



“ I had a blast attending the Imaging USA Photo convention as a volunteer in Nashville, TN. While there, I had the chance to have my portfolio reviewed by renowned artists. I got to interact with professional photographers of all styles and backgrounds that I continue to connect with, all thanks to my Photography Chair for introducing me to the opportunity.

KENNEDY TOOMEY '22

Photographer & Videographers like Kennedy are:

- Advertising Consultants
- Art Directors
- Art Editors
- Bloggers
- Creative Directors
- Documentarians
- Fashion Photographers
- Industrial Photographers
- Multimedia Designers
- Photo/Video Editors
- Photo/Video Retouchers
- Photo Journalists
- Scientific Photographers
- Social Media Managers

Image by Emily Reifsnnyder '22

Why photography & video @ PCA&D?

As a photographer or videographer, you're an artist with a lens, an artist who pictures the world around you in your own, unique way and shares your vision — often instantaneously — with those around you. At PCA&D, you'll find the tools, the instruction, and the inspiration you need to offer that vision to the world. Here, we don't teach you to take one kind of image. Thrilled by capturing athletes in action? We'll connect you with a local sports team. Enjoy experimenting with conceptual performance art? Awesome! We'll teach you techniques to find your unique voice. We're here for whatever sparks your interest. We'll encourage you to create the kinds of images you want to make, while we support you and push you to do your best work. 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.

Our expansive photography and video curriculum will give you space to explore both the traditional and cutting-edge aspects of the industry to help you find your niche. And once you do, the job outlook for photographers and videographers is bright. The Bureau of Labor Statistics projects **17% growth** in employment for photographers between 2020 and 2030 and **33% growth** in jobs for videographers and video editors in that same 10-year period. Your skills will be in demand in any industry that catches your eye: film and television studios, fashion, journalism, advertising, health care, book publishing, higher education — you name it.

REAL-WORLD EXPERIENCE WITH PROFESSIONAL FACULTY

Learn from **working professional photographers & videographers** 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. We'll support you in finding and contacting an artist or professional working in a style you admire to complete an internship.

Choose to join the PCA&D chapter of the professional organization for photographers, **LUX**, which comes with perks like group shows, artist talks, and networking. Bond with PCA&D's "photo fam" in the group critique space the

department fondly calls "Headquarters." Build your resume with frequent opportunities to exhibit your work on and off campus with fellow PH&V majors and other students.

FIND YOUR NICHE

At PCA&D, you'll work across digital, traditional, and experimental processes with studio- and theory-based courses in: commercial (client-driven), journalistic, and fine art photography and video. Choose the career emphasis that matches your interests and strengths as you build an extensive portfolio of professional work. Seniors will craft a focused body of work as their capstone project that will be exhibited during the annual Senior Show, with an accompanying senior artist talk in our Atrium.



Alex Eggleston '23



Nicole Denzler '21

BEYOND THE STUDIO

Love a good podcast? Give a listen to the PH&V program's podcast, **Into to the Darkroom**, hosted by current students. Connect with students across the world through bi-annual prompts for the **PCA&D-Zayed Photography Exchange Blog**. Open to all students and alumni, **PCA&D Art Markets** offer 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.

Where are they now?

Kennedy Toomey '22 – Studio Assistant to Toby Richards, Lancaster, PA; Freelance photo retoucher.

Nicole Denzler '21 – Full-time photographer at Saks Fifth Avenue, New York City, NY

Adam Leitzel '20 – Digital Tech at Saks Fifth Avenue, New York City, NY; Adjunct instructor at PCA&D

Kate Frese '14 – NBA team photographer; Photo assistant for the Phoenix Suns & the Phoenix Mercury

Larissa Ramey '19 – Pursuing Master of Fine Arts at the University of Arkansas

Danielle Sheerin '12 – Independent photography studio owner (formerly Portrait Photography Corporation)

Osmyn Oree '11 – Exhibiting photographer; S.P.A.C.E. Artist in Residence at F&M; Founder of Taller Pa'lante, Lancaster, PA

Pacifico Silano '08 – Internationally exhibiting photographer; Published *I Wish I Never Saw the Sunshine*



Danielle Sheerin '12

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.

Na'Chelle Morris '22, Karim Gavins '20,
Mark Shyshkovskyy '23, Robin Starr '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/phv

pcad.edu/screening-room

[@pcad_phovideo](https://twitter.com/pcad_phovideo)

There's so much more we could tell you about our Photography & Video 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
of Art & Design 

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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

Woodrow Clapper '22