Graphic Designers like Amanda are:

Art Directors
Billboard Designers
Bloggers
Corporate Designers
Creative Directors
Layout Artists
Logo Designers

Motion Graphics Designers
Multimedia Designers
Package Designers
Publication Designers
Tradeshow Designers
Web Designers
UX/UI Designers

Book covers by Tyler Handa '23, Frankie Reed '23

Why graphic design @ **PCA&D**?

Graphic Designers are visual storytellers. They communicate through logos and brand identities; apps and websites; books, magazines, and other publications; product packaging, wayfinding and signage; ads or commercials…the list is endless. They see how one well-designed graphic can stand in for a thousand words, sharing meaning and emotion with just a glance. They work for global corporations, small businesses, or independently as freelancers. At PCA&D, you'll not only learn to be an effective designer, but also a bold, innovative creator, thinker, and problem solver. By the time you leave, you'll feel empowered to take ownership of your ideas and your creations as you put them out into the world.

The quality and industry relevance of our Graphic Design program and students' work gain national recognition year after year. *Animation Career Review* ranked our program the **7th best in Pennsylvania** with niche.com ranking it in the top **6% of design programs in America**! *Graphic Design USA* magazine placed our program in the **top 50 nationwide** for preparing students to work as professional graphic designers, often recognizing our students in their "Students to Watch" list and Student Packaging Design Awards. Our students intern for companies to work on projects for clients like National Geographic, Oxygen, CBS, Nickelodeon, FX, and more.

REAL-WORLD EXPERIENCE WITH PROFESSIONAL FACULTY

All our graphic design faculty are **working professional designers** who freelance or have full-time careers in the industry. They'll give you real-world assignments working with real clients to help you develop a professional industry portfolio before you graduate. With a student-to-teacher ratio of 8:1, you'll get a level of personalized guidance that's rare at other colleges and universities. Our faculty will support you in finding and completing an **internship**, whether on campus at **The Agency** or with a professional designer.

Seniors will walk through the experience of creating and pitching an entire brand to a panel of design professionals when they compete to see their designs for the **Senior Show** featured on show posters, tickets, social media, and PCA&D's website. You could also join the PCA&D chapter of the national professional organization for graphic design, the **American Institute of Graphic Arts (AIGA)**, with perks like studio tours, national speakers, and portfolio reviews.

JUMP-START YOUR CAREER

Graphic design seniors get their **own personal workspace** to either create an imaginative space for self-driven freelance work or practice working alongside others in preparation for a company setting. This becomes their home base to develop a **senior thesis** – an independent deep dive into a specific market for design. Seniors pitch a dream assignment to become the focus of their senior year. Many will approach this as a passion project, choosing to work on something they care deeply about — causes such as organ donation, pet adoption, emergency preparedness, or diversity and equity. Guiding each student along the way, faculty mentors and industry professionals will help with researching, writing, presenting, and curating that final project to be displayed during our spring Senior Show.

BEYOND THE STUDIO

Each year, the Graphic Design department hosts **Designathon**, a community service event that partners students, faculty, and alumni from across campus with local non-profits in need of a design refresh – to date we've helped 80+ organizations! **PCA&D Art Markets** are open to all students and alumni offering the opportunity to gain experience displaying, pricing, and selling your work while in school. **Speakers and Visiting Artists** who have done work for clients like Hard Rock Hotels, Disney, and National Geographic engage with PCA&D students by sharing their insights, building connections, and providing personal feedback on your work.

Where are they now?

Dyneisha Gross '20 – Ogilvy, Washington, DC

Anthony Nardo '20, Andrew Kinsey '17 – Kinectiv, Lancaster, PA

Socheata Chhun '15, Brian Fenstermacher '19, Emily Ament '20 – WebFX, Harrisburg, PA

James Marshall '16 – Wieden + Kennedy, Portland, OR (formerly at Pentagram, New York Times)

Brittany Hippensteel '14 – Hamilton Wax Company, Lancaster, PA & Hey Frankie, Charlotte, NC

Lisa DeAngelo '13, Miranda Bressi '17 – FORCEPkg, Lancaster, PA

Katie Trout '14 – Ceros, New York City, NY (formerly at Snapchat)

Kyle Newkirk '15 – TC Motion, Leola, PA

Anthony Nardo '20

Kelly Phan '22

Zorina Eckman '21

Founded by 7 local artists in 1982, Pennsylvania College of Art & Design was created to meet the need and feed the dreams of future artists and designers.

That founding mission still drives our student-first mindset today. Located in the heart of downtown Lancaster City's creative district, our College is a hub within the bustling and vibrant local community of more than 125 visual arts, entertainment, and entrepreneurial organizations surrounding our campus. (Did we mention there's also an incredible food scene?)

We offer the best of all worlds: a friendly vibe and cozy campus to make you feel at home with easy access to some of the world's most prominent destinations for art and design – Philadelphia, New York City, Baltimore.

Our invested faculty and staff will encourage you to think independently, use materials and technology creatively, and provide support to find success wherever your creative path takes you. Here, you'll gain the tools, skills, and exposure to see your artistic vision take flight.

Create your own path

Today's student seeks flexibility and PCA&D is ready to meet that challenge. We're offering an increasing number of customizable pathways for you to collect the knowledge you want at a pace (and cost) that meets your needs.

PRE-COLLEGE OR ADULT ENRICHMENT PROGRAMS

Begin exploring the depth of your artistic interests by taking a class or workshop in our Center for Creative Exploration's **Pre-College** or **Adult Enrichment** programs or **exploring Dual Enrollment at PCA&D**.

MINOR PROGRAMS

Ready to jump into a **Bachelor's Degree** program? We've launched 13 new minors so you can customize your degree to fit all of your interests and get the most out of your 4 years here.

Animation & Game Art	Esports Management	General Humanities	Literature
Art History & Visual Culture	Fashion Merchandising	Graphic Design	Live Experience Design
Business in the Creative Industry	Fine Art	Illustration	Photography & Video
Creative Writing			

CERTIFICATE PROGRAMS

Prefer to start with fewer classes in an **Undergraduate Certificate** program? Our growing list of certificates will give you the basic skills to jump-start your creative career, or lay the foundation for you to transition into one of our bachelor degree programs.

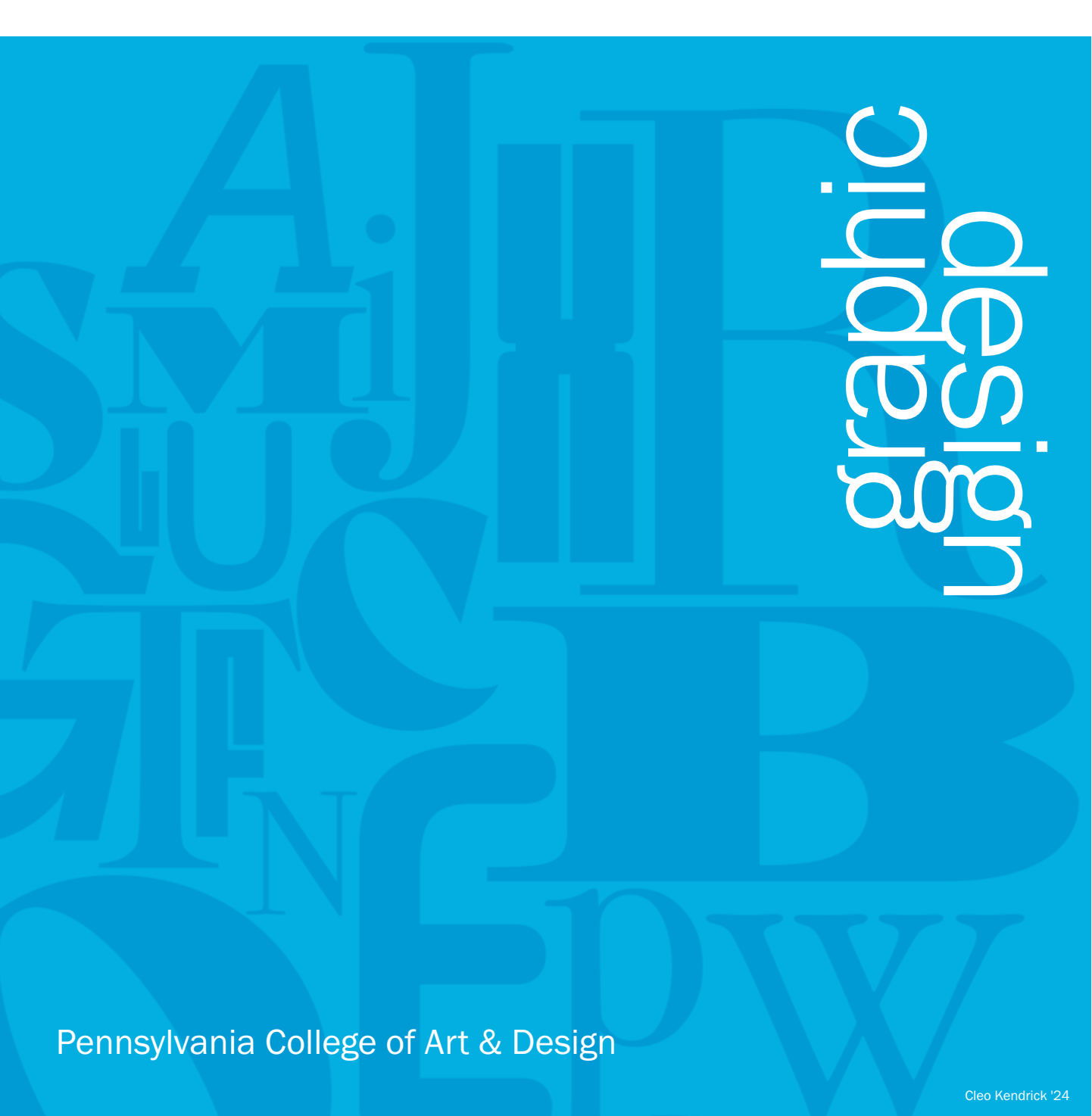### pcad.edu/gd   @pcad_graphic_design

There's so much more we could tell you about our Graphic Design program. Scan the QR code to see a semester-by-semester breakdown of your potential classes, get to know your faculty as artists and designers, explore possible career options, and more.

Pennsylvania College
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graphic design

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