Make your Mark. Rock the boat.


Sing a song. Roll the windows down. Feel the grass. Put your spin on the world.


Kendall College of Art and Design of Ferris State University.

www.kcad.edu
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KCAD.EDU
I wanted a unique experience at a unique school, and now I’ll graduate with a unique portfolio.

The professors here are all about making you better, making you succeed in the program.
“WHAT YOU GET OUT OF IT IS WHAT YOU PUT INTO IT. MAKE IT YOUR OWN.”

“WHEN I’M DOING ILLUSTRATIONS, I FEEL LIKE IT’S ME. AND IT’S MY GOAL TO LOVE WHAT I DO EVERY SINGLE DAY.”
“NOT ONLY DO YOU HAVE TO SATISFY YOURSELF, BUT YOU HAVE TO BE ABLE TO GO OUT INTO THE REAL WORLD AND MAKE IT.”

“FROM DAY ONE IN THE INTERIOR DESIGN PROGRAM, THEY’RE SETTING YOU UP FOR DAY ONE OF WORKING IN THE REAL WORLD.”
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 KENDALL? 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 KENDALL. GO AHEAD, MAKE IT YOUR OWN.
Those spreading their creative wings need the perfect nest. Kendall’s downtown campus is a unique blend of historic and modern architecture for an environment sure to inspire.
KENDALL: FERTILE GROUND FOR YOUR CREATIVE GENIUS.

Supportive, collaborative. Stimulating, challenging. Kendall is an intentionally close-knit community where you can develop, explore, and unfold your creative potential. We have about 1,300 students and most of our classes have a student-to-teacher ratio of 15:1 or better, so you won’t get lost in the crowd. Instead, you’ll grow as an artist and individual. You’ll get your hands dirty, your questions answered, your future moving.

Kendall is a brilliant melange of people, ideas, perspectives, and mediums—like an incubator for all things art—and the dynamic personalities that create it. Even our hallways are galleries: lively, ever-changing testimonials to diversity and collaboration. Learn more at kcad.edu/lifeatkcad
GREATNESS, GROWTH, GRANDEUR—IT ALL BEGINS WITH GR.

Kendall is in the heart of downtown Grand Rapids, Michigan’s second largest metropolis. Known for its vibrant arts scene and natural beauty, it’s a safe, diverse, thriving city that exudes a small-town warmth. It’s full of modern design (like the new Urban Institute for Contemporary Arts), plus architectural gems (like historic Heritage Hill district, home to many students). Affordable public transportation and a low cost of living are just a part of the high quality of life we enjoy.

INSPIRATION IN YOUR LOCATION. This city loves its art and is a comfortable fit for the creative soul. We’re proud to lay claim to a stunning new gem: the first LEED Gold certified art museum in the world (that’s a fancy way of saying our art museum is kind to Mother Nature). There are over a hundred art galleries in the area, with all eyes on the quickly growing Avenue for the Arts district just a few blocks from Kendall. There, you’ll find frequently occurring gallery strolls, art festivals, and the home of many artists.
WHAT’S UP DOWNTOWN? Wander through bookstores and coffee shops. Catch a local band, Broadway show, ballet, famous touring act, or improv comedy at one of the many venues. Hit the mall, catch a movie. When you get hungry, there are tons of independent restaurants (and your favorite chains) for the pizza expert, sushi lover, coney connoisseur, or health-conscious vegetarian. And you’ll have to work really hard to be bored, thanks to the arts and entertainment magazines and community websites that let you know what’s happening.

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 you’re on one of the world’s most famous shorelines (and one of the nation’s top 5 beaches!) where you can enjoy a brilliant sunset, towering sand dunes, and fresh, clear water as far as you can see. Go a little farther “up north” and there’s a whole new world of winter and summer fun waiting. Visit kcad.edu/lifeatkcad for more info.
LIKE STUDYING ART AND DESIGN ISN’T ENOUGH FUN. It’s easy to get plugged in at Kendall. The Student Activities Office offers extensive programming, community outreach opportunities, and leadership skills development events to help you rise to the top of the art and design industry. So get involved! Interact. Listen. Show off. Inquire. Absorb. Talk with other students and professional artists and designers. See what happens when artists connect. Visit kcad.edu/currentstudents for more info.

CHECK OUT YOUR WELCOME PARTY! Your first week at Kendall features free ice cream, live music, and a movie night. Not to overshadow helpful things like orientation and the student activities fair, a tour of downtown Grand Rapids, and the low-down on the bus system. Oh, and did someone say ping-pong tournament? 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. Make a sculpture out of canned goods, then donate it: students, professional designers, architects and engineers collaborate for the juried Canstruction exhibit. Talented art students + Halloween = a costume party like no other. Trade your stuff, save some cash at the The Green Council swap session, where students exchange gently used or unused class supplies or household materials. Wander through eight floors of beautiful senior work at the Annual Student Exhibition and think about how someday, that’ll be you. Whatever you do, make it fun.

RESUMÉ FLAIR (EXAMPLES OF CLUBS AND PROFESSIONAL ORGANIZATIONS)

- AIGA – American Institute of Graphic Artists, Student Chapter
- ASID/IDOA – American Society of Interior Designers/International Interior Design Association, Student Chapter
- Bodies of Art (fashion show organizers)
- Construction Club (competition organizers)
- Chess Club
- Collective Pressure (printmaking club)
- Concept Group (club for exploring concepts in a variety of media)
- Furniture Design Club
- IDSA – Industrial Design Society of America, Student Chapter
- Illustration Club
- Kendall Clay Collective
- Kendall Christian Fellowship
- Kendall Colors (multicultural student organization)
- Kendall Community Group
- Kendall Gamers Bureau
- Kendall Green Council
- Kendall Pride (gay, lesbian, bisexual, and transgender student organization)
- Kendall Tennis Club
- Metals/Jewelry Guild
- MAEA – Michigan Art Education Association, Student Chapter
- Painting Club
- Photography Student Association
- Student Leadership (presidents of each student club)
MAKE YOURSELF AT HOME. You need cool digs to live in, and there are plenty to choose from right downtown. The Lofts at 5 Lyon, housing right next door to Kendall, feature exposed brick and skyline views, and come fully furnished with funky, contemporary furnishings. You can pick your own roommates, or let us help. Or, there are live/work spaces down the street where many artists make their home (and their living). Just a few blocks away is 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, artisans, families, and many Kendall students. Find out more at kcad.edu/housing.
MAKE IT. FRAME IT. SHOW IT. Kendall’s a place where you can get inspired by the creative energy of the peer and professional work that surrounds you. The Kendall Gallery and Gallery 114 show graduate thesis exhibitions and host visiting artists from all over the world who offer gallery talks and critiques of your work. And the plan is, you’ll make some really great work yourself while you’re at Kendall. Enter Gallery 602, the gallery for painting students, and Gallery 104, Kendall’s entirely student-run gallery. Put in your two cents about what will be displayed and get valuable hands-on experience running a gallery. Visit kcad.edu/galleries.
MAKE IT GLOBAL. Get inspired by world-renowned art and artists who have come before you in Italy, Mexico, France, London, or Germany. Soak up new surroundings and different cultures in places like Morocco, Greece, Austria, or Argentina. Spend a semester on an adventure abroad or in the U.S., away from Kendall’s campus. Depending on the program, you could earn studio credits, art history credits, or humanities credits. Kendall students are also eligible to participate in programs offered through Ferris State University. Find out more at kcad.edu/studyaway.
SUPPORT FOR YOUR SUCCESS. As a Kendall 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/counseling.

YOUR PORTAL TO THE REAL WORLD. Let’s be honest. Figuring out your future can be stressful! We support our students educationally, professionally, and personally—while you’re here, and after you’re done. And once you make it through the whole deciding-what-your-major-is phase, that getting-a-job phase comes pretty quickly. But never fear—we have people to help you with that, too. Our Career and Professional Development Department offers employment skills seminars and individual career coaching to help polish your résumé and interviewing skills. They can help you search for a job or internship (the Kendall job board can help with that, too). Professional development seminars and career days (i.e. networking opportunities!) are great chances to ask a notable professional to look at your portfolio and learn about emerging trends in your field. Visit kcad.edu/currentstudents.
Many young artists are choosing drawing as their primary medium because of the fluidity of its definition. Drawing has exploded off the page. It’s a vital part of art-making.

If you’re motivated because you have something you want to express and you’d like to express it through a creative outlet, this is the place for you. I talk to students about what their plans are for when they complete their degree. I put all the possibilities out there, then back it up with a list of resources.

We’re proud of the fact our students love our faculty. First and foremost, they are accomplished artists and designers. They also have a passion for cultivating unique talent and helping students prep for the demands of the working world. That’s what they love to do. Call them pros, call them mentors, call them friends. Whatever you call them, here are just a few we’d like you to meet. Meet them all and checkout their credentials at kcas.edu/faculty.
ON MAKING IT: Because of Kendall’s unique size and sense of community, we’re able to help tailor students’ education to suit their strengths. There’s nothing better than seeing how a student enters as a freshmen and how they leave as a senior. When I attend furniture markets, I meet students I had 5, 10, 20 years ago. Now, they’re successful in their profession and happy with what they’re doing. To me, that’s the biggest reward.

PROFESSOR MAX SHANGLE, FURNITURE DESIGN

ON MAKING IT: It is my absolute dream to teach here. In the Art Education program, the focus is on making a good artist that’s a teacher, too. At other schools, the artistry comes second, and that’s a problem. We feed that artistic soul. Our goal is to help students make it as artists.

As an art teacher, I’ve taken all sorts of art classes, so when I make something, it’s a little bit of everything. Having a magic hand is very fulfilling.

ASSOCIATE PROFESSOR CINDY TODD, ART EDUCATION
ON MAKING IT: Everything Kendall students do is about self-expression and self-discovery. They are risk takers, and I’m honored to have touched so many lives over 30 years, conveying my enthusiasm for the fascinating stories that make up the history of art.

History provides a huge body of work by past artists and designers that can influence our students’ styles and ideas. Art history is connected to social values, politics, personal psychology, and belief systems. When you study art history, you’re delving into what it means to be human; I find it so inspiring!

PROFESSOR SUZANNE EBERLE, PH.D., ART HISTORY

ON MAKING IT: I want to give students the courage to believe in themselves and their skills. Graphic design is a varied field, especially now. By developing conceptualization, design, and production skills, I prepare students for the “real world” of design. Kendall’s size benefits my teaching style and, in turn, my students.

Find what matters to you, personally. Ultimately, that’s what is going to inspire and differentiate you in the marketplace. So be true to yourself—your personal principles and your design principles.

ASSISTANT PROFESSOR JASON ALGER, GRAPHIC DESIGN
TOP 5 REASONS TO COME TO KENDALL

1. **MONEY MATTERS.** Of course you’re crunching tuition numbers in your college search. Compare away. We’re sure you’ll be pleasantly surprised. More info at kcad.edu/fundingyoureducation.

2. **QUALITY.** Speaking of value… it’s all about what you get for the money. How about a well-rounded education centered around high design and fine art, taught by respected experts that care about your success? We think that it fits the bill nicely. Find out more about Kendall faculty on pages 28 through 33 and the excellent Kendall education on page 37.

3. **YOU’RE HIRED!** You know you want to hear those magical two words. It just so happens that our graduates have a remarkably high job placement rate. Kendall helps make sure you’re ready, and gives you resources to make it happen. Find confidence about your future on page 26.

4. **YOU MATTER HERE.** Kendall’s a small community where you won’t fall through the cracks. You’ll know your peers and professors by name, and they’ll know yours. Read more on page 12 and feel important.

5. **GOOD TIMES IN GRAND RAPIDS.** Kendall is located in the heart of a unique, fun, 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 growing, safe, and affordable. Start planning your weekends on page 14.
PICK THE PATH TO YOUR FUTURE. 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 art, what you do now is an investment in your future. Kendall’s undergraduate and graduate programs lay the foundation for a myriad of futures—it’s up to you to make it what you want. Each program is designed to help you dive into all aspects of your art, from the abstract to the nitty-gritty, shape it into the future you’re dreaming of. We’re here to tell you: yes, it’s realistic. We’ll show you how to make it.

LIBERAL ARTS & SCIENCES / SUPPORTIVE STUDIO / ART HISTORY
WHERE ART INTERSECTS WITH MATH, SCIENCE & WRITING.

Yes, top-notch training in high-end art and design is our focus. But Kendall students graduate with a solid liberal studies education to back up all that design savvy. 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 contribute to the world around them.

Of course, you must begin with the basics. You’ll start with supportive studio classes: drawing, visual problem solving, 2D and 3D design, and color. These classes will help you develop a strong base of art knowledge and a complete, diverse vocabulary for discussing visual arts. Select what sparks your interest from many specialized electives. Indulge your fixation on Asian art or your passion for fashion. Art history courses will enlighten you to the cultural, political, religious and social movements that have influenced art over time. And they’ll help develop your critical eye and heighten your sensitivity to aesthetics.

So at Kendall, art classes are served with a healthy dose of liberal arts, supportive studio, and art history. Because when it comes right down to it, we just want to make sure you’re all buttoned up and ready to make it. Learn more at kcad.edu/programsandfaculty.
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 Kendall’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 BS degree. But you’ll graduate from Kendall with a BFA. 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**

**ART MAJOR/MINOR REQUIREMENTS (42 credits)**

Cumulative GPA 2.0 required

- Kendall Experience (0)
- 2D Design (13)
- Color (3)
- Drawing (13) and Design Drawing (1) or Design Drawing II (1) or Design Drawing III (1)
- Sculpture (3)
- Ceramics I (3)
- Intro to Painting (3)
- Video Production (3)
- Western Art History (13)
- Art History Elective (3)
- Art History Elective (3)

**FOCUSED ELECTIVE REQUIREMENTS (9 credits)**

**OPEN STUDIO ELECTIVE REQUIREMENTS (12 credits)**

**GENERAL EDUCATION REQUIREMENTS (30 credits)**

- English Composition (3)
- Oral Rhetoric (3)
- Science Elective (3)
- Math Elective (3)
- Humanities Elective (6)
- Social Science Elective (3)
- Advanced Rhetoric (3)

**PROFESSIONAL EDUCATION REQUIREMENTS (30-42 credits)**

Cumulative GPA 2.75 required

**LEVEL I COURSES:**

- K-12 Art Education History (3)
- K-12 Art Technology (3)

**LEVEL II COURSES:**

- Prior to student teaching and professional seminar, students must complete above courses.

**LEVEL III COURSES:**

- Art in Society (3)
- Art Education Seminar (0)
- Art Education Internship (12 or 18 credits)

**LEVEL IV COURSES:**

- Art Education Methods and Evaluation (2)
- Art Education Journal (3)
- Art Education Seminar (0)
- Art Education Internship (12 or 18 credits)

**ART EDUCATION CERTIFICATION**

A student who has a bachelor degree must complete all of the Art Major/Minor (18) and Professional Education (30-42) requirements to receive the K-12 Art Education Certification. The General Education requirements will be automatically completed by the student's previous bachelor degree. The student will not receive a second bachelor degree unless 16 additional credit hours are completed in the Art Major/Minor requirements.

**MAKE IT AS:**

a K-12 Art teacher, private art tutor, educational text author, museum educational staff, workshop instructor... see more at kcad.edu/arteducation.
Since the very beginning, humans have sought to express themselves by creating art. The story of humanity is embedded in its 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 kcadc.edu/arthistory.

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| MAJOR CORE 49 |
| Western Art History I (3) |
| Western Art History II (3) |
| Non-Western Art History (4) |
| Architecture History (3) |
| Modern Art (3) |
| Contemporary Art (3) |
| American Realism (3) |
| Electives (At least 50% of LAS courses must be 300 level or above.) |

| HISTORIC PRESERVATION DSP |
| LIBERAL ARTS & SCIENCES MINOR (10) |
| Electives (10) |
| (At least 50% of LAS courses must be 300 level or above.) |

| LAS MINOR, LAS |
| CORE / STUDIO ELECTIVES (16) |

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

MAKE IT AS: an educator, gallery or museum curator, art critic, art/antique dealer, art librarian, appraiser, archivist... see more at kcadc.edu/arthistory.
Art that moves and makes noise has a way of drawing you in, engaging you. Digital artists use art and technology to stretch the boundaries of our imagination and take us to places that traditional media just doesn’t touch. Digital media comes in many different packages—video, sound, animation, illustration, web design, the list goes on. It’s all over the entertainment industry. Digital media adds flash and dazzle to the information, education, and advertising industries, too. Oh, and did someone say “high demand”?  

You’ll specialize in one of five areas: Interactive Design, Motion Graphics, 2D Animation, 3D Animation or Digital Illustration (one of only a few such programs in the country). You’ll broaden your understanding of art, design, technology, society, and culture, unleashing the creative thinking that will bring change in a rapidly evolving digital culture. Check out our image and media galleries and join our creative community on the program’s own student-designed website at KendallWebLab.com or learn more at kcad.edu/digitalmedia.

“Digital is the language of this GENERATION.”
Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.
Observe. Think. Draw. We’re all about technical skill, but that’s not all we sharpen. Kendall 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, 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: “research,” “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 Kendall, you’ll find new 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.

“...a sketch artist, illustrator, mural painter, fine artist, medical illustrator, freelance artist, art therapist... see more at kcad.edu/drawing.
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 Kendall printmaking student, you’ll focus on conceptual development and critical thinking. You’ll expand on traditional skills, explore your individual style, experiment with different approaches. The BFA 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 Kendall’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 are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

COURSES
SUPPORTIVE STUDIO (6)
Kendall Experience (6)
3-D Design (3)
2-D Design (3)
Color (3)
Drawing I (3)
Drawing II (3)
Figure Drawing I (3)
Figure Drawing II (3)
Intro Photography (3)

Majors Studio (18)
Printmaking I (3)
Printmaking II (3)
Printmaking III (3)
Printmaking IV (3)

Liberal Arts and Sciences (36)
Written Rhetoric (3)
Oral Rhetoric (3)

Advanced Printmaking (3)
Sculpture I (3)
Figure Drawing I (3)

Supportive Arts (3)
Studio Drawing (3)
Professional Practices (3)
Past Structurizations (3)

MAJOR STUDIO (18)
Printmaking I (3)
Printmaking II (3)
Printmaking III (3)
Printmaking IV (3)

Electives (12)
(One focused elective recommended)

ART HISTORY (15)
Western Art History I (6)
Western Art History II (3)
Modern Art (3)

Written Rhetoric (3)
Oral Rhetoric (3)

Art History Elective (6)

Social Science Elective (3)

Math Elective (6)

Humanities Elective (6)

Aesthetics (3)

Science Elective (3)

300/400 Social Science Elective (3)

Advanced Rhetoric (3)

Liberal Arts and Sciences Elective (30)

Written Rhetoric (3)

Oral Rhetoric (3)

SCIENCE ELECTIVES (30)

Science Elective (3)

Math Elective (6)

Humanities Elective (6)

Aesthetics (3)

Social Science Elective (3)

300/400 Social Science Elective (3)

Advanced Rhetoric (3)

Liberal Arts and Sciences Elective (30)

Written Rhetoric (3)

Oral Rhetoric (3)

SCIENCE ELECTIVES (30)

Science Elective (3)

Math Elective (6)

Humanities Elective (6)

Aesthetics (3)

Social Science Elective (3)

300/400 Social Science Elective (3)

Advanced Rhetoric (3)

Liberal Arts and Sciences Elective (30)

Written Rhetoric (3)

Oral Rhetoric (3)

SCIENCE ELECTIVES (30)

Science Elective (3)

Math Elective (6)

Humanities Elective (6)

Aesthetics (3)

Social Science Elective (3)

300/400 Social Science Elective (3)

Advanced Rhetoric (3)

Liberal Arts and Sciences Elective (30)

Written Rhetoric (3)

Oral Rhetoric (3)

SCIENCE ELECTIVES (30)

Science Elective (3)

Math Elective (6)

Humanities Elective (6)

Aesthetics (3)

Social Science Elective (3)

300/400 Social Science Elective (3)

Advanced Rhetoric (3)

Liberal Arts and Sciences Elective (30)

Written Rhetoric (3)

Oral Rhetoric (3)
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.
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 Kendall 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 Kendall, 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.

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

**ART HISTORY (12)**
- Western Art History I (3)
- History of Graphic Design (3)
- Art History Elective (3)

**LIBERAL ARTS AND SCIENCES (18)**
- Western Humanities Elective (6)
- Social Science Elective (3)
- Visual and Performing Arts Elective (3)

**STUDIO ELECTIVES (9)**
- Recommended studio electives: Environmental Graphic Design, Advanced Advertising Design, Video, 3D Modeling, Introduction to Photography, Collaborative Class, New York or Mexico summer seminars, internship, all courses in Digital Media or other disciplines.

**COURSES**
- **SUPPORTIVE STUDIO (9)**
  - Kendall Experience (0)
  - Design Drawing (1)
  - Design Drawing III (1)
  - Web Design (1)
- **MAJOR STUDIO (63)**
  - Graphics Studio I (3)
  - Design and Color I (3)
  - Intro to Graphic Design II (3)
  - Graphics Studio II (3)
  - Typography I (3)
  - Typography II (3)
  - Graphics Studio III (3)
  - Concept Development I (3)
  - Production Processes I (3)
  - Branding (3)
  - Advertising Design (3)
  - Package Design (3)
  - Publication Design (3)
  - Typography I (3)
  - Digital Print II (3)
  - Senior Seminar (3)
  - Portfolio Production (3)
  - Portfolio Thesis Project (3)
  - Digital Portfolio (3)
- **INDUSTRY/COLLABORATIVE EXPERIENCE (3)**

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.
DEPTHS OF THE CITY

MÜ SKIM

MIDWEST HOLSTEIN FEEDERS

Awaken

COIN

GENRE: BOTTLE / POSTER

GRAPHIC DESIGN
CARE AS UNIQUE AS YOU ARE.
west.michigan.heart | wmheart.com
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."
His father is an Inventor of Great Renown.
Song (gurgling) "Oak-a-lee"

or "Check"

Red-winged Blackbird
Are you in love with the intuitive controls on your iPod? 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.
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.
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.

### COURSES

#### SUPPORTIVE STUDIO (24)
- Advanced Rhetoric (3)
- Written Rhetoric (3)
- Functional Art I (3) or Intro. Industrial Design (3) or 3 Dimensional Illustration (3) or 3D Modeling (3)

#### MAJOR STUDIO (39)
- Introduction to Metals/Jewelry Design (3)
- Model Making/Casting (3)
- Metals/Jewelry Design (3)
- Topics/Commercial Metal (3)
- Metals/Jewelry Rendering (3)
- Metals/Jewelry Design II (3)
- Metals/Jewelry Design III (3)
- Advanced CAD/CAM Metals/Jewelry (3)
- Stone setting (3)
- Production Multiples (3)

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

### MAKE IT AS:
an independent or commercial jewelry designer, model maker, bench jeweler, jewelry/metals buyer... see more at kcad.edu/metalsjewelry.
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 Kendall 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)
Kendall Experience (6)
3-D Design (3)
Drawing (12)
Figure Drawing (12)
Figure-Drawing II (12)
Past-Drawing (12)
Conceptual Practice (12)

MAJOR STUDIO (94)
2-D Design (3)
Color (6)
Intensive Painting (32)
Landscape Painting (32)
Abstract Painting (32)
Concept Development (32)
Intermediate Figure Painting (32)
Watercolor (32)

Advanced Painting (32)
Advanced Figure Painting (32)
Painting Thesis I (32)
Painting Thesis II (32)

ART HISTORY (32)
Western Art History I (32)
Western Art History II (32)

MODERN ART (32)
Contemporary Art (32)

LIBERAL ARTS AND SCIENCES (30)
Written Rhetoric (32)
Oral Rhetoric (32)
Science Elective (32)
Math Elective (32)
Humanities Elective (32)
Aesthetics (32)
Social Science Elective (32)

STUDIO ELECTIVES (16)

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, freelance designer... 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 Kendall, you’ll be challenged to think conceptually, balance 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.

"There’s something MAGICAL about the lens... the light... the COLOR. I love it."
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, 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.
Masters of Fine Arts: Will an MFA help you find a vision that’s truly your own? Or make you more fluent in your style? Will it help you make a practical application of your art? Well, that’s our goal. Our 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.

Integrate classical art practices with new technology. Grasp the philosophical foundation of the arts and the issues in art history. Be prepared to teach. Sound good? Visit kcad.edu/mfa for more info (and find out about Graduate Portfolio Days). Student work on pages 116-119.

Masters of Art Education: The MAE program was created for artists that teach. Designed around a teacher’s schedule, it’s a studio-intensive degree that allows K-12 certified art teachers to beef up, recharge, refresh (and fulfill requirements for maintaining their teaching certification while they’re at it). Develop an area of artistic expertise or explore a variety among Drawing, Painting, Photography, or Printmaking. Grow your critical and analytical skills. Learn progressive approaches to teaching visual arts. Discuss how technology enhances the classroom. 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.

An Advanced Graduate Certificate in Design and Innovation Management (part of Ferris State University’s MBA Program): Is design a way of thinking or a way of life for you? Are you constantly inventing ways a product could be better designed? Improving the flow of things, how things work? 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. You’ll also learn how to influence the big picture, cultivating and building a culture of innovation. Visit kcad.edu/mba for more info.

“To me, BREATHING is art... SEEING is art... LIFE is art.”
GET A HEAD START ON COLLEGE. Kendall’s Dual Enrollment program is a great way for motivated high school juniors and seniors 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 can even 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.

CREATIVITY DOESN’T EXPIRE. JUST REFRESH. REFINE. RESTART.

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. Kendall 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 Kendall student, always a Kendall...well, thankfully our graduates don’t stay students; they go on to great things. But the sentiment is there. Kendall 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 Kendall programs stay tuned to the latest trends and technologies in their disciplines. Plus, they show their Kendall pride in the community by fundraising, volunteering, and representing Kendall. Learn more at kcad.edu/alumni.
You can find Kendall alumni working at American Eagle, Apple, Biggie/Shimizu, Bissell, Dark Horse Comics, Hallmark, Herman Miller, Kellogg, Steelcase, 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. Here are a few alumni we’d like you to meet.

FINE ARTS: PAINTING, ’94
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. Kendall exposed me to a wide range of art, artists, and art theory. I liked the classroom conversations about context, ideas, and philosophies; it was a really stimulating environment and I felt at home. One of the biggest things Kendall did for me was to help me become more professional so I could get a job. And, I met my wife at Kendall.

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 Kendall 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 Kendall, 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, conceiving, reviewing creative briefs, and overseeing retouching, production, and photo shoots. I loved that Kendall 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 Kendall’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 ANN: I’m an architectural historian at an environmental services and cultural resources management firm. There’s not a day I don’t think about architecture or it’s not a part of my life. I’m writing my dissertation on the architecture of the Olympic Summer Games. I won funding that sent me to Rome, Tokyo, Mexico City, Munich, and Montreal. Absolutely none of that would have happened without my education at Kendall. Kendall taught me how to present myself and my work—because your art doesn’t always speak for itself and you need to be the complete package. Kendall gives you the tools so you can rise to any occasion.

ON MAKING IT: I was 31 before I decided what I wanted to be when I grew up. I finally found out what I loved when I came to Kendall. School’s about more than focusing on tests; it’s about actually wanting to learn, challenging yourself to get everything out of each course. So don’t do it halfway, and don’t box yourself in.
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, cartoonish stuff. As a teacher, I love showing kids abilities they never knew they had. It’s challenging, but very fun. At Kendall, 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 Kendall 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.

MEET DAN: I enjoy creating opulent, traditional designs because it allows me to experiment with so many different sculptural forms. My Kendall training gave me an understanding of period design and classic style that I use daily for commercial success. I truly believe that I could not have succeeded in the furniture industry without the education I received at Kendall.

ON MAKING IT: Be willing to be flexible. Don’t give up too soon. It’s hard, very demanding and there’s a lot of pressure. Learn to appreciate other people and their abilities. It will broaden your horizons and how you think about design. Also, spend as much time developing your personal character as you do your craft. People want to work with people they can trust.
VISIT KENDALL 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 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.

We also host Connect to Kendall days where high school students can come hang out, talk to students and professors, attend workshops, and get tips on preparing portfolios. Visit kcad.edu/connecttokendall for more info.

APPLYING TO KENDALL 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.

International students should apply six months in advance. For more info, visit kcad.edu/international. For info on applying to any of the graduate programs, visit kcad.edu/graduate.

UNDERGRADUATE APPLICATION STEPS:
1. Complete and submit the application form. You can find one online at kcad.edu/undergradapply.
2. Write a Statement of Purpose. Tell us about yourself, your artwork, and why you want to come to Kendall in a 1-2 page essay. You’ll find specific questions to address on the application form.
3. Send us your application, statement of purpose, and a $30 application fee.
4. Have the guidance office at your high school send us your official transcript. If you’re a transfer student, you’ll also need to request official transcripts from each college previously attended. For help with transcripts, visit kcad.edu/transcripts.
5. Have your ACT or SAT results sent to us. If you’ve already taken the test, the results may be on your high school transcripts. If you haven’t taken the test, simply include the Ferris/Kendall college code on your test (1983 for the ACT or 1374 for the SAT) and the results will come directly to us. Note: If you’ve been out of high school for three years or more and you’re a first-time college student, we don’t need your ACT/SAT results.
6. Schedule a portfolio review. It’s a part of the process for applicants in all programs except Art History with an Academic focus, Furniture Design, and Interior Design. To get tips, go to kcad.edu/portfolioreview.

Note: Interior Design requires an Interior Design Observation Exercise—learn more at kcad.edu/observation.

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’s, and composition. And of course, we hope to see personal qualities that will help you succeed—creativity, motivation, dedication, drive, and enthusiasm.

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.

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, and at National Portfolio Days. Visit kcad.edu/portfolioreview.

COME ON OVER. YOUR FUTURE’S WAITING.

TRANSFER STUDENTS

Everyone makes the decision to come to Kendall 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 Kendall 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.

INTERNATIONAL STUDENTS

At Kendall, 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.

A LIFE YOU LOVE IS WORTH THE INVESTMENT (SO OUR ALUMNI TELL US). TUITION

We’re committed to providing a world-class art and design education at a remarkably affordable price. 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 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 Kendall 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/Kendall’s federal school code number (002260).
3. Submit your FAFSA as early as possible to be considered for the maximum aid available. You should complete your FAFSA between January 1 and February 15 of the academic year for which you are applying. Priority award consideration is given to students whose FAFSA information and all requested documents are received and processed by the University no later than March 1. The University will not award Financial Aid until you’ve completed the FAFSA and have been accepted to Kendall, so make sure both have happened by March 1.

SCHOLARSHIPS
Every year, Kendall awards almost 2 million dollars in scholarships and grants. Think you’ve got stand-out stuff? Try for the Scholarship of Merit Program. Are you a high school senior? Take part in the Art Day Scholarship Competition. Get 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 Meh, the Grand Rapids Foundation, the Berkowitz Scholarship Fund, the Grand Rapids Furniture Designers Association, the Gene Adcock Scholarship, the Bienenvolk Furniture Library Scholarship, Mathias Alten Scholarship, and many more. For more information on scholarship opportunities and application details, check out kcad.edu/scholarships.

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.

KENDALL’S MISSION: As a college within Ferris State University, Kendall College of Art and Design prepares students for leadership in the visual arts, design, art history, and art education; provides innovative, collaborative education that fosters intellectual growth and individual creativity; and promotes the ethical and civic responsibilities of artists and designers, locally and globally.

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, and Master of Fine 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 60602-2994 / 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’s Interior Design program is accredited by the Council for Interior Design Accreditation 206 Grandville Ave. Suite 350 Grand Rapids, MI 49503 / 616.459.0440

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.

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.

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Speaking of making it... use these stickers to add some spice to this book and **MAKE IT YOUR OWN**.