Henry Kerns

Drew Groom

Elijah Ervin

Li Lamorena

Joyce Chen

Why design?

The Graphic Design BFA program at the Hite Art Institute stresses the thinking behind visual communication and design, not just the making of design artifacts. While artifacts — whether print or digital, static or interactive — are the typical end product of a graphic design assignment, the appropriateness and success of the solution relies on solid design thinking and process.

The tools and technology designers use to implement their solutions change constantly, but the foundation of design thinking is as important today as it was 40 years ago and will be 40 years from now. We emphasize design problem solving through a process that involves problem definition, research, exploration, selection, composition, refinement, implementation, and evaluation.

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

Our curriculum

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

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

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

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

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

Students interested in advertising are encouraged to take Creativity in Advertising, where they will work on teams with Communication majors.

Award-winning   student work

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

AIGA Louisville 2018 Student Awards:
» Emi Jones for Hi-Chew motion graphic/ad
» Carol deLucca for Amstel Branding

AIGA Louisville Student Honorable Mention:
» Sean Riley, River City Wood Logo & Stationery
» Elijah Ervin, Tea Please Packaging
» Susan Pallman, See the Bigger Picture, web site
» Joyce Chen, Shoptiques Visual Identity
» Taylor Thomas, When Words Unravel: Complicated History of the N-Word, book project
» Kylar Ware, Piper Aircraft rebrand
» Rachel Suding, Genessee Brewing rebrand
» Jake Schultz, Boots Pharmacy rebrand
» Kylar Ware, Eiscafe Pinocchio Branding
» Emi Jones, Noodle Waifu packaging

Louisville Ad Fed Addy Awards 2019
» Student Best of Show: Joyce Chen, Mosaic, book design
» Student Gold: Joyce Chen, Mosaic, book design
» Student Gold: Joyce Chen, Shoptiques Identity Systems, for Integrated Brand Identity Campaign
» Student Silver: Joyce Chen, Shoptiques Animation, for animation/special effects
» Student Silver: Code Orange team of Jessica Byrd, Henry Kerns, Li Lamorena, Quintin White, Project Warm rebrand, or Integrated Brand Identity Campaign

International Design Awards 2019
» Joyce Chen, Bronze, Multimedia and Animation

Creative Quarterly
» Henry Kerns

CMYK
» Jessica Rayome

Internships

The majority of our students participate in design internships, providing valuable real-world experience before graduation. Almost all of the internships are paid — a welcome supplement to students' income that helps with their undergraduate expenses. Many students have multiple internship experiences; the average number of semesters in an internship is currently more than five.

Placements include:

» Access Ventures
» BCH (Bandy, Carroll & Hellige)
» Brown-Forman
» Dashmote (Amsterdam)
» Doe-Anderson
» Fieldtrip
» Humana Innovation
» Hyperquake (Cincinnati)
» LEAP Agency
» Norton Healthcare
» Speed Museum
» U of L Alumni Association
» U of L Integrative Design & Development
» U of L Office of Admissions
» U of L Office of Communications & Marketing
» Volunteers of America

Michelle Sollinger

Luke Parker
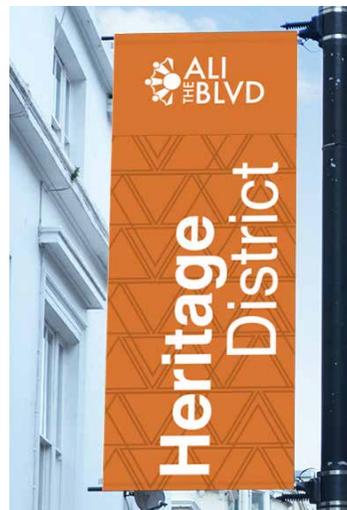
Myra Rose
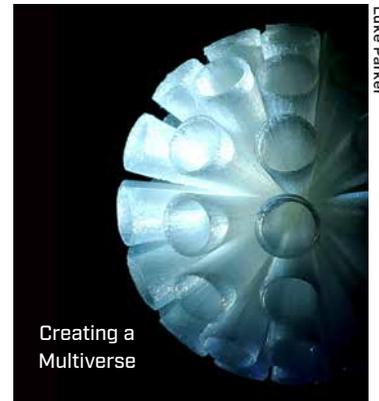
Creating a Multiverse

Luke Parker

Abby Downs

Quintin White
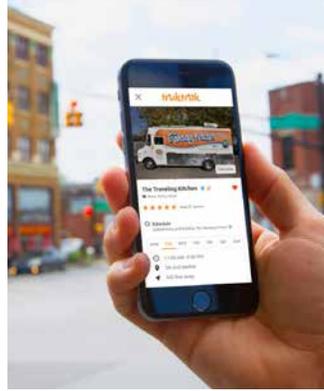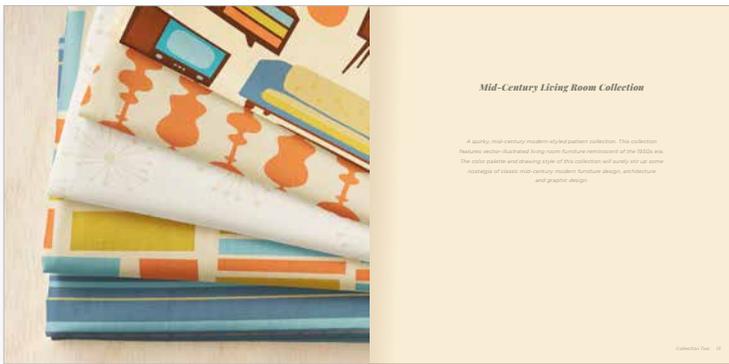
Alumni Salary Survey

Our 2018 alumni salary survey (primarily graduates from the past 15 years, 2003–2017) provided great data for how our alums are doing professionally. 55 alums working in design and related fields completed the survey. Here's a few of the highlights.

What's your annual compensation?

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

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

	1-2 yr	3-5 yr	5-9 yr	10+ yr
● Average	$40,400	$49,900	$59,500	$82,300

● Primarily/mostly print
● Even split
● Primarily/mostly digital
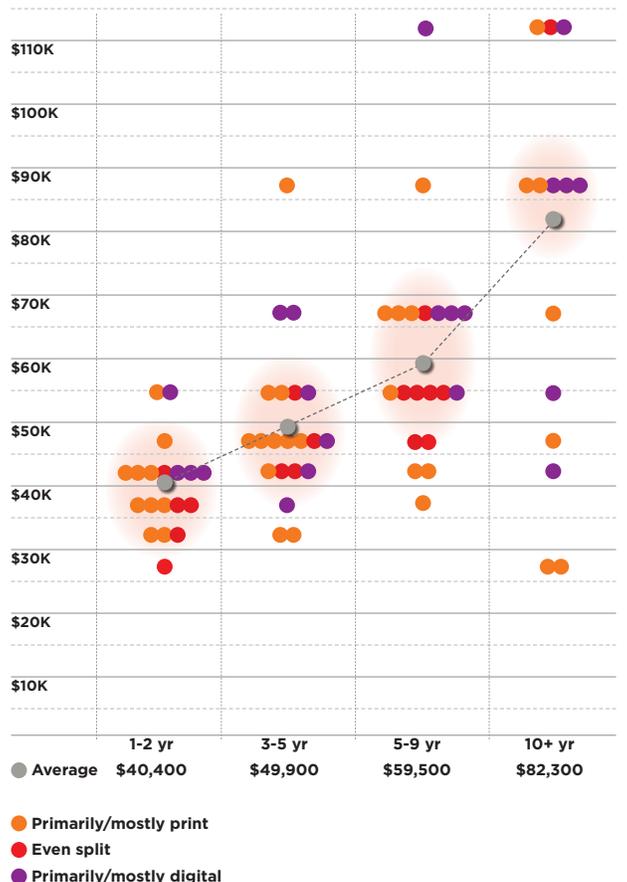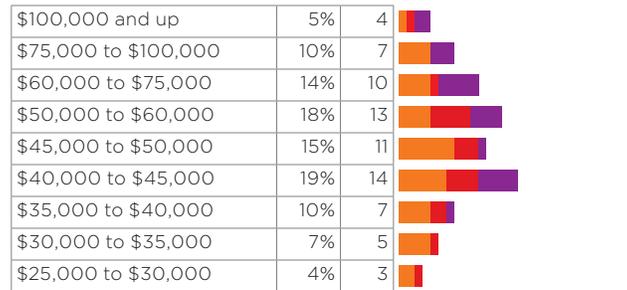
Connecting the classroom with the profession

Guest Lecturers

» Tara Anderson, WFPL *5 Things* Podcast

» Caitlin Cambron, Director of Design and UX, Interapt, Louisville, KY

» Kyle Citrynell, Seiller Waterman LLP

» Laurie Doctor, Calligrapher

» Nathan Felde, Professor of Design Northeastern University, Boston

» Andrew Spalding, Ashley Trommler, Fraser Ward, Amy Wood, Art & Creative Directors, Fieldtrip

» Adam Garcia, ACD, Instrument, Portland, OR

» Rick Griffith, Partner / Design Director, Matter, Denver, CO

» Becki Hyde, Design Practice Lead, Pivotal Software Inc., San Francisco, CA

» Alex Mera, Senior Visual Designer, 6pm.com, zappos.com, Las Vegas, NV

» Antonio Melo, Associate Vice President, Humana Digital Health & Analytics Experience Center, Louisville, KY

» Sharon Helmer Poggenpohl, design educator, writer, and editor emerita *Visual Language*

Field Trips

» Brad Vetter Studios

» First Build

» Forest Giant

» Power Agency

» Speed Museum: Carrie Donovan, Miranda Lash, Llz Morse,

» Brown-Forman Creative Services

» Humana DEC

Where are they now...

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

{from 2010-18 graduates}

Local positions include:

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

Regional/national jobs include:

» Creative Artist Agency (NYC)
» Deptt of the Army (DC)
» ESPN (CT)
» Griffin Technology (Nashville)
» Hyperquake (Cincinnati)
» Kaleidescope (Chicago)
» Atypic (Charlotte, NC)
» PepsiCo International Snacks Division (NYC)
» Philips Design (Boston)

Alums have completed **graduate programs** at

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

Design for Public Issues = Community Engagement + Service Learning

Each fall, seniors spend the semester working a design team with a local non-profit organization to create a full brand identity that the organization can implement. This year's class worked with **Kentucky Science & Technology Corporation (KSTC), the Mike Olsen Foundation, Neighborhood House, and Project Warm.**

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

Neighborhood House student design team met with staff and board member for startup.
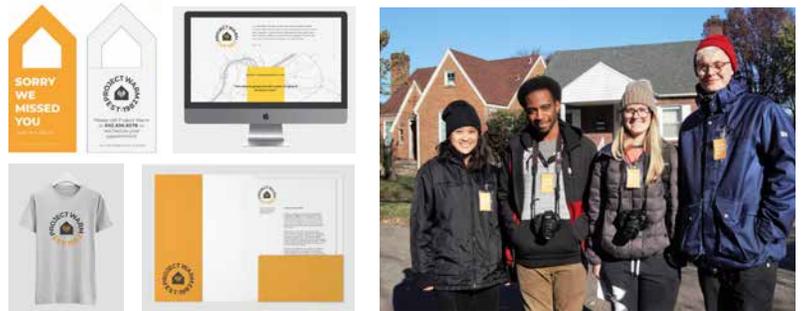
Project Warm rebranding received a Silver in the Louisville AdFed Addy Awards 2019. (Right) Design team members participated in one of Project Warm's Saturday Blitzes.

Mike Olsen met with his student design team throughout the semester as they developed their work for the future Mike Olsen Foundation.
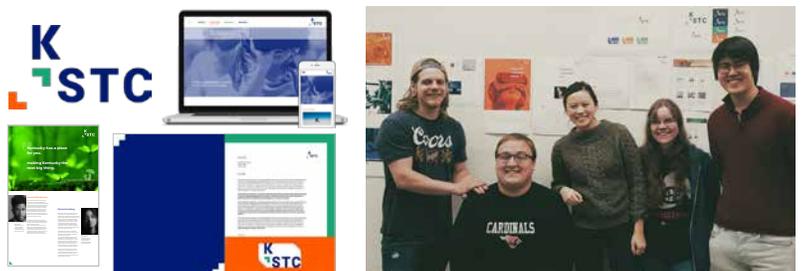
KSTC student design team at work on developing their visual system for their client.

Full-time faculty

Steven Skaggs
Professor & Program Head

Meena Khalili
Assistant Professor

Leslie Friesen
Power Design-in-Residence