CATP

Communication Arts
TECHNOLOGY PROGRAM

Jefferson Community & Technical College

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PROGRAM COORDINATORS MESSAGE

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.

Terry W. Lutz, Professor
Academic Program Coordinator

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
96% Successful!

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.
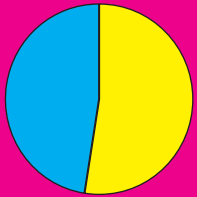
Average scores from Fall 2021 – 79.8% -
Our highest average scores ever compared to state/national.
11 and 11.6 points higher respectively than state/national averages

Our students' average scores were almost 30 points higher than the cut score for the NOCTI test.
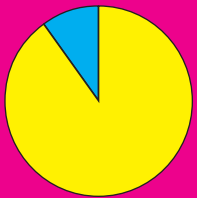
100		
90		
80		
70		
60		
50		
40		
30		
20		
10		
0		
CAT Average 79.8%	Kentucky Average 68.8%	National Average 68.2%
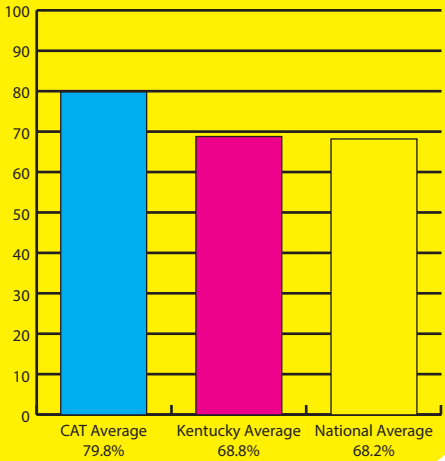
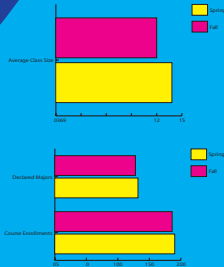AAS Degrees Awarded   Multimedia Certificates Awarded

Credentials Awarded
19 Credentials Awarded in Fall 2019 for AY 2020-2021
10 AAS Degrees Awarded
9 Multimedia Certificates Awarded

Working   Not Working

**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

**Program Capacity
Declared Majors:**
Fall 2021-128
Spring 2021-132

Course Enrollments:
Fall 2021-186
Spring 2021-190

Average Class Size:
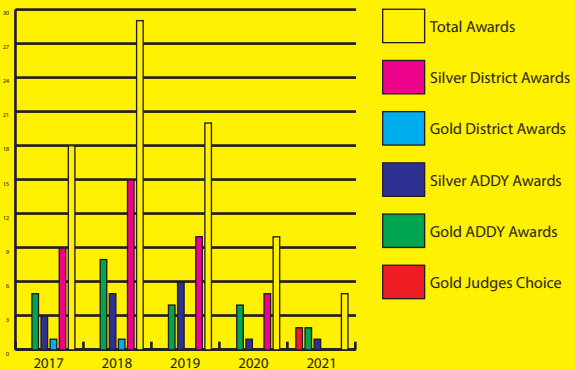Fall 2021-12
Spring 2021-13.8

**Program Diversity Fall 2021 Enrollment:
Majors:** 128
White (69)-54%
Black (37)-29%
Hispanic/Latino (12)-9%
Asian (3)-2%
Other Minorities (7)-5%

White (69)
Black (37)
Hispanic/Latino (12)
Asian (3)
Other Minorities (7)

Female
Male

Female: (60)-49%
Male: (62)-51%
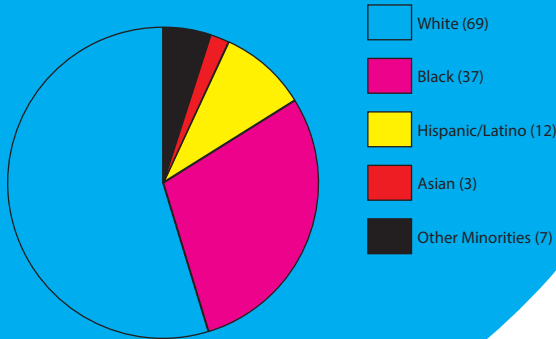
Major Advertising Awards Won by Our Students 2018-19

American Advertising Federation–Louisville ADDY® Awards Competition-The ADDY's®
2 GOLD JUDGES' CHOICE AWARDS
2 GOLD ADDY AWARDS
1 SILVER ADDY AWARDS

Total Awards
Silver District Awards
Gold District Awards
Silver ADDY Awards
Gold ADDY Awards
Gold Judges Choice

2017   2018   2019   2020   2021

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.
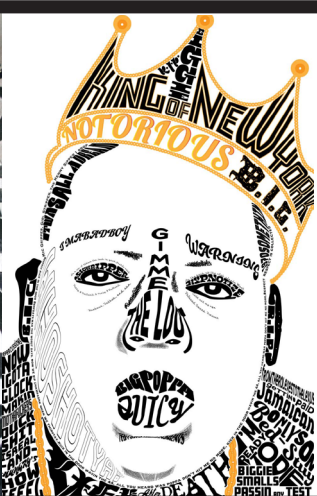

WARHAWK ENERGY DRINK PACKAGING
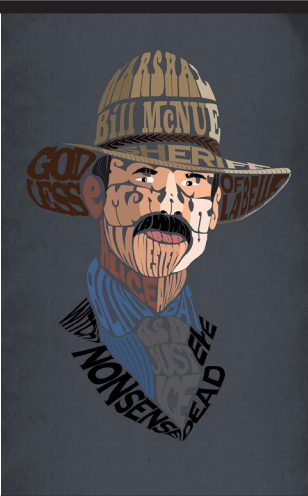ADVERTISING DESIGN IV
RACHEL FRYER
BEST IN SHOW

WAR PAINT
PRACTICUM
HUNTER SMITH

FACE OF A MADMAN
ILLUSTRATION FOR ADVERTISING
MYAN MAI

BIGGIE TYPE PORTRAIT
TYPOGRAPHY
LINDSAY GARD
GOLD

TYPOGRAPHIC PORTRAIT
TYPOGRAPHY
JOEY CAHILL
SILVER

ALEX TURNER PORTRAIT
INDEPENDENT STUDY
JAX MOORE

POOL DECK
PHOTOSHOP BASICS
KYLE SHOOK

FACE OF A MADMAN
ILLUSTRATION FOR ADVERTISING
HALEY GRETHER

ISLE OF DOGS
BASIC ADVERTISING DESIGN
KAYLA LEWIS
GOLD

RED HART
ADVERTISING DESIGN III
JAX MOORE

Full Time Faculty:

Terry W. Lutz
*Professor, Academic Program
Coordinator*

Fred Crawford
Instructor, Advertising Design

Staff:

April Fultz
*CAT Computer Lab Supervisor, Web
Instructor*

Part Time Faculty

Nick Gargala,
Photography Instructor

Michael Stewart,
Photography Instructor

Mark Cable,
Design Instructor

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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