



Laura McEwen



Isaac Van Heuklon



Keith LaRue



Sarah Jennings



Lauren Smith



Lindsay Jacobs



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CA&D Communication Art & Design

Communication Art & Design is a selective-admissions professional preparatory program leading to the Bachelor of Fine Arts degree. The program focuses on three aspects: conceptual development, compositional eloquence, and technical proficiency. We emphasize the process of creative problem solving — research, exploration (concept development), selection, composition, refinement, production, and evaluation — that can be used with any graphic design assignment.

10 ongoing courses in Communication Art & Design. In addition to the four foundations art courses and other studio art and art history requirements, the CA&D curriculum includes:

- Introduction to Graphic Design
- History and Issues in 20th Century Graphic Design
- Letterforms I
- Letterforms II
- Book Forms
- Identity Systems
- Packaging
- Web Design
- Design for Public Issues
- Portfolio



Stephanie Netherton

Electives include special topics courses such as:

- Advanced Web Design
- Advertising Creativity
- Calligraphy

Workshops and visiting artists also enhance the undergraduate experience. Examples include:

- a public lecture and student seminar given by Joel Katz, nationally known information and environmental graphic designer (Feb 09);
- “refresh” workshop led by Dan Boyarski, Carnegie Mellon University School of Design, bringing together design students and UofL professional designers for a one-day creative development exercise (Feb '10).

15 students are admitted per year. Students apply to enter the BFA track during the semester they take the Introduction to Graphic Design course. Transfer students may be accepted through a portfolio review.

<http://louisville.edu/art>
view student work:
<http://uoflart.com/sorting/cad.php>

3.41 overall GPA. Students in the program are academic high performers. The average GPA of students in the CA&D program is

- 3.68 departmental GPA, and
- 3.41 overall GPA.

{stats from the students currently in BFA, spring '11}

42% of our students are either transfer students or pursuing a second degree. *{stats from students currently in BFA, spring '11}*

84% of our students participate in a co-op or part-time design job before they graduate, working an average of almost three semesters. 18% have been hired by their co-op host after graduation. *{stats from past five years}*

10 agencies or professionals have been field trip hosts or guest lecturers during the 2010-11 academic year.

104 Schneider Hall
phone: 502.852.6794
email: fineart@louisville.edu

Work shown
from 2011
BFA graduates

30+ agencies or in-house design groups have hosted our BFA students in a co-op or part-time position during the past three years. The range of placements includes:

- 25% full service agencies
- 39% in-house corporate
- 6% web design positions
- 30% small/niche agency

70+ of our graduates are working in the design profession. Approximately 16% of our alums are working in or pursuing graduate studies in other professions.

Local positions include:

- Black & White
- Captive Indoor Media
- Creative Alliance
- Current Marketing
- Donna Sharp
- InGrid Design
- Innovative Publishing
- Kenmark Optical
- LeapFrog Interactive
- Louisville Magazine
- Lockett & Farley
- Media Marketers
- MetroArtWorks

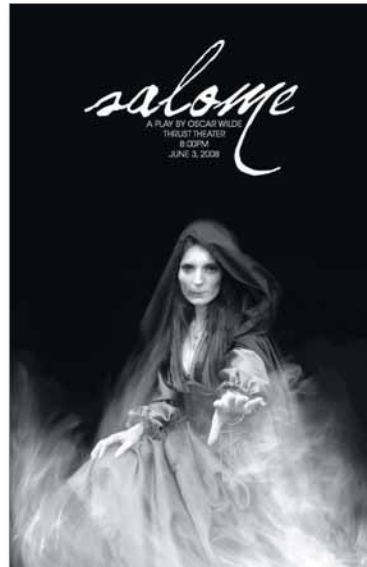
- mindsalt
- New!West
- Power Creative
- PriceWeber
- Texas Roadhouse
- University of Louisville
- Yum! Brands Creative Services

Regional/national jobs include:

- Possible Worldwide (Cincinnati)
- CMYK + White (NYC)
- Creative Artist Agency (NYC)
- Department of the Army (DC)
- F+W publications (Cincinnati)
- hyperQuake (Cincinnati)
- Indianapolis Symphony
- Procter & Gamble
- Rock Group (Miami)
- 2nd Road (Australia)
- Sterling Brands (NYC)

Alums have gone to graduate programs in design at

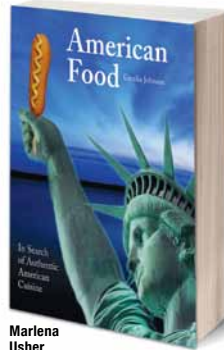
- Carnegie Mellon,
- Cranfield University (England),
- Pratt, and
- VCU AdCenter.



Malissa Koebel



Jennifer Litsey



Marlena Usher



Cristin Coram



Bess McLaughlin



Ashley Trommler

2010-11 HONOR ROLL Thanks!

Power Creative for ongoing support of the Communication Art & Design BFA program at the University of Louisville Hite Art Institute and for their sixth year of financial underwriting of the Power Creative Designer-in-Residence faculty position.

Welch Printing for the Welch Printing Scholarship in Communication Art & Design started in 2006.

Bob Gaeta, Welch Printing for creating and underwriting the "BOB Awards" selected at Portfolio Day. 2011 marks the third year for the BOB Awards.

Mark Rosenthal, Creative Alliance, part-time faculty, teaching Advertising Creativity, Summer '06, '07, '08, '10, and '11.

Steve Kelly, Yum!Brands Creative Services part-time faculty, teaching Interactive Design, Spring '11.

Guest Artists & Lecturers

- Michael Price, U of L Urban Studies Institute
- Karen Abney, Solid Light
- Dave Pender, Power Creative
- Brian Faust and Ukiah Smith, U of L Office of Communication & Marketing
- Dac Austin, Stewart & Associates

Field Trips

- Hound Dog Press Nick Baute, Robert Ronk
- Power Creative, David Power, Dave Pender, Tracey Jones;
- Welch Printing, Bob Gaeta;
- Kindred Healthcare, Dawn Knight
- mindsalt, Brian Johnson, Mike Casto, Ashley Revlett

The Academy @Shawnee, the 2011 client for the Design for Public Issues class.

Internships, Part-time Employment

- April Rietze Fine Art Photography
- Doe-Anderson
- Hafenbrack Marketing (Dayton, OH)
- Kentucky Derby Museum
- Memoria Press
- Mindsalt
- Norton Healthcare
- PR Store | Louisville
- Red7e
- U of L Alumni Association
- U of L Campus Health Services
- U of L Delphi Center
- U of L Design Services
- U of L Digital Media Suite
- U of L Office of Communications & Marketing
- UPS Creative Services
- Vimarc