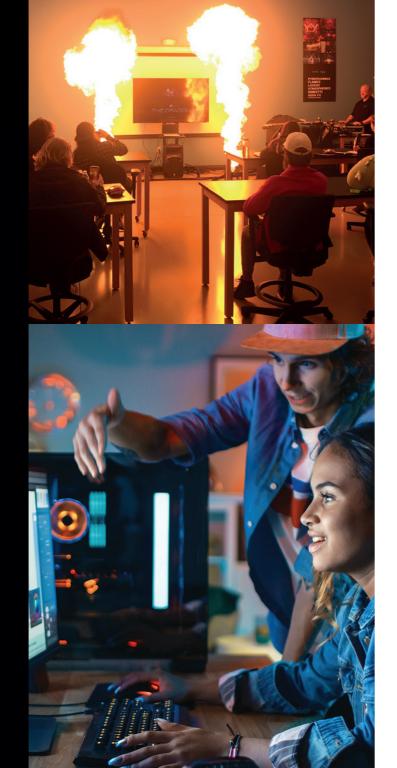Founded by 7 local artists in 1982, Pennsylvania College of Art & Design was created to meet the need and feed the dreams of future artists and designers.

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/live-x

There's so much more we could tell you about our Live Experience 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.

Contact James Helwig for more information:
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live experience design

Pennsylvania College of Art & Design

Why Live Experience Design @ **PCA&D**?

The BFA in Live Experience Design at PCA&D strikes a balance between theory and practice, preparing you to be a creative, contemplative problem-solver and experience designer. Through teamwork and mentorship, you'll acquire firsthand experience, knowledge of the industry, and concrete skills you can carry with you into a wide range of professional practices after graduation.

For instance, you'll learn to enhance and expand audience experiences in Extended Reality (XR) and virtual production through professional training at the Academy of Live Technology spaces and stages located in the vibrant arts district of Lancaster City, Pennsylvania, and on the world-famous Rock Lititz campus.

And you can gain experience in specialized fields, like building virtual worlds with gaming platforms like Unreal Engine, experimenting with immersive technology such as VR and motion tracking, and creating interactive visual experiences with projection mapping and LED walls to amaze audiences.

OUR FACULTY

The College works in partnership with world-renowned professionals from international corporate and industry studios like Backstage Academy in the UK and Rock Lititz in the US to ensure cutting-edge instruction in tomorrow's technologies.

Your instructors are experienced working professionals at the top of their fields with strong ties to resources and opportunities in this exciting global industry. They assign competitive, real-world projects to enhance your portfolio with professional work before you graduate.

Our faculty, and their vast experience with everything from bespoke events to mammoth productions around the world, are what sets our program apart. Simply stated, you will study with the best.

OUR PROGRAM

The BFA in Live Experience Design is separated into two concentrations: Live Performance and Curated Experiences. Beginning in your junior year, you will craft a tailored course of study that aligns with your specific area of emphasis.

The Live Performance concentration focuses on the acquisition of skills necessary for creating environments for a variety of live performances and entertainment (such as stage shows; live music, theater, dance; television, film, and online entertainment, etc.), advanced scenography, sculpture/3D design, lighting design, and animation.

The Curated Experiences concentration emphasizes the acquisition of skills necessary for creating curated and immersive experiences (museum/gallery exhibits; education or healthcare environments; themed restaurant/hotel spaces; immersive art installations, etc.), such as lighting design, soundscapes, interior design, video production, and immersive media.

WHAT YOU'LL LEARN

A degree in live technology prepares graduates to play a critical role in staging live events experiences in everything from corporate presentations to world-class performances.

Students majoring in Live Experience Design at PCA&D will graduate with a broad set of critical thinking, designing, and making skills.

In this four-year progressive program with the world's leading instructors, you'll learn the technical, design, and management areas of live events including production, lighting design and technology, live sound, live visuals, and the business of the live events sector in areas as diverse as theater, live music, concert touring, and corporate and sporting events.

Through a core curriculum in art/design history, theory, and technology, and anchored in hands-on studio work and practical field experience in partnership with the industry's top studios, you will gain a foundational knowledge of the concepts and skills used in experience design.

LiveX careers include:

Production Manager	Video & Content Designer
Tour Manager	Artist Liaison
Lighting Programmer	Experience Designer
Sound Engineer	Technical Manager
Stage Manager	Video Production Manager
Lighting Designer	

In your junior and senior years, you'll select a concentration in live performance or curated experiences. You'll gain professional experience at an internship site and complete a year-long senior studio, culminating in the creation of an interactive experiential environment as part of the senior thesis show.

Where are they now?

Pennsylvania College of Art & Design is partnering with Backstage Academy for a globally recognized program with graduates who now work on major productions. Most recently, graduates from the UK-based Academy have worked on shows from the West End stage to Hollywood film production to the global tours of such musical giants as Beyonce & Jay-Z.

Graduates have created experiences around the world, including working with Warner Brothers to create content for the upcoming Lord of the Rings series, leading the installation of a visual exhibition at the Dubai 2020 Expo, and stage managing a world tour for Ed Sheeran.