

YOUR CREATIVITY

YOUR VOICE

YOUR INFLUENCE

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ILLUMINATE THE CONVERSATION

Creativity matters.
Creativity refines.
Creativity educates.
Creativity provokes.
Creativity clarifies.



As a visual artist and designer, what you do matters. Your work helps clarify and illuminate complicated concepts, adding both breadth and depth. And what you do is in high demand. In fact, according to the Department of Commerce, creative industries have beengrowing twice

as fast as the national economy.

A PCA&D education helps you seize opportunities in newly expanding creative markets.

Communication is capital in today's fast-paced world.

As a student at PCA&D, your faculty will challenge and inspire you along the way. You'll find your voice and learn from others. You'll grow as a professional who creates more than art. You'll change the world.



A COMMUNITY WITH CHARACTER

In Lancaster, you're in the center of everything. Geographically close to major metropolitan hubs, Lancaster represents the evolution of the new authentic American city. Three centuries of architecture frame a hip vibe, creating a place humming with energy and imagination. You're in a city that marches to the beat of a different drum. Entrepreneurial spirit freely flows across its independent boutiques, farm-to-table restaurants, and re-imagined maker-spaces.



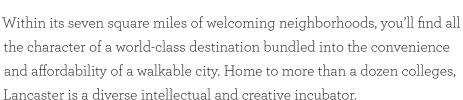






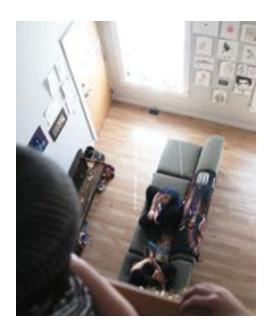
Surrounding the PCA&D campus, you'll find Gallery Row and neighborhoods filled with art galleries, artist studios, and creative professionals. Head out with your friends every "First Friday" night when exhibitions, performances, and restaurants bring the community together for a celebration of the arts. With more than 125 arts organizations, galleries, studios, museums, theaters, orchestras, ensembles, performance venues, poetry sites, and public installations, art is always in the air.











LIVE INSPIRED

PCA&D's unique housing partnerships provide students access to newly renovated, fully furnished apartments in historic and secure buildings, just blocks from our campus. Or, you might want more independence to find your own space in one of the inspiring architectural homes or loft spaces surrounding our campus.

Whichever option you choose, off-campus living gives you the independence to mature as an adult and professional, while still maintaining access to the College's strong support system to navigate your new adventure.

At PCA&D, we believe your surroundings are an important element of your art-making. That's why we offer signature residential opportunities that blur the line between college and the "real-world."

READ MORE pcad.edu/Housing



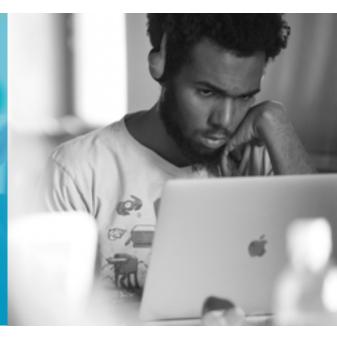


THINK MAKE

COMMUNICATE

As a PCA&D student, you do more than make art. You communicate bold ideas with authenticity. Balancing your studio work with a solid liberal arts core, you discover new perspectives and solve reallife challenges. You learn to write clearly, critique constructively, and debate with civility. You graduate well-prepared to become a leader in your artistic career. In fact, 95% of PCA&D graduates are employed or pursuing advanced study, including graduate school and residencies, within one year of graduation.

Artists inspire debate. Artists are problem-solvers and challenge assumptions.



LEARN MORE pcad.edu/LA







TOMORROW TODAY

At PCA&D, we prepare students for their future in art and design. Our faculty are working in their creative fields and bringing their experience to our students each day in the classroom. They stay current with their real-world perspectives and engagement with the marketplace.

Our studios and labs feature advanced techno-creative learning environments. Our dynamic makerspaces and large teaching studios create classrooms that foster innovation. When you're ready to share, you'll find plenty of spaces on-and off-campus to display your work.

Our Main Gallery mounts exhibitions by regional, national, and international artists. Coupled with our notable visiting lecturers and studio visits, you'll have many opportunities to personally engage with artists and designers at the top of their fields.

We have the tools to fuel your creative growth.

The intimate campus is designed for studying, socializing, and exchanging ideas in and outside of the classroom. Students and faculty from every discipline share PCA&D's rich learning and making environment.

Our facilities and resources create the foundation for your future.



A Common Palette

You are unique. At PCA&D, as you develop your creative voice and vision, you'll find commonalities and a shared support-system to help you discover your authenticity.

Be Yourself

You are open to new experiences and determined to grow from missteps. You're fueled by the energy that radiates when art and artists are all around you. Here, you gain the perspective and drive needed to succeed.

In a micro-college, you are seen and supported by faculty who really "get" you. Your instructors are devoted to creating a challenging environment as a catalyst for your growth. As working artists, faculty return to their own studios with similar motivation to improve their craft. You inspire each other.

"PCA&D CREATES
THE ENVIRONMENT THAT
ALLOWS A STUDENT TO
BECOME THE PERSON THEY
WANT TO BE AND SHAPE THE
CAREER THEY WISH TO PURSUE."

Michael Molla President of Pennsylvania College of Art & Design



THE SOUNDATION YEAR

Foundation year is your runway to many destinations. Along with fellow first-year BFA students in our Foundation Year program, you'll focus on essential skills and concepts that propel you toward success in your major and help you to build problem-solving skills that will sustain you throughout your life as an artist and maker. As you do high-level work in the studio, you will also learn how to identify and produce your best ideas.

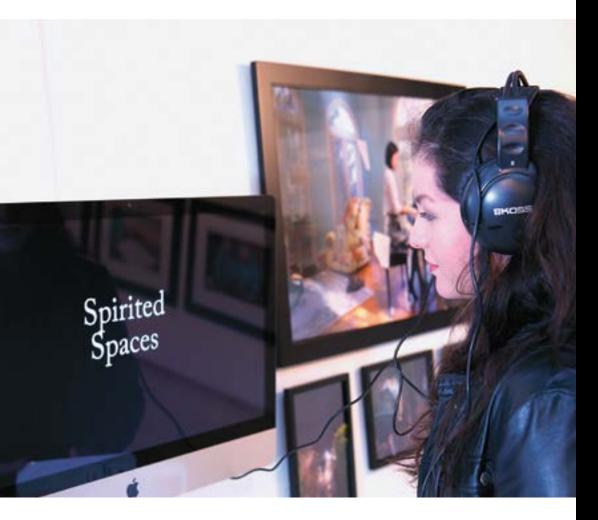


Any student admitted to PCA&D already has great potential for artistic excellence.

You'll be surprised by your own improvement over a short period of time just by concentrating on the creative building blocks across several mediums. During the Foundation Year, you are immersed in studio work that hones your drawing and design skills, as well as your digital savvy. In the classroom, you'll explore the history of art and develop your ability to communicate about art in ways that are both personal and professional.

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LET'S GET REAL





There are some things you just can't learn in a classroom. Your experience at PCA&D ensures you have continuous exposure to client-based coursework, competitions, exhibition opportunities, field study, internships, and solid career preparation. You can also participate in student chapters of professional organizations, such as the American Institute of Graphic Arts, Society of



Illustrators, Siggraph, and the Society of Photographic Education.

By the time you graduate, you have professional experiences and industry contacts, as well as the creative processes and critical context needed to take on career challenges ahead.

Learning Experiences Outside the Classroom

Internships

The summer between your third and fourth year will be unforgettable. You will have the opportunity to use what you've learned and apply it in the real world. Your internship is a time to prepare for the added rigors of life as a professional artist or designer.

Senior Year Studios

As a senior, you'll be provided individual studio space, where you can develop and create a thesis project. Whether you are a designer or fine arts major, you'll have the space and technology you need to push yourself even further. And with convenient on-campus storage, you won't have to carry your art materials back and forth from your home or apartment.

Senior Show and Celebration

Your four years of creative immersion capture the public eye at this highly anticipated annual event. Our 60,000 square feet of exhibition space fills with art — all of it created by the graduating senior class. It's a celebration of your extraordinary achievements and one of the premier art events in Lancaster City.

► DIGITAL MEDIA

DESIGN THE FUTURE

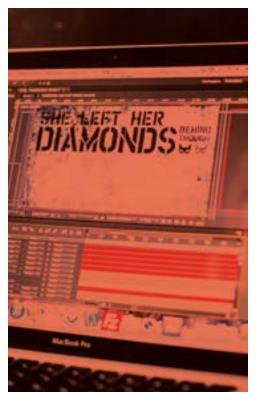


IMAGINATION
AND
TECHNOLOGY
INTERSECT

Digital Media has grown into one of the most innovative and versatile modes of communication today. Now, it is your turn to shape the future and build new worlds within the digital realm.

1.	Daniel Cardona
2.	Christopher Morri
3.	Isaac Kuhi









You will receive advanced training in the integrative and immersive medium of Digital Media. Through studio work, demonstrations, and lectures, you master the principles of 3-D modeling, digital animation, digital audio production, time-based media, video game design, and communication skills. Your focus on career-oriented projects prepares

you to meet the demands of a diverse and rapidly expanding job market. Your versatility will be a calling card as you confidently manifest complex visual environments. Digital Media graduates from PCA&D have gone on to work for unique and innovative companies such as Rock Lititz and Firaxis Games.

► FINE ART

CREATE EXPRESSION





Your career as a fine artist requires commitment to a process of personal development — consistent motivation, independent thinking, creative use of materials and technology, and constant curiosity. You express what cannot be said, through both visual language and a deeper understanding of the relationship between form and content.

1. Shealyn Oto

2. Melanie Vera







PCA&D's Fine Art program includes rigorous study under the direction of working artists who exhibit professionally, serve as jurors for exhibitions, and curate gallery shows. Faculty help you develop skills and perspective through studio guidance in drawing, painting, printmaking, sculpture, and digital imaging. Each class expands your toolbox for visual

and critical thinking. And, because your long-term career success is of paramount importance, you learn practical skills about the business of art in your professional practice classes. Our Fine Arts graduates work in numerous traditional and non-traditional industries, as adaptability, problem-solving, and creativity are increasingly sought-after skills.

▶ GRAPHIC DESIGN

MORE THAN MEETS THE EYE





Graphic designers mediate a relationship with almost everything we experience — websites, apps, logos, ads, books, billboards, posters, packaging, and motion graphics. You're challenged to leverage image, text, and technology in ways that clearly convey a message or purpose.

Natalie Wiggins
 Jessica Mizak
 Cathrine Spengler

Sendagean

Instagran







Your Graphic Design program focuses on conceptual and technical fundamentals, enhanced by gradual involvement with actual clients.

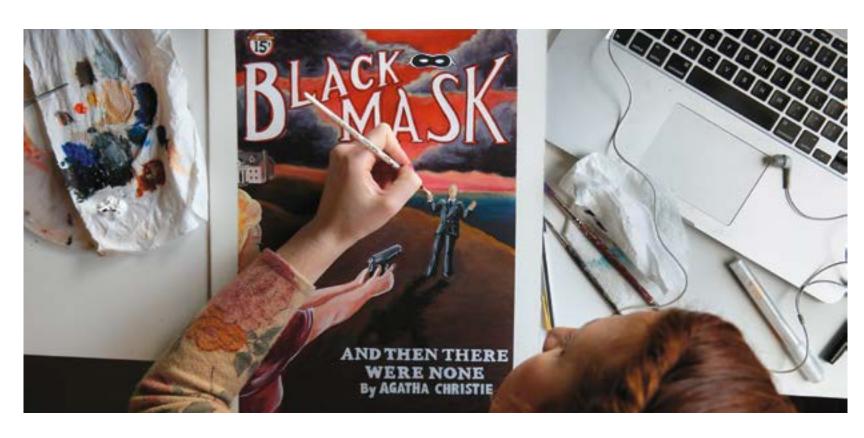
Faculty in this major are freelance or full-time designers who bring

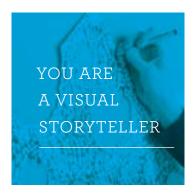
professional jobs to the classroom as competitive assignments. Throughout the program, you organically develop a prolific portfolio that demonstrates your talent across a wide range of projects. You'll also hone your

presentation skills, which positions you to gain clients and impress employers in this rapidly expanding field. Graphic Design graduates have gone on to work for companies such as Snapchat, Apple, and Google.

▶ ILLUSTRATION

DRAW THE WORLD IN



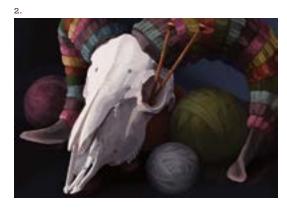


You capture audiences not only through your style, but also through compelling concepts and narratives. The Illustration program reflects your life and your future — opening you to new possibilities.

1. Sage Dougher	ţ
2. Rachel Wolf	fε
3 Trent Shaeffe	21









At PCA&D, you learn to make dynamic images with solid drawing skills, while employing current techniques used in the industry. Faculty are professionals working successfully in formats including graphic novels, children's books, concept art, advertising, digital, and print media. As you advance through the program, you develop a strong portfolio that includes many projects

you produce for real clients. Because nearly 85% of professional illustrators manage their own businesses, you learn how to effectively promote your work, develop project pricing, and establish design career strategies. Illustration graduates of PCA&D work for companies such as Lego® and illustrate for publications such as the New York Times Comic series, "FUBAR".

▶ PHOTOGRAPHY

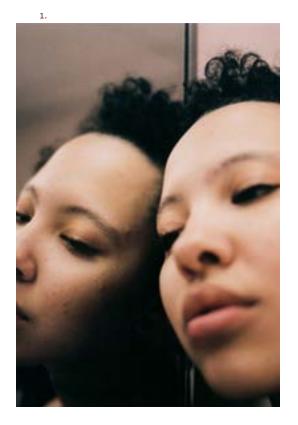
CAPTURE LIFE AND LIGHT





You document, provoke, advertise, educate, examine, uncover, and connect. With your craft and vision inextricably bound, you show us more than can be seen through any single lens.

1. Larissa Ramey
2. Robin Starr
3Alexandra Friedmar









In the Photography program at PCA&D, you learn to leverage current practices, technology, and hardware in preparation for the evolving professional world of photography. Here, your creativity, composition, and the ability to see photographically

are of primary importance. You work across traditional, digital, and experimental processes with studio electives in both commercial and fine art photography. You choose an emphasis that coincides with personal interests and strengths,

culminating in an impressive portfolio that catalyzes your career. PCA&D graduates can be found working across venues such as galleries, film, and video production. Photography alumni exhibit at prestigious galleries such as the Andy Warhol Museum.

AN INVESTMENT OF VALUE

If you're ready for a career in art and design, you belong here.





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 parttime work study. More than 90% of our students receive some form of

financial assistance. For those who would find it helpful, PCA&D offers a convenient tuition payment plan in addition to financial aid. The Director of Financial Aid closely assists students and families throughout the process.

COSTS

For the 2019–2020 academic year

Annual Full-Time Tuition \$25,000

Estimated Living Expenses

On-campus

Commuter

\$10,100 - \$12,100

\$3,550

Annual Comprehensive Fee \$1,600 (full-time students)

Computer, Camera, and Software \$3,450

Books and Supplies \$1,500



START HERE

Pennsylvania College of Art & Design enrolls students who think visually and creatively, and who are dedicated to developing the professional skills and knowledge for a future in the Visual Arts.

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

VISIT PCA&D

To fully experience PCA&D and the creative energy that fills our community, a visit is essential.

We Want to Meet You!

Arrange a personal tour and attend an Open House to speak personally with our students and faculty. These are exciting opportunities to see the remarkable art displayed throughout our campus and gallery, as well as to tour our contemporary facilities.

Campus Tours & Portfolio Reviews

Arrange a personal tour and portfolio review with one of our admissions counselors. To schedule an appointment, call the Admissions Office between 8:30 AM – 4:30 PM, Monday through Friday.

2019-20 OPEN HOUSES

Saturday, November 16, 2019 11 AM – 2:30 PM

Saturday, January 11, 2020 11 AM – 2:30 PM

Saturday, March 28, 2020 11 AM – 2:30 PM

To attend an Open House or tour:

<u>Call</u>: (800) 689-0379 ext. 1001 <u>Online</u>: pcad.edu/openhouse

ADMISSIONS CHECKLIST

Required Items

BFA program for students who are full-time, part-time, first-time, or transfer.

Application and Fee

Complete an application for admission, accompanied by the \$40 application fee. The application fee is non-refundable. Start your application online at pcad.edu/BFAapply.

■ Transcripts

Submit official high school transcripts or an official GED certificate. Transfer students should also submit transcripts from all previously attended colleges. High School students who are not enrolled in a college preparatory curriculum will still be considered. There is no foreign language requirement.

Personal Statement

We want to know who you are:

Submit a 250–500 word personal statement that describes your reasons for choosing a visual arts education, any influences that led to your choice, visual art experiences you have had, any involvement in clubs or jobs, and your creative goals. In your personal statement, please express to us your passion and commitment to art. Applicants should list their full name and mailing address visibly on the statement. The statement can be mailed or emailed to the Admissions Office.

Portfolio Review

We want to know about your art:
Submit 10–15 pieces of recent, original artwork, including at least three pieces from direct observation. You are encouraged to submit your portfolio in person. Digital submission is also available at pcad.edu/requirements.

Apply Today

ONLINE pcad.edu/BFAapply

<u>CALL</u> (800) 689-0379 ext 1001

The Admissions Office is happy to help with more information.

Optional Items

Test Scores

PCA&D is one of over 900 four-year colleges and universities that do not use the SAT or ACT to admit applicants. As a test-optional institution, we place more emphasis on who you are as a person, student, and artist. Although PCA&D does not require ACT or SAT scores, you are welcome to submit them. PCA&D's College Board code is 2681. PCA&D's ACT College code is 3569.

Recommendations

Letters of recommendation are a highly suggested addition to your application. Letters can be from art teachers, academic instructors, guidance counselors, employers, volunteer supervisors, etc. These should not be from friends and family members. Contact Admissions or visit PCAD. edu for a downloadable PDF of our recommendation form to help guide your references through the process.

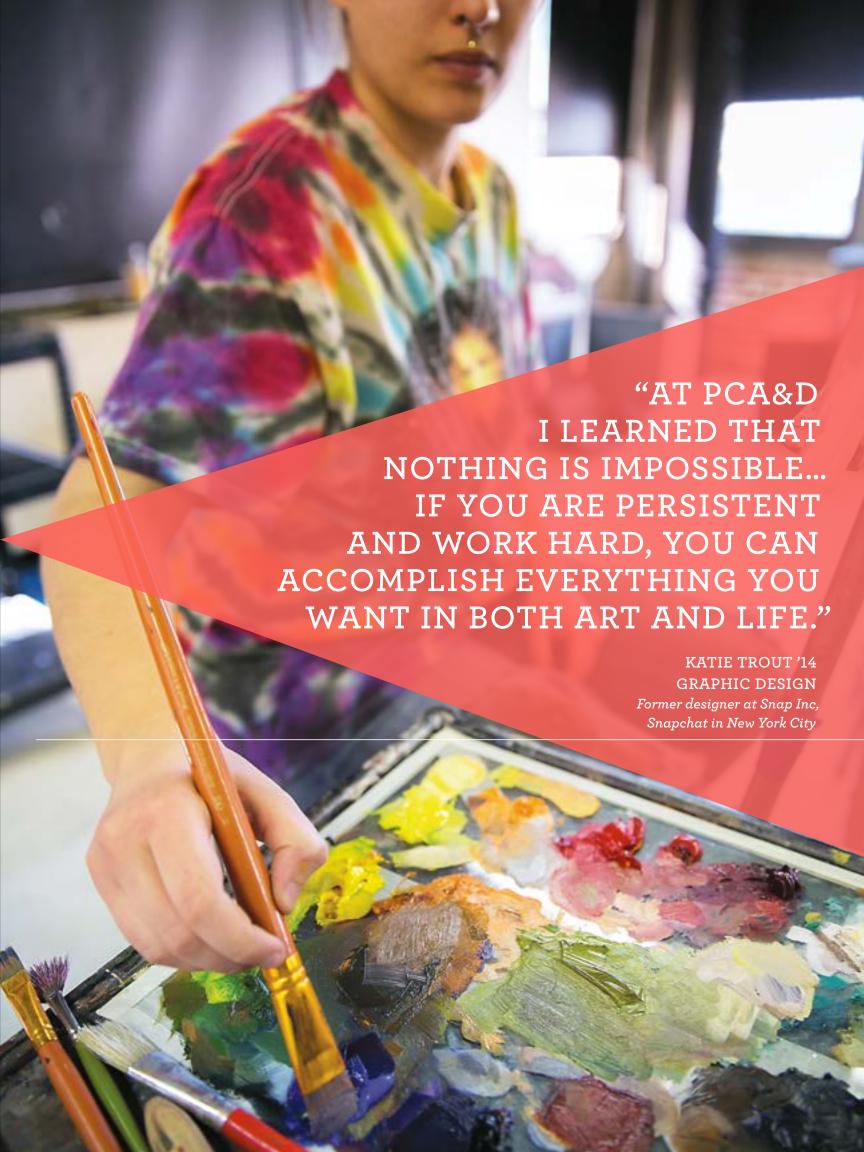
Resume

If you have been out of high school or not enrolled in a college/university for more than six months, please submit a resume.

Interview

We want to meet you: We welcome you to schedule a personal interview with a 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.

pcad.edu/requirements



Pennsylvania College of Art & Design

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