



Zach Downs



Emil Jones



Emily Braun



Kaylie White



Emily Hourze

Why design?

The Graphic Design BFA program at the Hite Art Institute stresses the thinking behind visual communication and design, not just the making of design artifacts. While artifacts — whether print or digital, static or interactive — are the typical end product of a graphic design assignment, the appropriateness and success of the solution relies on solid design thinking and process. The tools and technology designers use to implement their solutions change constantly, but the foundation of design thinking is as important today as it was 40 years ago and will be 40 years from now. We emphasize design problem solving through a process that involves problem definition, research, exploration, selection, composition, refinement, implementation, and evaluation.

Our selective-admissions program admits approximately 20 students per year. Students apply at the end of the Foundation Design Methods course (spring first year). Admission is determined by the graphic design faculty based on a review of their work shown in their Design Methods Process Journal (or a portfolio for transfer students), their academic record, and recommendations of other faculty members.

Our curriculum

As part of the College of Arts & Sciences, our students benefit from the breadth of a liberal arts education providing knowledge and additional perspectives, while getting the depth through at least 12 graphic design courses that prepare them for many potential paths in the design profession.

In addition to foundation art courses, studio and art history requirements, the **required** design curriculum includes:

- » Foundation Design Methods
- » History and Issues of Graphic Design
- » Introduction to Graphic Design
- » Type I
- » Type II
- » Web Design
- » Book Forms
- » Identity Systems
- » Design for Public Issues
- » Portfolio

Students also take two graphic design **electives** from our carousel courses, which are typically offered every other year. Those include:

- » Adventures in Design: Methods + Process
- » Data Visualization
- » Design & Meaning (Visual Semiotics)
- » Design for Interaction
- » Lettering and Font Design
- » Packaging Design
- » Wayfinding & Environmental Graphic Design

Students interested in advertising are encouraged to take Creativity in Advertising, a social science elective, where they will work on teams with Communication majors. Another cross-disciplinary opportunity is a directed studies where design students collaborate with engineering students in their Engineering+Entrepreneurship capstone course.

Jake Schultz



Kylan Ware



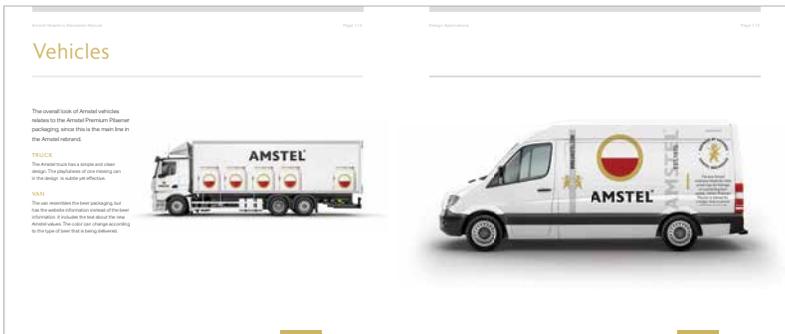
Amber Kleitz



Sam Morrell



Carol DeLucca



Alex Weber



Em Frink

Internships

Beyond the classroom, most of our students participate in design internships, providing valuable real-world experience before graduation. Almost all of the internships are paid, supplementing students' income to help with their undergraduate expenses. Many students have multiple internship experiences; the average number of semesters in an internship is currently more than five.

90% of our seniors participated in an internship or part-time design-related job. Placements include:

- » 22squared (Atlanta)
- » Brown-Forman
- » Casual Living Brands
- » Doe-Anderson
- » First Build
- » Generation Tux
- » Giddy
- » Humana Innovation
- » JUMP Agency
- » Kentucky Higher Education Loan Association
- » KFC
- » Louisville Bats
- » Mightily
- » N. Glantz & Son Sign Supplies
- » Relay Design
- » SuperFanU
- » Signature Healthcare
- » Speed Museum
- » The Studio (Sweden)
- » U of L Alumni Association
- » U of L Athletics
- » U of L College of Arts & Sciences
- » U of L Office of Admissions
- » U of L Office of Communications & Marketing
- » Volunteers of America
- » Zimmer Design

Award-winning work

Many of our seniors have had their work recognized in regional and national design competitions.

Applied Arts Student Awards Contest 2017

- » Emi (Johnson) Jones
- » WCKD GOOD

Adobe 2017 "Made by Students" Campaign

- » Maddy Hamel
- » *One of nine featured students from the US and Ireland in their 2017 campaign*

AIGA Louisville The Show 2017

- » Carol DeLucca (3 awards)
- » *Dutch Folio project*
- » *Sambai packaging*
- » *EcoRun*
- » Emi Johnson
- » WCKD GOOD
- » Rachel Suding
- » *Ziki packaging project*

Packaging of the World (02.2018)

- » Carol DeLucca
- » Amstel Rebrand

Louisville ADDY Awards 2018

- » Team Spark (Zach Downs, Amber Kleitz, Kendra Malone, Amber Marsden, Samantha Morrell, Jake Schultz)
- » *KIPL brand identity (Silver)*
- » Samantha Morrell
- » *Mammoth Cave National Park rebrand (Silver)*
- » Emi (Johnson) Jones
- » *Piper Aircraft rebrand (Silver)*
- » Carol DeLucca
- » *Amstel rebrand (Gold + Best in Show)*

Kendra Malone



Aaron Mivneaz



Maddy Hamel



Deryn Greer



Hamrick



Cait Bender



Mitch Howes



Rachel Suding

Alumni Salary Survey

We surveyed our alums (primarily graduates from the past 15 years, 2003–2017). 55 alums working in design and related fields completed the survey. Here's a few of the highlights.

What's your annual compensation?

To calculate averages, the midpoint in each salary range was used; for \$100,000 and up, an estimate of \$112,500 was used.

\$100,000 and up	5%	4	
\$75,000 to \$100,000	10%	7	
\$60,000 to \$75,000	14%	10	
\$50,000 to \$60,000	18%	13	
\$45,000 to \$50,000	15%	11	
\$40,000 to \$45,000	19%	14	
\$35,000 to \$40,000	10%	7	
\$30,000 to \$35,000	7%	5	
\$25,000 to \$30,000	4%	3	



- Primarily/mostly print
- Even split
- Primarily/mostly digital

85+% of our graduates are working as designers, or in a design-related or visual art profession.

(2017 data from 2003-16 graduates)

Local positions include:

- » BCH
- » Codigo
- » The Cubero Group
- » Churchill Downs
- » Doe-Anderson
- » Fieldtrip
- » Humana
- » InGrid Design
- » Katie Bush Design
- » Kenmark Optical
- » Kentucky Derby Museum
- » Kindred Healthcare
- » McFaddin Marketing
- » Mightily
- » Nimbus
- » Power Agency
- » Relay Design
- » Scoppechio
- » Speed Museum
- » Texas Roadhouse
- » TMP Worldwide
- » VIA Studio
- » Yum!Brands

Regional/national jobs include:

- » Creative Artist Agency (NYC)
- » Department of the Army (DC)
- » ESPN (CT)
- » Griffin Technology (Nashville)
- » Hyperquake (Cincinnati)
- » Kaleidoscope (Chicago)
- » MODE (Charlotte, NC)
- » PepsiCo International Snacks Division (NYC)
- » Philips Design (Boston)
- » Roadtrippers (Cincinnati)
- » Rock Group (Miami)
- » Sanger & Eby (Cincinnati)

Alums have completed **graduate programs** at

- » Auburn University (Industrial Design)
- » Carnegie Mellon
- » Cranfield University (England)
- » Pratt
- » University of Georgia (Environmental Planning & Design)
- » VCU AdCenter

Design for Public Issues = Community Engagement + Service Learning

Each fall, seniors spend the semester working a design team with a local non-profit organization to create a full brand identity that the organization can implement.

This year's seniors worked with

Kentucky Interfaith Power & Light, Kentucky Resources Council, and WFMP Louisville Forward Radio.



Estimated value of the work performed by the students team (assuming a \$50/hour non-profit billing rate) is \$135,000.

Kentucky Interfaith Power & Light rebranding received a Silver in the Louisville AdFed Awards.



KENTUCKY RESOURCES COUNCIL



2017-18 HONOR ROLL
thanks!

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

The Estate of Michael L. Power for an endowed gift made in 2016 which will be used for graphic design student scholarships, to help underwrite a visiting designer lecture/workshop, and to create an award for Outstanding Senior in Graphic Design.

Dan & Kate Stewart for the Daniel Stewart Scholarship in Design started in 2017.

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," started in 2009 to recognize top portfolios.

Raise Some "L" campaign contributions. More than 50 alums and friends of the program contributed approximately \$3,000 during UofL's one day of giving campaign in October 2017. Their donations are helping us add extras to the program, such as paying for entries in design competitions.



Guest Lecturers

- » Ellen Lupton, MICA/Cooper Hewitt Design Museum (co-sponsored by AIGA Louisville and the Speed Art Museum)
- » James Walker, TypeHike, Austin, TX
- » Jenny Lee, TypeHike designer, Nashville, TN (co-sponsored by AIGA Louisville)
- » Derek A. Friday, Boulder, CO & Hamburg, Germany* (co-sponsored by AIGA Louisville)
- » Alex Mera, 6pm, Las Vegas, NV
- » Brad Weaver & Tara Victoria, The Banner Years
- » Ashley Trommler, Amy Woods, Andrew Spalding; Fieldtrip
- » Becki Hyde, Humana DEC
- » Karen Abney, GE Appliances
- » Kyle Vice, Philips Healthcare, Boston
- » Robert Sprawls, Financial Advisor
- » Karen Weaver, Athens Paper
- » Blythe Magnuson, Kaleidoscope, Chicago

Field Trips

- » Brad Vetter Letterpress Studio
- » Welch Printing
- » Humana DEC
- » Power Agency
- » Leap Agency
- » Solid Light
- » Speed Museum
- » FirstBuild
- » Clear Creek Park, Shelby County

Full-time faculty

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|--|---|--|
| Steven Skaggs
Professor & Program Head | Meena Khalili
Assistant Professor | Leslie Friesen
Power Design-in-Residence |
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