

2024

# ANNUAL **REPORT**



**Communication Arts  
TECHNOLOGY PROGRAM**

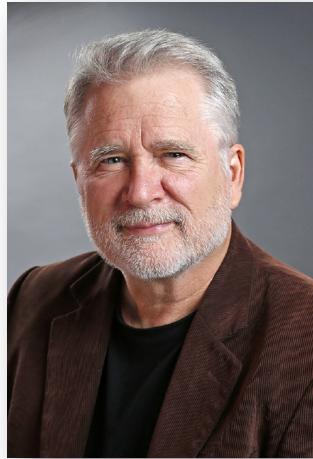
Jefferson Community & Technical College





PROGRAM  
COORDINATOR'S  
MESSAGE

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TERRY W. LUTZ

Professor  
Business & Technology  
Division Dean

*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 two ADDY Awards.*

*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.*

A handwritten signature in black ink, appearing to read "Terry W. Lutz".

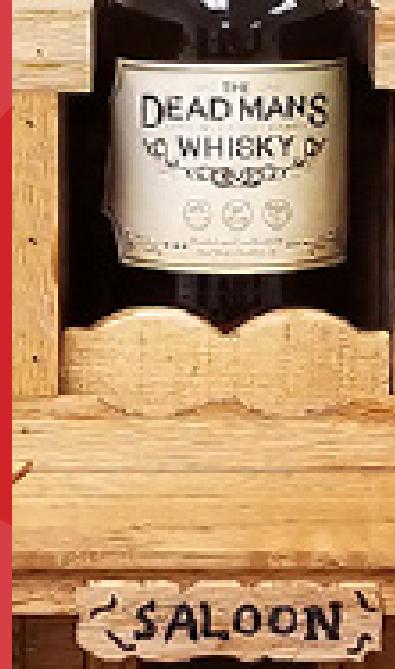


📍 45975 Myrtis Forges Apt. 368  
Emillychester, Wyoming,  
03376-6650

☎ 555-5555555  
✉ thequillpenp@google.com  
🌐 www.thequillpenpress.com

# student success

LPEN  
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# CATP FINAL PORTFOLIO REVIEW PASS RATE

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**SPRING 2024**  
**96%**  
**SUCCESSFUL**

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

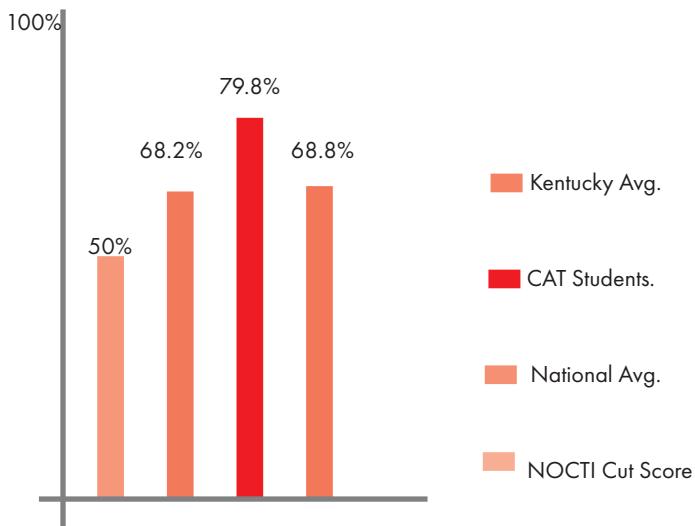
At the end of the spring semester in 2024 the CAT program had 10 students submit 11 final program portfolios to advertising industry/community professionals.

9 students were given a PASS through the rigorous portfolio review. One student was asked to resubmit their portfolio for review to program faculty once changes were made. This student successfully PASSED the follow-up portfolio review by program faculty.

*"A real chance to connect — students meet professionals, build their network, and hand out business cards to real-world employers."*



# END OF PROGRAM ASSESSMENT



## CREDENTIALS AWARDED

19 Credentials Awarded  
in Fall 2023 for AY 2022-2023



■ AAS DEGREES

■ DIGITAL MEDIA CERTIFICATES

## NOCTI EXIT EXAM

(NATIONAL OCCUPATIONAL COMPETENCY TESTING INSTITUTE)

10 of our CAT students took the Perkins Exit Exam with NOCTI for Advertising Design in December 2024.

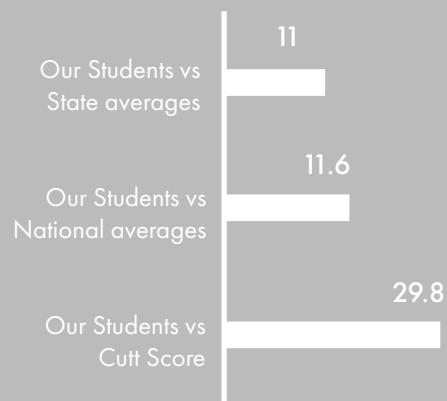
Our students' average scores of 79.8% for this period were 11 points higher than the Kentucky state average for the same test and 11.6 points higher than the national average for the same test. This includes ALL institutions, including 4-year schools, not just KCTCS schools.

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

Average scores from Fall 2024 – 79.8% - Our highest average scores ever compared to state/national.

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

## Points Above averages and Cutt Score

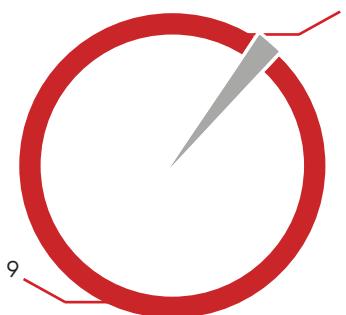


# STUDENT SHOW

**BIG IDEAS  
BROUGHT  
TO LIFE!**

Presented here for your viewing pleasure is a mere sample of the wonderful work produced by our students in Spring 2021. Thanks to all!

Illustration © 2021 Kayla Lewis



## CATP GRADUATE EMPLOYMENT RATE

- Contacted
- Working in the field
- Not working

## MAJOR ADVERTISING AWARDS WON BY OUR STUDENTS

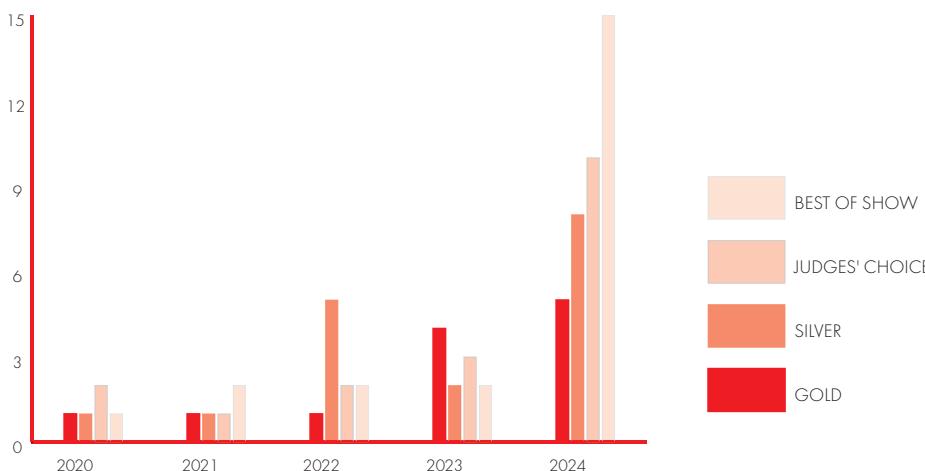
American Advertising Federation—Louisville ADDY® Awards

Competition-The ADDY's®

2 GOLD JUDGES' CHOICE AWARDS

2 GOLD ADDY AWARDS

1 SILVER ADDY AWARDS



The Student Show of the Communication Arts Technology program is held every semester as a public exhibition, showcasing a selection of outstanding student work.

**CAPTAIN**  
grateful advanced design  
GRAPHIC DESIGNER

Design with direction —clear, purposeful,  
and always with the user in mind.

INSTAGRAM FACEBOOK LINKEDIN



Over the years, CAT students have actively participated in the American Advertising Awards (ADDYs), showcasing their creativity and dedication to the advertising industry.

# When Cooking is a Labor of Love



CALLY HAZZARD

Silver ADDY Award

"Mama Empanadas"  
Package Design



## PROGRAM CAPACITY

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**FALL**  
**128**  
**SPRING**

DECLARED MAJORS

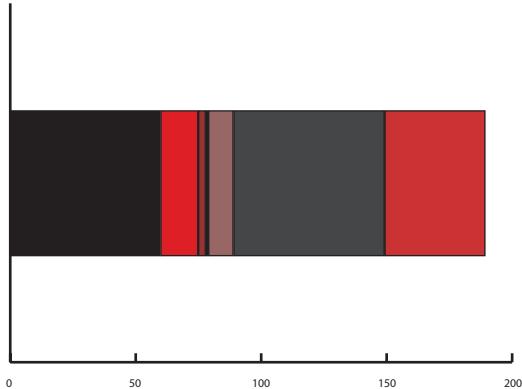
**FALL**  
**186**  
**SPRING**

COURSE ENROLLMENTS

Average  
Class Size



# PROGRAM DIVERSITY



- Male
- Female
- other Minorities
- Asian
- Hispanic/Latino
- Black
- White



Our program embraces a diverse student body, representing a variety of racial, ethnic, and gender backgrounds. The following graphic illustrates the demographic breakdown of our majors for Fall 2024.



# 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, animation, 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 innovative 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

# faculty

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.

## FULL TIME FACULTY

### **Terry W. Lutz**

Professor  
Dean of Business & Technology  
Division Co-Academic Program Coordinator

### **Mark Cable**

Instructor  
Co-Academic Program Coordinator

## ADVISORY COMITEE

### **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

## STAFF

### **April Fultz**

CAT Computer Lab Supervisor

## PART-TIME

### **Nick Gargala**

Photography Instructor

### **Bryan Moberly**

Photography Instructor

### **Tyler Ewing**

Design Instructor

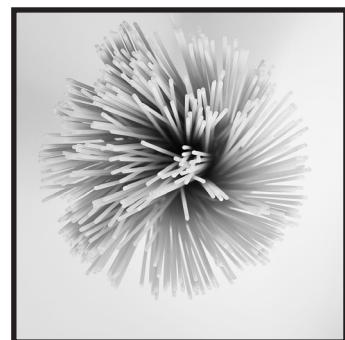
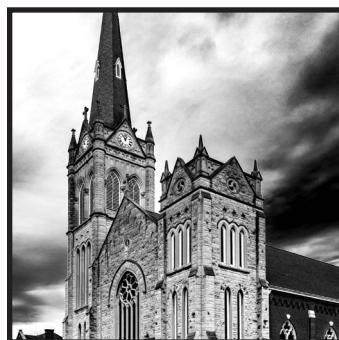
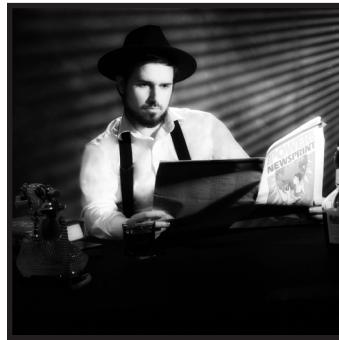
### **Michael Stewart**

Photography Instructor

### **Jamarr Cox**

Web Instructor

**MAKING  
AN IMPACT**





# Communication Arts TECHNOLOGY PROGRAM

Jefferson Community & Technical College

109 West Broadway

Louisville, Kentucky 40202