MAKE YOUR MARK. ROCK THE BOAT.
SMILE. INVENT A NEW COLOR. GO
PROVE IT TOYOURSELF. SHOUT OUT
LOUD. BREATHE DEEP. MAKE A FRIEND.
SING A SONG. ROLL THE WINDOWS
DOWN. FEEL THE GRASS. PUT YOUR
SPIN ON THE WORLD. HUG SOMEBODY
MAKE YOUR DEBUT. GO. BE YOURSELF.
MAKE A MESS. TAKE YOUR TIME. SING.
HURRY UP. WALK A BEACH. COUNT
FRECKLES. MAKE SOME NOISE. CATCH
SHOOTING STARS. CHASE A STORM.
TAKE YOUR SHOT. FIND YOUR PLACE.
SEND A NOTE. LISTEN. WATCH. FEEL.
WRITE A POEM. DOODLE. HANG ON.
TIGHT. PAINT A PICTURE. LET GO. GIVE
A LITTLE. GET A LOT. BLOOM. LAUGH.
THINK. CHILL. CREATE YOUR WORLD.

Kendall College of Art and Design
of Ferris State University
kcad.edu

MAKE IT
THIS IS YOUR TIME. YOUR MOMENT TO STEP UP AND SHOW THE WORLD WHAT YOU’VE GOT. IT’S YOUR TIME TO MAKE IT. AND WHAT BETTER PLACE THAN KCAD? WE LIVE IN A COMFORTABLY SIZED METROPOLIS (THE 2ND LARGEST IN MICHIGAN) WITH A VIBRANT ART SCENE. WE’RE SURROUNDED BY SAND DUNES, FRESHWATER LAKES, AND QUAIN T COASTAL TOWNS, BUT ARE JUST A STONE’S THROW FROM TWO MAJOR U.S. CITIES. OUR STUDENT BODY IS BIG ENOUGH FOR VIBRANT INTERACTION WITHOUT GETTING LOST IN THE CROWD. WE HAVE AN ABUNDANCE OF CARING, QUALIFIED TEACHERS, MANY OF WHOM HAVE EARNED THEIR OWN CRITICAL ACCLAIM. IT’S THE PERFECT SET OF INGREDIENTS FOR YOU TO MAKE IT—MAKE IT COLORFUL, MAKE IT CREATIVE, MAKE IT SING AND SHOUT. WELCOME TO KCAD. GO AHEAD, MAKE IT YOUR OWN.
SPARK YOUR FUTURE
Where will your creativity take you? Come to KCAD to ignite your unique talents and leave prepared to shake up industries, open minds, and shape the world for the better.
WHERE THE COMMUNITY AROUND MEETS THE SPARK WITHIN

KCAD is an intentionally close-knit community where you can explore, grow, and unfold your creative potential. With a population of over 1,400 students, most of our classes have a student-to-teacher ratio of 14:1 or better, so you can be sure you’ll never get lost in the crowd.

This is a place that invites you to pick up a tool, an idea, a vibration, and go with it. Here, each moment is an opportunity to find the new, the interesting, and the extraordinary and present it to others in a way that makes them awaken to the power of creativity. Learn more at kcad.edu/lifeatkcad.
A WORLD OF POSSIBILITY
Our campus is a creative playground, teeming with constant energy and full of state-of-the-art tools and spaces to help you make your mark. This is where you’ll chase your passions, take chances, make mistakes, get messy, and color outside the lines, working every day to create art and design that matters.
YOUR GROWTH BEGINS WITH GR  KCAD lives in the heart of downtown Grand Rapids, Michigan’s second largest metropolis. Known for its vibrant creative community, rich design heritage, and passion for sustainability, it’s a safe, diverse, and thriving city that exudes small-town warmth.

A low cost of living and affordable public transportation are just a part of the high quality of life we enjoy here. Grand Rapids has long been a city that values art and culture. There are over 100 art galleries to wander through, public festivals like the world-famous open-ended art competition, ArtPrize, and a bustling entertainment district featuring restaurants, shops, theatres, live music, ballet, and more – all just a short walk or bike ride from the KCAD campus.
STAY AND PLAY, OR GET AWAY

Grand Rapids is less than three hours from Chicago and Detroit—major U.S. cities packed with culture, history, art, and opportunity. Follow the Grand River out to Lake Michigan and experience one of the world’s most famous shorelines (and one of the nation’s top 5 beaches!), where you can take in brilliant sunsets, climb towering sand dunes, and dive into fresh, clear waters that stretch as far as the eye can see. Or, go a little farther “up north,” where a whole new world of winter and summer fun awaits. Visit kcad.edu/lifeatkcad for more info.
STUDENT LIFE

MAKE YOUR MARK It’s easy to get plugged in at KCAD. The Activities and Resource Center (ARC) can connect you to volunteer opportunities, internships, community events, and tutoring services that will help you make friends, build your network, and hone your skills. So get involved. Interact. Listen. Inquire. Absorb. Speak your mind. See what happens when the artists and designers of tomorrow work together. Visit kcad.edu/currentstudents for more info.

SUPPORT FOR YOUR SUCCESS As a KCAD student, you’ll have access to free, confidential counseling, whether you’re dealing with anxiety, depression, or trying to decide what major to choose. We’re glad to rally resources to accommodate any disability. And if grades are your concern, we can arrange a session to discuss study skills and time management, or set you up with a peer tutor. It’s all about doing our part to help you make it. Visit kcad.edu/arc.

THAT’S WHAT WE CALL A WELCOME PARTY Not to overshadow important things like orientation, the student Opportunity Fair, a tour of downtown Grand Rapids, and the low-down on the bus system, but your first week at KCAD does feature free ice cream, live music, and a movie night. Ok, maybe every week isn’t like Welcome Week, but there are plenty of clubs, activities, and events to do what you want with people you like.

Watch or strut your stuff in the Bodies of Art Fashion Show every spring. Talented art students + Halloween = a costume party like no other. Wander through thirteen floors of beautiful senior work at the Annual Student Exhibition and think about how one day soon, that’ll be you. Whatever you do, make it fun and make it yours.

RESUMÉ FLAIR (EXAMPLES OF CLUBS AND PROFESSIONAL ORGANIZATIONS)

• AIGA – American Institute of Graphic Artists, Student Chapter
• ASID/IIDA – American Society of Interior Designers/International Interior Design Association, Student Chapter
• Bodies of Art (student fashion alliance)
• Clay Collective
• Collective Pressure (printmaking club)
• The Creative Divide (illustration club)
• IDSA – Industrial Design Society of America, Student Chapter
• KCAD Christian Fellowship
• KCAD Green Council
• KCAD Pride (gay, lesbian, bisexual, and transgender student organization)
• Metals/Jewelry Guild
• MAEA – Michigan Art Education Association, Student Chapter
• MFA Collective
• Painting Collective
• Photography Association
• Pulp Fiction (papermaking club)
• Student Leadership (presidents of each student club)
MAKE YOURSELF AT HOME

You need cool digs to live in, and there are plenty of options to choose from throughout Grand Rapids. The Lofts at 5 Lyon, located right across the street from KCAD, feature exposed brick and skyline views, and come filled with funky contemporary furnishings. If you’re the type that lives in the studio, there are plenty of live/work spaces near campus where many artists make their home (and their living). Overlooking downtown is the Heritage Hill neighborhood, one of the largest urban historic districts in the country. These fabulously restored homes and multiple-unit rentals are home to a diverse bunch of professionals, families, and many KCAD students. Find out more at kcad.edu/housing.
ALIVE INSIDE

Get inspired by the peer and professional work that surrounds you at KCAD. From award-winning group exhibitions to intimate solo shows by world-renowned artists, The Fed Galleries create experiences that transcend the gallery and challenge conventional presentations of contemporary art. When it comes to the great work you and your fellow students are producing, KCAD’s student galleries - Gallery 606, Gallery 104, and The Helen Miller Gallery – are a constant reminder of the incredible creative talent and energy on campus. Or, just take a walk through the halls, where a rotating collection of student work from all programs is always on display. Find out more at kcad.edu/galleries.
MAKE IT GLOBAL
Immerse yourself in centuries-old cultural traditions in Italy, France, London, or Germany. Soak up new surroundings and experiences in places like Morocco, Greece, Austria, or Argentina. Spend a semester on an adventure abroad or in the U.S., away from KCAD’s campus. Depending on the program, you could earn studio credits, Art History credits, or Humanities credits. KCAD students are also eligible to participate in study away programs offered through Ferris State University. Find out more at kcad.edu/studyaway.
TOP 5 REASONS TO COME TO KCAD

1. YOU MATTER HERE. At KCAD, you are not a number; you are an individual with unique talent. In no time at all, you’ll get to know your peers and your professors on a first name basis, and once you do, you’ll find them to be just as passionate, creative, engaged, and relentlessly driven as you are.

2. QUALITY. Passion and drive can take you part of the way, but KCAD offers the tools to take your learning to the next level. How about expert faculty, dedicated support systems, state-of-the-art production tools, and a specialized program of study that prepares you to blaze progressive trails within your chosen field? We think you’ll be ready for anything.

3. MONEY MATTERS, TOO. Of course you’re crunching tuition numbers in your college search. Compare away, KCAD offers in-state tuition to all domestic and Canadian students at rates that are highly competitive when compared to private art and design colleges throughout the United States. We’re sure you’ll be pleasantly surprised. More info at kcad.edu/admissions/funding-your-education.

4. YOU’RE HIRED! Every college graduate wants to hear those two magic words. KCAD helps you develop the technical knowledge to navigate an ever-changing job marketplace and the creative problem-solving skills to engage in meaningful collaborations and conquer real-world challenges.

5. GOOD TIMES IN GRAND RAPIDS. KCAD is located in the heart of a thriving, energetic, and arts-lovin’ downtown surrounded by Michigan’s famous dunes and freshwater lakes. It’s the perfect environment to focus on your craft. And here’s a bonus: it’s responsible to live here—it’s sustainable, safe, and affordable.
When you envision yourself 5 years from now, what do you see yourself doing? What have you created? Where are you living? Is your hair the same color? Most importantly, are you happy? Ok, now what about 10 years from now? Still content? 30 years—what about now?

Whatever your goals are, what you do now is an investment in your future. KCAD’s undergraduate and graduate programs are designed to not only help you grow your unique talents, but also to help you translate them into a successful career doing what you’re passionate about. Experiential, hands-on learning, both on campus and out in the community, drives each specialized program, so you’ll become well-versed in both technique and professional practice. There’s never been a better time to pursue a career in art and design. We’ll show you how to make it.

WHERE ART MEETS MATH, SCIENCE & WRITING

Yes, top-notch training in high-end art and design is our focus. But we also know that a solid liberal studies education can help you make the most of your creativity. Philosophy develops critical thinking skills and literature nourishes the imagination. Humanities emphasize cultural literacy and communication develops writing and public speaking skills. And, of course, math and science classes highlight their relationship to art and design. It’s our goal to build analytical, well-rounded, culturally aware, socially responsible artists and designers who are prepared to make an impact on the world around them.

Of course, you must begin with the basics. You’ll start with supportive studio classes specific to your program of study that will help you develop a strong base knowledge and a complete, diverse vocabulary for discussing your chosen field. You can also study whatever piques your interest through a variety of specialized electives. Indulge your fixation on Asian art or your passion for fashion. Because when it comes right down to it, the larger your island of knowledge, the longer your shoreline of wonder. Learn more at kcad.edu/programs.

AT YOUR FINGERTIPS:

3D design studio
Audio Lab
The Baker Furniture Study Collection
Furniture and decorative arts from around the world - ancient, modern and everything in between

Computer labs
Darkrooms
Digital imaging & fabrication labs
Drawing studios
Flex Lab (including laser cutting and 3D printing)

Functional Art studio
Furniture Design studios
Library (with an incredible art and design collection)
Natural Curation
Metals and Jewelry studio
On-campus bookstore

Painting studios
Photo studios
Resource rooms
Sculpture studios
Woodshop

LIBERAL ARTS & SCIENCES / SUPPORTIVE STUDIO

WHERE ART MEETS MATH, SCIENCE & WRITING

Yes, top-notch training in high-end art and design is our focus. But we also know that a solid liberal studies education can help you make the most of your creativity. Philosophy develops critical thinking skills and literature nourishes the imagination. Humanities emphasize cultural literacy and communication develops writing and public speaking skills. And, of course, math and science classes highlight their relationship to art and design. It’s our goal to build analytical, well-rounded, culturally aware, socially responsible artists and designers who are prepared to make an impact on the world around them.

Of course, you must begin with the basics. You’ll start with supportive studio classes specific to your program of study that will help you develop a strong base knowledge and a complete, diverse vocabulary for discussing your chosen field. You can also study whatever piques your interest through a variety of specialized electives. Indulge your fixation on Asian art or your passion for fashion. Because when it comes right down to it, the larger your island of knowledge, the longer your shoreline of wonder. Learn more at kcad.edu/programs.
When a child submerges her hands into blue finger paint, or when you get an adult to try something creative they’ve never done before, it’s more than just fun. You’re helping them unlock their creative nature, expanding their world through art. In KCAD’s Art Education program, you learn how to help people experience the very thing you love. While you’re learning about the latest pedagogy and brain research, you’re discovering how to unlock potential. When you learn how to engage students in projects that develop creativity and higher order thinking skills, you’re helping them see, understand, and enjoy art.

At most schools, art education majors earn a Bachelor of Science degree. But you’ll graduate from KCAD with a Bachelor of Fine Arts. That’s because we believe that art educators should have a deep exposure to art and design in addition to teaching processes. And quite frankly, it just makes sense to us that an art teacher should be encouraged in their own artistic pursuits. Learn more at kcad.edu/arteducation.

"KIDS inspire me. ART inspires me. It's a perfect fit."

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

When a child submerges her hands into blue finger paint, or when you get an adult to try something creative they’ve never done before, it’s more than just fun. You’re helping them unlock their creative nature, expanding their world through art. In KCAD’s Art Education program, you learn how to help people experience the very thing you love. While you’re learning about the latest pedagogy and brain research, you’re discovering how to unlock potential. When you learn how to engage students in projects that develop creativity and higher order thinking skills, you’re helping them see, understand, and enjoy art.

At most schools, art education majors earn a Bachelor of Science degree. But you’ll graduate from KCAD with a Bachelor of Fine Arts. That’s because we believe that art educators should have a deep exposure to art and design in addition to teaching processes. And quite frankly, it just makes sense to us that an art teacher should be encouraged in their own artistic pursuits. Learn more at kcad.edu/arteducation.

"KIDS inspire me. ART inspires me. It's a perfect fit."

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

When a child submerges her hands into blue finger paint, or when you get an adult to try something creative they’ve never done before, it’s more than just fun. You’re helping them unlock their creative nature, expanding their world through art. In KCAD’s Art Education program, you learn how to help people experience the very thing you love. While you’re learning about the latest pedagogy and brain research, you’re discovering how to unlock potential. When you learn how to engage students in projects that develop creativity and higher order thinking skills, you’re helping them see, understand, and enjoy art.

At most schools, art education majors earn a Bachelor of Science degree. But you’ll graduate from KCAD with a Bachelor of Fine Arts. That’s because we believe that art educators should have a deep exposure to art and design in addition to teaching processes. And quite frankly, it just makes sense to us that an art teacher should be encouraged in their own artistic pursuits. Learn more at kcad.edu/arteducation.

"KIDS inspire me. ART inspires me. It's a perfect fit."

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.
Since the very beginning, humans have sought to express themselves by creating art. The story of humanity is embedded in our art—in the way people of another time, another culture expressed their emotions, ideas, and values. Art historians dig into the past, helping us understand our world through the lens of art. You’ll connect art history with aesthetics as you explore the great movements in art, architecture, and design. Discover art’s relationship to the past and responsibility to the present. You’ll develop a cultural eye, examining the historical, political, social, and personal forces that influence artists.

Yes, you’ll do rigorous classroom work and research art, design, and visual chronology, but it doesn’t stop there. Enhance your understanding of art processes and materials by taking studio classes. Attend presentations by guest contemporary artists, designers, and art historians. Take on an internship at a major art institution. Open your world by traveling and studying abroad. Want more details? Learn more at kcad.edu/arthistory.

"I LOVE the way art history brings the past to life."

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

**COURSES**

**ART HISTORY / STUDIO SUPPORTIVE STUDY (18)**

- 2D Design (3)
- 3D Design (3)
- Color (3)
- Drawing I (3)
- Drawing II (3)
- Figure Drawing I (3)

**MAJOR CORE (45)**

- Western Art History I (3)
- Western Art History II (3)
- Non-Western Art History (6)
- Modern Art and Modernism (3)
- Contemporary Art (3)
- Architecture Art History (3)
- American Art History (3)
- Electives (AH 200, 300, 400) (12)
- Seminars (AH 400 Level) (9)

**STUDIO ELECTIVES (12)**

**GENERAL EDUCATION (46)**

- Critical Transitions—Adjust (1)
- Critical Transitions—Explore (1)
- Critical Transitions—Succeed (1)
- Written Rhetoric (3)
- Oral Rhetoric (3)
- Visual Rhetoric (3)
- Literature Elective (6)
- Philosophy Elective (3)
- Mythology Elective (3)
- Religion Elective (3)
- Aesthetics (3)
- Social Science Elective (6)
- Math Elective (3)
- Science Elective (3)

**ART HISTORY / ACADEMIC MAJOR CORE (45)**

- Western Art History I (3)
- Western Art History II (3)
- Non-Western Art History (6)
- Modern Art and Modernism (3)
- Architecture Art History (3)
- Contemporary Art (3)
- American Art History (3)
- Electives (AH 200, 300, 400) (12)
- Seminars (AH 400 Level) (9)

**HISTORIC PRESERVATION OR GENERAL EDUCATION MINOR (15)**

(All minor courses must be at the 200 level or above.)

**GENERAL EDUCATION (45)**

- Critical Transitions—Adjust (1)
- Critical Transitions—Explore (1)
- Critical Transitions—Succeed (1)
- Written Rhetoric (3)
- Oral Rhetoric (3)
- Visual Rhetoric (3)
- Literature Elective (6)
- Philosophy Elective (3)
- Mythology Elective (3)
- Religion Elective (3)
- Aesthetics (3)
- Social Science Elective (6)
- Math Elective (3)
- Science Elective (3)

**GENERAL EDUCATION MINOR, STUDIO MINOR (15)**

(At least 50% of GE courses must be 300 level or above.)

**MAKE IT AS:**

an educator, gallery or museum curator, art critic, art/antique dealer, art librarian, appraiser, archivist...see more at kcad.edu/arthistory
Albrecht Dürer (German, 1471–1528) The Beast with the Lamb’s Horns, from The Apocalypse, c. 1496–1497; woodcut on paper. Grand Rapids Art Museum, Gift of Mabel H. Perkins, 1966.2.3
“Collaborative” means you’ll learn how to creatively solve problems and engage in project activities, management, and coordination in both public and private organizations. We’ll help you develop techniques for generating and communicating good ideas, both independently and as part of a team.

“Design” means you’ll graduate with a deep understanding of the process of design. A blend of studio classes, art history, general education, and a required minor in one of our design disciplines adds up to well-rounded students who can understand, advocate, and facilitate good design wherever they go. Learn more at kcad.edu/collaborativedesign.

**COURSES**

<table>
<thead>
<tr>
<th>SUPPORTIVE STUDIO (18)</th>
<th>MAJOR STUDIO (30)</th>
<th>MINOR REQUIREMENTS (15)</th>
<th>GENERAL EDUCATION (33)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Foundation (3)</td>
<td>Intro to Design (3)</td>
<td>Critical Transitions–Adjust (1)</td>
<td>Critical Transitions–Adjust (1)</td>
</tr>
<tr>
<td>3D Design (3)</td>
<td>Sustainability and Design (3)</td>
<td>Critical Transitions–Explore (1)</td>
<td>Critical Transitions–Explore (1)</td>
</tr>
<tr>
<td>Design and Color (3)</td>
<td>User-Centered Design (3)</td>
<td>Written Rhetoric (3)</td>
<td>Written Rhetoric (3)</td>
</tr>
<tr>
<td>Research Methods (3)</td>
<td>Collaborative Projects (3)</td>
<td>Oral Rhetoric (3)</td>
<td>Oral Rhetoric (3)</td>
</tr>
<tr>
<td></td>
<td>Design Thinking: S&amp;T (3)</td>
<td>Basic Materials (3)</td>
<td>Basic Materials (3)</td>
</tr>
<tr>
<td></td>
<td>Service Design (3)</td>
<td>Introduction to Sociology (3)</td>
<td>Introduction to Sociology (3)</td>
</tr>
<tr>
<td></td>
<td>Organizational Structures (3)</td>
<td>Improvisation (3)</td>
<td>Improvisation (3)</td>
</tr>
<tr>
<td></td>
<td>CD Capstone (3)</td>
<td>Introduction to Philosophy (3)</td>
<td>Introduction to Philosophy (3)</td>
</tr>
</tbody>
</table>

**STUDIO ELECTIVES (9)**

<table>
<thead>
<tr>
<th>Industry/Collaborative Experience (3)</th>
<th>Industry/Collaborative Experience (3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio Elective (6)</td>
<td>Studio Elective (6)</td>
</tr>
</tbody>
</table>

**ART HISTORY (15)**

<table>
<thead>
<tr>
<th>Western Art History I (3)</th>
<th>Design History II (3)</th>
<th>Modern Art and Modernism (3)</th>
<th>Contemporary Art (3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Art History II (3)</td>
<td>Design History III (3)</td>
<td>Modern Art and Modernism (3)</td>
<td>Seminar in Art History (3)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>15 hours in one of the following:</th>
<th>15 hours in one of the following:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Media</td>
<td>Furniture Design</td>
</tr>
<tr>
<td>Interior Design</td>
<td>Industrial Design</td>
</tr>
</tbody>
</table>

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

**MAKE IT AS:**

a collaborative and creative problem solver in a variety of fields, including: product management, design and innovation management, financial services, law, high-tech, pharmaceuticals, media and entertainment... see more at kcad.edu/collaborativedesign.
Games, animation, video, film, television, tablets, phones, and the web... the question is “what’s not digital now?” And what about the creative process? Well, digital work-flows are the norm for all phases of media creation from concept through production, in almost every industry. In the KCAD Digital Media program, we are on the leading edge of that. The digital art and design skills we teach can be applied to a geographically diverse, broad-spectrum landscape that serves many purposes, including entertainment, advertising, retail, information, and education.

What will you learn? In addition to innovative thinking, collaborative processes, and a broad world view, students will have opportunities to develop focused portfolios in 2D Animation, 3D Animation, Digital Imaging, Interactive Design, and Video and Motion Graphics. To see our student work and join our creative community, visit our student designed website at KendallWebLab.com or learn more at kcad.edu/digitalmedia.

**COURSES**

**SUPPORTIVE STUDIO (21)**
- Design Drawing I (3) AND Design Drawing II (3) OR Drawing I (3) AND Drawing II (3)
- Graphic Studio I (3) Design and Color (3)
- Typography I (3) AND Typography II (3) (if taken Design Drawing) OR Figure Drawing I (3) AND Figure Drawing II (3) (if taken Drawing)
- Digital Imaging I (3)

**MAJOR STUDIO (42)**
- Sound Design I (3)
- Digital Imaging II (3)
- 3D Modeling (3)
- 2D Animation I (3)
- Interactive Design I
- Digital Media Elective (15)
- Imaging and Animation Professional Studio (3) OR Design and Animation Professional Studio (3)
- Digital Media Thesis I (3)
- Digital Media Thesis II (3)
- Media Portfolio (3)

**STUDIO ELECTIVES (15)**
- ART HISTORY (12)
- Western Art History I (3)
- Western Art History II (3)
- Western Art History Elective (3)

**GENERAL EDUCATION (30)**
- Critical Transitions–Adjust (1)
- Critical Transitions–Explore (1)
- Critical Transitions–Succeed (1)
- Written Rhetoric (3)
- Oral Rhetoric (3)
- Visual Rhetoric (3)
- Science Elective (3)
- Humanities Elective (3)
- Social Science Elective (3)
- 300/400 General Education Elective (5)

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

**MAKE IT AS:**

an animation/film/game designer, interactive designer, special effects animator, video producer... see more at kcad.edu/digitalmedia.
Observe. Think. Draw. We’re all about technical skill, but that’s not all we sharpen. KCAD places a high value on conceptual development and critical thinking and we take an academic approach to the foundations of fine art. You’ll learn about aesthetics and history, and dive into contemporary criticism and theory. You’ll start out drawing from life by taking a traditional approach. Then, you can take off running (call it whatever you like: “experiment,” “go crazy,” “try that one thing...”) with different styles and materials. Eventually, you’ll wind up with a strong body of work, an artist’s statement, and a thesis that will make your mother’s “Look What I Made” refrigerator magnet proud.

At KCAD, you’ll find facilities with well-lit, dedicated drawing rooms, high-tech printers and scanners, and private studio space for upperclassmen. Take advantage of every opportunity, like taking an intensive drawing course at New York art museums. Get more info at kcad.edu/drawing.

“"My art is me at my TRUEST.""
Globalization is invigorating Michigan with new opportunities—and fashion is one of the most exciting. You no longer have to be in New York or LA to pursue a career in fashion. Get started in Grand Rapids, and get connected in New York City.

The BFA in Fashion Studies extends KCAD’s legacy of design excellence into the fashion industry, where several of our graduates are already successfully employed. It also gives KCAD students the advantages of preparing for their careers with a full, four-year design program. This strong foundation means you’re not left to “sink or swim” on your own. You’re set up to succeed.

With the strong portfolio you’ll build at KCAD, you’ll be an excellent candidate to study away at the Fashion Institute of Technology in New York City. Find out more at kcad.edu/fashionstudies.

"I'm going places in the fashion world. Let's start with NEW YORK."
3 YEARS AT KCAD + FINAL YEAR AT FIT

COURSES AT KCAD

SUPPORTIVE STUDIO (21)
Design and Color (3)
3D Design (3)
Digital Foundation (3)
Introduction to Design (3)
Drawing I (3)
Drawing II (3)
Figure Drawing (3)

MAJOR STUDIO (24)
Introduction to Fashion (3)
Fashion Design/Construction I (3)
Fashion Illustration (3)
Fashion Design/Construction II (3)
Fashion Design/Construction III (3)
Fashion Illustration II (3)
Fashion Design/Construction IV (3)
Fashion Collection/ Capsule (3)

ART HISTORY (12)
Western Art History I (3)
Western Art History II (3)
History of Fashion (3)
Contemporary Art (3) OR
Fashion/ Fine Arts of the 20-21C (3)

GENERAL EDUCATION (30)
Critical Transitions – Adjust (1)
Critical Transitions – Explore (1)
Critical Transitions – Succeed (1)

STUDIO ELECTIVES (9)

ART HISTORY (12)
Western Art History I (3)
Western Art History II (3)
History of Fashion (3)
Contemporary Art (3) OR
Fashion/ Fine Arts of the 20-21C (3)

GENERAL EDUCATION (30)
Critical Transitions – Adjust (1)
Critical Transitions – Explore (1)
Critical Transitions – Succeed (1)

FIRST SEMESTER
Fashion Design (17.5)
Apparel Design: Structured Silhouettes (4)
Apparel Design: Soft Silhouettes (3)
Flat Pattern Design I (1.5)
Sewing Techniques I (1.5)
Fashion Art and Design (5)

SECOND SEMESTER
Apparel Art and Design (14.5)
Draping IV: Advanced Techniques (3)
Flat Pattern Design II (1.5)
Apparel Product Data Management (1.5)
Model Drawing (1)
Fashion Art and Design IV (2)
Digital Flats and Specs (1.5)
Faces and Places in Fashion (1)
Intro to Textiles for Fashion Designers (3)

SECOND SEMESTER
Art Concentration (14-15.5)
Flat Pattern Design II (1.5)
Apparel Product Data Management (1.5)
Model Visualization Techniques (1)
Digital Flats and Specs (1.5)
Design Collections: Visual Solutions (1.5)
Fashion Portfolio Collection (2)
Intro to Textiles for Fashion Designers (3)
General Elective (1-2.5)

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

FASHION INSTITUTE OF TECHNOLOGY – NEW YORK CITY

FIRST SEMESTER
Fashion Design (17.5)
Apparel Design: Structured Silhouettes (4)
Apparel Design: Soft Silhouettes (3)
Flat Pattern Design I (1.5)
Sewing Techniques I (1.5)
Fashion Art and Design (5)

SECOND SEMESTER
Apparel Concentration (14.5)
Draping IV: Advanced Techniques (3)
Flat Pattern Design II (1.5)
Apparel Product Data Management (1.5)
Model Drawing (1)
Fashion Art and Design IV (2)
Digital Flats and Specs (1.5)
Faces and Places in Fashion (1)
Intro to Textiles for Fashion Designers (3)

SECOND SEMESTER
Art Concentration (14-15.5)
Flat Pattern Design II (1.5)
Apparel Product Data Management (1.5)
Model Visualization Techniques (1)
Digital Flats and Specs (1.5)
Design Collections: Visual Solutions (1.5)
Fashion Portfolio Collection (2)
Intro to Textiles for Fashion Designers (3)
General Elective (1-2.5)

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.
Most likely, you’re sitting down. On a chair, perhaps. When you sat down, did you just sit? Or do you ask a million questions: How does it look? Does it fit the room? Is it comfortable? What about proportion? Will it be around 30 years from now? Furniture Design is where artist meets engineer. Our program enables creative, technically-inclined problem solvers to create designs that consider functional requirements, users, and aesthetics.

You’ll graduate understanding the design, manufacturing, and marketing of your product. You’ll learn about sustainable materials and eco-friendly processes. Not to mention, it’s one of the oldest and most renowned programs in the country (which could have something to do with our ridiculously high job placement rate). So browse our 1,500 sq. ft. furniture collection for inspiration. Work in the woodshop or the furniture design and detailing studios. Gain professional experience through internship opportunities. Learn more at kcad.edu/furnituredesign.

"It’s the perfect blend of CREATIVITY and problem SOLVING."

MAKE IT AS:
a furniture designer, buyer or consultant, furniture builder, furniture restorer, prototype designer... see more at kcad.edu/furnituredesign.

COURSES

SUPPORTIVE STUDIO (24)
2D Design (3)
3D Design (3)
Functional Art (3)
Drafting for Design (3)
Design Drawing I (3)
Design Drawing II (3)
CAD (3)
Digital Modeling I (3)

MAJOR STUDIO (39)
Introduction to Furniture Design (3)
Ornaments (3)
Detailing I (3)
Furniture Rendering (3)
Furniture Design I (3)
Furniture Design II (3)
Detailing II (3)
Detailing III (3)
Industry Trends and Practices (3)
Furniture Design III (3)
Original Design (3)
Detailing IV (3)
Furniture Design Capstone (3)

STUDIO ELECTIVES (15)
One Furniture Design, Collaborative, or Minor Studio Required

ART HISTORY (12)
Western Art History I (3)
Western Art History II (3)
Western Art History III (3)
Design History I (3)
Design History II (3)

GENERAL EDUCATION (30)
Critical Transitions–Adjust (1)
Critical Transitions–Explore (1)
Critical Transitions–Succeed (1)
Written Rhetoric (3)
Oral Rhetoric (3)
Visual Rhetoric (3)
Science Elective (3)
Math Elective (3)
Humanities Elective (3)
300/400 Humanities Elective (3)
Social Science Elective (3)
300/400 Social Science Elective (3)

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.
Graphic designers have the unique ability to translate ideas into images. They’re creative problem solvers who can think in concepts and see personality in typefaces. They create concept-driven visual communications, coming up with fresh ways to get a message across in a way that makes people take notice. The Graphic Design program at KCAD will immerse you in the latest trends and, of course, school you on the classics, too. You’ll learn how to use color, type, texture, image, and spatial relationships to get a message noticed. You’ll learn how to ask “why” as you think through each aspect of a project. You’ll use design to shape culture while being socially, culturally, and environmentally responsible. And you’ll graduate with a portfolio to prove it.

At KCAD, you’ll find applicable work methods and technology and design studios that use professional hardware and software, so your transition to the real world won’t skip a beat. Learn more at kcad.edu/graphicdesign.

GD
GRAPHIC DESIGN

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

MAKE IT AS: a graphic designer, retail or package designer, art director, production manager, design firm principal... see more at kcad.edu/graphicdesign.
Can you remember turning page after page of your favorite book as a child, your imagination on a great adventure, driven by few or no words? Everywhere you turn, images are communicating something. Editorial publications. Packaging. CDs and DVDs. Websites. Hieroglyphics. Street signs. Ads. Greeting cards. Visual thinkers like you make illustrations, creating a universal language that bridges generation, culture, and communication gaps. It’s about painting universal pictures that lend meaning to narrative, illuminate ideas, and bring characters to life.

We aim to produce aesthetically grounded, stylistically innovative illustrators who are proficient in both print and digital media. You’ll explore conceptual work, learning how to present a concept using different styles as you shape your own. You’ll have access to studios, digital labs, digital cameras, printers, and scanners. And you’ll have time to pursue whatever style, media, and subject matter fits your fancy. Check out more at kcad.edu/illustration.

"I can’t separate WHO I AM from the art I make."
Are you in love with the intuitive controls on your iPhone? Hug a designer. Like the way your coffee mug curves to the palm of your hand? There’s an industrial designer out there that deserves a high five. Design surrounds us. Industrial designers notice. They shape the way our world looks, feels, and works by designing consumer products. Cars. Vacuum cleaners. Cell phones. Baby bottles. By blending art and engineering, they improve the details and enhance everyday life.

You’ll learn to balance problem solving, aesthetics, and business principles in the design and development of commercial and consumer products. You’ll explore materials, processes, rendering, model making, human factors, and the legal and ethical implications of design. And you’ll receive training in advanced design, imaging, and prototyping technologies. Plus, the coursework emphasizes research, concept ideation, and presentation in response to realistic design briefs, so you’ll graduate prepared to make it. Learn more at kcad.edu/industrialdesign.

<table>
<thead>
<tr>
<th>COURSES SUPPORTIVE STUDIO (21)</th>
<th>ART HISTORY (12)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2D Design (3)</td>
<td>Western Art History I (3)</td>
</tr>
<tr>
<td>3D Design (3)</td>
<td>Western Art History II (3)</td>
</tr>
<tr>
<td>Introduction to Design (3)</td>
<td>History of Industrial Design (3)</td>
</tr>
<tr>
<td>Digital Foundation (3)</td>
<td>Art History Elective (3)</td>
</tr>
<tr>
<td>Visual Presentation I (3)</td>
<td>GENERAL EDUCATION (30)</td>
</tr>
<tr>
<td>User-Centered Design (3)</td>
<td>Critical Transitions - Adjust (1)</td>
</tr>
<tr>
<td>Digital Modeling (3)</td>
<td>Critical Transitions - Explore (1)</td>
</tr>
<tr>
<td>MAJOR STUDIO (42)</td>
<td>Critical Transitions - Succeed (1)</td>
</tr>
<tr>
<td>Industrial Design Graphics (3)</td>
<td>Written Rhetoric (3)</td>
</tr>
<tr>
<td>Industrial Design I (3)</td>
<td>Oral Rhetoric (3)</td>
</tr>
<tr>
<td>Industrial Design II (3)</td>
<td>Visual Rhetoric (3)</td>
</tr>
<tr>
<td>Industrial Design III (3)</td>
<td>Basic Materials (3)</td>
</tr>
<tr>
<td>Industrial Design IV (3)</td>
<td></td>
</tr>
<tr>
<td>Visual Presentation II (3)</td>
<td></td>
</tr>
<tr>
<td>Visual Presentation III (3)</td>
<td></td>
</tr>
<tr>
<td>Material and Processes (3)</td>
<td></td>
</tr>
<tr>
<td>Model Making I (3)</td>
<td></td>
</tr>
<tr>
<td>Research Methods (3)</td>
<td></td>
</tr>
<tr>
<td>Industrial Design Seminar (3)</td>
<td></td>
</tr>
<tr>
<td>Industrial Design Thesis I (3)</td>
<td></td>
</tr>
<tr>
<td>Industrial Design Thesis II (3)</td>
<td></td>
</tr>
<tr>
<td>Industrial Design Portfolio (3)</td>
<td></td>
</tr>
<tr>
<td>STUDIO ELECTIVES (15)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

MAKE IT AS: a display designer, toy designer, package designer, sporting goods designer, eco designer... see more at kcad.edu/industrialdesign.
VERSATONE

Design a performance-oriented brand with three corresponding sub-brands
focusing on the new beverage, electronics, and fashion.

Each Dakine pack has a unique pattern that reinforces the corresponding sub-brand.

Trail

Street

Mountain

Visuals for the spaces on the panel

Goals

Design

Explore 30th
PATHOS
Home Mobility Assistance

JAKE MIKULA

DESIGN PROCESS
1. RESEARCH
2. IDEATION
3. CONCEPT
4. EXTRA CONCEPT
5. FINAL PRODUCT
Where we live, work, and play greatly influences our moods. Some environments make you feel alive, while others drain energy right out of the air. And if you were compelled to read about this program, you probably already knew that—and the walls of your bedroom probably aren’t white. Interior designers bring an environment into harmony with its purpose by manipulating the aesthetic and physical nature of a space. They study how private and public spaces impact the health, safety, and welfare of those occupying the space.

You’ll learn the basics of design, drawing, color, drafting, CAD, rendering, and materials (explore the endless possibilities with all the fabric, carpet and paint swatches in the resource room). Then you’ll apply all that to residential, retail, corporate and hospitality spaces. We’ll address topics like architecture, ergonomics, universal design, lighting, and green design. Check out more at kcad.edu/interiordesign.

"A ROOM SHOULD INSPIRE."

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

**MAJOR STUDIO (42)**
- Introduction to Interior Design (3)
- Designing for Construction (3)
- Visual Presentation Techniques (3)
- Interior Design Studio I (3)
- Interior Design Studio II (3)
- Codes for Interior Design (3)
- Color and Light (3)
- BIM Drafting OR Studio Elective (3)
- Professional Practices (3)
- Senior Studio A (3)
- Senior Studio B (3)
- Interior Design Portfolio (3)

**STUDIO ELECTIVES (9)**
- Industry/Collaborative Experience (3)
- Studio Electives (6)
- Written Rhetoric (3)
- Oral Rhetoric (3)
- Visual Rhetoric (3)
- Science Elective (3)
- Math Elective (3)
- Humanities Elective (3)
- 300/400 Humanities Elective (3)
- Social Science Elective (3)
- 300/400 Social Science Elective (3)

**ART HISTORY (12)**
- Western Art History I (3)
- Western Art History II (3)
- Design History I (3)
- Design History II (3)

**GENERAL EDUCATION (30)**
- Critical Transitions–Adjust (1)
- Critical Transitions–Explore (1)
- Critical Transitions–Succeed (1)
There’s a new path into the promising job market of health care—and it all begins with an art degree. By blending scientific knowledge with artistic and communication skills, students can prepare for a high-demand career with the potential to change lives, improve health, and educate people all over the world.

Put your talent to work with a degree in Medical Illustration from KCAD. Medical Illustration students will take classes from KCAD, Ferris State University, Grand Rapids Community College, and Michigan State University. Classes are scheduled year-round in order to take advantage of open schedules and facilities at MSU, and you can earn the degree in just three years.

**AT KCAD:** Studio classes begin the first semester, gradually building until students master multiple illustration techniques by your final year. Art history and general education classes make sure you graduate with a well-rounded education.

**AT FERRIS AND GRCC:** Students will attend biology and medical terminology classes to expand their understanding of the human body and the language used to describe it.

**AT MSU:** Students will be immersed in histology and gross anatomy classes alongside students preparing for other careers in health care. MSU instructors will also guide illustration classes on certain topics.

After completing the three-year program, your BFA in Medical Illustration will be awarded by KCAD. Learn more at [kcad.edu/medicalillustration](http://kcad.edu/medicalillustration).

**COURSES**

**SUPPORTIVE STUDIO (21)**
- Digital Foundation (3)
- Introduction to Photography for Non-Majors (3)
- 2D Design (3)
- Color (3)
- Introduction to Illustration (3)
- Design Drawing I (3)

**MAJOR STUDIO (42)**
- Illustration Techniques (3)
- Medical Illustration Methods I (3)
- Rendering (3)
- Digital Illustration Painting I (3)
- Medical Illustration Methods II (3)
- Medical Illustration Digital Methods (3)
- Medical Illustration Animation I (3)
- Medical Illustration Digital Portfolio (3)
- Medical Illustration Methods III (3)
- Advanced Problems in Biomedical Art (3)
- Directed Study Human Prosection (2-MSU)
- Studio Electives (12)
- Art History (12)
- Art History Elective (6)

**STUDIO ELECTIVES (12)**
- Directed Study Human Prosection (2-MSU)
- Studio Electives (12)
- Art History (12)
- Art History Elective (6)

**GENERAL EDUCATION (33)**
- Written Rhetoric (3)
- Oral Rhetoric (3)
- Introduction to Cells, Molecules, and Genes (4-GRCC)
- Visual Rhetoric (3)
- Math Elective (3)
- Introduction to Cells and Tissues (3-MSU)
- Medical Terminology (4-FERRIS)
- Human Gross Anatomy I (3-MSU)
- 300/400 General Education Elective (3)

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

**MAKE IT AS:**

A medical illustrator for a variety of potential employers, including pharmaceutical companies, medical researchers, teaching hospitals, physicians who publish or hold workshops, attorneys, the veterinary industry, freelance opportunities... see more at [kcad.edu/medicalillustration](http://kcad.edu/medicalillustration).
LAUREN BERNDT

LATOYA VONGPHACHANH

MEDICAL ILLUSTRATION
Of course, art is personal to its creator. But when it comes to art people put on their bodies like tattoos, clothes, and jewelry, it becomes intensely personal to the wearer, too. Jewelry design reveals both the artist’s and the wearer’s notion of beauty. You’ll learn technical, aesthetic, conceptual, critical, and professional skills as you explore the ancient art of metals and jewelry as 3D art.

You’ll create wearable and functional art, explore sculpture, 3D design, and illustration using copper, bronze, silver, gold, plastics, and stainless steel. Explore the history of metalworking as well as traditional and technology-based methods for producing your work. Learn how to research, design, make models, cast, and work in hollow ware. Use some of the best-equipped studios in the country with wax injection systems, laser welding, lathes, 3D printing systems, and more. Check out more at kcad.edu/metalsjewelry.

"I’m creating shapes and designs that never EXISTED BEFORE!"
ERIN CORNELL
PATRICK SHUREB
CANDACE FEIGER
METALS AND JEWELRY
9796
Painters speak in a language of strokes and colors, calling attention to the world within and around us. Using oils, acrylics, watercolors, and mixed media, they invite us to see things through their eyes. They're curious, following their vision and desire to create through abstraction and realism. Painters explore new voices, new ways of seeing and thinking about the world through their love affair with the paintbrush.

The Painting program at KCAD exposes students to all major forms and genres—landscape, figure, abstract, still life, and mixed media. You’ll study representational painting, abstraction, and concept development. Study the medium’s rich history and develop a vocabulary for discussion and critique. You will attend fine art seminars to boost your studio work with critical reflection and research into aesthetics. And by all means, get some paint smudges on your clothes and face in the spacious, naturally lit classrooms or 24-hour private studio spaces. Learn more at kcad.edu/painting.

“"It’s entirely possible that PAINT runs through my VEINS."”

COURSES
SUPPORTIVE STUDIO (21)
- 3D Design (3)
- Drawing I (3)
- Drawing II (3)
- Figure Drawing I (3)
- Figure Drawing II (3)
- Professional Practices (3)
- Post Structuralism (3)

MAJOR STUDIO (39)
- 2D Design (3)
- Color (3)
- Introduction to Painting (3)
- Beginning Figure Painting (3)
- Landscape Painting (3)
- Abstract Painting (3) or Encaustic Painting (3)
- Concept Development (3)
- Intermediate Figure Painting (3)
- Watercolor (3)
- Advanced Painting (3)
- Advanced Figure Painting (3)
- Painting Thesis I (3)
- Painting Thesis II (3)

STUDIO ELECTIVES (15)
- ART HISTORY (15)
- Western Art History I (3)
- Western Art History II (3)
- Modern Art (3)
- Contemporary Art (3)
- Art History Elective (3)

GENERAL EDUCATION (30)
- Critical Transitions–Adjust (1)
- Critical Transitions–Explore (1)
- Critical Transitions–Succeed (1)
- Written Rhetoric (3)
- Oral Rhetoric (3)
- Visual Rhetoric (3)
- Aesthetics (3)
- Science Elective (3)
- Math Elective (3)
- General Education Elective (3)

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

MAKE IT AS:
a muralist, freelance artist, professor, gallery manager, independent studio painter, art critic, art consultant... see more at kcad.edu/painting.
How, exactly, does a photograph become famous? It’s not because it was promoted right, or because the person that took it had a famous name. It’s because images have the power to really hit home. To entertain. Enrage. Soothe. Persuade. Click. You just documented history. Click. There’s the world as you see it.

At KCAD, you’ll be challenged to think conceptually, balancing ideas and technique. Unlike most photography programs, we don’t put students into separate fine arts and commercial tracks. Instead, we opt for them to merge and inspire one another. You’ll learn both traditional and digital processes and explore traditional and non-traditional methods of lighting, taking photographs, and producing prints. Get your hands on professional equipment in the lighting studio, get them dirty in the black and white and color processing darkrooms. Then, produce images on high-end digital printers and scanners. Find more info at kcad.edu/photography.

**PHOTOGRAPHY COURSES**

**SUPPORTIVE STUDIO (24)**
- 2D Design (3)
- 3D Design (3)
- Color (3)
- Drawing I (3)
- Drawing II (3)
- Digital Foundation (3)
- Video (3)
- Printmaking I (3)

**MAJOR STUDIO (36)**
- Introduction Photography (3)
- Intermediate Photography (3)
- Digital Image Processing (3)
- Color Photography (3)
- Lighting for Photography (3)
- Large Format Techniques
- Studio Photography (3)
- Special Topics in Photography (3)
- Photo Seminar (3)
- Professional Practices (3)
- Photography Thesis I (3)
- Photography Thesis II (3)

**ART HISTORY (15)**
- Western Art History I (3)
- Western Art History II (3)
- History of Photography (3)
- Art History Elective (6)

**STUDIO ELECTIVES (15)**

**GENERAL EDUCATION (30)**
- Critical Transitions—Adjust (1)
- Critical Transitions—Explore (1)
- Critical Transitions—Succeed (1)
- Written Rhetoric (3)
- Oral Rhetoric (3)
- Visual Rhetoric (3)
- Science Elective (3)
- Math Elective (3)
- General Education Elective (6)

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

**MAKE IT AS:**
a fashion photographer, photojournalist, food photographer, photo restorer, advertising photographer... see more at kcad.edu/photography.
Right after paper was invented in 105 A.D., printmaking began. But, as ancient as its roots may be, this artistic expression is still as invigorating and fresh as ever. As a KCAD printmaking student, you’ll focus on conceptual development and critical thinking. You’ll expand on traditional skills, explore your individual style, and experiment with different approaches. The Bachelor of Fine Arts candidate review dives into your strengths and weaknesses and helps consolidate your aesthetic direction. And you’ll finish with a cohesive body of work, which you’ll get to show off at your BFA exhibition.

No matter your style, you’ll have all the resources you need. The printmaking lab accommodates techniques as diverse as woodcut, engraving, etching, screen-printing, and lithography. Use KCAD’s well-equipped print lab, or get in the zone in the 24-hour private studio space. For more info, visit kcad.edu/printmaking.

“I love pulling the paper off the plate and watching the image EMERGE.”

COURSES
SUPPORTIVE STUDIO (27)
2D Design (3)
3D Design (3)
Color (3)
Introduction to Painting (3)
Introduction to Photography for Non-Majors (3)
Drawing I (3)
Drawing II (3)
Figure Drawing (3)
Drawing Materials and Processes (3)

MAJOR STUDIO (36)
Introduction to Printmaking (3)
Printmaking II (3)
Intaglio (3)
Relief Printmaking (3)
Lithography (3)
Professional Practices (3)
Printmaking III (3)
Advanced Printmaking (3)
Special Topics in Printmaking (3)
Thesis I: Printmaking (3)
Thesis II: Printmaking (3)

STUDIO ELECTIVES (12)
ART HISTORY (15)
Western Art History I (3)
Western Art History II (3)
Modern Art (3)
Art History Elective (6)

GENERAL EDUCATION (30)
Critical Transitions–Adjust (1)
Critical Transitions–Explore (1)
Critical Transitions–Succeed (1)
Written Rhetoric (3)
Oral Rhetoric (3)
Visual Rhetoric (3)
Aesthetics (3)
Science Elective (3)
Math Elective (3)
Humanities Elective (3)
General Education Elective (3)
300/400 Social Science Elective (3)

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

MAKE IT AS:
a printmaker, screen printer, gallery owner, color expert, archivist, curator, art buyer, appraiser... see more at www.kcad.edu/printmaking.
Do you know the name of that sculpture downtown in your city? Sculpture and functional art is all over. In museums and galleries. Public gardens and city centers. Homes and offices. Art in the third dimension begs us to touch it, climb it, use it. It’s created to interact with the masses, to engage the senses and inject beauty and craft into unexpected places.

This program is about three dimensional creative problem solving. You’ll design, sculpt, cast, carve, and fabricate one-of-a-kind objects in metal, wood, plastic, clay, and mixed media. Take advantage of the visiting artists series, field trips, lectures, and exhibition opportunities. Work in the sculpture studio, 3D design room, woodshop, and clay and plaster casting studios. Our faculty believe content is as integral as material and method. They’ll work to provide a contoured educational experience for you based on your aspirations. Sound interesting? Learn more at kcad.edu/sculpturefunctionalart.

<table>
<thead>
<tr>
<th>COURSES</th>
<th>SUPPORTIVE STUDIO (27)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2D Design (3)</td>
<td></td>
</tr>
<tr>
<td>Color (3)</td>
<td></td>
</tr>
<tr>
<td>Drawing I (3)</td>
<td></td>
</tr>
<tr>
<td>Drawing II (3)</td>
<td></td>
</tr>
<tr>
<td>Figure Drawing I (3)</td>
<td></td>
</tr>
<tr>
<td>Printmaking I (3) OR Introduction to Painting (3)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAJOR STUDIO (33)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3D Design (3)</td>
</tr>
<tr>
<td>Ceramics I (3)</td>
</tr>
<tr>
<td>Sculpture I (3)</td>
</tr>
<tr>
<td>Sculpture II (3)</td>
</tr>
<tr>
<td>Functional Art I (3) OR Functional Art III (3)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STUDIO ELECTIVES (15)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART HISTORY (15)</td>
</tr>
<tr>
<td>Western Art History I (3)</td>
</tr>
<tr>
<td>Western Art History II (3)</td>
</tr>
<tr>
<td>Modern Art (3)</td>
</tr>
<tr>
<td>Contemporary Art (3)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENERAL EDUCATION (30)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Transitions–Adjust (1)</td>
</tr>
<tr>
<td>Critical Transitions–Explore (1)</td>
</tr>
<tr>
<td>Critical Transitions–Succeed (1)</td>
</tr>
<tr>
<td>Written Rhetoric (3)</td>
</tr>
<tr>
<td>Oral Rhetoric (3)</td>
</tr>
<tr>
<td>Visual Rhetoric (3)</td>
</tr>
</tbody>
</table>

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

**MAKE IT AS:** a sculptor, cabinet maker, woodworker, custom furniture maker, set designer, metal artist... see more at kcad.edu/sculpturefunctionalart.
MASTER OF FINE ARTS: Our MFA program is formed around the idea that the right balance of studio activity, theoretical knowledge, industry familiarity, and art history awareness will prepare artists to succeed in the professional world. This combo produces critical thinkers and technical masters in four concentrations: drawing, painting, photography, and printmaking. Visit kcad.edu/mfa for more info (and find out about Graduate Portfolio Days).

MASTER OF ART EDUCATION: The MAE program was created for artists who teach. Designed around a teacher’s schedule, it’s a studio-intensive degree that allows K-12 certified art teachers to beef up, recharge and refresh (and fulfill requirements for maintaining their teaching certification while they’re at it). Our goal is that you’ll come away enriched, challenged, and energized to continue mentoring and inspiring the next generation of artists. Visit kcad.edu/mae for more info.

MASTER OF ARCHITECTURE: The KCAD MArch will give you the foundation you need to create impact and effect lasting, meaningful change in the world. The MArch engages students in a deep exploration of architecture by dissolving the usual boundaries between bodies of knowledge, asking students to make connections between and among such areas as history, professional practice, technology, structures, critical theory, and design. Find out more at kcad.edu/m-arch.

MASTER OF ARTS AND CERTIFICATE: VISUAL AND CRITICAL STUDIES: As we negotiate an increasingly complex world of visual information, the ability to understand it becomes a valuable skill. The MA or certificate in Visual and Critical Studies will enable graduates to reframe knowledge and bring visual theoretical expertise to their practice, teaching, and research. This theory-driven program studies a broad array of cultural artifacts and emphasizes publishing in peer review journals, and can also serve as a springboard to a variety of Ph.D. programs. Learn more at kcad.edu/mvcs.

MASTER OF ARTS: DESIGN: The MA in Design program fosters creativity, innovation, responsibility, and intellectual growth by preparing its graduates to meet the challenges pursuant to a successful career within the professional design world. Through collaborative experiences and theory-driven coursework, students broaden their understanding of the impact of design on culture and community, thereby promoting responsible leadership, and emphasizing ethical engagement and social implications of design practice. Find out more at kcad.edu/made.

MBA CERTIFICATE IN DESIGN AND INNOVATION MANAGEMENT (part of Ferris State University’s MBA Program): This program teaches how design can enhance the effectiveness of business. It's a 12-credit certificate that can stand alone or be applied towards an MBA or other graduate program. We prepare graduates for leadership positions in design-centered businesses. Embracing collaboration, we explore how the method, measure, and language of design drive the practice of business and the process of innovation. Visit kcad.edu/mba for more info.
DUAL ENROLLMENT

GET A HEAD START ON COLLEGE  KCAD’s Dual Enrollment program is a great way for motivated high school students who are strong in art and academics to get a jump on college. We currently offer dual enrollment programs at 25 high schools throughout the state of Michigan – with more to come. You may even be eligible to receive tuition support through the state of Michigan School Aid Act. Just ask your guidance counselor for more information about how to apply. Visit kcad.edu/dualenrollment for more info.

CONTINUING STUDIES

CREATIVITY DOESN’T EXPIRE  Maybe it’s time to listen to that little voice. The one that chirps every time you see a painting or sculpture, wondering what you could do. Maybe there’s something to the fact that your digital camera is always attached to your hand. Or perhaps you’re thinking about going back to school, but want to test the waters first. KCAD offers non-credit weekend and evening classes year-round to anyone who wants to learn more. Take a class in drawing, painting, photography, computer art, interior design and fibers, sculpture, metals, printmaking, and other media. Because it’s never too late to make it. Learn more, including info about workshops, Saturday youth classes, day camps, and Portfolio Camp, at kcad.edu/continuingstudies.
AND NOW A WORD FROM YOUR BRIGHT FUTURE

Once a KCAD student, always a KCAD... well, thankfully our graduates don’t stay students; they go on to great things. But the sentiment is there. KCAD grads are proud of their alma mater. They stay involved with students, participating in career days, critiques, and networking. They serve on advisory committees, making sure KCAD programs stay tuned to the latest trends and technologies in their disciplines. Plus, they show their KCAD pride in the community by fundraising, volunteering, and representing KCAD. Learn more at kcad.edu/alumni.

You can find KCAD alumni working at American Eagle, Apple, Bissell, Dark Horse Comics, Hallmark, Herman Miller, Kellogg, Steelcase, VML, Warner Brothers, Whirlpool... the list grows every semester. And they go on to graduate school at places like Rochester Institute of Technology, Rutgers, London School of Design, and Yale. On the next pages are a few alumni we’d like you to meet.
IVAN FORTUSHNIK, PAINTER/PROFESSOR INDIANA, PA

MEET IVAN: I paint landscapes layered with images, text, and symbols, and I embrace historical styles in my landscapes. KCAD exposed me to a wide range of art, artists, and art theory. I liked the classroom conversations about content, ideas, and philosophies; it was a really stimulating environment and I felt at home. One of the biggest things KCAD did for me was to help me become more professional so I could get a job. And, I met my wife at KCAD.

ON MAKING IT: It’s very easy to be slothful and unmotivated. But if that motivation is there and the people around you motivate you, it can turn into perseverance. The professors worked very hard to make us ask “why?” and be accountable for our work. It would be very difficult—and exasperating at times—but it was meant to push us. You must have passion for what you do, so it helps to find something you can do very well. Don’t be afraid to put yourself in situations that might be uncomfortable—it will help you grow.

PHOTOGRAPHY, ’06
LARISSA CLEVELAND, PHOTOGRAPHER SAN FRANCISCO, CA

MEET LARISSA: My professors at KCAD let me mold my classes so I wasn’t doing it just for the sake of getting a grade—it was geared towards what I was ultimately interested in doing. I went to grad school right after KCAD, and I started my own photography business. I shoot in a very photojournalistic style, and I try to do something very personal for every client. Now, half my clients are East Coast, half are West Coast, and I specialize in destination weddings, so I travel internationally, too.

ON MAKING IT: Find something you’re passionate about—something you’ll be able to do and stick to through the hard times. Find your niche. Stick with what you do best, and make it work for you. So many people think you can’t make a career and be successful as an artist. But that’s so far from the truth. We are surrounded by art all the time. People ask me how I’m making money as an artist, and I feel like that’s a silly question. We live in a visual world!
MEET DAVID:
I’ve had a lot of fun working on brands like ASICS running shoes, Newcastle Brown Ale, and Taylor Guitars. I love what I do. My days are busy with designing, concepting, reviewing creative briefs, and overseeing retouching, production, and photo shoots. I loved that KCAD was small and the teachers were very hands-on. They pushed me to be better and taught me how to start and actually finish something, fine-tuning it and polishing it. That’s KCAD’s thing—they make working artists.

ON MAKING IT:
When you come out of college, you’re competing with a whole nation of graduates. You have to figure out why you’re more valuable to a company than they are. You have to be a stronger, hungrier person than anyone else. I work my butt off because I want to be the best. You gotta have the “do whatever it takes” mentality. And, you’ll have to work your way up. The Executive Creative Director of my company started with one client and built a national agency from the ground up. College is fun and it’s a good place to be social, but you’re there for one reason: your future.

MEET BRIAN:
As an illustrator, my style is more children’s book oriented. I’m working on a couple of children’s books that I’ve written and illustrated, actually. I like to do fun, whimsical, cartoony stuff. As a teacher, I love showing kids abilities they never knew they had. It’s challenging, but very fun. At KCAD, education and art are on the same level. When I was applying for jobs, a lot of the principals were really surprised at my ability as an artist, and I think that’s uncommon in the education field.

ON MAKING IT:
I think KCAD does a good job of giving students a feeling for the business side of the arts. Never pass up an opportunity that comes your way. The students that were serious in the programs would go to all the guest lectures they could and get all the information they could. You have to take advantage of any opportunity that you have to talk to someone in the industry. It’s all about who you meet and who you know.
VISIT KCAD THE DOOR’S OPEN FOR YOU.
When you’re trying to decide where to spend a few years pursuing your art and investing in an education, you’ll do plenty of reading—flipping through books, scrolling through websites. But when it comes right down to it, you have to know if it feels right. So this is your formal invitation: come for a visit. Let us show you around the facilities and studios and get a taste of life at KCAD. Visit kcad.edu/visit to set up an in-person tour.

We also host Connect to KCAD days, where prospective students can come hang out, talk to students and professors, attend workshops, and get tips on preparing portfolios. Visit kcad.edu/connect-to-kcad for more info.

APPLYING TO KCAD YES, EVEN ARTISTS MUST DO SOME PAPERWORK.
Don’t worry—the process is easy. And if you have questions along the way, call us and we’ll walk you through it. Of course, it’s best to get it in as soon as possible, but your application must be completed at least one month before the beginning of the semester in which you want to begin classes. Get started at kcad.edu/undergradapply.

For information on applying to any of the graduate programs, visit kcad.edu/graduate.

INTERNATIONAL STUDENTS
At KCAD, we love the diversity that international students bring to the table of culture and ideas. So we’ll do everything we can to help international students gain admission and make an easy transition. Keep in mind that students coming from abroad should apply six months in advance. Visit kcad.edu/international.

PORTFOLIO REVIEW
Students in most majors must present a portfolio of their work as part of the application process. Sound intimidating? Relax! We’re not looking for polished, professional work—we’re looking for your best work. Work that shows specific skills like design quality, color usage, craftsmanship, draftsman-ship, and composition. And of course, we hope to see personal qualities that will help you succeed—creativity, motivation, dedication, drive, and enthusiasm.

In general, your portfolio should include 10-15 finished pieces, including at least 5 observational drawings (drawings from real life, not photos). They may be mounted, matted, or loose. You may also include other types of creative work—paintings, prints, photos, graphics, ceramics, furniture, models, jewelry...whatever shows off your passions and talents best. Be sure to check kcad.edu/portfolioreview for specific program requirements.

We’d prefer to see the work in person, but if it’s too large to transport easily, you can bring digital images, slides, or photos. To schedule a private portfolio review, call our Admissions office. We also review portfolios during visits to area high schools, community colleges, at National Portfolio Days, and electronically through SlideRoom. Visit kcad.edu/portfolioreview.

COMING ON OVER. YOUR FUTURE’S WAITING.

Everyone makes the decision to come to KCAD in their own time. For some, it’s a no-brainer right out of high school. For others, it’s a matter of switching or enhancing careers. And for some people, art school has been a lingering desire their whole life. Many students (with art backgrounds ranging from zero to extensive) come to KCAD from community or traditional universities. We value the experience that our numerous non-traditional and transfer students bring to campus. Once you start digging into the “how many of my credits will transfer?” question, you might be surprised. Visit kcad.edu/transfer.

A LIFE YOU LOVE IS WORTH THE INVESTMENT. TUITION
We’re committed to providing a world-class art and design education at a remarkably affordable price. KCAD is a top-notch national college of art and design that costs less than almost every comparable private college of art and design. We also offer in-state tuition rates to all domestic and Canadian students. Check out current tuition rates at kcad.edu/cost.

FINANCIAL AID
We believe anyone who seeks a college education should have the opportunity to complete a degree, regardless of personal finances. So we’ll do everything we can to help you figure out how to best fund your education. And that’s not just a blanket statement. The fact is, over ¾ of KCAD students receive some sort of financial aid. Find out more at kcad.edu/fundingyoureducation, and if you have questions, call our Financial Aid office at 616.451.2787.

HOW TO APPLY FOR FINANCIAL AID:
1. Get a copy of the FAFSA (Free Application for Federal Student Aid). Fill it out online at www.fafsa.ed.gov or get a copy from our Financial Aid office or your high school counselor’s office.

2. Fill out the FAFSA, making sure to include Ferris/KCAD’s federal school code number (002260).

3. Submit your FAFSA as early as possible to be considered for the maximum aid available. FAFSA forms are available on January 1st. The University will not award Financial Aid until you’ve completed the FAFSA and have been accepted to KCAD.

For questions, please contact the Financial Aid office (kcadfinancialaid@ferris.edu, 616.451.2787 or 800.676.2787).

SCHOLARSHIPS
Every year, KCAD awards almost 2 million dollars in scholarships and grants. Think you’ve got stand-out stuff? Try for the Award of Excellence Scholarship. Are you a high school senior? Take part in the Art Day Scholarship Competition. Got good grades? Try for the Founder’s, President’s, or Dean’s Scholarships (Ferris State University’s WNF scholarships). Plus, specialized scholarships are available from a variety of outside sources like Celia Moh, the Grand Rapids Foundation, the Berkowitz Scholarship Fund, the Grand Rapids Furniture Designers Association, the Gene Adcock Scholarship, the Bienenstock Furniture Library Scholarship, Mathias Alten Scholarship, and many more. For more information on scholarship opportunities and application details, check out kcad.edu/scholarships.
THIS IS YOUR TIME. YOUR MOMENT TO STEP UP AND SHOW THE WORLD WHAT YOU’VE GOT. IT’S YOUR TIME TO MAKE IT. AND WHAT BETTER PLACE THAN KCAD? WE LIVE IN A COMFORTABLY SIZED METROPOLIS (THE 2ND LARGEST IN MICHIGAN) WITH A VIBRANT ART SCENE. WE’RE SURROUNDED BY SAND DUNES, FRESHWATER LAKES, AND QUAIN'T COASTAL TOWNS, BUT ARE JUST A STONE’S THROW FROM TWO MAJOR U.S. CITIES. OUR STUDENT BODY IS BIG ENOUGH FOR VIBRANT INTERACTION WITHOUT GETTING LOST IN THE CROWD. WE HAVE AN ABUNDANCE OF CARING, QUALIFIED TEACHERS, MANY OF WHOM HAVE EARNED THEIR OWN CRITICAL ACCLAIM. IT’S THE PERFECT SET OF INGREDIENTS FOR YOU TO MAKE IT—MAKE IT COLORFUL, MAKE IT CREATIVE, MAKE IT SING AND SHOUT. WELCOME TO KCAD. GO AHEAD, MAKE IT YOUR OWN.
FERRIS’ MISSION: Ferris State University prepares students for successful careers, responsible citizenship, and lifelong learning. Through its many partnerships and its career-oriented, broad-based education, Ferris serves our rapidly changing global economy and society.

KCAD’S MISSION: Located in the heart of downtown Grand Rapids, Kendall College of Art and Design of Ferris State University (KCAD) is committed to creating lasting impact in West Michigan and beyond through collaborative partnerships, cultural innovation, and an educational model that develops the talent of individuals into a force for intellectual growth, individual creativity, and community engagement.

Kendall College of Art and Design of Ferris State University is authorized under the laws of the State of Michigan to grant Bachelor of Fine Arts, Bachelor of Science, Master of Fine Arts, Master of Architecture, and Master of Arts degrees.

As part of Ferris State University, Kendall College of Art and Design is accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools, 30 North LaSalle Street, Suite 2400, Chicago, IL 60602-2504 / 800.621.7440

Kendall College of Art and Design of Ferris State University is an accredited institutional member of the National Association of Schools of Art and Design, 11250 Roger Bacon Drive, Suite 21, Reston, VA 20190-5248 / 703.437.0700

KCAD’s Interior Design program is accredited by the Council for Interior Design Accreditation, 206 Grandville Ave. Suite 350 Grand Rapids, MI 49503 / 616.458.0440

KCAD does not discriminate on the basis of race, creed, color, ethnic origin, religion, age, sex, marital status, height, weight, orientation, or physical/learning disabilities in any of its educational programs, activities, admissions, scholarships, or employment.

The College reserves the right to make changes and revisions to this viewbook. For the most up-to-date information, please visit our website www.kcad.edu.

©2015 Kendall College of Art and Design of Ferris State University, Grand Rapids, MI 49503-3002.

This book is made of 100% recycled paper produced by a Michigan mill which generates it’s own hydroelectric energy. Printed with vegetable-based inks using the most environmental-friendly solvents available by a local printer with pending Forest Stewardship Council (FSC) certification.

CONTACT: 616.451.2787, TOLL-FREE: 800.676.2787 OR VISIT WWW.KCAD.EDU