Communication Arts
TECHNOLOGY PROGRAM

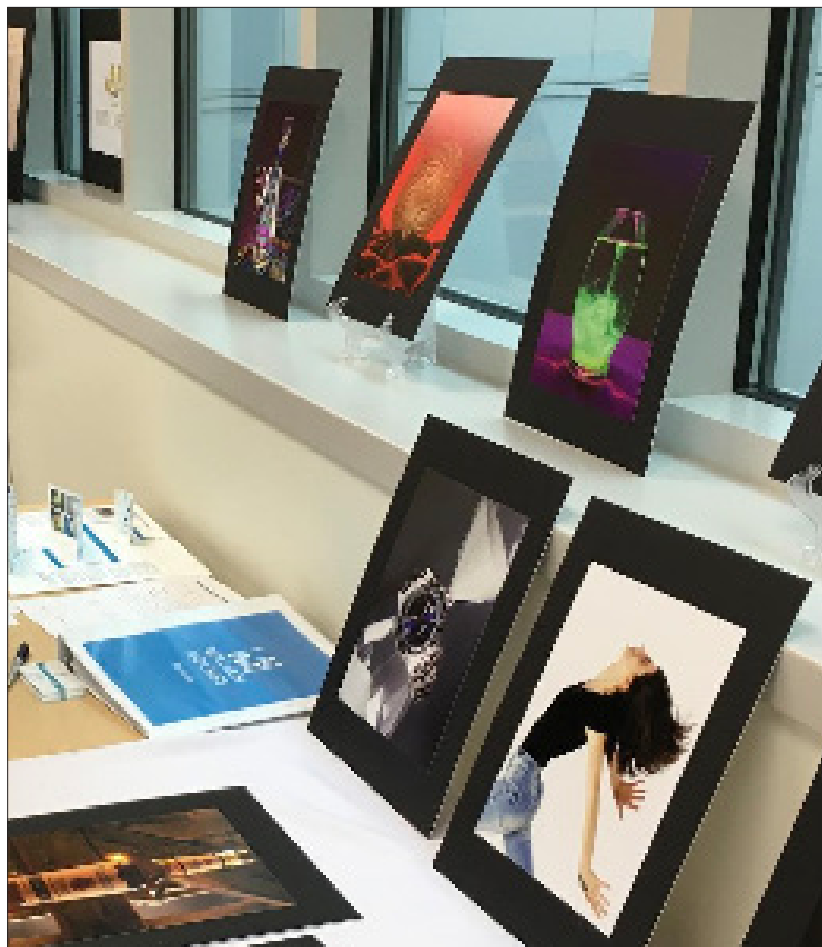Jefferson Community & Technical College

Annual Report **2021**

Greetings,

What an outstanding year it's been for the Communication Arts Technology Program. It is a year that has brought us to new heights with increased visibility and greater respectability in the advertising community. More than ever before, our program stands out as one of the best commercial art programs in the region. Our students are one of our program's greatest strengths. Their accomplishments reflect directly on both our program curriculum and our faculty. This year our students competed in the advertising world's major competition: The ADDY's, where our students won 5 ADDY's, more awards than any other school competing.

One of our other strengths is our faculty. Instructors who are willing to do much, much more than they are paid for or are required to do, are true gems. And we have several shining examples. Their value to the program cannot be overstated. Without these dedicated instructors, our program would be greatly diminished.

Yes, it has been a fantastic year. Everything is state of the art, including the furniture. While I am extremely pleased in the accomplishments of the last year, I am also looking forward to the coming year. I can't wait to see what happens next.

CATP Final Portfolio Review Pass Rate

The Final Portfolio Review is judged by Working Professionals in the fields of Advertising, Design, Photography, and Video.

At the end of the spring semester in 2021 the CAT program had 17 students submit 18 final program portfolios to advertising industry/community professionals. 14 students were given a PASS through the rigorous portfolio review. Three students were asked to resubmit their portfolios for review to program faculty once changes were made. Two of those students successfully PASSED the follow-up portfolio review by program faculty. One student that was asked to RESUBMIT has yet to submit a follow-up portfolio.

Spring 2021 Portfolio Success

- ■ Pass
- ■ Resubmit

96%

NOCTI Scores

- ■ CATP
- ■ State Level
- ■ National Level
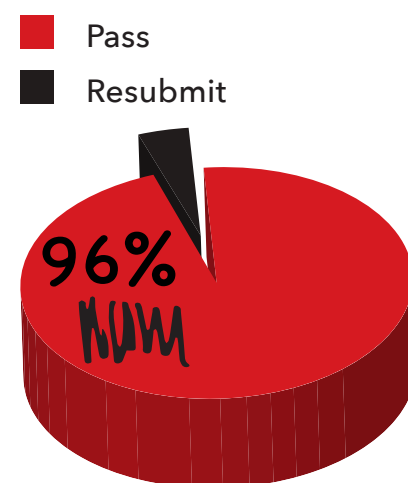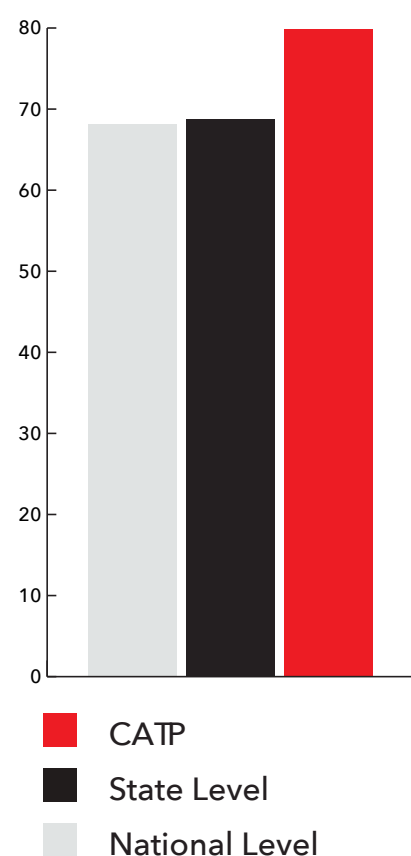
End of Program Assessment
NOCTI Exit Exam
(National Occupational Competency Testing Institute)

19 of our CAT students took the Perkins Exit Exam with NOCTI for Advertising Design in December 2021.

Our students' average scores of 79.8% for this period were 11 points higher than the Kentucky state average for the same test and 11.6 points higher than the national average for the same test. This includes ALL institutions, including 4-year schools, not just KCTCS schools.

Our students' average scores were almost 30 points higher than the cut score for the NOCTI test.

Average scores from Fall 2021 – 79.8% - Our highest average scores ever compared to state/national.

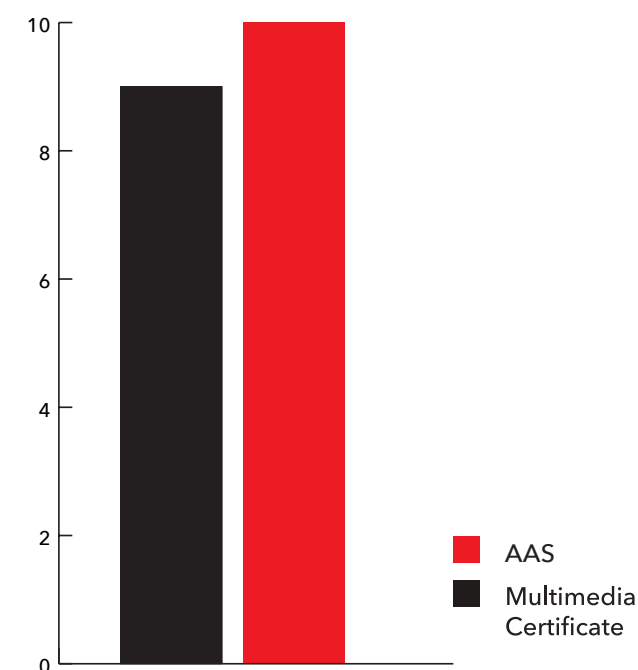11 and 11.6 points higher respectively than state/national averages.

Credentials Awarded

19 Credentials Awarded in Fall 2019 for AY 2020-2021

10 AAS Degrees Awarded

9 Multimedia Certificates Awarded

Types of Credentials Awarded Fall 2021

- ■ AAS
- ■ Multimedia Certificate

*"It's supposed to be **hard**. If it wasn't hard, **everyone** would do it. The **hard** is what makes it **great."**
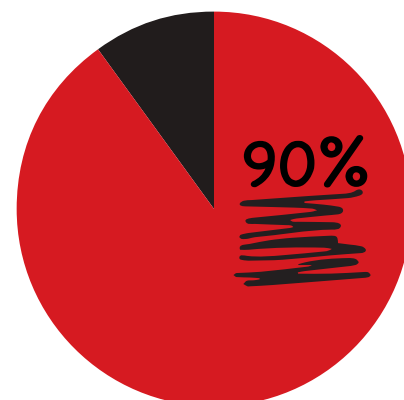
- Jimmy Dugan

Student   Success

CATP Graduate Employment Rate

Of the 10 AAS graduates this past fall:

- 10 were contacted

- 9 reported working in the field

- 1 was not working

Employment Fall 2021

90%

■ Working
■ Not Working

"Things
DO NOT
happen.
Things
are made
*to **happen**."*

\- J. F. K.

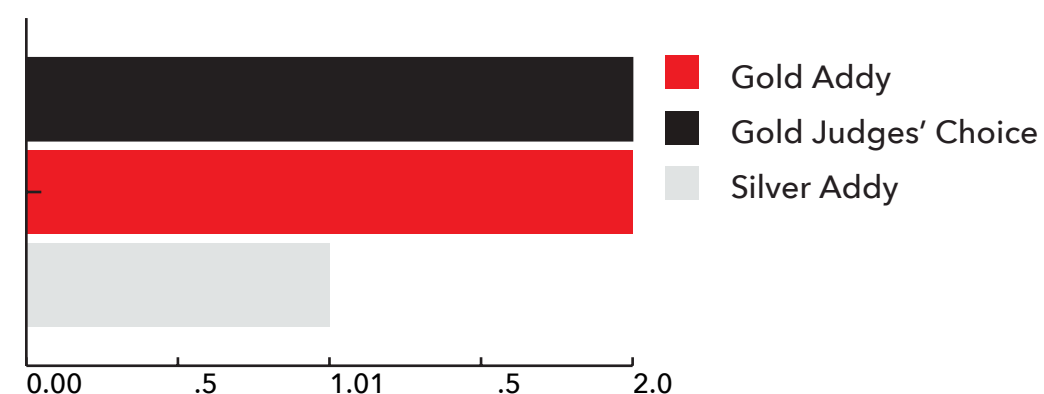## Major Advertising Awards Won by Our Students

2021

American Advertising Federation–Louisville ADDY® Awards Competition-The ADDY's®

2 GOLD JUDGES' CHOICE AWARDS

2 GOLD ADDY AWARDS

1 SILVER ADDY AWARDS

■ Gold Addy
■ Gold Judges' Choice
■ Silver Addy

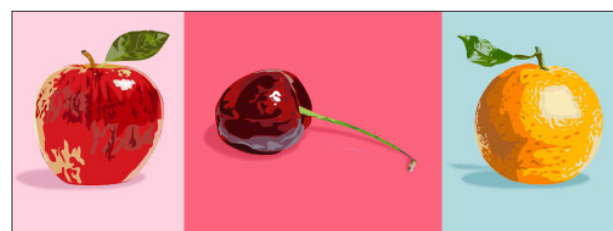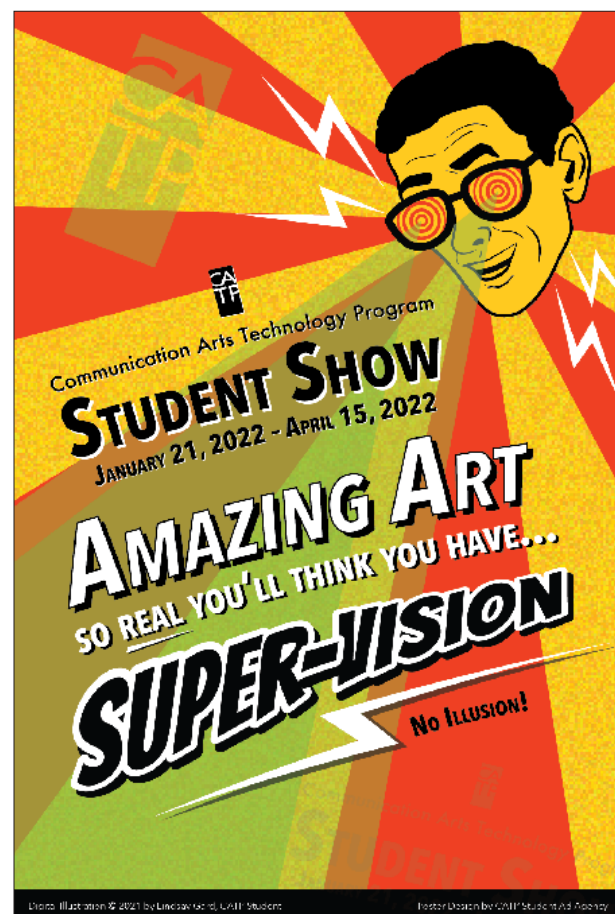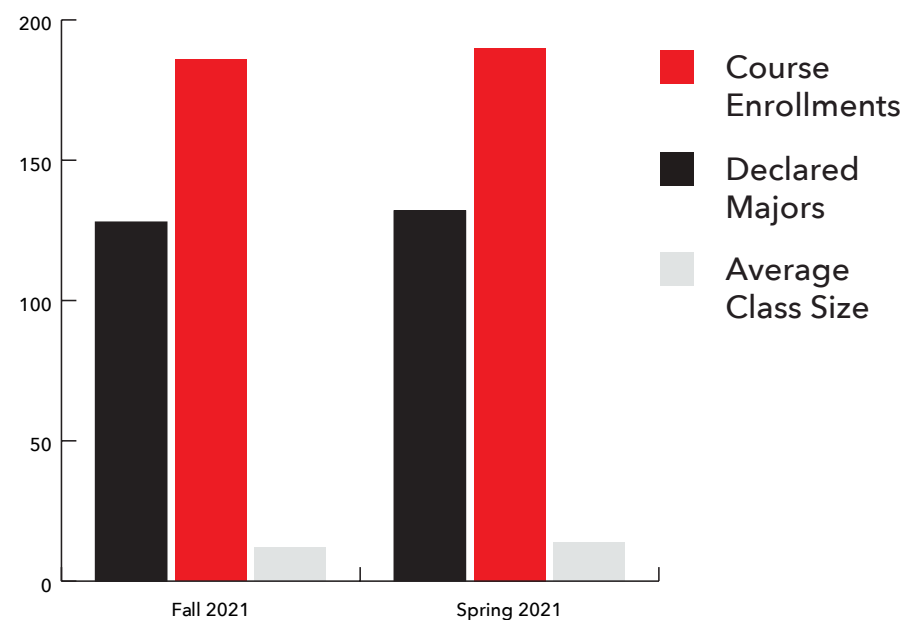0.00   .5   1.01   .5   2.0

Program Capacity

Declared Majors:

Fall 2021-128
Spring 2021-132

Course Enrollments :

Fall 2021-186

Spring 2021-190

Average Class Size:
Fall 2021-12

Spring 2021-13.8

Legend:
- Course Enrollments
- Declared Majors
- Average Class Size

Program Diversity

Fall 2021

Enrollment: Majors: 128

White (69)-54%

Black (37)-29%

Hispanic/Latino (12)-9%

Asian (3)-2%

Other Minorities (7)-5%

Female: (60)-49%

Male: (62)-51%

Legend:
- Black
- White
- Male
- Female
- Other
- Asian
- Hispanic/Latino
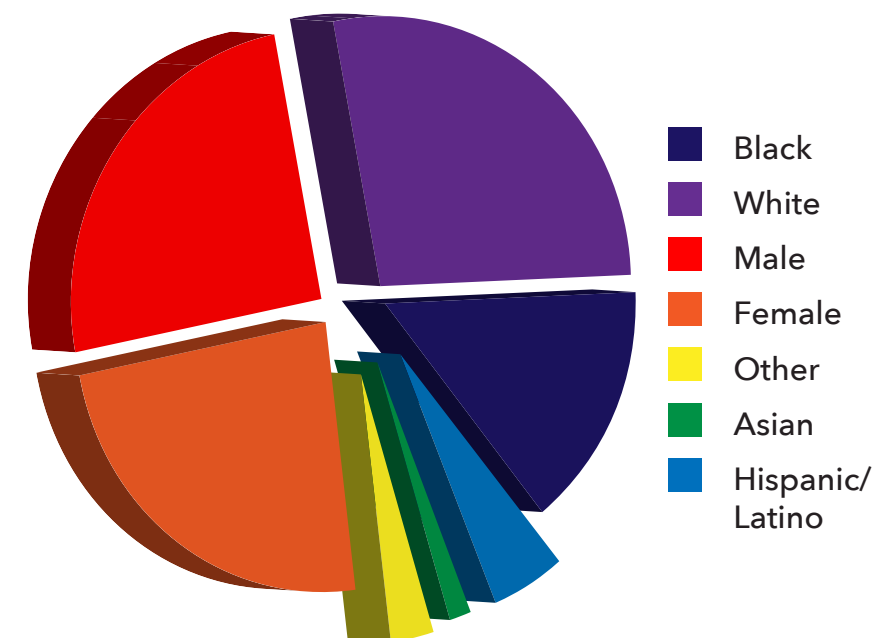
"*Strength lies in **differences**, not in similarities.*"

- Stephen R. Covey

Rebekah James, 29 (AKA Bek)

Majors:
• Ad Design
• Commercial Photography
•Web Design

Bek started her path in the CAT Program, in the fall semester of 2020, right in the middle of the Covid-19 pandemic. Bek has decided to major in all three areas of the program: advertising design, commercial photography, and webpage design.

Bek at the time she started in the program, wasn't sure if she would want to work in the field of graphic design. But through her time in the CAT Program, Bek has come to find a passion for branding and webpage design. Her inspiration for branding and creating websites comes from her desire to help people create a profitable online presence.

In addition to our program, Bek has completed 2 web-based certifications outside of class in the areas of UI and UX design. She said that April Fultz, one of
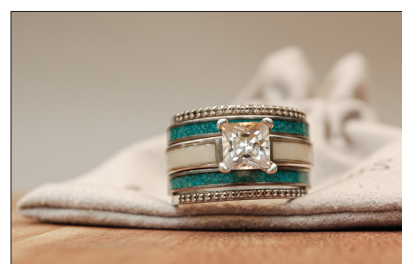
our faculty members, was the one responsible for introducing her to UI and UX design. April made sure to include UI and UX design into her webpage design class, because she knew that several of her students were interested in it.
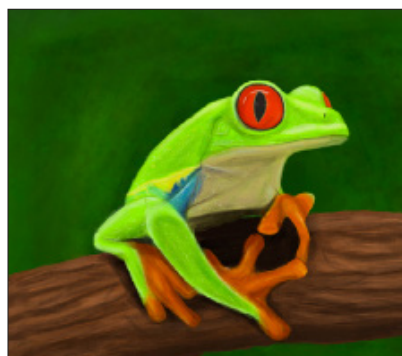
Upon asking Bek what her dream job would be, she said she would love to have a job that mixes UX and product design, and that she desires to do branding regardless of where she works. Outside of school, Bek has already dipped her toes into the design world. She has created logos, websites, and banner ads for webpages for her clients. She is on her way to creating a very successful career for herself.
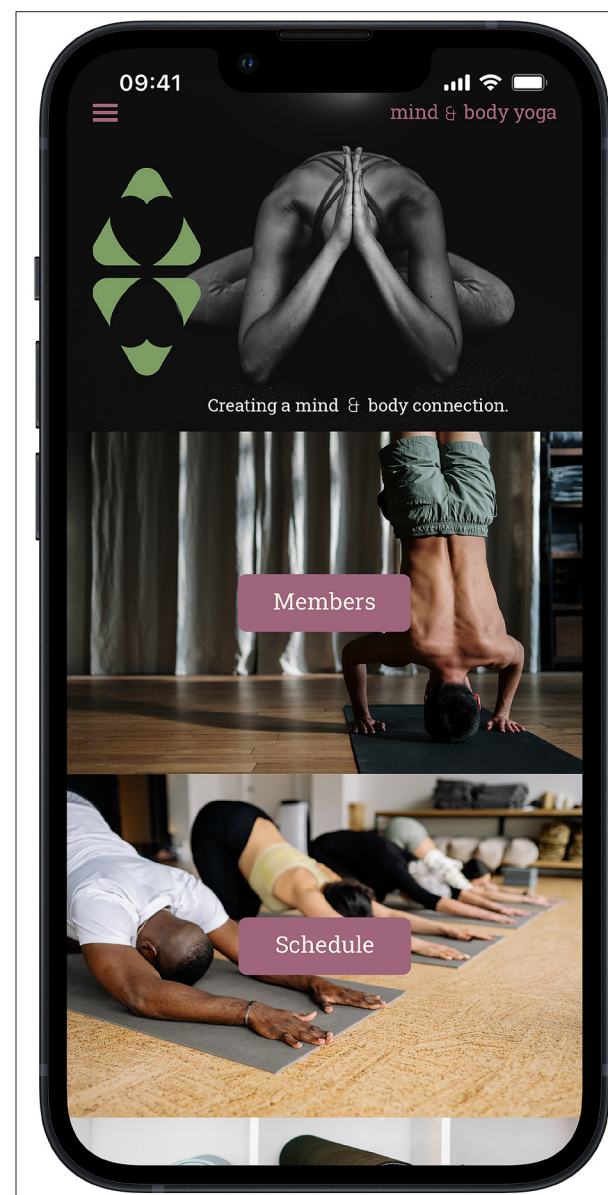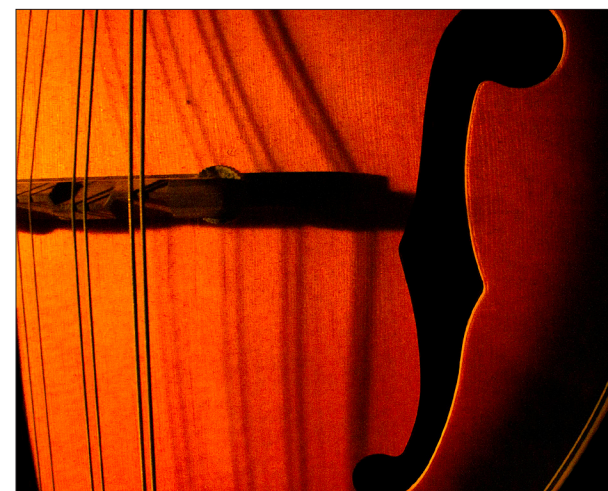
Our Program

The Communication Arts Technology program provides students with the knowledge, skills, and a portfolio needed for entry-level employment as a graphic designer, commercial photographer, or web designer.

These fields involve the use of specialized software combined with creativity, design, and problem-solving skills to communicate an effective visual message for TV, web and interactive media, product packaging, and advertising layout. This program focuses on developing the creativity and software skills necessary to be competitive in these fields. Many courses include hands-on lab hours with one-on-one assistance from the instructors.
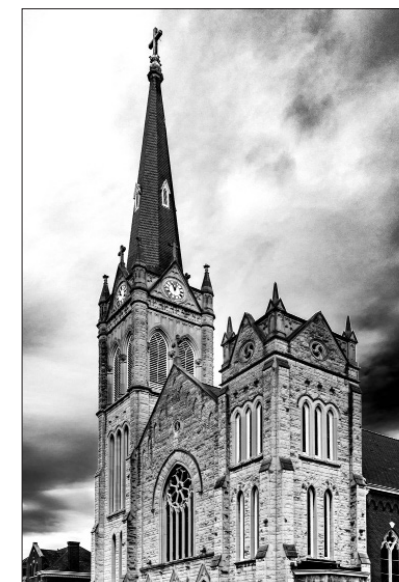
The program is completed with an internship in the student's specialty field that allows the student to transfer academic skills to a

professional environment. Students and graduates of the Communication Arts Technology program have won numerous design, photography, and video awards in the creative industry that makes prospective employers take notice of our graduates when they begin their job search.

Employment of graphic designers, photographers, and web designers is expected to grow as demand for their products continues to increase from advertisers,

publishers, video production studios, and computer design firms. Graduates may be employed as graphic designers at newspapers, print shops, advertising agencies, photographic studios, multimedia shops, web design shops, television broadcasting stations, film and video production

studios, department stores, corporations or non-profit agencies.

Our program incorporates innovation of teaching methods, best practices, and opportunities such as our Student Ad Agency to ensure students have the best opportunities to achieve

their goals in the classroom. We collaborate with both the local business community for internship sites and other departments within the college such as English, Music, Theater and Fine Arts to give our students the most and best opportunities for potential employment as well as a solid, diversified education. Student outcomes are measured not only by individual classroom testing, both performance and written, but by a final program portfolio review and a final program exit exam.

The CAT program is making a huge difference in the advertising world in Louisville. Our students are able to compete in the marketplace with larger schools such as the University of Louisville, Bellarmine University, Western Kentucky University, Murray State University, and the University of Kentucky. The program strives to provide the best equipment and facilities to allow for the best possible environment for our students to succeed and be prepared for the marketplace.

Faculty

Full Time Faculty

Terry W. Lutz
Professor
Academic Program
Coordinator

Fred Crawford
Instructor
Advertising Design

April Fultz
CAT Computer Lab
Supervisor
Web Instructor

Part Time Faculty

Nick Gargala,
Photography
Instructor

**Michael
Stewart**,
Photography
Instructor

Mark Cable,
Design
Instructor

Advisory Committee

Tony Beard
Creative Director
PriceWeber

Randy McCaffery
Photographer
McCaffery Foto

Warren Lynch
President
Warren Lynch Photography

Mike Covington
Illustrator
The Courier-Journal

Jim Miller
President
Quantum Communications

Nicole Kaegel
Designer
Brown-Forman

John Fitzgerald
Photographer
Fitzio, Inc.

Ben Ruiz
President
Adhawks, Inc.

Thomas Downs
Photographer
Louisville VA Medical Center

Lynn Meena
Marketing & Advertising
Consultant

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