About Wade College

Wade College is a specialized, private academic institution in Dallas, Texas, that currently offers associate and Bachelor degrees in fashion design & product development, interior design, merchandise marketing & management, and visual communications. The college’s campus is affiliated with the world’s largest wholesale center for fashion, interior and hard goods, as well as being located within one of the largest technology centers in the world. The opportunities to learn from working professionals and learn within a professional setting abound.

At Wade College, both the classes and the students are creative, with coursework designed to broaden perspectives and launch careers in as little as 16 to 32 months. The continually updated curriculum builds upon a liberal arts and business core to include specialized study in fashion design & product development, interior design, merchandise marketing & management, and visual communications. Courses are taught by industry professionals who bring to the table a wealth of knowledge from their fields. Classes focus on real-world application, preparing and enabling students to achieve gainful employment not just upon graduation, but while completing the program.

With small, immersive classes, attentive faculty members with professional experience, incredible internships & work-study opportunities, and beyond. Congratulations to all the students, faculty, and administrators involved in these important achievements!

In 2020, Wade College achieved several important accreditation milestones! The college was approved to offer online coursework for the first time in its history. Additionally, the college’s institutional accreditation was reaffirmed for another ten years by the Southern Association of Colleges and Schools Commission on Colleges, with no recommendations or required additional reporting. Finally, the college was approved to launch its Quality Enhancement Plan, which focuses on creating opportunities and alternatives to standard procedure. I elected to take things one step further and threw out the box entirely. The result - including an abstract cover comprised of found imagery and alternatives to standard procedure. I elected to take things one step further and threw out the box entirely. The result - including an abstract cover comprised of found imagery designed to symbolize the resilience, perseverance & diversity of our community, and a curated playlist that embodies the spirit of this issue - is a magazine unlike anything Wade College has published before.

I won’t say that putting together this issue was easy, because that would be a lie, but, to paraphrase Theodore Roosevelt, nothing in this world is worth doing unless it means effort and difficulty. These pages are the culmination of months’ worth of work, and as we finalize this issue, I find myself filled with gratitude. I am grateful for my small but dedicated team of contributors and editors. Grateful for my incredibly wise (and unendingly patient) graphic design professor turned mentor, Will Webster. And most of all, I am grateful that the Wade administration was willing to take a leap of faith and allow me to fulfill a lifelong dream of being a magazine editor.

This issue was truly a labor of love. I hope you enjoy it.

Letter from the Editor

At risk of stating the obvious, 2020 has been a truly extraordinary year. From a global pandemic, to renewed public outcry over police brutality, to the wildfires ravaging the west coast even as I write this letter, this year has been characterized by a multitude of unprecedented challenges. In spite of uncertain and rapidly evolving circumstances, the students and faculty of Wade College have come together like never before, finding ways to not just adapt, but thrive.

When COVID-19 began spreading through Texas in early March, the Spring trimester was already in full swing, and administrators had little time to devise a solution for online learning. Due to the hands-on nature of Wade’s curriculum, the college had never offered classes online before and thus had no existing infrastructure to fall back on. I say this not as a criticism, but to illustrate how remarkable it is that classes were able to resume remotely on Microsoft Teams after just one week off for training and implementation. After Dallas County issued its first Stay At Home order on March 22nd, forcing Wade to cut off access to campus entirely, the school went above and beyond to ensure students were poised for successful remote learning, going so far as to purchase sewing machines and desktop computers to send home with those who needed them.

I don’t think anything has demonstrated the heart of Wade College more than the resilience, flexibility, and ingenuity I have witnessed from my peers and professors over these past seven months. Though the initial decision to offer virtual classes was one of necessity, the response to this new option for learning was overwhelmingly positive, leading the school to formally offer online & hybrid courses for the very first time. No longer limited by geography, the Wade community now proudly includes students living not just in Texas, but also Arizona, Arkansas, Florida, Georgia, Louisiana, New York, and Oklahoma.

You may have noticed that this issue of D&M Magazine is a pretty significant departure from our usual fare. After I signed on as Editor in Chief, it quickly became apparent that I could not rely on past issues to act as blueprints. In light of what society has dubbed “the new normal,” I would instead be required to think outside the box to find creative solutions and alternatives to standard procedure. I elected to take things one step further and threw out the box entirely. The result - including an abstract cover comprised of found imagery and alternatives to standard procedure. I elected to take things one step further and threw out the box entirely. The result - including an abstract cover comprised of found imagery designed to symbolize the resilience, perseverance & diversity of our community, and a curated playlist that embodies the spirit of this issue - is a magazine unlike anything Wade College has published before.

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At the beginning of each trimester, most professors warn you about the amount of studying that’s involved for each class, some going so far as to include it in their syllabi! What exactly “studying” entails varies from student to student, but however you want to interpret the term, be sure you actually do it. Here are a few of the most popular tips I’ve encountered over the years.

1. Pick a good place to study
When choosing a good place to study, keep in mind the things that might distract you and steer clear of them. The library is usually a good, quiet place to start, though for some, a comfy home setting like your bed or a couch might work better. When the weather is nice, taking your study materials outside can be a nice change of pace, and if you have to shuffle your time around due to a busy class or work schedule, you can even snap some study time in your car!

2. Keep track of deadlines
Keeping track of deadlines is a must, but be careful not to get too bogged down looking for a fun, cool planner, unless that’s your thing! Any simple planner will usually do, as long as it has space to keep all your deadlines and other activities in one place, so you can formally set aside time to work on projects and study for tests.

3. Take notes in class
There are many different ways to take notes, digital or analog! You can type notes on your phone, tablet, or laptop, or go back to the basics and put pen to paper - just choose whatever method works best for you. I personally like to hand write my notes, highlight important information in my textbook, and print out any additional material the professor provides. I’ve learned that paying attention and taking notes during class is especially important because not everything professors include on tests can be found in your textbook!

4. Organize a study group
If you’re a social person (or struggle with studying on your own), study groups can be a fun, helpful way to learn the material and support each other. Find a few classmates, then pick a place and time to meet that fits everyone’s schedule (and add the meeting to your planner)! Always be respectful of the group’s time: be on time, come prepared, and stay on topic. Study first, socialize after.

5. Don’t be afraid to ask for help!
I cannot stress this one enough! I’m not typically one to ask for help, but I’ve learned from my past mistakes. If you need help, ask for it! Though asking for help may seem hard to do, I’ve found that the outcome is always worth it. Like everything else, it becomes easier over time. And in that same vein: always ask the question! Never be afraid to ask for clarification when you don’t understand things, and know that others who didn’t have the courage to ask themselves will be grateful you did.

At the end of the day, the most important thing is to create study habits that work for you and your schedule, then stick to them! You can search the web or ask your peers about the best ways to study, but the truth is - it depends on what works best for you. Know that any tips you find, mine included, are just that - tips. Don’t be afraid to alter them to fit your own study needs.
Wade College alumna Kaelanni Hoppe’s Doll House concept for Neiman Marcus’ downtown Dallas Main Street flagship store was photographed for the Dallas Morning News. This Instagram-worthy visual installation featured over 500 items from over 30 brands, including Tom Ford & Giorgio Armani.

Kaelanni met with Wade College students on a subsequent field trip to talk about her job as a visual merchandiser, and walk them through the planning & execution of this dreamy, head-to-toe pink display!
From library yoga and meditation to the online Wade Wellness community, 2020 has marked the successful launch of our Wellness @ Wade initiative. As a psychology professor & wellness coach, I'm dedicated to creating and curating resources to help you navigate your college journey, and I am also here to help via one on one coaching sessions with any personal struggles you might be facing. I’m so excited to continue working together to become the healthiest versions of ourselves!

What is wellness?
Wellness is the act of practicing healthy habits that improve overall well-being. It is a conscious, deliberate process that requires being aware of and making choices for a more satisfying lifestyle.

The key to wellness is becoming acutely aware of oneself and actively engaged with the multiple aspects of our lives over which we have control. It is much more than just physical health and psychological well-being. It’s about having a fulfilling life experience and living up to our full potential. Wellness is a combination of all factors that influence our quality of life. The goal is to try and balance all elements that make up our lives.

During these uncertain times, it's easy to feel anxious, depressed, unmotivated, etc. We are all in a period of adjustment and mourning (feeling sad about less social contact, fear of illness, travel restrictions, financial instability, employment uncertainty or reduced hours, online classes, etc.). We must remember to seek balance and to be kind to ourselves. I hope each and every one of you will work on your wellness and welcome more joy into your life by trying some of these suggestions.

Eat better as good gut health leads to good mental health. Maintain connections with others, call a friend to laugh or cry. Go outside, take a walk, or just sit in nature. Take up a new hobby or project, or find space for that thing you’ve been meaning to do but never found the time. Expand your mind, read, or learn a new language. Try new recipes, and eat better as good gut health leads to good mental health. Meditate and journal. Focus on gratitude. Develop a set schedule for activities like school and homework. Maintain a healthy sleep pattern.

The eight (8) dimensions of wellness include:
1. Physical Wellness involves maintenance of a healthy body, good physical health habits, including nutrition and exercise, drinking enough water daily and obtaining appropriate health care.
2. Emotional Wellness involves the ability to identify and express feelings appropriately, enjoy life, adjust to emotional challenges and cope with stress and traumatic life experiences.
3. Spiritual Wellness involves having meaning and purpose and a sense of balance and peace.
4. Social Wellness involves having healthy relationships with family and friends and the community, and having an interest in and concern for the needs of others.
5. Intellectual Wellness involves lifelong learning and application of knowledge learned.
6. Financial Wellness involves a sense of control and knowledge about personal finances, budgeting, etc.
7. Environmental Wellness involves being and feeling physically safe, in a safe environment, access to clean air, food and water, etc.
8. Occupational Wellness involves participating in activities that provide meaning and purpose, including employment.

We asked Wade College students and alumni to submit their best work & study from home looks, and they delivered!

(From left to right: @jamaicanmecrazy8, @barajaselena, @thedomburnett_, @shaundraq, @lunatikcosplay, @rachellied, @sliq_from_dallas, @emmaa.alcantar, @curlybmj)
From the time she started her career at Wade College, Keaunna McCray (Class of 2017) dreamed of working in the corporate office at Neiman Marcus — and now she does! As an Assistant Online Category Manager at Neiman’s, Keaunna helps to run the store’s e-commerce site and oversees email marketing campaigns. During her Zoom presentation, she walked students through some of the essential skills required to be successful in online merchandising, including proficiency in Microsoft Excel and other specialized, proprietary programs. Keaunna stressed that an ability to multitask and adapt to constantly shifting priorities were non-negotiables.

Amanda Hall (Class of 2011) enjoyed sketching outfits even as a little girl, and though she admits she “didn’t even know how to sew” before she enrolled in the Fashion Design program at Wade College, that didn’t stop her from graduating as Valedictorian! In 2013, Amanda was hired as the Embroidery Designer for Panhandle Western Wear in Fort Worth. Though her main responsibility is to work with designers to add embroidery & other embellishments to garments, Amanda told students the position was “a juggling act” — requiring her to even know how to sew before she enrolled in the Fashion Design program at Wade College, that didn’t stop her from graduating as Valedictorian! In 2013, Amanda was hired as the Embroidery Designer for Panhandle Western Wear in Fort Worth. Though her main responsibility is to work with designers to add embroidery & other embellishments to garments, Amanda told students the position was “a juggling act” — requiring her to multitask and split her time between creating, consulting, revising, and overseeing the design process. When asked how she overcomes the challenges of her job, she cited communication skills and adaptability. While she feels ambition and a passion for design are important, Amanda’s main advice for newcomers is to listen and ask a lot of questions, learn to take criticism, and not feel like you’re above doing menial tasks: “Even when you’re steaming garments, you will learn things.”

Price Ogilvie (Class of 2017), is a Brand Strategist at BIOWORLD Merchandising, the leading global manufacturer of licensed apparel, accessories, and home goods. He began working for BIOWORLD while completing his B.A. in Visual Communications, and rapidly ascended from intern to Marketing Coordinator to his current position of Brand Strategist. During his “Day in the Life” Zoom talk, Price told students about some of his favorite projects he’s worked on at BIOWORLD, which include experiential marketing campaigns for nostalgic brands like Dumb Good & Blockbuster Video.

Cortney Elliott (Class of 2011) works as an interior designer for VLK Architects, a Texas-based architecture firm. Cortney collaborates closely with architects designing both education and commercial spaces. Cortney found out about the career opportunity at VLK Architects through her involvement and network with IIDA (International Interior Design Association). Since the beginning of Cortney’s student life at Wade College, she became involved with IIDA and began cultivating her professional network. Now, she serves as the 2020-21 Campus Co-Chair for IIDA’s Dallas City Center Council facilitating campus relationships, portfolio reviews, and more. Cortney emphasized the importance of: networking, student involvement with professional organizations such as IIDA, maximizing LinkedIn to connect with industry professionals, staying updated on industry trends, events, and opportunities, asking to job shadow for a day to learn about various aspects of a field, and showing initiative.

Virtual Events

As 2020 pushed us all to think about our “new normal,” Wade got creative when it came to socially distanced student activities! Who knew it was acceptable to attend so many events in our most fashionable... pajamas? Take a look at how we spent our time at home productively!

Virtual Studio Tours

As usual, Professor Reynaga delivered on the front. Via virtual tours, we had the chance to visit the professional studios of artists creating art in a variety of mediums! Terry Hays took us on a journey through his extensive work as a scenic artist, including his large scale, otherworldly landscape installations. We explored the personal and the political in Bernardo Vallarino’s mixed media and sculpture, engaging with themes of human suffering and social injustice, particularly in relation to current events. To wrap up the series, Rusty Scruby showed students how his backgrounds in aerospace engineering and musical composition conflate with his expression as an artist as he cuts, weaves, and stitches complex mathematical art to create visual harmony.

Guest Speaker Series

We began our global guest speaker series in London with fashion designer Levi Palmer who shared how Palmer | Harding’s emphasis on the classic white shirt is a strength in the time of Zoom-fashion. From there we headed to Paris for a chat with Erin Moffett about her experiences as an executive for Karl Lagerfeld, Marc Jacobs, Kate Spade, and Ralph Lauren. We hopped back across the pond to the Big Apple to learn about what it takes to be a fashion journalist from Mario Abad of Paper Magazine, and met with Brian Murdock, AVP of L’Oreal’s Global Business Development, who spoke to students about the challenges of marketing across global cultures, explaining how each market values different attributes in their cosmetic products.

Then we headed back to Dallas, where we heard how Ellett Miclotto left Ralph Lauren to launch his own interior design firm (and what to do if we ever find ourselves sourcing marble in Italy)! We toured Niven Morgan’s manufacturing facilities, and chatted with Chuck Steelman of Neiman Marcus, Amy Harper of Dallas Market Center, and Victoria Snee from Highland Park Village. We learned about the importance of professionalism and networking from celebrated fashion stylist and runway producer, Willie Johnson III. Finally, we rounded out the series with a sneak peek into Sherwin-Williams 2021 ColorMix forecast, and presentations on experiential design from Kevin Calabrese of AT&T and Julia DeGripp of Ford Motors.

So much virtual globetrotting, so little jetlag!
A WOMAN'S PLACE is in the voting booth!

They fought for your RIGHTS. USE THEM.

Student Work Spotlights

Sydney Luna
VISUAL COMMUNICATIONS

Elena Barajas
FASHION DESIGN

Emma Alcantar
INTERIOR DESIGN

Dominique Burnett
MERCHANDISE MARKETING & MANAGEMENT
From Guest Judge to Valued Faculty Member

Angela Robinson first visited the Wade College campus to offer her professional critique of residential project presentations for Interior Design Studio I students. She soon joined the team officially, and now lends her expertise and enthusiasm to courses like Construction and Detailing, Survey of Interior Design, Sustainability, Lighting Design and Interior Materials and Systems, and is a valued mentor to design students. From global architecture firm, RTKL Associates to her role as Project Architect at Corgan, she has over 16 years of architecture, interior design, construction, and project management experience. Currently, Professor Robinson is a Senior Design Project Coordinator at University of Texas Southwestern Medical Center. There she oversees interior design services including client assessments, collaboration with vendors, assisting clients throughout the project, space planning, furniture estimates, coordinating finishes and furniture selection with the design team, coordinating project schedules and specifications, creating department standards, and mentoring staff. She excels in managing small to large projects at one time, critical thinking, and layering aesthetics with functional spaces. Angela currently has over 40 projects on the UT Southwestern campus, and still finds time to dedicate to her personal passion of architecture photography and sharing her experience with our up-and-coming interior designers.


Our faculty are busy people! Somewhere in the midst of working as Design & Construction Senior Project Manager at UTSW, teaching studio courses at Wade, completing a second master’s degree, and co-founding a custom design and construction company, Professor Brea Elles has also launched her new podcast, Steel Purpose. The Steel Purpose podcast is dedicated to telling the stories of everyday people in architecture and design, and each episode shares encouragement and inspiration that students can take with them as they launch their own careers. Podcast takeaways include key advice about interning, taking ownership of your education, taking your time, caring for your mental health, and committing to a life of continuous learning and research. Do you need a little inspiration to keep moving toward your goals? Check out the Steel Purpose podcast for yourself - available on Spotify, Apple Podcasts, and Instagram @steelpurposepodcast!
The College in DFW for Design and Marketing

Wade College
Since 1962