



Illustration by Shazeem Sueksagan '21.

“One of the biggest lessons I learned while attending PCA&D was to trust my own madness and believe in myself. No one is going to believe in what you do until you take initiative and make them believe it, see it, and want it.

ZACH HEFFELFINGER '14
Nickelodeon Animation Studios

Illustrators like Zach are:

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|--------------------------|----------------------------|
| Animators | ★ Film Storyboard Creators |
| Art Directors | Fine Art Illustrators |
| Comic Book Artists | Printmakers |
| Commercial Illustrators | ★ Production Designers |
| Concept Artists | Scientific Illustrators |
| Courtroom Sketch Artists | ★ Self-Publishers |
| Editorial Illustrators | ★ Set Designers |
| Educators | Surface Designers |
| Fashion Illustrators | ★ Toy Designers |

Why illustration @ PCA&D?

As a professional illustrator, you can work in almost any industry, particularly within the creative arts and design sector. Illustrators create for advertising and marketing agencies, publishers, and graphic design, web design, and animation companies. Illustrators are entrepreneurial with nearly 85% managing their own businesses, offering the freedom to take on projects of their own choosing. Whichever path you choose, our program will train you to become a confident storyteller through your art.

PCA&D students develop a strong portfolio with projects from actual clients so you can effectively promote your own work, develop pricing, and establish strategies leading to high-profile assignments, whether as a freelance artist or working directly in-house with an agency – like Tyler Le '20, whose work landed on the Sunday cover of the *New York Times* Sports section weeks after graduation. Our students' work has gained national recognition in *3x3 Magazine*, the Society of Illustrators, Spectrum, and more. Don't just take our word for it – **Animation Career Review ranked our Illustration program in the top 5 in Pennsylvania.** 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.

REAL-WORLD EXPERIENCE WITH PROFESSIONAL FACULTY

Learn from **working professional illustrators and designers** who bring real-world experience and connections into the classroom. They'll give you 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 a mentorship, internship, entrepreneurial venture, or community-based project. You can also choose to join PCA&D's student professional club the **Society of Illustrators (SOI)**.

CLASSICAL OR CONTEMPORARY?

PCA&D's Illustration curriculum has been developed to give you the opportunity to mix and match classes between classical and contemporary concentrations. In the **Classical Concentration**, classes will focus on representational painting, storytelling, and narrative image-making with projects like film visual development, fantasy/science fiction book covers, and comic books.

Frank Barbera '21



Liz Clark '20

Contemporary Concentration classes highlight current trends through illustrative typography, pattern designs, and giftware illustrations with projects like hand-lettered posters, fabric illustration, and editorial illustrations.

JUMP-START YOUR CAREER

Illustration 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 an agency setting. This becomes their home base to develop a **senior thesis** – an independent deep dive into a specific market within illustration. Seniors pitch a dream assignment to become the focus of their senior year. Guiding each student along the way, faculty mentors and industry professionals will help with researching, writing, presenting, and curating this final project to be displayed during our spring **Senior Show**.



Ashley Slimmer '20

BEYOND THE STUDIO

Each year the Illustration department travels to New York City to visit the **Society of Illustrators (SOI)** headquarters. **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. **Guest Speakers and Visiting Artists** engage with PCA&D students on campus and online by sharing their insights, building connections, and providing personal feedback on your work – recent guests include the award-winning **Ashley Yazdani**, **Liz Pulido**, and **Jasjyot Singh Hans**, PCA&D alumnus and fantasy illustrator **Matthew Stawicki**, award-winning illustrator and educator **Jamie Zollars**, and nationally celebrated editorial artist **Haley Powers Thornton-Kennedy**.

Where are they now?

Tyler Le '20 – Paid intern for *Insider Magazine*

Sam Didyoung '19 – Scenic artist at Fulton Opera House, Lancaster, PA

Trent Sheaffer '19 – Label art for Collective Art Brewing, Toronto, Canada.

Devin Forst '18 – "The Undead", co-authored by Dinah Williams, published by Indelible Editions (Coming soon)

Abigail Bonnet Lowe '17 – Visual department artist at Titmouse Studio, New York City, NY

Zach Heffelfinger '14 – Storyboard Artist at Nickelodeon Animation, California; Freelanced for Netflix, DC Comics

Rachel Cecelski '12 – Podcast creator, "What I'd Like to Tell People"

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.



Sarah Garrett '20
Sydney Landis '21
Kristin Bere '22
Sage Aries Dougherty '20



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/il

@pcad_illustration

There's so much more we could tell you about our Illustration 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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Pennsylvania College of Art & Design values diversity, equity, and inclusion and affirms its commitment to a college community where all are treated with respect and dignity. PCA&D has an institutional commitment to equal opportunity and is committed to creating and fostering positive educational, working, and living environments where all community members can participate fully and equally and are free from discrimination, harassment, intimidation, or retaliation. Discrimination is antithetical to our core values. Each member of the PCA&D community—including faculty, staff, and students—is responsible to foster a culture of respect and uphold the College's non-discrimination policy. More information available here: pcad.edu/about-pcad



Pennsylvania College of Art & Design

Kaitlyn McCulley '21