



Pennsylvania College  
of Art & Design



*Lancaster, Pennsylvania*  
*[explore.pcad.edu](http://explore.pcad.edu)*



# PCA&D AT GLANCE



- Established in 1982
- Bachelor of Fine Arts degree (BFA) in digital media, fine art, graphic design, illustration, and photography
- Full time tuition: \$19,700 annually (2013-2014)
- Student to Faculty ratio: 10 to 1
- Total enrollment: approximately 300
- Located in downtown Lancaster, PA
- Buildings house 90,000 square feet of studio, exhibition, and classroom space
- Gender mix: 34% male / 66% female
- Accredited by the Middle States Commission on Higher Education (MSCHE) and National Association of Schools of Art and Design (NASAD)
- Professional internships required for all majors
- Member of the Association of Independent Colleges of Art and Design (AICAD)

**WE ARE ARTISTS** – ANIMATORS, DESIGNERS,  
PHOTOGRAPHERS, ILLUSTRATORS, AND PAINTERS.  
**WE ARE STRONG THINKERS, STRONG MAKERS,**  
AND STRONG COMMUNICATORS.

*We are a thriving community of diverse and creative students, highly accomplished faculty and dedicated staff who bring together professional experience, invention, the joy of making and expansive points-of view from around the globe.* Located in a state-of-the-art facility in the very heart of a lively city passionate about the arts and the artist, PCA&D's intimate size offers you the highly personalized attention you won't always find at other colleges. Our innovative program will inspire your fullest potential, prepare you professionally, and affirm your passion for a career in the visual arts. Are you ready to experience all that PCA&D has to offer?

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*“PCA&D is a small, tight-knit group of artists and individuals. All of my instructors gave me helpful and knowledgeable advice on my strengths and weaknesses and provided me with an more individualized learning experience. It's very different from typical state universities or larger colleges – that's one of the things that makes it so perfect and special.”*

– Alex Crawford '16, Illustration | Meadville, PA



# LANCASTER CITY IS OUR HOME & CAMPUS

*Lancaster City's tree-lined streets run through an impressively cosmopolitan environment that still has the comfort and community of a small town. At PCA&D, you live and study within the city's exciting arts district, which bustles with galleries and studios, quirky shops and vintage clothing stores, trendy and affordable restaurants and cafés, historic architecture, and music venues that attract national acts—all surrounded by some of the most beautiful countryside in the world. In close proximity to PCA&D you will find endless inspiration and pursuits—from eclectic flea markets to amusement parks to hiking trails to world-class museums and so much more. See more at [lancasterarts.com](http://lancasterarts.com).*

60 – 65% of the incoming class use PCA&D's housing referral service to connect with roommates and affordable apartments within walking distance of our campus (most students live within a 5-block radius of the college). The service provides timely listings of available roommates and apartments and hosts special events for all PCA&D students to help them get to know one another.



*“Lancaster has an amazing art community. Living in the city is liberating, to say the least. The galleries and the creative people are all really nice to be around. I can walk down the street while carrying my sketchbook and people admire it. To be surrounded by an artistic-minded city makes me feel comfortable and really excited to put my work out there for the public.”*

– Alexandria Michaud '15, Illustration | Meriden, CT

*“It’s great to be a college student and live in Lancaster City! It’s a perfect size and has lots of things going on all year round. I just began taking Zumba classes at a dance studio downtown and I love it! The city is very supportive of the art community. It feels great to live in a place that appreciates what we are studying and planning on doing for our career. Living on my own gives me a sense of independence and has taught me many lessons on responsibility. I feel prepared to be completely independent after college.”*

– Katie Smith '14, Graphic Design | Baltimore, MD



# CAREER PREPARATION & PROFESSIONAL EXPERIENCES

*You want to know that your college education will give you the best career preparation possible.* 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 also complete coursework in resume writing, copywriting, and professional-practice topics specific to your field of study. PCA&D's faculty of practicing artists and designers work with you individually to guide you toward your profession. Hands-on, practical experience is a hallmark of our curriculum and every PCA&D student participates in a professional internship during senior year.

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*“My instructors bring a wealth of real-world experience to the classroom. Understanding how to approach and handle the many challenges you will encounter as an artist is crucial. I am currently working three internships. It has been very helpful but challenging as I try to maintain my workflow. I’m building confidence in my concept art and character development and I am also building discipline as an artist.*



*I’m also part of the PCA&D Society of Illustrators student group. It’s another great way to grow as an artist. It teaches me how to work within a team and to be part of another community. It’s a great avenue for networking with artists you look up to.”*

– Mikhail Yakovlev ‘14, Illustration | Reisterstown, MD

# INTERNSHIPS

*“I worked directly with PCA&D’s gallery director as part of my internship. Working with her opened my eyes to all the behind-the-scenes planning, preparation, and details that go into being a gallery director. It also helped to prepare me to have a stronger professional demeanor because of the work I did with the public.*”

*My senior show was also a great learning experience. It taught me about not only the amount of preparation needed for a gallery show but also the level of focus that is required. These experiences made me feel more prepared to show my work in galleries.”*

– Kelli Mantell ‘13, Fine Art | West Grove, PA



*The internship experience at Pennsylvania College of Art & Design is a vital link between your college study of the visual arts and the many ways that your education can be applied in the real world. Based on this philosophy, PCA&D requires all students to successfully complete a professional-level internship prior to graduation.*

## SENIOR SHOW & CELEBRATION

*Senior students in all majors work with faculty to prepare an extensive installation that provides deep insight into the process of art exhibition.*

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 opportunities for students to network. Learn more at [pcad.edu/SSC](http://pcad.edu/SSC).



*“Senior Show & Celebration was an incredible experience. I know I’m not alone when I say that seeing my own work displayed so professionally after such hard work was amazing. The visitor turnout is huge and a lot of work was sold. Selling my art to someone I don’t know was a baffling experience. I’m proud of myself and my classmates. It was a beautiful end to my PCA&D career.”*

– Steven Purdham ‘13,  
Photography | Hagerstown, MD

# STUDENT PROFESSIONAL & SOCIAL ORGANIZATIONS

*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 LGBT 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.

As a PCA&D student you can join professional organizations at PCA&D, such as our student chapters of the American Institute of Graphic Arts, Society of Illustrators, and the Society of Photographic Education.

To learn more about our additional student services and activities, visit [pcad.edu/studentlife](http://pcad.edu/studentlife).

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*“I’m currently president of our Student Council, I’m helping to build the foundation of our photography group called Lux, and I am a Student Ambassador for the college. I am so glad I became involved with these organizations. They have helped me to grow as a person, meet new friends, and I get to share my story of what it is like to be a student at PCA&D.”*

– Leawna Burek ‘14, Photography | Windsor Heights, WV



# COMMUNITY INVOLVEMENT

*“This past year was the first time I participated in the PCA&D Designathon (a 24-hour design event to benefit local non-profit organizations). I ended up staying awake for 30+ hours designing an annual report for Water Street Ministries – I’ve never stayed up for that long in my entire life! I had an awesome team and we came up with a great piece that our client really loved.”*

– Socheata Chhun ‘15, Graphic Design | Middletown, PA



Materials created for Water Street Missionaries were created by Socheata Chhun, Kaitie Trout, Lisa DeAngelo, and faculty advisor Linda Forte.

PCA&D believes that art and artists are essential to the larger community. Designers, animators, photographers, illustrators, and fine artists help to shape the world and enable others to see their surroundings in a more meaningful way. Participation in community-focused service and projects are a crucial part of the PCA&D experience, our students have the opportunity to learn to create influence.

## ALUMNI



*There is no better way to see the impact of a PCA&D education than by talking to our alumni. To hear what they have to say about their time as a student and see what they're doing now, visit [pcad.edu/alumniprofiles](http://pcad.edu/alumniprofiles).*

### **ANGELA WILSON: GRAPHIC DESIGN, 2009**

Angela is a graphic designer for Graham Packaging Company, L.P., a global company and leader in the design, sale, decoration and manufacture of custom and stock blow-molded plastic containers. They work with the world's largest consumer brands, helping them to shape and define the identity of their products.

*"PCA&D prepared me for the real world. They gave me the proper training in studio and academic fundamentals. Everyone needs to know the basis of effective design, how to write, how to use proper grammar, and have solid presentation skills. I apply all of these skills to my work on a daily basis. My faculty were always very attentive – you are a name, not a number. PCA&D helped to give me a backbone and stand up for my work, but to also know when to take constructive criticism and how to apply it. I could not have asked for better friends and mentors that I gained in my time at PCA&D!"*



### **JEFF MCCOMSEY & STEVE BECKER: ILLUSTRATION, 2005 & ILLUSTRATION, 2004**

Jeff and Steve have worked together to create the New York Times Best Selling Comic series, FUBAR. Jeff is the creator and editor, Steve is the art director, and both are contributors to the comic. You can learn more about FUBAR at [fubarpress.com](http://fubarpress.com).

*"Steve and I reconnected after PCA&D while working at an animation, design, and game studio. That's when I started to get serious about FUBAR. I decided to collect World War II zombie stories from other writers and artists and release them yearly. Steve was right there beside me helping to grow the project. He was pivotal in designing our merchandise that we sell as well as contributing several stories and visuals to FUBAR. Organizing teams and working in a group dynamic in a creative atmosphere is something I first learned at PCA&D. Steve and I use each other as sounding boards and when it comes to brainstorming for future projects and direction. As editor of FUBAR, I have to coordinate dozens of creative teams and keep them on track to meet deadlines. As a student, I was taught the traditions and history of illustration and through that I knew that I was becoming a professional in a long line of very talented artists that helped shape American culture. This more than anything instilled in me a great sense of pride that helps me through long nights and tough projects."*



## FACILITIES & SENIOR STUDIOS

*PCA&D's state-of-the-art studios, labs, and resources provide students and faculty with access to a variety of creative learning environments.* PCA&D's 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. Students from all majors 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. PCA&D's library features a wealth of current resources to facilitate research and creativity. Several student lounges in the college buildings are available for studying, socializing, and exchanging ideas outside of the classroom.

All PCA&D students are provided individual studio space in their senior year. Grouped alongside other senior studios, this environment fosters collaboration and teamwork. You'll find yourself actively engaged in the processes of concept and critique with your classmates and faculty as you hone your abilities to execute complex visual solutions.



(top row) Alex Shearer, Brittny Hippensteel, Vanessa Clough, Chalkley Maltack  
(middle row) Cray Fish, Samantha Mongelluzzo, Katherine Zell, Mikhail Yakhovlev  
(bottom row) Amber Sander, Elizabeth Cleaves

# BACHELOR OF FINE ARTS DEGREE PROGRAMS

*The BFA is the desired professional degree for artists and designers. PCA&D offers the Bachelor of Fine Arts degree in digital media, fine art, graphic design, illustration, and photography. You will spend the first year in foundation, building a solid set of art and design skills and concepts. At the end of foundation year, you will choose your major. You will go on to experience intensive work in the visual arts and share ideas and resources with students in all the majors. You will find additional support, context, and growth through a well-rounded program of academic studies in the liberal arts. To experience more of our student artwork, visit [pcad.edu/studentart](http://pcad.edu/studentart).*



*“The classes at PCA&D have definitely given me a much greater insight into how professional illustrators work in their field. The instructors, being professional artists and designers, are always happy to answer any question that I might have.”*

– Taylor Buck '14, Illustration | Woodstock, MD



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*“I probably spend 90% of my nights in the digital printing labs and darkrooms, and I love it. I really get into the zone when I’m there. The studio courses have really helped me with technical and visual issues. Each class I have I learn something new that helps me further my work. The liberal arts classes are another way that the school helps me to keep an open mind. Everything is relevant and engaging. I haven’t taken one academic course that hasn’t interested me or challenged me.”*

– Alexandra Buechler ‘15, Photography | Forest Hill, MD



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*“One of the best parts of my experience at PCA&D was the faculty. I felt like there was a real investment on their part in helping us better ourselves and to help us make the transition from student to working artist. The intimate size of my classes allowed me to develop working relationships with my instructors that have greatly enhanced the quality of my education.”*

– Sam Warren '13, Fine Art | South Orange, NJ



*“The skills I have learned in foundation year have been incredibly helpful so far. The length of the studio classes are really great. They give you enough time to really focus and get a lot of work accomplished. I have not only gained additional technical skills, but the professors have taught me how to think in a more creative and progressive manner.”*

– Alex Crawford ‘16, Illustration | Meadville, PA



(top row) Alex Crawford  
(middle row) Amber Ream, Samantha Cooke, Jennifer Godfrey, Katherine Zell  
(bottom row) Gabrielle Hoffmann, Morgan Todd



# 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 reinvent concepts while developing high-level studio skills. Ultimately you will know 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](https://pcad.edu/FD).

## FOUNDATION YEAR REQUIREMENTS

- FD 101 Drawing I | 3.0 CR
- FD 103/104 2-D Design I/II | 6.0 CR
- FD 106 3-D Design\* | 3.0 CR
- FD 109 Digital Imaging\* | 3.0 CR
- FD 102 Drawing II (*for graphic design, fine art, digital media, and illustration majors*) or PH 102 Survey of Light: An Introduction to Black-and-White Photography (*for photography majors*) | 3.0 CR
- FVC 101/102 Foundations of Verbal Communications I/II | 6.0 CR
- AH 105 Introduction to Western Art I (*Prehistory to Giotto*) | 3.0 CR
- AH 106 Introduction to Western Art II (*Renaissance to Contemporary*) | 3.0 CR

**Total Credits: 30.0 CR**

*\*These courses are taken in separate (fall or spring) semesters, allowing students to take two 15-credit semesters.*



(top row) H. Giles Crawford, Gracy Erb, Mary Heinrichs  
(middle row) Mikhail Yekovlev, Taylor Buck, Alyssa Davis  
(bottom row) Mikhail Yekovlev, Gracy Erb

# DIGITAL MEDIA



*Digital media is the most pervasive medium of connection and communication in today's world. Mobile devices, the internet, and social and interactive media are part of every aspect of daily life.* Students majoring in digital media will receive introductory and advanced training in this integrative and technology-driven medium. PCA&D students will gain mastery in the principles of 3D modeling, digital animation, digital audio production, time-based media, application design, and production skills. The digital media major, with a focus on career-oriented projects and developing a professional skill set, will prepare students to meet the demands of a diverse and expanding job market. Learn more at [pcad.edu/DM](http://pcad.edu/DM).

## SOPHOMORE YEAR REQUIREMENTS

### FALL SEMESTER

- DGI 201 Visual Communication | 3.0 CR
- DGI 205 Typography | 1.5 CR
- DGI 217 Digital I | 1.5 CR
- DGI 203 Time Based Media | 1.5 CR
- DGI 221 Intro. to Interactive Design | 1.5 CR
- Liberal Arts 6.0 | CR

### SPRING SEMESTER

- DM 202 History of Digital Media & Emerging Trends | 3.0 CR
- DM 206 Motion & Story | 3.0 CR
- DGI 218 Digital II | 1.5 CR
- DM 204 Sound Design | 1.5 CR
- Liberal Arts | 6.0 CR

*Total Credits: 30.0 CR*

## JUNIOR YEAR REQUIREMENTS

### FALL SEMESTER

- DI 313 Visual Development I | 3.0 CR
- DM 315 Computer Animation I | 3.0 CR
- DM 310 Digital Compositing | 3.0 CR
- Liberal Arts | 6.0 CR

### SPRING SEMESTER

- DI 314 Visual Development II | 3.0 CR
- DM 316 Computer Animation II | 3.0 CR
- DM 322 Gaming | 3.0 CR
- Studio Elective | 3.0 CR
- Liberal Arts | 3.0 CR

*Total Credits: 30.0 CR*

- Summer Internship (required, non-credit)

## SENIOR YEAR REQUIREMENTS

### FALL SEMESTER

- DM 407 Senior Studio I | 3.0 CR
- DGI 405 Social Media Marketing & Communications | 1.5 CR
- DM 423 Advanced Gaming | 3.0 CR
- Digital Media Core Elective | 3.0 CR
- Studio Elective | 3.0 CR
- Liberal Arts | 6.0 CR

### SPRING SEMESTER

- DM 408 Senior Studio II | 3.0 CR
- DM 418 Professional Practices | 1.5 CR
- DM 412 Entertainment Production Skills | 3.0 CR
- Digital Media Core Elective | 3.0 CR
- Studio Elective | 3.0 CR
- Liberal Arts | 3.0 CR

*Total Credits: 30.0 CR*



(top row) Samuel Warren, Kyle Timberrman, Robert Graham, III  
(middle row) Jacqueline Willoughby, Sean Marley  
(bottom row) Mairrida Jones, Danielle Brown

# FINE ART



*Fine art majors at Pennsylvania College of Art & Design work with a faculty of exhibiting artists to develop skills and abilities through studios in drawing, painting, printmaking, sculpture, and digital imaging.* All courses in fine art are designed to hone the skills of each student as an artisan, to augment students' abilities to conceptualize as visual thinkers, and to assist in their consideration of complex contemporary issues while becoming creative problem solvers. Our students expand their knowledge and experience as professionals through required internships and interactions with visiting artists. They 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. *Learn more at [pcad.edu/FA](http://pcad.edu/FA).*

## SOPHOMORE YEAR REQUIREMENTS

### FALL SEMESTER

- FA 281 Drawing from Observation: Form and Space I | 3.0 CR
- FA 283 Painting from Observation: Color, Form, and Space I | 3.0 CR
- FA 313 Digital Media: Image | 1.5 CR
- FA 385 Observational Sculpture | 3.0 CR
- Liberal Arts | 6.0 CR

### SPRING SEMESTER

- FA 282 Drawing from Observation: Form and Space II | 3.0 CR
- FA 284 Painting from Observation: Color, Form, and Space II | 3.0 CR
- FA 286 Relief Printmaking | 3.0 CR
- FA 314 Digital Mixed Media: Time, Motion, and Sequence | 1.5 CR
- Liberal Arts | 6.0 CR

*Total Credits: 33.0 CR*

## JUNIOR YEAR REQUIREMENTS

### FALL SEMESTER

- FA 381 Drawing the Perceived Image: Observation and Invention | 3.0 CR
- FA 383 Painting: Observation, Memory, and Synthesis | 3.0 CR
- Fine Art Core Elective 3.0 CR
- General Elective | 1.5 CR
- Liberal Arts | 6.0 CR

### SPRING SEMESTER

- FA 318 Directions in Contemporary Art | 1.5 CR
- FA 320 Media, Form, and Concept | 3.0 CR
- FA 382 Drawing: Theme and Variation | 3.0 CR
- FA 384 Painting: Theme and Variation | 3.0 CR
- Liberal Arts | 3.0 CR

*Total Credits: 30.0 CR*

- Summer Internship (required, non-credit)

## SENIOR YEAR REQUIREMENTS

### FALL SEMESTER

- FA 409 Professional Practices I | 1.5 CR
- FA 411 Senior Studio I | 3.0 CR
- FA 421 Drawing Portfolio | 1.5 CR
- Fine Art Core Elective 3.0 CR
- Liberal Arts | 3.0 CR

### SPRING SEMESTER

- FA 410 Professional Practices II | 1.5 CR
- FA 412 Senior Studio II | 3.0 CR
- FA 422 Thesis and Critique | 3.0 CR
- General Elective | 1.5 CR
- Liberal Arts | 6.0 CR

*Total Credits: 27.0 CR*



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(top row) Christa Zimmer, Kaitie Trout, Ashley Hill  
(middle row) Nicholas Belcher, Kaitie Trout, Danielle Farrell  
(bottom row) Samantha Mongelluzzo, Christa Zimmer

# GRAPHIC DESIGN



*Graphic design students are visual problem solvers working with text, images, and the most current technology to create functional pieces that clearly convey a message or purpose.* Designers have an impact on the look of almost everything you see—such as websites, apps, logos, advertisements, books, billboards, brochures, magazines, posters, and packaging, as well as sophisticated motion graphics. PCA&D students work with real clients in the classroom and learn about a wide scope of software, technology, and media to prepare them to take on the widest range of projects. Students combine experience from their required internship along with courses built to prepare professional portfolios, industry contacts, and self-promotional material so they are adept at demonstrating skills and ability to potential employers upon graduating. Learn more at [pcad.edu/GD](http://pcad.edu/GD).

## SOPHOMORE YEAR REQUIREMENTS

### FALL SEMESTER

- DGI 201 Visual Communication | 3.0 CR
- DGI 203 Time-Based Media | 1.5 CR
- DGI 205 Typography | 1.5 CR
- DGI 217 Digital I | 1.5 CR
- DGI 221 Intro to Interactive Design | 1.5 CR
- Liberal Arts | 3.0 CR

### SPRING SEMESTER

- GD 210 History of Graphic Design & Emerging Trends | 3.0 CR
- GD 206 Typography II | 1.5 CR
- DGI 218 Digital II | 1.5 CR
- GD 213 Digital Design Production | 3.0 CR
- Liberal Arts | 6.0 CR

*Total Credits: 27.0 CR*

## JUNIOR YEAR REQUIREMENTS

### FALL SEMESTER

- GD 252 Art of Copywriting | 1.5 CR
- GD 311 Design Studio I | 3.0 CR
- GD 314 Interaction Design | 3.0 CR
- GD 318 Advertising | 1.5 CR
- Graphic Design Core Elective | 1.5 CR
- Liberal Arts | 6.0 CR

### SPRING SEMESTER

- GD 312 Design Studio II | 3.0 CR
- GD 316 Motion Graphics | 3.0 CR
- GD 319 Advanced Web Design | 3.0 CR
- Graphic Design Core Elective | 1.5 CR
- Liberal Arts | 3.0 CR

*Total Credits: 30.0 CR*

- Summer Internship (required, non-credit)

## SENIOR YEAR REQUIREMENTS

### FALL SEMESTER

- DGI 405 Social Media Marketing & Communication | 1.5 CR
- GD 409 Senior Design Studio I | 3.0 CR
- GD 417 Packaging | 3.0 CR
- GD 431 Web Studio I | 1.5 CR
- Graphic Design Core Elective | 1.5 CR
- General Elective | 3.0 CR
- Liberal Arts | 3.0 CR

### SPRING SEMESTER

- GD 406 Professional Practices/Portfolio Preparation | 1.5 CR
- GD 410 Senior Design Studio II | 3.0 CR
- GD 432 Web Studio II | 1.5 CR
- Graphic Design Core Elective | 1.5 CR
- General Elective | 1.5 CR
- Liberal Arts | 6.0 CR

*Total Credits: 31.5 CR*



(top row) Todd Ulrich, Jennifer Kraft, Briana Deuweiler  
(middle row) Sara Coetter, Hannah Brooker  
(bottom row) Alyssa Davis, Gray Erb



# ILLUSTRATION



At PCA&D, illustration majors develop their 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. Our illustration faculty are professionals working in various formats, such as graphic novels, children's books, concept art for the film, gaming and television markets, digital, photographic, and print. Getting to work directly with real clients is an extremely valuable and meaningful experience for students. PCA&D illustration majors regularly compete to produce projects for clients, giving them the opportunity to create published, professional portfolio pieces while they are still in college. Illustration students are required to participate in an internship and complete courses in business practices and portfolio preparation to teach them what they need to know about effective self-promotion, finding clients, pricing, and ethical guidelines, along with how to manage their business, whether it be as a small independent contractor or working for a major studio. Learn more at [pcad.edu/IL](http://pcad.edu/IL).

## SOPHOMORE YEAR REQUIREMENTS

### FALL SEMESTER

- DGI 205 Typography | 1.5 CR
- DGI 201 Visual Communication | 3.0 CR
- DGI 217 Digital I | 1.5 CR
- DGI 224 Intro to Interactive Design | 1.5 CR
- DGI 203 Intro to Time-Based Media | 1.5 CR
- Liberal Arts | 6.0 CR

### SPRING SEMESTER

- IL 213 History of Illustration & Emerging Trends | 3.0 CR
- DGI 218 Digital II | 1.5 CR
- IL 205 Figure Anatomy I | 1.5 CR
- IL 204 Materials & Techniques | 3.0 CR
- Liberal Arts | 6.0 CR

*Total Credits: 30.0 CR*

## JUNIOR YEAR REQUIREMENTS

### FALL SEMESTER

- IL 333 Figure Anatomy II | 1.5 CR
- IL 325 Illustration Studio I | 3.0 CR
- IL 327 Digital Painting | 1.5 CR
- DI 313 Visual Development I | 3.0 CR
- Liberal Arts | 6.0 CR

### SPRING SEMESTER

- IL 326 Illustration Studio II | 3.0 CR
- IL 334 Figure Anatomy III | 1.5 CR
- IL 330 3D Rendering | 1.5 CR
- DI 314 Visual Development II | 3.0 CR
- Liberal Arts | 3.0 CR

*Total Credits: 27.0 CR*

## SENIOR YEAR REQUIREMENTS

### FALL SEMESTER

- IL 407 Senior Illustration Studio I | 3.0 CR
- IL 411 Advanced Figure I | 3.0 CR
- DGI 405 Social Media Marketing & Communication | 1.5 CR
- Illustration Core Elective 3.0 CR
- Studio Elective | 1.5 CR
- Liberal Arts | 6.0 CR

### SPRING SEMESTER

- IL 408 Senior Illustration Studio II | 3.0 CR
- IL 412 Advanced Figure II | 3.0 CR
- IL 410 Professional Practices | 1.5 CR
- Illustration Core Elective | 3.0 CR
- Studio Elective | 1.5 CR
- Liberal Arts | 3.0 CR

*Total Credits: 33.0 CR*



(top row) Erik Espinosa, Steven Purlham, Briana Major  
(middle row) Katherine Freese, Leah Kaldowski  
(bottom row) Ashley Moog, Rebekah Shultz

# PHOTOGRAPHY



*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 culture and society.* PCA&D's photography program teaches students current practices, technology, and hardware in preparation for the ever-changing professional world. Students can engage in studio electives in both commercial/applied and fine art photography. This option allows students to create an area of emphasis within the photography curriculum that coincides with their individual interests and strengths. The required internship allows students to hone their skills in a professional setting and begin to establish an employment network, both important to thriving in a very competitive field. Learn more at [pcad.edu/PH](http://pcad.edu/PH).

## SOPHOMORE YEAR REQUIREMENTS

### FALL SEMESTER

- PH 205 History of Photography I: 1800 – 1925 | 1.5 CR
- PH 207 Photographic Techniques I: B&W Craft and Image | 3.0 CR
- PH 209 B&W Digital Capture and Production | 3.0 CR
- PH 212 Fundamentals of Lighting | 1.5 CR
- Studio Elective | 1.5 CR
- Liberal Arts | 6.0 CR

### SPRING SEMESTER

- PH 206 History of Photography II: 1925 to the present | 1.5 CR
- PH 214 Color Digital Capture and Production | 3.0 CR
- PH 215 Photographic Techniques II: Color Craft and Image | 3.0 CR
- PH 220 Intro to Video | 1.5 CR
- Liberal Arts | 6.0 CR

*Total Credits: 31.5 CR*

## JUNIOR YEAR REQUIREMENTS

### FALL SEMESTER

- PH 312 Digital Color Management | 1.5 CR
- PH 310 Advanced Lighting for Studio and Video | 3.0 CR
- PH 313 Large Format Photography: Description and Contemplation | 3.0 CR
- PH 315 Intro to Sound for Video | 1.5 CR
- PH 317 Intermediate Video | 1.5 CR
- Liberal Arts | 6.0 CR\*

### SPRING SEMESTER

- PH 311 Professional Practices I | 1.5 CR
- PH 314 Photo / Video Installation | 3.0 CR
- PH 316 Photo Montage and Manipulation | 1.5 CR
- PH 307 Advanced Color: Theory and Practice | 3.0 CR
- Photography Core Elective | 1.5 CR
- Liberal Arts | 3.0 CR

*Total Credits: 30.0 CR*

- Summer Internship (required, non-credit)

## SENIOR YEAR REQUIREMENTS

### FALL SEMESTER

- PH 401 Senior Thesis I | 3.0 CR
- PH 425 Web-Arts: Self-Promotion to Self-Expression | 1.5 CR
- PH 427 Video Projects | 1.5 CR
- Photography Core Elective | 1.5 CR
- Studio Elective | 1.5 CR
- Liberal Arts | 3.0 CR

### SPRING SEMESTER

- PH 402 Senior Thesis II | 3.0 CR
- PH 426 Sequence and the Book | 3 CR
- PH 407 Professional Practices II | 1.5 CR
- Photography Core Elective | 1.5 CR
- Studio Elective | 1.5 CR
- Liberal Arts | 6.0 CR

*Total Credits: 28.5 CR*



# LIBERAL ARTS

*The liberal arts curriculum is an important component of your education. 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 and establish the framework to think globally. In order to create, not only do you need skills in art and design, but also the ability to communicate the ideas behind them.

PCA&D students are required to take courses in art history, verbal communications, life and physical sciences or mathematics, behavioral and social sciences, along with a rotation of electives in the humanities. Advancing in difficulty with level, these classes give you the necessary historical background and cultural context for the experiences you receive in your major.



*“The liberal arts courses are important for us to thrive as professionals. These courses help us to write and speak proficiently and effectively while furthering our knowledge in specific subjects. For example, classes like art history show us our cultural history and aid us with historical references that inform our own artwork. Without liberal arts classes, we would only be receiving half of our education.”*

– Chalkley Matlack '14, Fine Art | Cochranville, PA

# TUITION & AFFORDABILITY



## ANNUAL TUITION & FEES 2013-2014

<i>Direct Costs</i>	<i>Resident</i>	<i>Commuter</i>
▪ Tuition	\$19,700	\$19,700
▪ Fees	\$980	\$980
<i>Estimated Expenses</i>		
▪ Room & Board*	\$9,100	n/a
▪ Books & Supplies	\$1,450	\$1,450
▪ Computer & Camera**	\$3,500	\$3,500
▪ Commuter Cost***	n/a	\$3,400
<b>TOTAL:</b>	<b>\$34,730</b>	<b>\$29,030</b>

\* The cost for room and board is an estimate based on a one year, two bedroom apartment lease shared by two students. This estimate includes rent, food, utilities, phone, and miscellaneous living costs.

\*\* All PCA&D students are required to purchase an Apple laptop, software, and a digital camera prior to entry into the BFA program. This is a one-time purchase, not an annual recurring expense.

\*\*\* This estimate is based on a student traveling 25 miles a day, paying \$220/semester for parking, and miscellaneous expenses.

*Pennsylvania College of Art & Design is one of the most affordable private art colleges in the country 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 percent of our students received some form of financial assistance. We also offer a convenient payment plan that can cover any balances remaining after deducting financial aid awards.*

For priority consideration for PCA&D institutional scholarships and grants, complete the Free Application of Federal Student Aid (FAFSA) by March 1. Apply on-line at [fafsa.ed.gov](http://fafsa.ed.gov). PCA&D's financial aid code for the FAFSA is 016021.

For more information, contact the PCA&D financial aid office at [finaid@pcad.edu](mailto:finaid@pcad.edu) or visit [pcad.edu/finaid](http://pcad.edu/finaid).

# ADMISSION

*The admission staff at PCA&D is available to guide you through the application process.* You will be assigned an admissions counselor, who assists in the admissions process, answers questions, and processes your admissions file materials. We seek to admit students who understand the value of art and a supportive environment with ample opportunities for one-on-one instruction from our faculty, are looking to engage in the professional training for a career in the visual arts, are artistically and academically prepared, and show potential for growth and exploration. PCA&D operates on a rolling admissions policy. Priority is given to applicants who apply early. Applications should be submitted by March 1st for fall semester and November 1st for spring semester.



Brianna Major



## VISIT US



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

### 2013-2014 OPEN HOUSE DATES

- Saturday, September 28, 2013
- Saturday, November 16, 2013
- Saturday, January 18, 2014
- Saturday, March 22, 2014
- Friday, June 27, 2014



All open houses run from 11 am – 2:30 pm. To register for an open house, visit [pcad.edu/openhouse](http://pcad.edu/openhouse) or scan the code.

## CAMPUS TOURS & PORTFOLIO REVIEWS

*If you cannot attend an open house, consider scheduling a personal tour or portfolio review with an admissions counselor.* Most appointments can be scheduled Monday – Friday between 8:30 am – 3:30 pm. Call us at (800) 689-0379, ext. 1001.

# ADMISSION CHECKLIST

BFA PROGRAM: FOR STUDENTS WHO ARE FULL-TIME OR PART-TIME, FIRST-TIME OR TRANSFER

- ❑ **APPLICATION FEE:** Complete an application for admission and return it to the admission office accompanied by the \$40 application fee (\$110 for international applicants). The application fee is non-refundable. Start your application online at [pcad.edu/BFAapply](https://pcad.edu/BFAapply).
- ❑ **TRANSCRIPTS:** An official high school transcript is required of all applicants. Transfer students must also submit transcripts from all completed college coursework along with course descriptions in addition to their high school transcript.
- ❑ **PORTFOLIO REVIEW:** Students should submit 10 – 15 pieces of recent, original artwork, including a minimum of three pieces from direct observation. Students are encouraged to submit their portfolios in-person, but digital submission options are available. Applicants may request additional portfolio preparation information from the admission department.
- ❑ **PERSONAL STATEMENT:** All applicants are required to submit a 250 – 500 word, typed personal statement that describes your reasons for choosing a visual arts education, any influences that led to this choice, visual art experiences you have had in and outside of the classroom, any involvement in clubs or jobs, and your current career goals. In the personal statement, we are looking for an expression of your passion and commitment to art. Applicants should list their full name and mailing address on the statement. The statement may be printed and mailed or emailed to the admission department.
- ❑ **RECOMMENDATIONS:** Two recommendation forms are required for students who have a cumulative GPA below 2.5. One form must be completed by a guidance counselor or a teacher in an academic discipline; the other form must be completed by a studio art instructor. Contact the admission department or visit our website for a downloadable PDF of our form.
- ❑ **TEST SCORES:** SAT or ACT scores are not a requirement for admission to PCA&D, but students are strongly encouraged to submit them with their application. Our College Board code is 2681 and our ACT code is 3569.
- ❑ **INTERVIEW:** Students are strongly encouraged to have a personal interview with their admissions counselor. The interview enables the college to assess each applicant's artistic background, intent, level of commitment, and ability to benefit from advanced study in the arts.

*For more information, contact the admission department at [admissions@pcad.edu](mailto:admissions@pcad.edu) or visit [pcad.edu/requirements](https://pcad.edu/requirements).*



## ADMISSION INFORMATION

Applying to enter BFA program as:

- First Year (Foundation)  
 Transfer (BFA only)

To enter:

- Spring 2014  
 Fall 2014  
 Spring 2015  
 Fall 2015

Degree (Check One):

- BFA (full-time)  
 BFA (part-time)  
 Certificate (part-time)

Intended Major (Check One):

- BFA in Digital Media (120 credits)  
 BFA in Fine Art (120 credits)  
 BFA in Graphic Design (120 credits)  
 BFA in Illustration (120 credits)  
 BFA in Photography (120 credits)

Which way do you prefer to be contacted by PCA&D?

- Home Phone  
 Cell Phone  
 Email  
 Letter/Postcard

## PERSONAL INFORMATION *(please type or print)*

Name:

*(please use legal name)* last first middle initial

Social Security Number Email address Date of Birth Sex:\*  Male  Female

Permanent Address:

Street Address City State Zip Code County Telephone

Mailing Address: *(if different from above)*

Street Address City State Zip Code County Telephone

US Citizen  Dual US Citizen \_\_\_\_\_  U.S. Permanent Resident *(Green Card, Resident Alien ID#)* \_\_\_\_\_

Non-U.S. Citizen, Citizen of \_\_\_\_\_  Type of Visa \_\_\_\_\_

Ethnic Category:\*  Nonresident Alien  Hispanic/Latino  American Indian or Alaska Native  Asian  Black or African American  
 Native Hawaiian or Other Pacific Islander  White  Two or more races  Race and Ethnicity unknown

Have you ever been convicted of a misdemeanor, felony or other crime?  Yes  No

If you answered yes to this question, please attach a separate sheet of paper that explains the circumstances and what you learned from your experience. *Note: You are not required to answer "yes" to this question, or provide an explanation, if the criminal adjudication or conviction has been expunged, sealed, annulled, pardoned, destroyed, erased, impounded, or otherwise ordered by a court to be kept confidential.*

\* Optional information- for identification and statistical purposes only.

## ADMISSION INFORMATION

All applicants should include any additional information (work experience, awards, exhibits, extra-curricular/community service activities, etc.) on a typed, separate sheet. Students who have been out of school/college for more than six months must supplement this application with a resume.

Have you visited Pennsylvania College of Art & Design?  
 Yes  No

How did you find out about Pennsylvania College of Art & Design? (please check one)

- College Board
- Art Teacher
- Current PCA&D Student
- High School Visit
- College Fair
- Guidance Counselor
- Website
- Facebook or Twitter
- National Portfolio Day
- Open House
- Publications/Mail

Please visit [pcad.edu/BFAapply](http://pcad.edu/BFAapply) or detach this completed form, attach your typed personal statement, and a \$40 (\$110 for international applicants) application fee (make check or money order payable to PCA&D) and mail to: Admission Department | Pennsylvania College of Art & Design | 204 North Prince Street, PO Box 59, Lancaster, PA 17608-0059 | [pcad.edu](http://pcad.edu)



## FAMILY INFORMATION

Mother  Female Guardian  Male Guardian  Spouse

Name	Home Address	Telephone	Email Address
Occupation	Employer	Degree(s) earned (if any):	

Father  Female Guardian  Male Guardian

Name	Home Address	Telephone	Email Address
Occupation	Employer	Degree(s) earned (if any):	

## HIGH SCHOOL INFORMATION:

Name of High School	Year of Graduation	City	State	Telephone
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## COLLEGE INFORMATION:

Name of College(s)	Years attended	Year of Graduation	City	State
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## FINANCIAL AID/HOUSING:

Plan to apply for financial aid:  Yes  No Plan to seek a roommate:  Yes  No Plan to seek housing:  Yes  No Plan to commute:  Yes  No

My signature indicates, to the best of my knowledge, that all information provided in this application is complete and accurate.

Applicant's signature	Date
-----------------------	------

Parent or Guardian's signature (required if applicant is under 18 years of age)	Date
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# MISSION



PCA&D is a professional art college offering a Bachelor of Fine Arts degree, certificates, credentials, and curricula that enable students of all ages to pursue art as their life's work.

## CORE VALUES

- Art has value.
- Encourage observation, experimentation, and evaluation.
- Expect and foster individual initiative, and creativity.
- Educate, inspire, and transform.

## STATEMENT OF EDUCATIONAL GOALS

Pennsylvania College of Art & Design offers a professional education in the visual arts. Graduates of the college will be able to:

- Enter a profession in the visual arts.
- Research, analyze, interpret, and judge information.
- Demonstrate a basic knowledge of the liberal arts.

## OUR PROMISE

*Your place to prepare for a life in art and design.* Pennsylvania College of Art & Design provides an immersive experience in an intimate environment where the curriculum successfully prepares its students for a career in art. At Pennsylvania College of Art & Design, we promise to:

- Affirm the value of art and the unique calling to a career in the visual arts.
- Use our intimate size to provide one-on-one instruction and guidance from dedicated faculty and staff who are passionate about our mission.
- Pursue innovation and excellence in all of our programs and endeavors.
- Foster students' growth through the real-life experience of living independently in a community that embraces art.
- Prepare our students with extensive and meaningful real-world experience so they graduate ready to succeed in the visual arts.

The admission department assesses students on a non-discriminatory basis and does not exclude the recruitment or enrollment of students based on financial background, color, religion, sex, sexual orientation, gender identity, national or ethnic origin, age, disability, or veteran status, and does not discriminate against members of protected classes under the law.

# Pennsylvania College of Art & Design

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Lancaster, PA 17608-0059  
717-396-7833 P | 717-396-1339 F  
[explore.pcad.edu](http://explore.pcad.edu)



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ORG  
US POSTAGE  
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Front cover student artwork by:  
(top row) Emily Adleblute, Erik Espinosa  
(middle row) Ashley Hill, Rachel Hoffman  
(bottom row) Mikhail Yakovlev, Chalkley Matlack

Back cover student artwork by:  
(top row) Brittney Hippensteel, Avery Rose  
(middle row) Lauryn Watkins  
(bottom row) Nicole Espinola, Marinda Jones

Art direction, design and layout by:  
Tom Bejgrowicz for Man Alive Creative

Photography by:  
Matthew Tennison, Tom Bejgrowicz & Lori Stahl