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DCAD Overview

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MISSION STATEMENT

DCAD's mission is to educate talented and dedicated students to become art makers, idea generators, problem solvers, and visual communicators who can redefine the way we perceive and experience the world around us. It also serves as a visible stakeholder, cultural anchor, and catalyst for the revitalization of downtown Wilmington.

VISION STATEMENT

Distinguished by an exemplary living/learning community that fosters visual creativity, DCAD is well positioned for further growth, development, and leadership in educating artists and designers. DCAD continues to be a first choice for students in the Mid-Atlantic region beginning their art and design education, with distinguished, articulated baccalaureate options available for transfer; the quality of DCAD's programming attracts students from across the nation and abroad. Affirming that a strong cultural presence can be a powerful force for change, DCAD's downtown urban campus continues to be an area of vibrant activity at all times, with the goal of increasing the appeal of city life for students, faculty, staff, and visitors, as well as the local community.

BACKGROUND

- DCAD was developed in response to a request for proposals by Wilmington 2000 (now Wilmington Renaissance Corporation) and the City of Wilmington.
- The College was founded through a creative partnership of the Pratt Institute (Brooklyn, NY) and the Corcoran College of Art and Design (Washington, DC). The partners brought a combined total of more than 250 years' experience in art and design to the establishment of DCAD and its curriculum.
- Opened September 1997, DCAD's main building is located in an historic Art Deco building built in 1932 that had served as the headquarters of Delmarva Power and Light.
- DCAD's first entering class had 50 full-time degree students; in Fall 2013, DCAD enrolled 97 new degree students who joined 83 returning students, for a total of 180 students.
- In May 2014, DCAD conferred degrees on 63 students, 30% of which were minority students.

ACCREDITATION

The Delaware College of Art and Design is accredited by the Middle States Commission on Higher Education (MSCHE) and the National Association of Schools of Art and Design (NASAD). DCAD has full approval to operate in Delaware from the State Board of Education, which grants it legal authority to award degrees.



DEGREE PROGRAM

- DCAD offers a two-year Associate of Fine Arts Degree program with majors in six areas: Animation, Fine Arts, Graphic Design, Illustration, Interior Design and Photography. As of Fall 2015, DCAD will offer sixteen new areas of concentration, or tracks, within each major:

Animation

- 2D Animation
- 3D Animation

Fine Arts

- Painting & Drawing
- Sculpture
- Printmaking

Graphic Design

- Advertising Design
- Communication Design

Illustration

- Book & Editorial Illustration
- Sequential Art
- Comic Art

Interior Design

- Commercial Interior Design
- Residential Interior Design

Photography

- Traditional Photography
- Alternative Photography
- Creative Commercial Photography
- Photojournalism

- DCAD's Associate of Fine Arts Degree Program emphasizes studio education in art and design combined with liberal arts courses.
- Of the students in the AFA Degree program, 38% come from Delaware, 50% come from Pennsylvania, Maryland, New Jersey, and New York, and 12% come from across the United States and abroad. International students have come from Japan, Kenya, Spain, South Korea, Pakistan, and Taiwan, among other countries.

CONTINUING EDUCATION

- The Continuing Education program enrolls over 350 students each year.
- The Continuing Education program at DCAD is dedicated to providing the community with dynamic courses that foster personal and professional growth in the following areas: Web & Graphic Design, Fine Arts, Interior Design, Jewelry Design, Photography, and the Young Artists Program for high school students.
- The Continuing Education program offers certificates in Graphic Design, Interior Design, Photography, Web Design, and a Web & Graphic Design combined certificate.
- Workshops are held throughout the year in conjunction with a variety of events, including DCAD's Family and Alumni Weekend.
- The summer Pre-College Art Studio Program has been a successful highlight for the past eight years. It is a week-long, intensive program designed to prepare portfolios for high school students interested in pursuing a college degree in an art or design field. Students spend half of each day in drawing class and half the day in a chosen elective. Field trips and evening activities are also part of the program. In 2014, 53 students - the largest class yet - will participate in the program. Of the students who participated in the program in 2013, eight will attend DCAD this fall.

FINANCIAL AID

- DCAD's annual tuition for 2014-2015 is \$21,600, plus fees, and is a lower rate than most other private art and design schools.
- On average, more than 90% of DCAD's degree students receive financial aid.



- DCAD's institution-based financial aid is in the form of a tuition discount. The College attempts to make it possible for all students who meet DCAD's admissions criteria to attend.
- Since opening in 1997, DCAD has returned more than \$8.8 million in the form of need and merit-based scholarships to more than 1,700 students.
- In FY2014, DCAD awarded more than \$1.2 million or 26% of its tuition revenue in need and merit-based aid; a talented student in need can receive as much as \$15,900 in institutional aid, a tuition discount of 74%, and may qualify for other non-institutional financial support in grants and loans.

HOUSING & DINING

- DCAD is unique among downtown Wilmington's educational institutions in providing accessible, safe, and secure campus housing.
- In Fall 2012, DCAD opened new student housing at 707 N. King St. Rooms have a studio/work space and a separate bedroom and bathroom.
- The Saville, located directly across street from DCAD, creates a vibrant, round-the-clock campus on the corner of Sixth and Market streets.
- At the start of the 2014-2015 academic year, approximately 130 students, or 73% of students, will live in DCAD-sponsored housing.
- A dining area, the 707 Café, is located on the first floor of the 707 N. King St. building. DCAD contracts with CulinArt, Inc. to provide the dining services for students and special events.
- A meal plan is required for all resident students, and commuters have the option of selecting a plan. Faculty and staff have access to the food service on a pay-per-meal basis.
- The 707 N. King Street building also includes residential laundry, meeting, and lounge spaces, an office area for the Resident Assistants, and a retail space on the first-floor of the Market Street side of the property. Jerry's Artarama, a full-service, professional art supply store, has occupied this space since fall 2013.

GRADUATES

- DCAD's curriculum is designed to prepare students to continue their education at a four-year art and design college. Qualified graduates can continue at Pratt, the Corcoran, University of the Arts, and other art and design schools, entering as third-year students. Articulation agreements guarantee acceptance of DCAD credits toward the BFA degree and third-year status. A minority of students opt to enter the workforce immediately upon graduation from DCAD.
- Approximately 80% of DCAD's students continue their education at other institutions to complete a baccalaureate degree.
- In addition to Pratt and the Corcoran, DCAD students have successfully transferred to the Rhode Island School of Design, the School of the Chicago Institute of Art, the California Institute of the Arts, Moore College of Art, the Maryland Institute College of Art, University of the Arts, the School of Visual Arts, the San Francisco Art Institute, the School of the Museum Fine Arts, Boston, the Ringling College of Art, and the Savannah College of Art and Design, to name a few.



GALLERY

- DCAD's Toni & Stuart B. Young Gallery is open to the public and features exhibitions of the work of DCAD students, faculty, and alumni, artists of prominence, and local artists and designers.
- Exhibition openings are held concurrent to the Wilmington Art Loop on the first Friday of each month.

COMMUNITY PARTNERSHIPS

- DCAD is a highly visible participant in the community's cultural life, and either hosts or takes part in a variety of activities such as the Wilmington Art Loop, inWilmington Week, the Fringe Festival, and the Downtown Fall Festival.
- During the Fall 2012 semester, 927 hours of community service were accumulated by DCAD students at area non-profits such as: the Delaware Museum of Natural History, Downtown Visions, the Creative Vision Factory and the Christina Cultural Arts Center.
- In 2012 and 2014, DCAD students created artwork for the joint exhibition, *Natural Attraction: Nature-Inspired Art*, held at the Delaware Museum of Natural History. In collaboration with DCAD's Development and Communications Departments and featuring work of current students and alumni; the exhibition is held biennially.
- DCAD's Design Incubator offers affordable and *pro bono* design services to local non-profits such as the Grand Opera House, the Delaware Historical Society, Delaware Breast Cancer Coalition, Historic Houses of Odessa, and the Delaware Solid Waste Authority.
- The president of DCAD, Stuart Baron, currently serves: as the chairman of the Board of Directors of Main Street Wilmington, on the Executive Board of Downtown Visions, as a commissioner on the City of Wilmington Design Review and Preservation Commission, on the Creative Arts District Steering Committee, and is a member of the Wilmington Rotary Club.
- DCAD has initiated several successful collaborations with organizations such as World Cafe Live at the Queen, the Delaware Foundation for the Visual Arts, the Wilmington Renaissance Corporation and most recently, the Mid-Atlantic Wine + Food Festival.
- DCAD partnered with Wilmington Renaissance in presenting Downtown Dino Days in its inaugural event. A DCAD student, Elijah Stanfield (Class of 2002, Animation) provided the initial concept and design for Dino Days.

ECONOMIC DEVELOPMENT

- DCAD was a featured case study in *The Value of the Arts in the Life of Delaware*, a summary report prepared by the Delaware Division of the Arts in 2000.
- William Wyer, former Managing Director, Wilmington Renaissance Corporation, said: "...the more the art college grows, the more critical mass we get downtown, and we realize the economic benefits spillover into the local shops and restaurants."
- Since DCAD opened in 1997, two vacant properties across the street from the College have been redeveloped: Kuumba Academy, a charter school in a historic bank building designed by Frank Furness, and David Bromberg's fine violin shop and residence. In 2011, the downtown area received another

boost with the opening of The Queen Theatre and second location of Philadelphia's World Cafe Live.

- The Tatiana Copeland Student Center, on the first floor of The Saville at Sixth and Market Streets, opened in 2008. Mrs. Copeland's leadership has brought additional support from the corporate sector, specifically The Buccini/Pollin Group, whose in-kind services helped build out the facility.
- In 2010, DCAD purchased the property at 602 N. Market St. in anticipation of the College's future growth and expansion.
- In 2011, DCAD purchased the property at 707 N. King St. to meet the growing needs for student housing.
- In FY2014, DCAD paid nearly \$2 million in salaries to approximately 60 employees (staff and faculty, full- and part-time), 80% of whom are Delaware residents.
- In FY2014, the DCAD operating budget topped \$5 million.

ALUMNI

- DCAD now boasts more than 900 alumni.
- In June 2009, the first Alumni Exhibition was held as a reunion for former students. It was particularly special for DCAD's first graduating class as it marked 10th anniversary of their graduation. A second exhibition and alumni reunion was held in June 2011 and a third in June 2013. DCAD alumni will again exhibit their work in the Toni & Stuart B. Young Gallery in February 2015.
- DCAD alumni accomplishments:
 - DCAD alumni have worked for companies such as Structural Graphics in Essex, Connecticut; Urban Outfitters Studios in Philadelphia; Elle magazine in New York City, New York; FKM Advertising Agency in Houston, Texas; and the D.C. Commission on the Arts and Humanities in Washington, D.C., Pfizer, Pepsi, General Mills, Gatorade, Breyer's, FedEx, Merck, Bausch & Lomb, and Hess.
 - Many have earned BFAs and gone on to earn MFAs from institutions such as the Maryland Institute College of Art (MICA), West Chester University, the University of Delaware, and Brooklyn College, CUNY.
 - Animation alumni have worked for the Comedy Central Channel and Cartoon Network, and on shows such as "Superjail", "Wonder Pets", and "Dora the Explorer" video games. Animators have worked with BBC and Blue Airplane Productions. They have also produced work for music videos by artists such as MGMT, Animal Collective and Ke\$ha.
 - DCAD alumni have produced publications for Patuxent Publishing Co. in Maryland, Pasadena Weekly in Pasadena, California, Spark Magazine in Wilmington, and The Delaware County Magazine in Pennsylvania, among others. Their work has been published in The Book of Alternative Photographic Processes and National Geographic Kids and been featured on The Conan O'Brien Show and the Late Show with Craig Ferguson.
 - Many alumni have opened their own studios, firms, and businesses. Other alumni have entered the teaching profession or have been able to change careers due to the breadth and depth of their DCAD education.