.

Learn more at pcad.edu/PH.

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<th>Course Code</th>
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<tr>
<td>History of Photography</td>
<td>Fundamentals of Lighting</td>
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<td>History of Photography</td>
<td>B&amp;W Digital Capture &amp; Production</td>
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<td>History of Photography</td>
<td>Color Digital Capture &amp; Production</td>
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<td>History of Photography</td>
<td>Photographic Techniques I</td>
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<td>History of Photography</td>
<td>Photographic Techniques II</td>
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<td>Digital Color Management</td>
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<td>Advanced Lighting for Studio &amp; Video</td>
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<td>Intermediate Video</td>
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<td>Professional Practices I</td>
<td>Photo / Video Installation &amp; New Media</td>
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<td>Professional Practices I</td>
<td>Intro to Sound for Video</td>
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<td>Professional Practices I</td>
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<td>Summer Internship (required, non-credit)</td>
<td>Photo Montage &amp; Manipulation</td>
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<td>Advanced Lighting for Studio &amp; Video</td>
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<td>Senior Thesis I</td>
<td>The Documentary: Objectivity &amp; Influence</td>
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<td>Senior Thesis II</td>
<td>Web Arts: Self-Promotion to Self Expression</td>
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Ways to be involved outside the classroom

At PCA&D, you are able to get involved beyond the classroom with a variety of programs and activities on campus. You can engage with current clubs like Anime, Lux Photography, Drawing, and LGBTQ Student Alliance—and submit proposals for new clubs and events.

You can develop leadership skills in the college’s Student Ambassador program or by serving as an Orientation Leader. Helping to plan activities and events on campus, student council is another great opportunity. Each year, student council officers and department representatives are elected by their peers, and the entire PCA&D student body is encouraged to attend student council meetings to share ideas about how to enhance the student experience.

To learn more about our additional student services and activities, visit pcad.edu/studentlife.

Student professional organizations & events

American Institute of Graphic Arts (AIGA)
Our AIGA chapter encourages students to make a commitment to their professional interest. Provides exposure, networking, employment and internship opportunities portfolios.aiga.org

AIGA 24-hour Designathon
The 24-hour Designathon is an AIGA event providing grants design services to area non-profits and our community. Students gain experience in creating projects under a 24-hour deadline.

Society of Illustrators Student Chapter
PCA&D is one of the first national chapters. Students create a community of their own to support, encourage and develop knowledge, skill and exposure to the field of illustration.
societyillustrators.org

24-Hour Comics Day
A 1-day global event focused on this worldwide phenomenon. Students and faculty strive to complete a print and/or web comic in 24 hours. Students also participate in non-comic events and workshops. 24hourcomicsday.com

The Society of Photographic Education
Students can post work on the SPE website, access mailing lists of potential clients and professionals. There is ongoing access to seminars, speakers, symposia, publications and annual conference speational.org

Portfolio review
You are required to submit 10-15 pieces of recent, original artwork, including a minimum of three pieces from direct observation. We encourage you to submit your portfolios in-person, but digital submission options are available through the PCA&D SlideRoom at pcad.slideroom.com. Portfolios submitted through the PCA&D SlideRoom will be considered for review only if you have submitted an application. You may request additional portfolio preparation information from the admission department.

Test scores
PCA&D is a test-optional institution but we strongly recommend submitting ACT or SAT scores if you have taken these tests. PCA&D’s College Board code is 2681. PCA&D’s ACT College code is 3569.

If you are an international applicant and your first language is not English, you must submit the TOEFL (required score of 80) or the IELTS (required score of 6.5). In place of TOEFL or IELTS scores, PCA&D will accept IELTS’s Certificate of Completion: Level Y12 – English for Academic Purposes as proof of competency in English.

Résumé
If you are an applicant who has been out of high school or not enrolled in a college or university for more than one year you must submit a Résumé.

Interview
You are strongly encouraged to have a personal interview with your PCA&D admissions counselor. The interview enables the college to assess your artistic background, intent, level of commitment, and ability to benefit from advanced study in the arts.
Admission Questions? Just Ask

PCA&D admission staff will guide you through the application process.

You'll be assigned your own admission counselor who will assist you in the application process, answer your questions, and monitor the progress of your application. PCA&D enrolls students who understand the value of art and look to engage the professional training required for a career in the visual arts.

PCA&D operates on a rolling admissions calendar, which means applications are accepted and decisions made throughout the year. However, priority for admission and scholarships is given to candidates who apply by March 1 for the fall semester and December 1 for the spring semester.

Comprehensive PCA&D admission requirements are detailed at pcad.edu/requirements.

We Want To Meet You

Come to an open house and tour our facilities and the surrounding area.

To fully experience PCA&D and the creative energy you’ll feel the moment you walk through our doors and explore our city, a visit is essential. Come speak one-on-one with our talented students and world class faculty, see the remarkable art displayed throughout our campus, and tour our cutting edge facilities. We look forward to getting to know you.

2015-2016 Open house dates

- Saturday, September 26, 2015
- Saturday, November 14, 2015
- Saturday, January 16, 2016
- Saturday, March 19, 2016
- Friday, June 24, 2016

All open houses run from 11:00am – 2:30pm.

If you apply to the BFA degree program at the open house, you do not have to pay the application fee.

To register to attend an open house, call our Office of Admissions at 800.689.0379 ext. 1501, or fill out our online registration form at pcad.edu/openhouse.

Campus Tours & Portfolio Reviews

A personal meet-up if you can’t make an open house

If you can’t attend an open house, consider scheduling a personal tour or portfolio review with an admissions counselor. Most appointments can be scheduled Monday through Friday between 8:30am – 3:30pm.

Call us at 800.689.0379 ext. 1001.