NEW PROGRAMS

KENDALL COLLEGE OF ART AND DESIGN
THREE DEGREES OF INNOVATION / COLLABORATIVE DESIGN / FASHION STUDIES / MEDICAL ILLUSTRATION

NOTICE ANYTHING NEW?
Kendall College of Art and Design of Ferris State University now offers even more ways for students to stand out from the rest. We’re proud to bring students the region’s first undergraduate degrees in Collaborative Design, Fashion Studies, and Medical Illustration. Each of these programs was developed in response to changing business needs, market demands, and an evolving global marketplace. By leveraging Kendall’s strong tradition in art and design education with new partnerships and learning, we can prepare students for exciting new careers in art and design.
A NEW ROLE FOR CREATIVE THINKING.

Kendall has always had a strong tradition of preparing students for careers in art and design. Today, the skills we teach are in higher demand even outside the creative fields. In collaborative environments all over the world, employers are looking for people who understand the design process, can apply it to real-life challenges and know how to communicate their ideas to the team. At Kendall, we’ve been helping students develop those same qualities for more than 80 years. Now our experience can become your edge with a BFA in Collaborative Design, the first of its kind in the nation.

"I LOVE that moment when a nonvisual thinker GETS THE PICTURE."

COURSES
SUPPORTIVE STUDIO (21)
Digital Foundation (3)
Design Drawing (3)
3-D Design (3)
Design and Color (3)
Interactive Media (3)
Research Methods (3)
Business Side of Design (3)

MAJOR STUDIO (36)

Intro to Design (3)
Sustainability Design (3)
Dialog/Persuasion (3)
Visual Literacy/Storying (3)
Collaborative Projects (3)
User-Centered Design (3)
Organizational Structures (3)
Design Thinking: S&O (3)
Service Design (3)
CAPSTONE (3)

MINOR REQUIREMENTS (15)
15 credit hours in one of the following:
Digital Media
Furniture Design
Graphic Design
Industrial Design
Interior Design

ART HISTORY (15)
Western Art History (3)
Modernism OR Contemporary (3)
Seminar (3)

GENERAL EDUCATION (33)

Critical Transitions (3)
Written Rhetoric (3)
Oral Rhetoric (3)
Basic Materials (3)
Intro to Sociology (3)
ImpROVE (3)
Intro to Philosophy (3)
Aesthetics (3)
Social Science/Humanities Elective (3)
Math Elective (3)
Visual Rhetoric (3)

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

MAKE IT:
A Collaborative Design BFA prepares you for a variety of careers in traditional design fields, business and nonprofit organizations. Examples include product management, design and innovation management, financial services, law, high-tech, pharmaceuticals, and media and entertainment.
The rising demand for design

In Britain, a recent survey by the Design Council found that 16% of British businesses say design tops their list of key success factors. Among "rapidly growing" businesses, no fewer than 47% rank it first.

According to University of Toronto professor Richard Florida, the creative class now comprises 38 million members, or more than 30% of the American workforce. McKinsey & Co. authors Lowell Bryan and Claudia Joyce put the figure only slightly below, at 25%.

Collaborative design

What is collaborative design?

“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.

Designers need to be generalists, not specialists, and to know something about everything that impinges on a design. Designers need to be prepared to argue and make their case with engineers, marketing people and others who will affect their work.

Niels Diffrient | One of the century’s pre-eminent American designers

Design discipline minors

Industrial Design
Interior Design
Graphic Design
Furniture Design
Digital Media

Program mission

To develop “specialized generalists” with...

- An understanding of the range and purpose of several design disciplines
- Strong communication skills
- Knowledge about the sustainability and economic impact of design thinking
WHO IS THIS PROGRAM FOR?
Collaborative Design is open to anyone who’s a creative thinker—and that includes people who wouldn’t necessarily describe themselves as artists. While drawers, painters and sculptors are welcome to join the program, those who excel at math, science, music or other areas outside traditional design also bring value to the design process.

If you...
- Like to solve problems
- Are good at explaining things
- Enjoy bringing people together
- Have ideas to contribute

...Collaborative Design could be your stepping-stone to an innovative career.

WHAT WILL YOU LEARN?
Though Collaborative Design may prepare you for a career in business, it’s not a business major. Our focus is on applying design thinking to systems and organizational structures and learning to collaborate, facilitate discussions and share ideas.

AFTER COMPLETING THE PROGRAM, YOU WILL BE ABLE TO...
- Understand the range of design disciplines and their applications
- Understand the role and appropriateness of research
- Clarify a problem/need and develop a design brief
- Understand systemic and design thinking/logic
- Understand basic business components
- Facilitate multidisciplinary teams
- Be a good communication link between business and design activities
- Ask good questions and exhibit listening skills
- Interact with and communicate ideas to a range of audiences
- Facilitate connection of design disciplines to business and nonprofit organizational needs
- Be prepared for a master’s degree in a specialized area
- Employ basic digital media interactive skills
- Have a basic understanding of and skills in problem solving

INTERNSHIPS
We strongly encourage internships to add breadth, depth and valuable experience to your education. Kendall maintains a broad regional network of design-focused organizations where internships may be arranged.

IN EDUCATION, design thinking programs are gaining traction because they promote and teach the skills for the 21st century (collaboration, communication, creativity and critical thinking). Many major organizations have developed rich cultures of collaboration between design and business leaders. They strongly believe that ‘all of us are smarter than any of us’ and that ‘project ownership should be clear, but authorship should be blurred’ across disciplines. A graduate with a degree in Collaborative Design would fit perfectly into a role that facilitates and encourages this type of collaboration. It would also be great preparation for an advanced degree in product design or design and innovation management.

DAVE VELDKAMP | Lead designer for Tekna, in Kalamazoo and serving Stryker Inc.

DESIGN THINKING is becoming a more recognized need in the business and public communities. As organizations evolve more into creative institutions using creative talents to differentiate themselves and grow new markets, there is the need to develop individuals who can lead the greater inclusion of design thinking.

Until recently, design has never been used for its potential to create rule-bending innovation across the board. Design is now rapidly moving to include processes, systems, and organizations. Design drives innovation, innovation powers brand, brand builds loyalty, and loyalty sustains profits. If you want long-term profits, don’t start with technology—start with design.

BUSINESSWEEK
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.

**Courses**

**Supportive Studio (24)**
- Drawing I and II (6)
- Design Drawing I and II (6)
- 2-D Design (3)
- 3-D Design (3)
- Color (3)
- Figure Drawing (3)
- Digital Imaging (3)
- Contemp. Fashion Media (3)

**Major Studio (15)**
- Introduction to Fashion (3)
- Fashion: Design Construction I (3)
- Fashion: Design Construction II (3)
- Fashion: Design Construction III (3)
- Fashion: Design Construction IV (3)

**Studio Electives (9)**

**Art History (12)**
- Western Art History I (3)
- Western Art History II (3)
- History of Fashion (3)

**Fashion/Fine Arts (3)**

**General Education (30)**
- Critical Transitions (3)
- Written Rhetoric (3)
- Oral Rhetoric (3)
- Visual Rhetoric (3)
- Science Elective (3)
- Math Elective (3)
- Literature (3)
- 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.

What can I do with a Fashion Studies degree?

A Kendall Fashion Studies degree equips you for a wide, varied, and exciting range of opportunities: fashion design, creative direction, art direction, production design, styling, blogging, trend forecasting, window displays, and personal styling.

You really CAN make a living doing what you love!
THE BFA IN FASHION STUDIES

Kendall College of Art and Design is offering a BFA in Fashion Studies, a special program in partnership with the world-renowned Fashion Institute of Technology in New York City.

This program extends Kendall’s legacy of design excellence into the fashion industry, where several of our graduates are already successfully employed. It also gives Kendall students headed to New York City 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.

PROGRAM LEADERSHIP

The Fashion Studies program is led by a team of professionals who are actively engaged in the industry. Drawing upon their own experiences and connections, they will prepare students for the issues, expectations, and challenges they will encounter in their careers.

COURSEWORK

A specially developed combination of lectures, field trips, and hands-on experience will provide a thorough understanding of fashion history, theory, practice, and professional techniques.

FACILITIES

Courses will be held in custom facilities designed for the fashion student. Each student will have access to professional equipment, including industrial sewing machines, cutting tables and dress forms. The facility will also house a reference resource library of books, magazines, designer runway shows, and a study collection of fabric swatches. Students will be encouraged to examine various methods for fashion presentations from runway to electronic media.
HOW IT WORKS

As a “3+1” program, the BFA in Fashion Studies combines the design expertise of Kendall with the fashion industry immersion of FIT. You’ll spend time in both locations, building on what you learn at Kendall to complete your education with a year in the heart of the fashion industry, New York City.

1, 2, 3 ...

Attend classes at Kendall College of Art and Design in Grand Rapids, where you’ll receive a strong foundation in design. Enjoy a comfortable introduction to fashion in cities such as Chicago, New York, or LA through guided class trips. At the end of Year 3, apply for the one-year Associate in Fashion Design program at FIT. (Acceptance is not automatic, but three years of Fashion Studies at Kendall will make students outstanding candidates.)

+ 1

- Upon acceptance, attend classes and live in campus housing at FIT in New York City.
- Finish the year with an associate degree from FIT.
- FIT credits then transfer back to Kendall, and students are awarded a full BFA in Fashion Studies from Kendall College of Art and Design.
You’ll find that getting the best of Kendall will help you make the most of FIT. Because the first three years of the program are at a competitive Midwest school, you will be better prepared to take advantage of your time in NYC. Spending three years at Kendall, along with guided exposure to urban fashion centers and internships, will provide a solid introduction to the big-city fashion world. And you can start your career without a mountain of debt.

THE STRENGTHS OF KENDALL
- A legacy of design excellence, including solid training in both analytical and design skills
- A well-rounded general education
- A full 4-year degree to add strength to your résumé

THE STRENGTHS OF FIT
- Aggressive preparation for the fashion world
- An environment at the center of artistic inspiration. FIT is right on 7th Avenue, or “Fashion Avenue,” in the heart of the Fashion District.
- Exclusive resources such as the Shirley Goodman Fashion Resource Center and the FIT Museum
- A degree from a prestigious school recognized throughout the fashion industry
- Important connections to provide a foot in the door for your career

INTERNSHIPS
- Students are encouraged to take part in an internship opportunity during the program. These real-life experiences complement the classroom and offer hands-on learning you can apply to your own career.
- Internships may be anywhere in the world, including local, national and international opportunities. Imagine spending a summer with a designer, clothing manufacturer, trend forecaster, retail establishment, or movie or theater costumer... the possibilities are endless.
- Students must meet certain quality standards to be recommended for an internship. The program will strive to prepare all students for this experience.
- Obtaining an internship may require completing applications, writing to the designer, showing work, and/or taking individual initiative, along with Kendall’s recommendations and support.
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 Kendall College of Art and Design.

### Potential Employers for Medical Illustrators
- Pharmaceutical companies
- Medical researchers
- Teaching hospitals
- Physicians who publish or hold workshops
- Attorneys
- The veterinary industry
- Freelance opportunities around the world (with no language barriers)

### Courses

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<td>Orientation to Med. Vocabulary (3)</td>
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Medical Illustration students must achieve a grade of B or better in Gross Anatomy, Biology and Medical Terminology to remain in the program. Those who do not meet that standard are welcome to continue their studies in the general Illustration program.

Potential employers for medical illustrators include pharmaceutical companies, medical researchers, teaching hospitals, physicians who publish or hold workshops, attorneys, the veterinary industry, and freelance opportunities around the world (with no language barriers). See more on page 29.
THE BFA IN MEDICAL ILLUSTRATION

As the region’s first BFA in Medical Illustration, this program is made possible through an exclusive partnership with Michigan State University’s College of Human Medicine. Just a few blocks from the Kendall campus, the brand-new facility will give valuable opportunities to learn alongside MSU’s own medical students from its world-class staff, research, and laboratories. At the same time, students will benefit from the strong tradition of art and design education at Kendall. The Illustration program has always been one of Kendall’s greatest strengths, and we’re excited to build on it with this new subject area.

HOW IT WORKS  Medical Illustration students will take classes from Kendall, Ferris State University or 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 KENDALL: 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 OR 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 Kendall.
A PARTNERSHIP WHERE EVERYBODY WINS.

STUDENTS AND KENDALL: Whether students are assigned a certain topic or take an interest in a certain area, they’ll never have to search far for a knowledgeable person to explain the subject and direct the illustration. For any aspect of biology or anatomy, there’s an expert on hand (and a ready supply of examples) to answer questions at MSU. And because of the high demand for MSU classroom imagery, Kendall students have a very good chance of being published illustrators even before they graduate.

MSU: Most teaching hospitals rely on an aging database of medical illustrations that are extremely expensive to use and frequently out of date. Existing illustrations may not show what the medical team, patient, or others need to see, and commissioning a new illustration can take months or years. This new partnership links MSU to a ready supply of trained illustrators. Not only are student illustrations free for MSU, but they can be tailored exactly to the medical team’s specific needs and turned around immediately—giving MSU an advantage unheard of in the industry.

It’s a win-win situation, and Kendall’s Medical Illustration students can expect a warm welcome and a nurturing atmosphere at MSU.
Medical Illustration is one part art, one part science, and one part communication (Fig. 4). Your education will hone your skills in all three.

**ART** The new program builds on the strengths of our Illustration, Graphic Design, and Digital Media programs through supportive studio relationships. In some ways, medicine is just another topic to illustrate, and many of the techniques will be the same as those used for other topics. One thing that sets this field apart is the demand for accuracy, instead of interpretation, in your work.

Illustration techniques you’ll study include:
- Traditional drawing methods
- Traditional/digital hybrids
- All-digital illustrations
- 2-D animations
- 3-D (digital) modeling

The program also includes 12 credits of studio electives. This gives students the chance to investigate an additional discipline in art or design, to concentrate in specific methods or media, or to specialize in specific topic areas.

**SCIENCE** During this program, students will learn biology, medical terminology, and anatomy. They’ll build their knowledge by reading scientific papers, meeting with medical experts, and taking part in many laboratory procedures, including examining cadavers and specimens in gross anatomy. Proper lab behavior and ethics will be an important part of these studies.

**COMMUNICATION** Medical Illustration focuses on visual communication, but verbal communication is an important tool for achieving the best results. At Kendall, we’ll help you hone your oral, written, and visual communication skills so you can be an effective part of every team and every project, no matter how diverse.
When it comes to finding jobs in today’s economy, health care is consistently at the top of the list. A BFA in Medical Illustration gives you the tools you need to tap into this growing field, and as medicine evolves, the demand for medical illustrations will continue to grow along with it.

**WHAT DO MEDICAL ILLUSTRATORS DO?** Collaborating with scientists, physicians, and other specialists, medical illustrators transform complex information into visual images with the potential to communicate to broad audiences. The work of medical illustrators promotes education, research, patient care, public relations, and marketing.

This course of study prepares students to apply their expertise to veterinary illustration, biomedical illustration, and related scientific illustration fields.

**POTENTIAL EMPLOYERS FOR MEDICAL ILLUSTRATORS:**
- Pharmaceutical companies
- Medical researchers
- Teaching hospitals
- Physicians who publish or hold workshops
- Attorneys
- The veterinary industry
- Freelance opportunities around the world (with no language barriers)

**YOUR CAREER STARTS HERE AND NOW!** Kendall’s unique agreement with MSU will provide students with opportunities to publish their work and start building their portfolios while still in school—as early as sophomore year. Here’s how it works:

1. Working medical staff will create illustration assignments for students based on current hospital needs.
2. Medical staff will select the finished illustration that best meets their needs.
3. The work will be published by MSU, put to use immediately, and added to a global database of illustrations.
4. After publication, students and Kendall may collect royalties based on usage of their work.
VISIT

THE DOOR IS 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 art and design 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 give you a taste of life at Kendall. Visit kcad.edu/visit to set up an in-person tour or yourday.kcad.edu for a virtual tour of classes, the school, and the area to see what life at Kendall is really like.

APPLY

YES, EVEN ARTISTS AND DESIGNERS 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 apply 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. International students should apply six months in advance. For more information, visit kcad.edu/international.

UNDERGRADUATE APPLICATION STEPS:

1. Complete and submit the admissions application form. You can find one online at kcad.edu/undergradapply.
2. Write a Statement of Purpose. You’ll find more information about writing your Statement of Purpose at kcad.edu/admissions/apply-undergrad/statement-of-purpose.
3. Have your high school send us your official transcript.
4. If you’re a transfer student or if you took college courses during high school, send your college transcript(s) as well.
5. Have your ACT or SAT results sent to us (college code 1376 for the SAT). A first-year student applicant must possess a GPA of 2.5 or higher or a GED, or have an ACT composite score of 17, or an SAT combined score of 820.
6. Schedule a portfolio review. It’s part of the process for applicants in all programs (including Fashion Studies) except for Art History (academic focus), Collaborative Design, Furniture Design, and Interior Design. To get tips, go to kcad.edu/portfolioreview.

ADDITIONAL APPLICATION REQUIREMENT FOR COLLABORATIVE DESIGN

The Collaborative Design program provides the opportunity for creative individuals to develop problem-solving skills related to the design of objects, experiences, places, and communications.

Instructions: Identify an object, experience, place, communication, or fashion that could be made better. Then write a brief statement identifying the opportunity and/or need and the intended audience. In 300-500 words, describe the need you see and how you would propose to meet that need. Consider including the kinds of research that may be involved. You are welcome to include (in addition to the word count) diagrams, visual references, and/or sketches.

Please complete this Collaborative Design Observational Exercise and submit/e-mail this assignment to the Admissions Office at kcadadmissions@ferris.edu.

ADDITIONAL APPLICATION REQUIREMENTS FOR MEDICAL ILLUSTRATION

• High school cumulative grade point average of 3.2 or better
• ACT composite score of 22 or better OR SAT critical reading score of 530 and math score of 510

In addition to all other application materials, including the standard portfolio review requirements, a Medical Illustration program applicant must also submit the following:
1. One photograph
2. An original pencil drawing of the submitted photograph on a sheet of 8.5” x 11” paper (accuracy assignment).
3. A “Statement of Interest” from the applicant specifically addressing why you are interested in Medical Illustration, describing an example of where/how medical illustrations are used and perhaps when/where you last saw a medical illustration. Note this “Statement of Interest” may be incorporated into the body of the required Statement of Purpose (part of the standard application requirements).
4. Transfer students who have taken Gross Anatomy, Biology and Medical Terminology must have earned a grade of B (3.0 GPA) or better in each course to be considered for the Medical Illustration program.

Please complete these additional Medical Illustration requirements and submit/e-mail to the Admissions Office at kcadadmissions@ferris.edu.

A LIFE YOU LOVE IS WORTH THE INVESTMENT

TUITION

Kendall is a top-notch national college of art and design that costs less than almost every comparable private college of art and design. Check out the current tuition and fees at kcad.edu/cost.

FINANCIAL AID

We’ll do everything we can to help you figure out how best to fund your education. Find out more at kcad.edu/fundingyoreducation. If you have questions, call our Financial Aid Office at 616.451.2787.

SCHOLARSHIPS

Every year, Kendall awards more than $2 million in scholarships and grants. For more information on scholarship opportunities and application details, check out kcad.edu/scholarships.

For further information about financial aid, please contact:

Financial Aid Office
Kendall College of Art and Design
of Ferris State University
17 Fountain St. NW
Grand Rapids, MI 49503
p: 616.451.2787
f: 616.831.9689
e: kcadfinaid@ferris.edu
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, and Master of Art Education degrees. As part of Ferris State University’s MBA program, Kendall also offers an Advanced Studies Certificate in Design and Innovation Management.

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, 230 South LaSalle Street, Suite 7-500, Chicago, Il 60604 / 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.

Kendall 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 opportunities.

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

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