Contents

Message from the Dean  4
Richmond, Virginia  6
Start Your Journey  10
  Art Foundation  12
  Art Education  14
  Art History  16
  Cinema  18
  Communication Arts  20
  Craft/Material Studies  22
  Dance & Choreography  24
  Fashion Design  26
  Fashion Merchandising  26
  Graphic Design  28
  Interior Design  30
  Kinetic Imaging  32
  Music  34
  Painting & Printmaking  36
  Photography + Film  38
  Sculpture + Extended Media  40
  Theatre  42
VCUQatar  44
Experiential Learning  46
Arts Research  48
Education Abroad  49
Facilities  50
Rankings & Accreditation  52
Success Stories  54
Student Work  59
Student Life  68
Take a Tour  73
Apply  74
Campus Map  75
Tuition and Value  back cover
YOU’RE AN ARTIST.
Create your journey.

Studios packed with sculptors. Cinema students working on a national feature film. A professor just had another piece bought by MoMA. Graphic designers collaborating with engineering and medical students. A student contest winner will see his bike racks all over downtown Richmond during the UCI Road World Championships.

This is a small part of one day at VCUarts, the School of the Arts at Virginia Commonwealth University. It’s the number one ranked public art school in the country. For thousands of artists like you, it’s their number one choice for college.

At VCUarts, you create your own journey.
You have 16 majors to choose from, and a whole university to work with. It’s not easy to get in—once you’re in, it’s hard work every day. But these four years will steer the rest of your life. And when you leave, you’ll be prepared for a career, in a world where the creative class is taking off.

Here, one of the best art schools is also one of the most affordable. Look at the back cover, and compare VCUarts’ tuition with that of other top art schools. Then, add in Richmond’s low cost of living, the reputation VCUarts has with employers, and the fact that more than 50 percent of our freshmen arts applicants receive university scholarships. Yes, it really is a financially smart decision to go here.

Will an art degree pay off?
It sure can. Look through this book, and you’ll read about plenty of not-so-starving artists, designers and performers. After you graduate, you won’t just be trained for a job in the arts, but ready for a career as an out-of-the-box thinker. An arts education, specifically a VCUarts experience, develops creative problem solving and critical thinking skills. You’ll learn how to work in a team environment and be flexible, disciplined and innovative. That’s the kind of person who’ll thrive in this world.
A MESSAGE FROM THE DEAN

Dear Artist,

You know what it’s like to be driven by a passion for the arts. We live that passion every day here at VCUarts. Ours is a place with an explosive creative vibe, and it resonates throughout the world of art.

Our faculty members receive awards and recognitions reserved for the most innovative and talented artists, and our alumni are helping to lead the creative culture on an international scale. In the last three years alone, four of our faculty members have received prestigious Guggenheim Fellowships. VCUarts faculty and alumni now boast 10 Guggenheim fellowships, a statistic that gives us great pride and is evidence of tremendous achievements.

This faculty drives a program that is among the most challenging in the country. Our students know how high the bar is set, and they aim to go beyond it. They’re starting their careers before they even graduate, with achievements that will help shape their lives as artists. They’re crossing disciplines to work with engineers, medical students, business
students and others, in an art school embedded within a Carnegie research university. They’re traveling to Qatar, South Africa, Italy, Peru, the UK, Russia, China, Australia, India and other international destinations, taking part in exchange programs and other cooperative experiences. They’re working with local businesses and organizations on projects that create change.

VCU is proving its commitment to VCUarts, with new studios, new performance venues, new gallery space and new programs. And our VCU Institute for Contemporary Art will be the cornerstone of creativity in our city, exposing all to cutting-edge art and ideas from around the world.

Yes, we are the number one public school for art—and we keep earning that title every day. Come here, see it for yourself, and excel alongside us.

Joe Seipel
Dean, School of the Arts
VCUarts is in the center of the historic Fan district in Richmond, Virginia. Our modern buildings are surrounded by Victorian architecture and cobblestoned streets. We’re at the base of Monument Avenue, the only street in America listed on the National Register of Historic Places, and we’re at the heart of a city of inspired contrast. Historic markers line our streets, here in the third most tattooed city in the country. This is the place where Thomas Jefferson designed and governed from the capital building, where Poe worked—and where the Geico gecko was born.
The “River City” is home to the James River Park System, one of the largest inner city park systems in the country. A few blocks away from campus, you can kayak right through the center of downtown on class IV rapids. (One of the reasons why Richmond was named America’s #1 River City.) Murals cover the walls of public buildings all over town. There’s a palpable artistic vibe here, and VCUarts is driving it.

That creative culture can lead to creative jobs. The Virginia Museum of Fine Arts and other great museums and galleries, countless design firms and ad agencies, a thriving film community, a world-class ballet and activists for the arts—these are all part of Richmond, Virginia, aka RVA. The city’s businesses and organizations open their doors to collaborating with VCUarts students, whether it’s through internships, entry-level jobs or lifetime careers.

It’s no wonder Richmond was named the happiest city in the country last year.

RICHMOND, aka RVA

More than 900 restaurants • 24 farmers’ markets
40+ city festivals per year • 50+ miles of bike trails
55+ races and marathons per year

Richmond was voted America’s #1 river town
—Outside Magazine, 2012

FAST FACTS

• Richmond is the capital city of Virginia

• Urban population is over 200,000; approximately 1.2 million live in the greater Richmond area.

• Sun and snow—enjoy each unique season in a temperate climate.

• Home of the 2015 UCI Road World Cycling Championships

• Richmond is a city of contrasts, with contemporary art galleries next to centuries-old historic sites.
THE CITY’S ART & CULTURE:
Hometown charm with world-class art.

Virginia Museum of Fine Arts
One of the nation’s top art museums is just a few blocks away from VCUarts. The Virginia Museum of Fine Arts (VMFA) is ranked as a top 10 art museum by the Association of Art Museum Directors and has recently undergone a major renovation.
Virginia Commonwealth University
School of the Arts began as one night class taught by Theresa Pollak in the fall of 1928. It has become known as a hotbed of artistic creation and expression.

RICHMOND’S BOOMING ART SCENE INCLUDES:

First Fridays Art Walk
A strong local music scene in all genres
RVA Street Art Festival
Fourth Friday at ArtWorks at Plant Zero
Annual Richmond Folk Festival
48-Hour Film Festival
French Film Festival
James River Film Festival
Visual Arts Center Craft + Design Show
Richmond Center Stage
Carpenter Center
Altria Theater
University of Richmond Modlin Center
VCU Institute for Contemporary Art (coming soon)
What’s the difference between a BA and a BFA?

**Bachelor of Arts (BA)**
A liberal arts-based general arts degree. With a BA, one third of your classes will focus on your major, and two thirds of your classes will focus on liberal arts and sciences.

**Bachelor of Fine Arts (BFA)**
A professional studio-based degree. With a BFA, two thirds of your classes will focus on your major, and one third will focus on liberal arts and sciences.
Submit a portfolio along with the application to VCU.

Prior to entering these departments, students complete Art Foundation, the exciting first-year program that provides an intellectually rigorous, studio-based experience in the fundamental issues of art and design.

ART EDUCATION – BFA
COMMUNICATION ARTS – BFA
CRAFT/MATERIAL STUDIES – BFA
FASHION DESIGN – BFA
GRAPHIC DESIGN – BFA
INTERIOR DESIGN – BFA
KINETIC IMAGING – BFA
PAINTING + PRINTMAKING – BFA
PHOTOGRAPHY & FILM – BFA
SCULPTURE + EXTENDED MEDIA – BFA

ART HISTORY – BA
CINEMA – BA
FASHION MERCHANDISING – BA

ART HISTORY and Cinema applicants submit writing samples along with the application to VCU.

DANCE & CHOREOGRAPHY – BFA
MUSIC – BA, BM
THEATRE – BA, BFA

All performing arts applicants complete an audition/interview as part of the application process.

Theatre stage management applicants submit a production prompt book or portfolio. Theatre costume design, lighting design and scene design applicants submit a portfolio.
ABOUT
AFO, the widely-used nickname for Art Foundation, proves to be an exciting first year that provides an intellectually rigorous, studio-based experience in the fundamental issues of art and design. The program exposes students to a vast forum of ideas and concepts preparing them for a wide range of disciplines. Near the end of the first year, students apply to their top three department choices. The large majority are accepted into their first choice.

ACADEMICS
This fundamental Art Foundation education and exposure to a variety of media is just one aspect of the experience. Students benefit from a peer group of other first-year visual art students who will go on to define the fields of art and design. Art Foundation prepares young artists for their next three years at VCU, and ultimately, for a sustained career in the arts. Artists and designers do not work in isolation, and a strong peer group is one of the privileges of being at VCU. The relationships forged here remain with our students throughout their life in the arts. Art Foundation extends the depth of one’s skills, powers of observation and intellectual agility. Students should expect to be challenged, and to try new materials, strategies and ideas.
FAST FACTS

- Small studio classes allow students to work closely with faculty and their fellow classmates; each Art Foundation studio has a maximum of 18 students.

- The program offers four core classes in Space, Time, Surface and Drawing.

- Art Foundation prepares students for the 10 art and design departments in the School of the Arts.

- 55% of first year students change their minds about their intended major as a result of a new experience they had in AFO.

WHAT IF I’M UNSURE ABOUT A MAJOR?

Upon entering the Art Foundation Program, some students have an idea of the department in which they want to study. Others may not be sure, and use the first year to help define their interests. It’s important to keep one’s mind open to new possibilities. More than half of all Art Foundation students change their minds about their preferred major and all students will have their perceptions of art and design forever changed.
ART EDUCATION (BFA)

ACADEMICS
Rather than focus on one studio area, students take courses in painting, sculpture, ceramics, photography and a variety of arts and design electives. This breadth of experience prepares students to teach multiple mediums through innovative lessons. Teacher preparation includes two semesters of practicum courses in which students visit local schools for teaching and observation followed by a semester of clinical internship where students are paired with art teachers, one at an elementary school and one at a secondary school, to complete student teaching. This art classroom internship allows students to experience full time teaching and is concurrent with a seminar course in which students prepare a teaching portfolio, a final exhibition and begin their job search.

FACULTY
Our faculty members are leaders in the field of art education. They are dedicated and celebrated researchers and teachers and their work is published in dozens of journals, anthologies, books and professional national and international conference proceedings.

ABOUT
The Department of Art Education prepares students as idea-based artists/instructors who view art as important meaningful work that makes a difference in the world. Faculty and students are actively involved with the art world and focus on visual culture studies, critical thinking and theory, exhibition, assessment, curriculum and emerging digital technologies (virtual and interactive). Through their own research and instruction, art teacher candidates engage their students and themselves in traditional and nontraditional forms of inquiry to contribute to the continuing growth and strength of the profession.

We are involved locally and globally through art-based service learning. Locally, undergraduates engage meaningfully with young students through Carver Promise and community internship opportunities with arts organizations. Students can extend these efforts through involvement with the VCU student chapter of the National Art Education Association, which may also lead to attending or presenting at a conference. Students have the opportunity to study abroad for a semester at the Michaelis School of Fine Art in Cape Town, South Africa and/or engage in service learning with Mayan students and teachers in Comalapa, Guatemala.
FAST FACTS

• Graduates are highly sought after by Virginia and surrounding state school systems for art teaching positions.

• Double majors and minors are welcome and encouraged in Art Education! About 50% of our students are double majors or have a minor.

• Associate Professor, Melanie Buffington Ph.D., received two national awards in 2015: the Kathy Connors Teaching Award and Higher Educator of the Year by the National Art Education Association. Her honors are emblematic of the outstanding faculty in Art Education.

• Students regularly build their professional portfolios with internships in many locations, including the Visual Art Center, Stuff Redux, the Virginia Museum of Fine Arts, 1708 Gallery, Art on Wheels, Institute for the Arts (Fairfax County Schools) and the Smithsonian.

CAREER OPPORTUNITIES
Graduates of the program are eligible for teacher licensure in pre-kindergarten through grade 12. Graduates can apply for teaching positions across the country because of reciprocity agreements with most states. Most Art Education students enter the teaching profession and teach art in either elementary, middle or high school. Others work as community art educators, museum educators, arts administrators and in other art-related business positions. Still others pursue graduate degrees in art education, art therapy, education and fine arts.
ART HISTORY (BA)

ACADEMICS
The Department of Art History offers courses on African, American, Asian, European and Latin American art and architecture of various time periods, as well as in Museum Studies. Students build a strong foundation in the historical, theoretical and practical aspects of the arts. They also develop superior critical thinking, reading and writing skills that are essential for success in many professional fields.

CURRICULUM
Students who major in art history complete courses that collectively examine artworks made in various times, places, cultures and mediums. They also select courses from an array of subjects relevant to art history—anthropology, geography, history, religious studies, gender studies and more. By the time students complete the degree, they have acquired knowledge of key monuments, renowned artworks, and stylistic or conceptual movements in the history of art. They have also developed widely transferrable skills in professional writing and public speaking, critical/analytical reading and visual analysis. Many students have applied their skills while interning at museums or galleries in Richmond and/or expanded their cultural horizons through university sponsored international travel.

ABOUT
VCUarts students who major in art history are intellectually curious about the world. They come to understand it as a vast array of time and place, filled with artworks that resonate with various cultures, ideas, rebellions and traditions. Students who major in art history enjoy conducting visual analyses, especially while standing face-to-face with original works of art that reside in museums, galleries, sacred buildings or public spaces around the globe. They also have an ambition to refine their communication skills in order to describe accurately and to interpret appropriately what they see.
FAST FACTS

• Art History students complete internships at numerous local and regional institutions, including the Virginia Museum of Fine Arts, the Chrysler Museum of Art, the Virginia Historical Society and the Valentine Richmond History Center.

• This year, art history majors completed semester and year-long study abroad programs in London, Paris, Peru, Spain and Qatar.

• Recent undergraduate alumni will continue their education at prestigious schools such as University of Florida, University of North Carolina, National University of Ireland, the College of William & Mary and Middlesex University in London.

• Art History undergraduate alumni hold positions at colleges, universities and institutions throughout the U.S., including the Smithsonian Institution, Yale University Art Gallery, The Virginia Museum of Fine Arts and the Virginia Historical Society.

OPPORTUNITIES
Richmond area architecture, museums and galleries hold a broad range of collections and opportunities for research and internships. Fieldwork and study abroad programs are also available. Students and faculty have recently traveled to Peru, Spain, Nepal, Denmark, London, Qatar, Italy and Brazil.

CAREER OPPORTUNITIES
Researchers, gallery administrators, museum curators, historic preservationists, special collections librarians, art consultants.
CINEMA (BA)

Need portfolio to apply?  ☑ Yes  ☑ No
Art Foundation?  ☑ Yes  ☑ No

ACADEMICS
Full-time students enrolled in this program may graduate with the BA after three years of study by completing required course work in the summer semesters following the second and third years. Production intensives are taught by working filmmakers with high-end digital equipment and 35mm film cameras. During the Cinema Summer Intensives, CINE 390 and CINE 490 students shoot five student scripts on 35mm film with ARRI BL cameras. Cinema majors work with Movie Magic Screenwriter and Final Cut (Pro) Studio, film industry standards for screenwriting, digital film and sound editing. Filmmaking courses in the program, approximately one-third of the curriculum, focus on the understanding and creative use of digital and film equipment.

Cinema students learn to create narrative films by working in teams, with an emphasis on writing, casting, directing, camera work and editing in the collaborative industry model of production. Students who wish to work individually and in small groups to create artisanal narrative shorts, documentaries and single-channel experimental films and videos should pursue Photography and Film (page 38).

ABOUT
The Bachelor of Arts in Cinema is designed for students who desire a program with an emphasis in film combined with a strong liberal arts component. Majors in the Cinema Program are required to complete a second major or double minor within the College of Humanities and Sciences. The program focuses on the art and craft of narrative filmmaking with an emphasis on the practices of U.S. independent filmmakers. The Cinema Program emphasizes academic excellence, professionalism, teamwork and performance oriented productions; we are storytellers and artists. This undergraduate degree introduces students to a broad range of knowledge and teaches students the craft of narrative filmmaking. Our small class sizes allow students to have a truly hands on experience with state-of-the-art cinema equipment.
FAST FACTS

• Students admitted to the Cinema Program class consistently have the highest average SAT and GPA scores of any incoming freshman class in the School of the Arts.

• Cinema is a member of the International Association of Film & Television Schools.

• The VCU French Film Festival provides our students with access to the top filmmakers in France with master workshops and seminars and the opportunity to collaborate with fifth ranked La Femis graduate film school.

• Eight Cinema alumni and three students worked on Steven Spielberg’s “Lincoln” and 10 current students interned on the film.

• Cinema student Harrison Colby’s film “A Roof Over Our Heads,” funded by a School of the Arts Dean’s Undergraduate Research Grant, premiered at the Lucerne International Film Festival in Switzerland.

• The student film, “Laila,” was accepted into the Salento Film Festival in Italy and the French Film Festival in Richmond.

CAREER OPPORTUNITIES

Filmmakers, film directors, film editors, producers, film critics, film festival programmers, directors of photography, sound designers, production designers, casting agents
COMMUNICATION ARTS (BFA)

Communication Arts is the study and exploration of the qualities, disciplines and technologies that enable us to create with insight, vision and voice.

ACADEMICS
The curriculum in the sophomore year builds a strong base for a Communication Arts major with courses in communication theory and history, the figure, traditional drawing and painting media, typography and communication arts-related software. The junior year concentrates on the specifics of concept development, photography, sequencing and traditional/digital illustration projects. All senior students are required to take a course in business practice and ethics and complete a comprehensive portfolio project.

Communication Arts also offers a concentration in Scientific and Preparatory Medical Illustration. This program affords students the opportunity to major in Communication Arts with a concentration in Biology. Many of these students continue their education to obtain a graduate degree to become certified medical illustrators.

ACCOLADES
- Associate Professor Sterling Hundley was recognized as “Illustrator of the Year” by Artist & Illustrators and won the Book Illustration category and overall Winner at the Victoria and Albert Museum’s (London, England) Illustration Awards for his illustrations for “Treasure Island” published by the Folio Society.

- Assistant Professor Stephen Alcorn created backdrop and curtain-related imagery (totaling 12 works) for Alvin Ailey American Dance Theatre production of “Odetta.”

- Assistant Professor Stephen Alcorn co-edited and designed a monograph on his father’s career, “John Alcorn: Evolution By Design” published by Moleskine.

- Assistant Professor Ying-Fang Shen’s animated short, “Humanexus,” won First Place as Best Film - North America, World Cultures - Professionals 2014 Anim!Arte in Rio de Janeiro, Brazil. She also won best animation at: the Richmond International Film Festival, the Dublin International Short Film & Music Festival and the Albany Filmfest in California.

- Assistant Professor Jorge Benitez was awarded a fellowship through the American Academy in Rome.

- Robert Meganck and Associate Professor Matt Wallin gave several presentations relating to their 3D interactive model of color space at national and international conferences in Portland, OR; San Antonio, TX; Berlin, Germany; Ames, IO, and New York, NY.
CAREER OPPORTUNITIES
Art directors, book/magazine illustrators, 3D modelers, animators, interactive media designers, game designers, corporate and institutional illustrators, graphic novelists, character designers, concept artists, sequential artists, children’s book illustrators, medical/scientific illustrators

FAST FACTS
• Sarah Faris’s Scientific and Preparatory Medical Illustration students teamed up with students from the School of Engineering and the Science Museum of Virginia to produce “Bioenergetics,” an exhibition on mitochondrial research.
• Adjunct Professor Leslie Herman was awarded a gold medal through the Society of Illustrators’ Illustration Annual 57.
• Junior Ameorry Luo had two illustrations selected to be in the Society of Illustrations Student Scholarship Competition Exhibition.
• Alumna Jessica Wang was awarded an internship through National Geographic.
CRAFT/MATERIAL STUDIES (BFA)

ABOUT
Craft/Material Studies offers a professionally oriented program that leads to a BFA with specializations in ceramics, fiber art/textile design, glassworking, metalsmithing/jewelry or woodworking/furniture design. Within these areas of specialization, courses are designed to assist students in developing concepts, personal direction and the necessary skills and technical competencies to enable them to pursue a professional career or graduate study.

Our faculty is committed to teaching and encouraging students to visually realize original ideas through the investigation of material, development of technique and utilization of process or technology. The faculty firmly believes a student’s future success is dependent on creative excellence, strong technical skills and a good liberal arts education. To this end, the Craft curriculum has been designed to allow Craft majors an intense concentration in studio while also providing the option of taking up to 45 credits in academic areas such as art history, literature, science, mathematics and social science.

U.S. NEWS & WORLD REPORT RANKS VCU CRAFT/MATERIAL STUDIES:
- Fiber Arts #4 overall (#1 among public universities)
- Glass #5 overall (#1 among public universities)
- Metals/Jewelry #10 overall (#5 among public universities)
- Ceramics #9 overall (#6 among public universities)

ACADEMICS
The BFA in Craft/Material Studies requires a minimum of 120 credits, including 49 in the major. Students can specialize in one or more of five material areas. The program is designed to develop fluency in the material language and technical skill within the fields of fiber, metal, clay, glass and wood. Undergraduate students come into the program with a sense of dedication and commitment to learning. Together, faculty and students hone, improvise and redefine these ancient technologies. We bend and blend concepts and materials. Ultimately, students abstract from the familiar and tinker with expectations to take the field in new and challenging directions. The department’s emphasis is on using materials wisely and skillfully to express ideas through objects and images. Students interact regularly with top national and international artists, curators and critics, ranging from emerging craft hipsters to pillars in the art world.
FAST FACTS

• Craft students go on to exhibit throughout the world, obtain international arts residencies and continue their aesthetic pursuits in the top graduate schools in the nation.

• A recent BFA alumni, Molly Bishop, received a Red Clay Lodge Center residency.

• BFA alumna Sarah Holden was the Society of North American Goldsmith’s Invitational Artist at the 2013 America Craft Council Show in Baltimore, Maryland.

• Our students have been invited by the American Craft Council to exhibit in the nationally renowned ACC Baltimore Craft Show.

• An undergraduate student, Kent Perdue, was recently awarded a prestigious Windgate Fellowship.

• Franklin Toan, a BFA alumnus, received a 2014–2015 Arrowmont Residency.

CAREER OPPORTUNITIES
Textile, furniture, and jewelry designers, museum administrators, craftspersons, studio artists, conservators, gallery managers
ACADEMICS
Students train in modern dance and ballet techniques as well as in creative-track courses, which include one semester of improvisation, and two semesters of both composition and choreography before the culminating senior project. The curriculum also includes courses in dance history, music, anatomy and kinesiology and pedagogy. Electives in jazz, tap and hip hop, contact improvisation, video choreography, dance management and design for dancers are also offered.

The VCU Dance/Richmond Ballet Trainee Program offers a unique performance-focused degree that affords accepted students experience with a professional ballet company while enrolled in a degree program.

Dance majors have many opportunities to continue their training through the summer months. Majors most frequently attend the following: American Dance Festival, Bates Dance Festival, Jacob’s Pillow dance festival, The Philadelphia Dance Company, Urban Bush Women’s Summer Leadership Institute, Hubbard Street Dance Chicago and the Ailey School’s summer intensive, where academic credits might be earned.

The Department of Dance and Choreography is represented each year at the following conferences: American College Dance Association Mid-Atlantic Conference, International Association of Blacks in Dance, National Association of Schools of Dance, Regional or National High School Dance Festival, Council of Dance Administrators.
FAST FACTS

• Department Chair Gaynell Sherrod, Ph.D., is a former dancer with Philadanco and Urban Bush Women.

• Alumna Donna Vaughn recently joined the Broadway cast of Disney’s “The Lion King.”

• Jason Somma was the 2009 and first American recipient of the Rolex Mentor and Protégé Arts Initiative in Dance and continues his work with mentor Jiří Kylián.

• Assistant Professor Courtney Harris is a former soloist with the Houston Ballet.

• Associate Chair Lea Marshall is a dance critic and frequent contributor to Dance Magazine.

• Faculty members have facilitated summer study abroad opportunities for Dance students in Costa Rica, Italy, Serbia and Mexico.

• Dance’s newest faculty member Eric Rivera was a soloist with Ballet Hispanico for 13 years.

• Alumna Samantha Speis is an artistic associate with Urban Bush Women.

CAREER OPPORTUNITIES

Choreographers, performers, dance teachers, artistic directors of dance companies, dance therapists, physical therapists, dance writers, arts administrators, advocates
FASHION DESIGN (BFA)

Need portfolio to apply?  ☑ Yes  ☐ No
Art Foundation?  ☑ Yes  ☑ No

Fashion designers assume the important role of creating articles of clothing that allow people to express their individuality. The designer melds the creativity of the artist with the practical needs of the consumer to provide objects that fulfill desires on several levels. Not only must the body be covered to comply with social convention, but the spirit must be nourished and the psyche satisfied. Students learn both the creative and professional processes for concept development, fashion illustration, patternmaking, draping and garment construction.

All student-produced garments are critiqued at each step of the process and are juried by a panel of outside industry professionals at the end of the academic year. The juried garments are spotlighted each spring in the department’s annual VCU Fashion Show. Fashion design students compete in national and international competitions.

CAREER OPPORTUNITIES
Fashion designers, associate or assistant designers, technical designers, print designers, product developers, fashion historians

FASHION MERCHANDISING (BA)

Need portfolio to apply?  ☐ Yes  ☑ No
Art Foundation?  ☐ Yes  ☑ No

Fashion today is big business, employing millions of people in design, manufacturing, distribution, marketing, retailing, advertising, communications, publishing and consulting. Fashion Merchandising students enter the department at the freshman level and begin taking fashion classes immediately. The curriculum emphasizes analytic abilities, creative problem solving and a global perspective. Many courses are based on simulations that replicate real-world experience.

Our faculty members are on the forefront of what is the scope of fashion. Their ongoing research in the areas of fashion economics, advanced store, product development and consumer behavior are only a few areas that they bring to the classroom in preparing students for their careers in fashion merchandising.

Faculty members accompany students on fashion field trips to New York, Paris, Italy, Hong Kong and California. Our faculty members judge some of the most prestigious international fashion design contests in the world.

CAREER OPPORTUNITIES
Retail buyers, product development specialists, magazine market editors, fashion directors, fashion forecasters, visual merchandisers, fabric research developers, fashion stylists, fashion communicators, fashion historians, store owners
FAST FACTS
• The Fashion Design BFA and the Fashion Merchandising BA are part of one department: Fashion Design & Merchandising.
• The department is a university member of the Council of Fashion Designers of America.
• Member of the YMA Fashion Scholarship Fund
• Our curriculum is industry-driven.
• Our NYC fashion advisory board comprises of renowned industry leaders and alumni.
• Fashion alumni work in prestigious positions in the fashion industry.
• Our students participate in study abroad and exchange programs.
• Our students have internships in New York, California, Paris, London and Florence.

“The professors open up so many doors for students. They helped with me with several internship opportunities, including one that eventually led to a job after I graduated!”
**GRAPHIC DESIGN (BFA)**

**ABOUT**

Graphic design is both a creative and analytical process that acts as an integrator to effectively communicate ideas and information. The role of graphic designers has swiftly changed from producing static visual representations to collaborating in dynamic, interactive and iterative projects. In this shifting context, the primary goal of the Department of Graphic Design curriculum is to educate students to be capable of integrating form and information for the purpose of effective visual communication and give our students the skills and confidence to find their place in, and have an influence on, society.

This highly ranked program encourages the exploration of diverse problem-solving methodologies, innovative investigations and creative research in all forms of communication. It also stresses critical, creative and intellectual thinking; awareness of individual, social and cultural issues; the integration of a range of technologies; and a concern for ethical development.

**ACADEMICS**

Students complete courses in print design, sequential/narrative design and interaction design along with a series of related studio, seminar and elective courses. Graphic Design majors learn to understand and practice design as a dynamic iterative process; address the needs of shareholders and participants; focus on ethics; and embrace technology as a vehicle of communication. Middle of Broad is an applied course in the Department that works immersively on creative projects for non-profits, community and university organizations and businesses to produce traditional and experimental design solutions. Our core faculty are widely considered pioneers in design education and our students enjoy access to a range of production methods, including letterpress facilities, in-house publishing bureau and a well-stocked resource center.

**SELECTED PUBLICATIONS BY CURRENT & PAST VCUARTS FACULTY:**

- “A History of Graphic Design” – P. Meggs
- “Meggs, Making Graphic Design History” – R. Carter, S. Wheeler, and L. Meggs
- “Beauty is Nowhere: Ethical Issues in Art and Design” – S.K. Roth, R. Roth, Co-Editors
- “American Typography Today” – R. Carter
- “Type and Image” – P. Meggs
- “Revival of the Fittest: Digital Versions of Classical Typefaces” – P. Meggs and R. McKelvey
FAST FACTS

- U.S. News & World Report ranks our department fifth overall and first among public universities.

- The department’s Objects + Methods lecture series invites nationally and internationally known design theorists and practitioners for lectures and workshops. These have included Massimo Vignelli, Ivan Chemayeff, Tomato, Anteeksi, Ben Kiel, Indra Kupferschmid, Catherine Dixon, Ph.D., Jennifer Leonard, Keetra Dean Dixon, John Downer and Martin Venezky.

- In the last 25 years, our faculty and alumni have written over 30 books, published in 10 languages, establishing a legacy of design writing and publishing for readers around the world.

- Graphic Design professors present at design conferences and workshops around the world, including events sponsored by International Council of Design, American Institute of Graphic Arts, Type Directors Club, Association Typographique Internationale and the International Association of Universities and Collages of Art, Design and Media.

CAREER OPPORTUNITIES

Graphic designers, interaction designers, interface designers, broadcast/film designers, exhibition designers, environmental graphic designers, publication designers, experience designers, mobile app designers, brand & identity designers, typographic designers, creative directors, art directors
ABOUT

Interior Design students are creative thinkers and problem solvers who plan innovative solutions for the near built environment. In our program, students will work with faculty members who have a wide variety of professional experience in interior design and architecture. As a student in our program, your design solutions will consider environmentally-friendly design and inclusive design, which means that the space is usable for a wide variety of people, especially those with physical limitations. Emphasis is also placed on the study of materials and the theory and history of interior design and architecture.

ACADEMICS

The Department of Interior Design provides a studio-based program, grounded in interior architecture. Students study and apply the aesthetics of space, form, color and light; they investigate human factors, building codes, materials, and construction methods and documentation. Concentration is also placed on the history of interior environments, design theory, business procedures and current trends in the profession. All students are required to complete an internship with an interior design or architecture firm. This experience further provides them with the skills and knowledge to facilitate their transition from graduation into an entry-level interior design position or entry into other programs of advanced study. Throughout our curriculum, we also emphasize the importance of lifelong learning and continuing professional development.

Our active relationships with the many architectural and interior design firms in the country allow for professional critiques, guest designers, site visits and internships. Students have travel opportunities to museums, show rooms and design firms throughout the year.

The department is accredited by the Council for Interior Design Accreditation and has a strong sense of community that is enhanced by the excellent advising and experience provided by faculty and staff.

An overwhelming majority of students are working in architecture and design firms upon graduation; others have been accepted into graduate programs such as architecture, graphic design and industrial design.
CAREER OPPORTUNITIES
Contract designers, institutional designers, hospitality designers, retail designers, health care designers, residential designers, lighting designers, museum and exhibit designers, space planners, computer graphic designers, design researchers, design educators

FAST FACTS
• In 2014, DesignIntelligence ranked VCUarts Department of Interior Design BFA and MFA programs third in the South region (VA to TX).

• Interior Design students participate in internships each summer with national and international architecture and design firms.

• Interior Design students have the opportunity to take summer courses at the VCU International Design Institute in Florence, Italy.

• Students have participated in several interdisciplinary design projects for the da Vinci Center (see page 16) – each time, Interior Design students are noted as being group leaders.

• Our students place highly in national design competitions and receive scholarships from professional organizations such as the American Society of Interior Designers.

• Our alumni have been featured in television shows such as HGTV’s “Top 10,” “Extreme Makeover: Home Edition” and “Fix It & Finish It,” and publications such as Interior Design Magazine, Architectural Digest, Contract, Hospitality and Boutique Design.
KINETIC IMAGING (BFA)

About

The Department of Kinetic Imaging encompasses animation, video and sound art. The definitions and boundaries of these areas are in flux as digital technology evolves. A vivid imagination, inexhaustible curiosity and critical thinking are necessary tools as students engage in diverse modes of expression and communication, with an emphasis on empowering their unique, artistic voice. Students’ work may be an installation, an interactive environment, performance or projected imagery. The constant is moving image and sound. Content is also diverse, ranging from the abstract to documentary and employing hi-tech to low-tech, the pencil and the computer. Students become proficient in all areas, enabling them to use multiple media and create interesting hybrids.

Kinetic Imaging faculty members are professional, internationally recognized artists who are actively engaged in their work and the ongoing critical discussions in their fields.

Academics

Students develop the technical skills required for professional work in media industries or to continue their inquiry in notable graduate programs. The program places equal emphasis on critical thinking and observation, creative self-expression and the application and significance of media being defined in the 21st century.

Coursework includes a range of animation processes and approaches, from 2D and 3D digital, to experimental video production, editing, and compositing, motion graphics, virtual interactive worlds and sound production. The history and theory of these areas are closely considered.

The Kinetic Imaging curriculum provides the opportunity to complete advanced work in all areas or to focus primarily on animation, video or sound. It provides the flexibility to pursue studio and intellectual interests.
FAST FACTS

• Students have access to a variety of high- and low-tech equipment, including a video synthesizer, underwater hydrophone and a theremin. More traditional resources include animation stands, a green screen studio, 3D and 2D animation software, cameras, lights, audio recording equipment and more.

• Noted curators, scholars and artists such as Scott McCloud, Christiane Paul (Digital Art), Lev Manovich (The Language of New Media), artist and designer Vito Acconci, sound artist Scanner, puppet animator Stanislav Sokolov and many others have been a part of our active lecture series.

• Faculty members in Kinetic Imaging are all committed to their field, actively engaged in creating and exhibiting their work, as well as activities such as writing and presenting papers, attending professional conferences and festivals and conducting collaborative research.

• Kinetic Imaging has an active student exchange program with the University of the West of England’s Bristol School of Animation.

• Student work can be found on SoundCloud and Vimeo; links are on the department website.

CAREER OPPORTUNITIES

Kinetic Imaging develops each individual’s potential as a media artist. Students are professionally prepared through mentorship and a rigorous work ethic, stressing critical thinking skills and producing a strong portfolio of work. This prepares emerging graduates for a wide variety of opportunities, reflected in the diverse career paths our alumni take: media artists, freelance producers, motion graphic artists, animators, video editors and directors, sound technicians, game artists.
**MUSIC (BA, BM)**

**ABOUT**
The Department of Music has great opportunities, whether students want to hone their skills on a specific instrument, learn the best techniques for teaching tomorrow’s musicians, collaborate with other great chamber or jazz musicians, or make music a foundation for other career goals.

**ACADEMICS**
Music students pursue either the Bachelor of Arts degree or the Bachelor of Music degree in Performance or Music Education. All music students are taught by faculty who are leaders in their fields. Students are given regular access to acclaimed visiting artists who offer concerts, master classes and clinics each semester. Additionally, students and ensembles perform regularly at local, national and international venues.

---

**THE BACHELOR OF ARTS DEGREE**
The Bachelor of Art in Music is designed for students who want to combine music with other areas of study. Students work with advisers to create a series of classes that will allow them to pursue their professional and educational goals. The degree program includes courses in music theory, aural skills, applied study on the student’s primary instrument, music history and foreign language, as well as electives in an area of interest.

**THE BACHELOR OF MUSIC DEGREE**
The Bachelor of Music in Performance concentration focuses on the development of the skills, concepts and sensitivities essential to the life of the professional musician. Included are courses in music theory, aural skills, music history, conducting and applied study on the student’s principal performing medium.

The Bachelor of Music in Music Education concentration focuses on developing personal musicality and practical classroom teaching experience through field experiences and student-teaching internships. The degree incorporates requirements necessary to qualify for the Commonwealth of Virginia’s Collegiate Professional Certificate to teach music in public schools.
FAST FACTS

• Music students have recently traveled to England, China, Turkey, Austria, Ireland, Ghana, and South Africa. Students have performed at the Notre Dame Jazz Festival, the American Choral Directors Association, the International Horn Society and the International Trumpet Guild.

• Music alumni have performed at the Metropolitan Opera, Carnegie Hall, at the Kennedy Center and on the David Letterman Show. Alumni hold positions composing film scores in Hollywood and performing with the Lincoln Center Jazz Orchestra. Our alumni are recipients of the GRAMMY award, and they are heading music programs in public schools and in colleges and universities around the country.

• Faculty members perform and present throughout the world and hold leadership positions in the National Opera Association, the Midwest Clinic, the Jazz Education Network, the American Choral Director’s Association and the Virginia Music Educators Association.

CAREER OPPORTUNITIES
Solo performers, orchestral performers, music educators, opera singers, music managers, church musician/music directors, band directors, conductors, university professors, musical instrument sales representatives, composer/arrangers, music critics
ABOUT
The Department of Painting & Printmaking attracts a diverse body of students who want to be well suited to function in many roles as creative problem solvers. The undergraduate curriculum enables students to adopt a specialized focus within the disciplines and use elective options to pursue other areas of interest.

Students learn to understand visual culture while forging new paths to creating work that pushes past old boundaries of the art form, seeking a variety of interdisciplinary solutions in tune with professional practice across the country. Students are encouraged to tailor a course of study suited to their professional and personal ambitions, which may include being successful professional artists.

The challenges in this program ask each student to become critically self-aware of his/her aesthetic and technical choices and to better understand the issues and criteria informing art-making today.

ACADEMICS
Students are provided opportunities for concentrated experiences in both practice and theory as a foundation for independent exploration and artistic development. Classroom discussions cover a range of contemporary critical issues, which enable students to understand their own studio work in relation to historical continuum. As students develop their skills in critical analysis they are challenged to articulate and justify their ideas both visually and verbally.

The Painting & Printmaking faculty believe that it is important for our students’ experiences and explorations to be as intellectually, conceptually and technically extensive as possible. Toward this end, we assist students with finding the research tools appropriate for their lines of inquiry and areas of interest. Our students are encouraged to take classes in science and humanities and to explore video, sound, performance, socially engaged art, critical writing, creative writing and self-publishing.

The size and diversity of the faculty guarantee exposure to a plurality of ideas and stylistic approaches. In addition, the department’s visiting artist program brings to campus leading figures in the world of contemporary art for discussions of their work, critiques of student work and workshops. Recent visitors include Daniel Joseph Martinez, Chris Johanson, Kristin Calabrese and Kristin Lucas.

Exceptional, sun-filled facilities and an enhanced computer lab make for an ideal environment for success where students may concentrate on painting, drawing, printmaking or newer genres that cross disciplines.
FAST FACTS

- U.S. News and World Report ranks our Painting program #2 among public universities nationally.

- Award-winning faculty members teach undergraduate courses, independent studies and graduate courses that invite the participation of diverse and ambitious undergrads.

- Established in 2012 by a generous alumna, a gift endowed a $25,000 bi-annual scholarship for one full-time junior or senior in the Painting & Printmaking department based on merit and demonstrated need.

- Professor Javier Tapia leads an annual summer program in the highlands of Peru. Participants visit museums, ruins and colonial sites; explore contemporary art and culture and hike and camp along the Inca Trail, exposing students to a diverse region culminating at Machu Picchu.

CAREER OPPORTUNITIES

Artists, art critics, non-profit arts administrators, digital media artists, website designers, museum and gallery administrators
PHOTOGRAPHY & FILM (BFA)

ABOUT
The BFA in Photography & Film is the only professional degree in photography and film in the region. Students choose the Photography or Film track and combine courses in both areas for a comprehensive mastery of digital still and moving image production, including lighting, sound, editing and public exhibition. Our small classes and advanced technology and award-winning staff allow students to maintain creative freedom, have access to resources, and enroll in diverse courses in which they can refine their voices and skills.

ACADEMICS
Traditional and contemporary photographic and film media, tools and professional working methods are explored. Students are exposed to working photographers and filmmakers and to photographic and filmmaking issues through seminars, guest lectures and workshops. Emphasis is on theoretical and hands-on experience in the fields of fine art, studio and location photography, or narrative, documentary and experimental filmmaking.

Photography & Film students work individually and in small groups to create independent narrative shorts, documentaries and single-channel experimental films and videos. Students who wish to learn crew positions along the industrial model of production should pursue Cinema (page 18).

PHOTOGRAPHY
Photography majors gain technical and conceptual skills to begin a career as a professional artist or a commercial photographer. Emphasis is on individual artistic expression and inquiry. Students study industry standard working practices in both traditional darkroom techniques as well as the latest digital technology.

Photographs by students and faculty are regularly exhibited in national and regional galleries and museums; are in several important collections, including the Museum of Modern Art; and are in books, magazines and on the web in The New York Times, Wired Magazine and others.

FILM
Each of our film students graduates with a number of films that they have written, produced, shot, directed, edited and publicly screened. All students work on their own films with production crews of fellow film and fine art students.

Film students can check out motion picture cameras in Super 8mm and 16mm formats, lighting and sound equipment. They have 24/7 access to our digital editing labs. The Department of Photography & Film fully prepares the future filmmaker, whether interested in experimental, independent fiction or documentary filmmaking.
FAST FACTS

• Since 2010, Photography & Film faculty, alumni and students have been awarded these VFMA Fellowships: 20 undergraduate awards, three graduate awards and eight professional awards, all together totaling $162,000.

• Film students and faculty have screened and won awards at festivals worldwide, including at the Sundance and Telluride film festivals and the international film festival in Rotterdam, and have broadcast nationally and internationally on public television.

• Professor Sonali Gulati’s film, “I Am,” has been screened over 80 times and received 12 film festival awards. Gulati was awarded a prestigious Guggenheim Fellowship in 2013 and received a Creative Capital Grant in 2012.

• Photography & Film students participate in many internships at organizations including National Geographic, the Smithsonian Institute, Time Inc., the Martin Agency and many local and national professional photographers and video production companies.

CAREER OPPORTUNITIES

Commercial, freelance, industrial and staff photographers and videographers, independent filmmakers, exhibiting artists, media content providers, gallery managers, advertising associates, art educators, film editors, producers, curators, technicians
SCULPTURE + EXTENDED MEDIA (BFA)

Need portfolio to apply? ☑ Yes ☐ No
Art Foundation? ☑ Yes ☐ No

ABOUT
While this is the top ranked Sculpture program in the country, according to the latest edition of U.S. News & World Report, our significance is best measured by the fact that we attract challenging, talented and curious students from around the state, country and world. With more than 100 undergraduate sculpture majors, it is one of the largest in the U.S. Students are drawn by the ever-increasing visibility of the department’s alumni and the reputation of a highly active and distinguished faculty.

Students are introduced to myriad construction methods and techniques in addition to learning how to communicate ideas through artworks. The “Extended Media” in our name acknowledges the many non-traditional techniques that the department also embraces, such as video, performance, sound, installation, robotics, 3D digital modeling and more. Sculpture majors are offered studio space from day one, as well as impressive state-of-the-art facilities, and they are taught by the same faculty as teach in our graduate program.

ACADEMICS
The department’s seven full-time faculty and various part-time and technical faculty represent a spectrum of directions and philosophical attitudes. Students are exposed not only to traditional sculpture media, but encouraged to explore technology’s parameters and to pursue interdisciplinary activity.

By promoting a curriculum that encourages students to take a wide range of courses throughout the university, we stress links between art, science, the humanities and the world. Consequently, sculpture students have rich, productive associations with professors in many fields.

Our goal is to provide students with the seeds of discernment plus the vocabulary and skills for analysis and synthesis to become participants in the dialogue of our age. This takes place in an environment of high expectation regarding self-motivation, intellectual capacity and responsibility.

The faculty is proud of the quality of art produced by our students and alumni. An equally great source of pride is the strength of bond that exists, long after graduation, between the faculty and the students who have completed our program.
CAREER OPPORTUNITIES
Studio artists, gallery owners, curators, art handlers, educators, arts administrators, website designers, prototype builders, theater and film set fabricators and designers, small business owners

FAST FACTS
• U.S. News & World Report ranks VCUarts Sculpture #1 in the nation for its graduate program, and our sophomores, juniors and seniors learn from the same highly regarded faculty, including three who have recently won the prestigious Guggenheim Fellowship.

• Our full-time faculty are active working artists showing nationally and internationally and teaching all levels of courses in the department.

• All Sculpture majors are offered studio spaces.

• The Sculpture department offers multiple scholarships and awards specifically for our undergraduate students.

• Equipment is continually being added to our state-of-the-art facility. Newest acquisitions include a Computer Numerically Controlled plasma cutter, a portable 3D scanner, and a high resolution industrial 3D printer.

• Many of our BFA alumni move on to challenging MFA programs and careers as professional artists.
BFA/BA: What’s the difference?
The BFA degree program is an intensive pre-professional course of study. Training and study are augmented by numerous opportunities to pursue the development of theatre craft on the Hodges Theatre mainstage, in Student Alliance Laboratory Theatre productions, or in Richmond’s regional theatre productions. Due to the rigor of the program, BFA students do not typically pursue minor courses of study.

The BA is designed for students who desire a program with a strong emphasis in theatre, combined with a broad exposure to information and ideas in the liberal arts and a minor in an area other than theatre. Students may also pursue a directed course of study in which they combine theatre coursework from various disciplines (i.e. directing, playwriting, theatre management, etc.)

ACADEMICS
Throughout the four years, the performer works daily with voice, body and imagination, while the designer/technician is involved in studio classes and practical application. Graduates of Theatre have gone on to distinguish themselves in the fields of education, television, theatre and film. Theatre alumni are currently working on Broadway, off-Broadway, Broadway tours, Las Vegas, Chicago, Disneyland, cruise ships, network and cable television, and major as well as independent films. Theatre VCU alumni are also graduating from MFA and doctoral programs all over the country. Current theatre students spend their summers working at regional theatres such as Santa Fe Opera, Williamstown Theatre Festival, Chautaugua, the Contemporary Theatre Festival, Heritage Theatre Festival, Porthouse Theatre, Georgia Shakespeare Theatre, Busch Gardens and many others.
CAREER OPPORTUNITIES
Actors, voice over artists, scenic designers, costume designers, lighting designers, special effects designers, hair/wig/make-up designers, sound designers, stage managers, directors, general managers, fight choreographers, stunt artists, producers, projectionists, scenic artists, costume technologists, artistic directors, choreographers, dramaturgs, casting directors, technical directors, shop foremen, theatre teachers, TV/film artists

FAST FACTS
• During their last semester, selected seniors present an acting showcase performance to casting agents and other invited professionals in Los Angeles and NYC.
• Alumnus Joshua Boone opened on Broadway in June 2014 in “Holler if You Hear Me.”
• Alumnus Dan Bishop, a production designer/art director has won four consecutive Art Director’s Guild Awards (2011, 2010, 2009, 2008) for Excellence in Production Design for his work on the TV Series “Mad Men.”
• Alumnus Jason Butler Harner recently starred opposite Liam Neeson in “Non-Stop” and Angelina Jolie in the “Changeling,” directed by Clint Eastwood.
• Design/technical students have the opportunity to participate in the invitation only Michael Merrick Design Awards and Exposition. They also have the opportunity to enter regional and national design competitions. At the 2014 Southeastern Theatre Design competition, Theatre VCU students won 10 of 22 awards.
VCU QATAR
A world away, united by the arts.

Halfway across the world, the country of Qatar is in a state of rapid social and economic transformation. Virginia Commonwealth University School of the Arts in Qatar (VCUQatar) is helping to drive this positive evolution. Here, in the capital city of Doha, budding fashion designers, graphic designers, interior designers, art historians, painters and printmakers are discovering and honing their own talents, as the country emerges as a leader in the arts.

VCUQatar opened in 1998, after the country searched worldwide for universities that were considered top in their fields. Today, about 300 students are enrolled at this sister campus, which focuses on the liberal arts and sciences with degrees in the arts and design.

Since VCUQatar opened, it has become known as an international gathering place for art and design. The school hosts Tasmeem Doha, the biennial international art and design conference, attracting speakers and artists from across the world. Lecturers and special guests come from the U.K., Australia, Iraq, Lebanon and the U.S. Faculty members represent more than 15 different countries, and students represent 42 nationalities.

VCUQatar was the first American college built in Doha’s “Education City.” We’re now neighbors with the Qatar campuses of Weill Cornell Medical College, Carnegie Mellon, Georgetown School of Foreign Service, Northwestern, Texas A&M, HEC Paris and University College London. To learn more about this world-renowned school, visit qatar.vcu.edu.
FAST FACTS

- VCUQatar hosts Tasmeem, a design conference that brings together international artists, academics, designers and industry professionals for a week of innovation and dialogue.

- Each year, students from Fashion Design, Graphic Design, Interior Design, Art History, and Painting & Printmaking are selected to study in Doha for a semester.

- Qatar Day, celebrated on the VCU Richmond campus, features art and design projects from our campus in Qatar and celebrates distinct aspects of Qatari and Arab culture.

- The Hamad bin Khalifa Symposium on Islamic Art provides art history students from Richmond and Doha an exceptional opportunity to attend and introduce preeminent speakers in the field.

VCUQatar Majors:
Art History BA • Fashion Design BFA
Graphic Design BFA • Interior Design BFA
Painting & Printmaking BFA • Design, MFA
EXPERIENTIAL LEARNING

Paint, dance, design, sing and sculpt outside the box.

HONORS COLLEGE

If you meet the requirements, you can earn Arts Honors and University Honors at VCU. Honors students have: • Smaller class sizes • Priority class registration • Access to more scholarship funding • Honors Idea Exchange—an organization composed of Honors College students who decide on projects and activities and share ideas • Weekly discussions on pertinent topics • Outstanding Lecture Series with world-renowned scholars • Honors undergraduate research program • Curriculum based on professors’ research interest • Special library privileges • Honors-only housing • Eligibility requirements: Combined SAT 1 score of at least 1270 (critical reading and mathematics) or an ACT composite of 29 and a 3.5 or higher unweighted high school GPA.

arts.vcu.edu/honors

THE DA VINCI CENTER

VCU’s schools of the Arts, Business and Engineering, and the College of Humanities & Sciences have collaborated to create a certificate program at the da Vinci Center: Innovation in Product Design and Development. Student teams from these schools take on a product development or design challenge posed by one of the Center’s industry partners as well as pro bono projects suggested by students and faculty. One of these projects resulted in designing an inexpensive surgical table for developing countries. Who knew art could save lives like that.

davincicenter.vcu.edu

CREATIVE ENTREPRENEURSHIP

More and more, our students are telling us they want to learn about starting their own businesses, getting an idea off the ground, finding investors, etc. We listened, and created a transformative model that prepares students to lead their own careers and lives in innovative, entrepreneurial ways. Established at the Depot, we designed four courses that provide students the foundation to operate as entrepreneurs. In a low-risk co-working environment, students develop their own creative business models and products for potential commercialization.

depot.vcu.edu/entrepreneurship

COLAB INTERNSHIP PROGRAM

This transdisciplinary internship program brings students the opportunity to develop career-ready skills and create value in organizations and professions through team-based project development. To participate, students enroll in ARTS 493 Internship for one to six credits. Forty hours of work are required per credit. This course can be repeated for a maximum of nine credits.

depot.vcu.edu/colab
INTERNSHIPS

VCUarts students are not only passionate about their art, but also ambitious in their career search. They fine tune their skills and gain on-the-job experience through their internships. Some students work for large companies while others prefer the comfortable atmosphere of a casual mentorship. This is a sample of impressive organizations with whom our students have interned.

[arts.vcu.edu/internships](http://arts.vcu.edu/internships)

**Art Education**
- Art on Wheels
- ArtSmarts
- Virginia Museum of Fine Arts
- Visual Arts Center of Richmond
- Smithsonian Associates
- Stuff Redux

**Art History**
- 1708 Gallery
- Preservation Virginia
- Virginia Historical Society
- Virginia Holocaust Museum
- Virginia Museum of Fine Arts

**Cinema**
- Anne Chapman, casting agent
- Dreams Factory
- Steven Spielberg’s “Lincoln”
- Lucas Krost Production Company
- Virginia Film Office

**Communication Arts**
- Communication Design, Inc.
- Media General
- Revolution Advertising
- The Travel Channel

**Craft/Material Studies**
- Anthropologie
- Quirk Gallery
- Visual Arts Center of Richmond

**Fashion Design & Merchandising**
- Alexander McQueen
- BCBG
- Betsey Johnson
- Calvin Klein
- DKNY Jeans
- Isaac Mizrahi
- Lucky Magazine
- Marc Jacobs
- Ralph Lauren
- Oscar de la Renta
- Tommy Hilfiger
- Urban Outfitters

**Graphic Design**
- Library of Virginia
- Noah Scalin/ALR Design
- Pentagram
- Proctor and Gamble
- PUNCH

**Interior Design**
- 3 North
- BBG-BBGM and Interior Design Management
- BCWH, Baskervill
- KSA
- Luck Stone

**Kinetic Imaging**
- Cross Platform Design LLC
- Discovery Channel (Fit & Health)
- Hand Turkey Studio
- Media General (MGFX)
- Pixel Pirate Studio
- Shave FX
- WRIC

**Music**
- Richmond Symphony Orchestra

**Photography & Film**
- The Martin Agency
- National Geographic
- People Magazine
- Smithsonian Institute
- Time Inc.

**Sculpture + Extended Media**
- Anthropologie
- Gallery 5
- Hirshhorn Museum and Sculpture Garden in D.C.
Maybe you’re curious, a risk-taker, and want to connect your work to the larger world. We want to help you succeed. Here, you can collaborate with faculty mentors on projects that take you outside your discipline and touch on all areas of research happening at the university. It’s part of our collective commitment to student success and unparalleled innovation.

**UNDERGRADUATE RESEARCH GRANTS**

The Undergraduate Research Grant Program provides $25,000 in funding each year in support of our students’ ideas. The goals of this program include providing an approachable introduction to arts research, and encouraging curiosity, creativity, risk-taking and scholarly investigation into an interdisciplinary project or subject of interest.

[arts.vcu.edu/ugrg](http://arts.vcu.edu/ugrg)

**FEATURED PROJECT: SKATEBOARDING**

Over the years, skateboarding has replaced hardwood flooring as the leading cause of maple deforestation throughout northern Canada — mainly due to the dominant large scale manufacturing approach of making boards. This project addresses the problem by handcrafting a board with less impact on the environment while maintaining the quality of mass produced boards. Team members are learning the necessary methods of compound wood bending, lamination and screen printing graphics onto carved surfaces.

**Research Team:** Samuel Jason Adkins, Graphic Design; Noah Congedo, Painting + Printmaking; Samuel Morgan, Sculpture + Extended Media; David Sparace, Painting + Printmaking

**Faculty Mentor:** Matthew Spahr, Art Foundation Program

**Award:** $3,500

**Project Status:** Currently underway

---

Photos of Skateboarding student team by Diego Valdez, VCUArts Photography & Film alumnus
There are many different ways to study abroad through VCU, including VCU faculty-led programs, exchange programs, and travel grants. VCU’s Global Education Office can help you plan your experience abroad.

**International Student Exchange Program (ISEP):** VCU is a member of ISEP, a network of over 300 universities in 50 countries. Students may study in an immersive environment at a member university for a semester or a year, while some universities offer summer programs.

**Departmental Exchanges:** For students in various departments within the School of the Arts: VCUQatar, Doha, Qatar. For students interested in fashion merchandising: University of Westminster, London, England.

**VCUarts Dean’s International Study Grants:** Arts students are encouraged to apply for funding to support individual arts research projects that occur outside the U.S. Recent winners have studied photography in Paris; glassmaking in Murano, Italy; wood sculpture techniques in Uruguay; Peruvian textile techniques; Japanese culture; and opera activities in Rome.

**VCU’s Partnership Exchange Schools**
- Fudan University, Shanghai, China
- University of São Paulo, São Paulo, Brazil
- University of the West of England, Bristol, England
- University of Córdoba, Córdoba, Spain
- Curtin University, Perth, Australia
- University of Guadalajara, Guadalajara, Mexico
- University of Messina, Messina, Italy
- St. Petersburg State University, St. Petersburg, Russia
- Beijing Foreign Studies University, Beijing, China
- Shenkar College of Engineering and Design, Israel
- The Maharaja Sayajirao University of Baroda, India
- National Institutes of Technology, India

**PREVIOUS VCU FACULTY-LED STUDY ABROAD PROGRAMS**

**Music, Arts and Culture**
- **ACCRA, GHANA**

**Arts Immersion**
- **ANTIGUA, GUATEMALA**

**Fashion in Florence**
- **FLORENCE, ITALY**

**Graphic Design in Florence**
- **FLORENCE, ITALY**

**Interior Design in Florence**
- **FLORENCE, ITALY**

**Visual Exploration of the Highlands**
- **LIMA, CUZCO AND ICA, PERU**

**Arts Jeanology Program**
- **GUIMARÃES, PORTUGAL**
FACILITIES

You have talent. We have space.

Across VCU, there are venues for showing your work, and for getting inspiration.

VCU Institute for Contemporary Art

A testament to architecture as well as art, the Institute for Contemporary Art (ICA) is currently under construction at the southwest corner of Broad and Belvidere streets. World-renowned architect Steven Holl has designed the 32,000-square-foot space, which will feature approximately 8,000 square feet of gallery space, an outdoor installation space, a 250-seat auditorium with tiered seating, classrooms, a gift shop, a café and an entry hall suitable for exhibitions, installations and social events.

ica.vcu.edu

Fine Arts Building Gallery

The Fine Arts Building at 1000 West Broad Street houses three visual arts departments as well as a gallery space in the lobby. Students, faculty and visiting artists show their work here regularly. This highly visible gallery is right in the middle of all the action in the much-used Fine Arts Building.

Grace Street Theater

Once a neighborhood movie theater showing second-run films, this venue on Grace Street near Harrison is the primary performance venue for VCU Dance and Choreography. Art History, the Cinema Program and the community also use the building for lectures, classes and screenings.
**W.E. Singleton Center for the Performing Arts**
On the corner of Park Avenue and Harrison Street, The Singleton Center is home to the 500-seat Sonia Vlahcevic Concert Hall, as well as the administrative offices of the Department of Music and the VCU Music Box Office. The Department of Theatre’s Raymond Hodges Theatre is also housed here.

**James W. Black Music Center**
This space is located at 1015 Grove Avenue, directly across from the Singleton Center. The center’s 300-seat recital hall provides space for many student recitals and ensemble programs. Classrooms, faculty studios and student practice rooms are also within the center.

**Shafer Street Playhouse**
The historic Shafer Street Playhouse includes the 150-seat Richard Newdick Theater, rehearsal spaces, classrooms and offices. It’s home to the student-run Shafer Alliance Laboratory Theatre. Located in the heart of VCU’s Monroe Campus, this space is beloved not only for its historical significance, but for the creative energy it brings to the student community.

**The Depot**
This newly renovated former trolley station, and the annex behind it, offer space for Dance, Kinetic Imaging, the new Creative Entrepreneurship program and interdisciplinary collaboration, with a sound stage, motion capture and other state-of-the-art features. The first floor of this historic building is student gallery space. The second floor includes an open studio area for students and faculty advisors, and computer labs for working on interdisciplinary projects with colleagues from VCUarts and across the university.
VCUarts is ranked #1 among public art schools in America.

Our accreditation. And why you should care about it.

VCU is accredited by the Southern Association of Colleges and Schools, and VCU School of the Arts is accredited by the following: National Association of Schools of Art and Design; National Association of Schools of Dance; National Association of Schools of Music; National Association of Schools of Theatre; Virginia Department of Education; Council for Interior Design Accreditation; National Council for Accreditation for Teacher Education.

It’s important that VCUarts is accredited by The National Association of Schools of Art and Design—because not all art schools are. NASAD is the national accrediting agency for art and design and art and design-related disciplines.

Is accreditation a big deal? It certainly is. Accreditation is a stamp of approval—proof that an institution of higher education meets acceptable levels of quality, with a base of academic strength and operational integrity.
**Why graduate rankings?**
Academic peers at other fine arts schools nominated VCUarts’ graduate programs for their excellence. Our faculty members are respected leaders in their fields, working professionals celebrated for their talent. Many of those who teach our graduates also teach our undergraduates.

<table>
<thead>
<tr>
<th>VCUarts GRADUATE PROGRAM</th>
<th>RANKING AMONG ALL U.S. PROGRAMS, PUBLIC AND PRIVATE</th>
<th>RANKING AMONG U.S. PUBLIC UNIVERSITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERALL</td>
<td>#4</td>
<td>#1</td>
</tr>
<tr>
<td>SCULPTURE Department of Sculpture + Extended Media</td>
<td>#1</td>
<td>#1</td>
</tr>
<tr>
<td>FIBER ARTS Department of Craft/Material Studies</td>
<td>#4</td>
<td>#1</td>
</tr>
<tr>
<td>GLASS Department of Craft/Material Studies</td>
<td>#5</td>
<td>#1</td>
</tr>
<tr>
<td>GRAPHIC DESIGN Department of Graphic Design</td>
<td>#5</td>
<td>#1</td>
</tr>
<tr>
<td>PAINTING Department of Painting &amp; Printmaking</td>
<td>#7</td>
<td>#2</td>
</tr>
<tr>
<td>CERAMICS Department of Craft/Material Studies</td>
<td>#9</td>
<td>#6</td>
</tr>
<tr>
<td>METALS/JEWELRY Department of Craft/Material Studies</td>
<td>#10</td>
<td>#5</td>
</tr>
<tr>
<td>PRINTMAKING Department of Painting &amp; Printmaking</td>
<td>#10</td>
<td>#9</td>
</tr>
<tr>
<td>PHOTOGRAPHY Department of Photography &amp; Film</td>
<td>#13</td>
<td>#4</td>
</tr>
<tr>
<td>MULTIMEDIA/ VISUAL COMMUNICATIONS</td>
<td>#14</td>
<td>#3</td>
</tr>
</tbody>
</table>

Likely a combination of our departments of Communication Arts, Graphic Design, Photography & Film and Kinetic Imaging.

Rankings at time of printing, Fall 2015
**SUCCESS STORIES**

*Artists who are living the dream.*

Our graduates are well prepared for great jobs as artists, designers and performers, but just as importantly, they become strong thinkers and problem solvers. There are thousands of VCUarts graduates proving this every day. They do everything from curating exhibitions to designing fashion lines to directing the education program at the Smithsonian Air and Space Museum. Read more about our alumni at arts.vcu.edu/WATN, or see videos of them on youtube.com/vcuarts.

**ERIN HURLEY-BROWN | BFA, Communication Arts + Design (now 3 departments), 2000**

Erin is a Senior Designer at PadillaCRT, an award-winning public relations and marketing firm with offices in New York City, Los Angeles and Washington D.C. Prior to joining the team at CRT/tanaka in 2008, she worked as a lead designer and art director for various design firms in the Richmond area and served as an adjunct faculty member within Communication Arts at VCU. Erin works as a freelance illustrator and designer for organizations and publications across the country, is involved with numerous non-profit organizations, and has won first place awards from AIGA, the professional association for design, and North American Mature Publishers Association.

[erinhurleybrown.com](http://erinhurleybrown.com)

**MICHAEL HARPER | BM, Music, 1988**

Michael is an international singer, director, teacher and workshop facilitator. He has sung opera and performed in concerts throughout Europe, in China and in the U.S. After studying at VCU, he received a Master of Music Degree from the University of Cincinnati College-Conservatory of Music where he did further doctoral studies; he also attended the Mayer-Lismann Opera Centre in London. He teaches throughout Europe and the U.S., has been associate artistic director and chorus master for Pegasus Opera Company, and has run his own arts organization, the Lodge Farm Project.

[michael-harper.net](http://michael-harper.net)

---

**THE VCU CAREER CENTER**

One of the many benefits of being an art school within a major university is access to resources such as our Career Center. The Center has someone on staff dedicated to helping VCUarts students and graduates find internships and fulfilling and careers. Students and alumni can learn about job opportunities on Assistant Dean of Student Affairs Jody Symula’s blog: [arts.vcu.edu/studentinfo](http://arts.vcu.edu/studentinfo)
TERESITA FERNÁNDEZ  
**MFA, Sculpture + Extended Media, 1992**

President Obama has appointed Fernández to serve on the U.S. Commission of Fine Arts, a panel that advises governmental agencies on national matters of design and aesthetics. She is a 2005 MacArthur Foundation Fellow and the recipient of many other prestigious awards including a Guggenheim Fellowship and National Endowment for the Arts Artist’s Grant. She is a conceptual artist best known for her prominent public sculptures and unconventional use of materials. Fernández’s works are featured in many prominent collections and museums.

MICHAEL FISHER | **BA, Fashion Merchandising, 2002**

Michael oversees Stylesight’s men’s reporting and trend analysis for the runways, retail and streets. Prior to joining the company, Michael was the Men’s Fashion Director at Bloomingdale’s and held positions in the buying office of Barneys New York and the marketing department of Polo Ralph Lauren. He has contributed to trend-related coverage for the New York Times, Wall Street Journal, WWD, Forbes and TIME, among others.

SARAH HOLDEN  
**BFA, Craft/Material Studies, 2008**

Sarah went on to receive her MFA in Jewelry and Metalsmithing from The University of Wisconsin, Milwaukee in 2011. She has shown her studio jewelry and sculptural work nationally and internationally and her limited production jewelry can be found in galleries and boutiques across the US. Sarah has been honored with several awards including teaching and project assistantships from the University of Wisconsin, Milwaukee during her tenure as a graduate student as well as a VMFA Undergraduate Fellowship and a VCUArts Undergraduate Research Grant. She lives and works in Chicago, Illinois.

sarahholdenmetalsmithing.com

SARANTHA SPEIS  
**BFA, Dance and Choreography, 2005**

Speis is a dancer, performer and choreographer based in Brooklyn, New York. She has worked with Liz Lerman on “Healing Wars” and has collaborated with Lerman and Jawole Zollar (of Urban Bush Women) in Blood, Muscle, Bone, a year-long residency in New York. Speis completed a seven-week residency at the esteemed Aléy New Directions Choreography Lab and conducted research in Senegal to draw inspiration for new dance works.
MELISSA WAHLQUIST BRADSHAW | BFA, Art Education, 1993

Melissa moved to Charleston, South Carolina and taught at Ashley River Creative Arts Elementary School for seven years. She then developed a visual arts program for preschool aged children, Wee Little Arts. Her program has been going strong for more than ten years and the business has franchised to offer it to people around the country. Wee Little Arts is currently offered in Basking Ridge, New Jersey and Charlottesville, Virginia and will soon be offered in Nashville, Tennessee.

weelittlearts.com

MARK LUETKE | BFA, Graphic Design, 2010

Mark came to VCU with a narrow focus – to get paid to draw pictures. After many years surrounded by a wide variety of artists and disciplines his focus broadened to include animation, children’s book illustration, sequential art, graphic design, and web development. Mark currently works full time at VCU as a learning technologist, as well as directing web development for Making Comics Worldwide in San Diego, CA. He lives in the woods outside Richmond with his wife, son, dog, cats, and several fish. He still draws pictures and even gets paid for it every now and again.

JORDAN BRUNER | BFA, Kinetic Imaging, 2006

Jordan Bruner is a mixed media animator and director who creates music videos, commercials, and films. She enjoys building surreal universes by combining different mediums. In 2008 Jordan was nominated for an Emmy in Graphic Design and Art Direction for her work on the PBS science documentary “Curious.” In 2010 she worked with awesome + modest to create animation for the Davis Guggenheim documentary “Waiting for Superman.” Other clients include the Sundance Channel, the National Geographic Channel, the Moxie Institute, the Wall Street Journal, the Mountains Goats, the Dive Index, Levi’s, and GE. Jordan’s short films and paintings have been exhibited the world over. She lives in Brooklyn, NY.
jordanbruner.net

DONWAN HARRELL | BFA, Fashion Design, 1992

The self-proclaimed “worst sewer in his class,” Donwan Harrell and his partners run some of the most successful brands in the country — Akademiks, PRPS and aka Stash House. He’s developed different lines to cater to a variety of audiences. Donwan’s creations are the best-selling jeans in stores like Bergdorf Goodman and Fred Segal. His advice to fashion students? Learn Illustrator and Photoshop. Learn about fabrications and pay attention in math class. “If you have a dream or desire, keep working at it. You have to work hard.”
akademiks.com
AMANDA BRUNS | BFA, Photography and Film, 2000

This Brooklyn based photographer has been published in magazines all around the world. After receiving her BFA from VCUarts, she moved directly to New York after studying in Paris for three months. She has worked at a major photo studio, assisted countless photographers, managed image archives, and made some great contacts along the way. Clients include Bust, Aventura, Nikki Style, Let Them Eat Cake, Starved, A4, Marc Jacobs, Ugg Australia, BCBG and The Table of the Elements record label.

amandabruns.com

JASON BUTLER HARNER | BFA Theatre, Performance, 1992

After graduation, Jason was an apprentice at Actors Theatre of Louisville, and then moved to New York City and received a MFA in the graduate acting program from Tisch School of the Arts. He played Gordon Stewart Northcott in Clint Eastwood’s 2008 movie, “Changeling.” He also appeared in the HBO miniseries, “John Adams,” and had a guest role on the pilot for “Fringe.” He has appeared on episodes of “Law & Order,” “Hope and Faith” and has appeared in numerous theater productions, including playing Tom Wingfield opposite Sally Field in “The Glass Menagerie” at The Kennedy Center.

studiob2sj.com

ASHLEY HAWKINS | BFA, Painting and Printmaking, 2007

Ashley graduated Summa Cum Laude and was awarded the VCU Provost Scholarship, the Peachtree Award for Painting and Printmaking, and was a participant in the Honors Advanced Painting and Printmaking Program, a selective studio program preparing undergraduate students for graduate-level work. Ashley was recognized with the Most Outstanding Senior Award from the Department of Painting and Printmaking. In 2009, she worked as an installation artist for Sol Lewitt’s Wall Drawing #541 at the Virginia Museum of Fine Arts. Ashley is a founding member and Executive Director of Studio Two Three, a printmaking collective and workspace. She curates the Project Space Gallery at Plant Zero in Richmond; and teaches courses in printmaking at the Visual Arts Center of Richmond.

studiotwothree.com

SETH BARBER | BFA, Interior Design, 1990

Throughout his career, Seth has provided direct design and project management on tenant representational real estate projects, totaling nearly six million square feet. An extensive project list includes commercial office, financial, legal, retail, institutional and health care facilities. His experience includes the design and project management of numerous corporate headquarters facilities; facilities design consultation for Fortune 500 companies, several civic buildings, law enforcement and courts facilities and even a corporate jet.

studiob2sj.com
**David Tanner | BFA, Painting & Printmaking, 1991**

Tanner is a representational oil painter in Richmond. Since receiving his BFA in 1991, his study of traditional painting technique includes workshops with modern masters Nelson Shanks in Philadelphia and Robert Liberace in Washington D.C. David teaches oil painting at the Visual Arts Center of Richmond, where he was elected Master Teacher in 2006, and the Virginia Museum of Fine Arts Studio School. He had the honor of being invited to demonstrate plein-air portrait technique at the 1st Annual Plein-Air Expo in Las Vegas, April 2012, hosted by PleinAir Magazine, possibly the largest gathering of such painters in history, including many of today’s most respected representational painters. National awards include three honored paintings in the Portrait Society of America’s 2011 Member’s Only Competition. His self-portrait won 1st prize in American Artist magazine’s annual competition, and graces its cover in September 2012.

davidtannerfineart.com

**Yoressa Bouchtia | BA, Cinema, 2011**

Living in Brooklyn, New York, Yoressa works as a videographer for organizations such as Artstar.com, which includes portrait videos of visual artists and the women’s leadership organization, Breaking the Glass Ceiling. Yoressa is the associate producer for Take Two Film Festival.

**Virginia Griswold | BFA, Craft/Material Studies, 2004**

After receiving her BFA from VCUarts, Virginia earned an MFA in Sculpture/Glass from Alfred University. In 2011/12, she was included in exhibitions at S12 Galleri og Verksted in Bergen, Norway, the Horowitz Center for the Visual Arts in Columbia, MD and the Fosdick-Nelson Gallery at Alfred University. In 2009, she received a Brooklyn Arts Council Re-Grant to fund the project: “What it is, What it will be: Objects Found and Altered in Brooklyn,” as well as a fellowship in Sculpture from the New York Foundation for the Arts. She was awarded a residency fellowship to study at the the Cité Internationale des Arts in Paris, France for March and April of 2012, to investigate the aesthetics of liquid on flat surfaces, as well as French material culture and decorative arts.

virginiagriswold.com

**Melissa Parris | BA, Art History, 1992; MA, Art History 1994**

After graduation, Melissa served as registrar for the Muscarelle Museum of Art in the mid-to-late 1990s before moving to England where she worked at Martinspeed, Ltd. as registrar of contemporary arts. Upon her return to the states, she served as registrar for the traveling exhibitions firm Art Services International for several years before moving on to The Colonial Williamsburg Foundation where she was the associate registrar for exhibitions and loans. In 2007, she re-joined the staff as registrar at the Muscarelle Museum of Art where she also serves as curator of the President’s Collection of Art, a non-accessioned collection created by alumni, faculty and students as a public art program at the College of William & Mary. In 2012, Melissa was appointed head of collections and exhibitions management at the Muscarelle Museum of Art.
Being an art major is very time consuming. **Work hard** and **be diligent**. It will all pay off in the long run. Oh yeah...don’t forget to **have lots of fun**.

*Karla, Graphic Design*
This is your art, and it should always be important to you, even if it is a lot of work. Also, class assignments are never enough. *The more work you do, the better artist you will become.* Never stop working—ever.

*Kirk, Kinetic Imaging*
Don’t take the Art Foundation experience too lightly. It has gotten the reputation as being the arts students’ boot camp. I was nervous about the program because I did not know what to expect, but I really enjoyed it, it was a great experience.

Nedim, Fashion Design
VCU’s diversity is one of its major assets and students should use this to their advantage. A different perspective can shape your outlook on a solution to a problem.

*Linda, Interior Design*
VCU was a huge change for me. But, now I have found a great new group of friends that are artists too. I was never able to have this before. There is always someone to help you with projects, idea generation, etc. It is very important to not separate yourself as an art student. I would tell any VCUarts student to go out and be a part of the Richmond art community, see what is going on and participate.

Cara, Communication Arts
STUDENT LIFE

Here, you’re not just an artist. You’re a Ram.

Walk through the campus of our university, and you’ll likely see a sea of students in yellow and black VCU shirts. Pride is huge here. Students realize they’re in an amazing city, and in one of the coolest schools in the country. And when they’re not busy knocking down silos and working across disciplines, the students here have a very good time.

VCU Wreaks Havoc

Nothing ignites VCU and the entirety of Richmond like the men’s Rams basketball team and the “havoc” they bring to each and every game—including recent consecutive trips to the NCAA tournament. Our 137 victories in five seasons are tied for the second-most at the Division I level. Even the pep band, the VCU Peppas, has received national acclaim. If you think you’re not a basketball fan, one visit to the Siegel Center for a game will change your mind.

VCU is an NCAA Division I and Atlantic 10 member, with intercollegiate sports, that include baseball, cross country, field hockey, golf, soccer, tennis, track and field and volleyball. So you’ll definitely want to go to some games.

College events

VCU’s series of university traditions brings everyone together. It all kicks off with Welcome Week, your event-filled first week at VCU. Throughout your college experience, you can look forward to annual events like the Fall Block Step Show, the Intercultural Festival and homecoming celebrations during the Rams basketball season.
Get involved
The university has countless student organizations, so whether your interest is student government, campus programming, professional development, political involvement, recreational or religious activities, LGBT groups, community service or student media, there’s something here for you. About seven percent of VCU’s students are involved in Greek life. VCU has a diverse mix of 40 international fraternities and sororities to help students get active in the community and meet others with similar interests. Feel free to start your own organization—all it takes is an idea and four friends. Some of the existing arts-related groups include:

Ad Club; AIGA, the professional association for design; American Society of Interior Designers; Art History Club; Art Therapy; Art Up; Brass Players Association; Contemporary Craft Society; Eco-Fashion; National Art Education Association; Notochords; Organization of Photographic Arts; Society of Communication Artists; and VCU Stiletto Club, a networking organization for students to engage with professionals in the fashion industry.

So where does everybody hang out?
All over, basically. The Student Commons is a popular spot. This campus center has lounge areas, meeting and event spaces, food, entertainment and a variety of services. The Break Point games room, located in the lower level, has 10 pool tables, Thunder Bowl, poker tables, board games, Karaoke nights and a lot more.

The Cabell Library, with an on-site Starbucks, houses pretty much any kind of book you’re looking for, but they also have an enormous collection of books about art and more than 3,000 handmade one-of-a-kind artists’ books. Their Comic Arts Collection, located in Special Collections and Archives, consists of more than 100,000 items, including over 40,000 comic books along with graphic novels, editorial cartoons, comic strips, memorabilia, comic journals and more. It’s one of the largest comic arts collections in the country. The library is under renovation and will be incredible (it should be completed by January 2016).

And since VCU is in the walkable heart of the city, you can always take a walk to the quirky Carytown, go to museums, the movies, restaurants or festivals—or check out the many street murals all over the Fan and canal area.
WE’RE UNIQUE
because everybody here is different.

Chances are, this place has one of the most diverse student bodies you’ll find. We have people of all races, all ages, all beliefs and preferences and all walks of life. And with 63 undergraduate majors and 58 minors, we attract students with a whole range of interests.

Where will you live?
At VCU, more than 80% of freshmen live on campus. The residence halls range from private single rooms to traditional doubles to suite-style living with full kitchens, but every dorm offers high-speed internet and cable, computer labs, and 24-hour security. If you want to be completely immersed in the arts, you can choose to live in the Artists’ Colony, a residential village for visual and performing arts majors located in Johnson Hall.

You’ll never go hungry.
VCU’s award winning Shafer Court is a far cry from the dining hall your parents knew. This restaurant-style dining hall features a sprawling salad bar, vegetarian and vegan selections, pizza, pasta, homestyle and comfort foods, a Mongolian grill and of course, good ol’ burgers and fries.

Students aren’t limited to just Shafer Court—you can use your meal plan and dining dollars all over campus in popular national brands such as Quiznos, Starbucks, Chili’s, Pizza Hut, Einstein Bros. Bagels, Sidewalk Café, Chick-fil-A, Subway and more.
This is a great place to stay healthy.
There are intramurals and sport clubs for a variety of teams, including badminton, baseball, basketball, crew, cycling, dodgeball, field hockey, ice hockey, judo, kickball, softball, soccer, swimming, table tennis, tennis, ultimate frisbee, whitewater rafting, lacrosse, racquetball, rugby and volleyball. You can join the Outdoor Adventure Program, too, and take canoeing, kayaking, hiking, climbing, rafting, skiing and even hang gliding trips.

The campus also has a huge 18,000-square-foot gym, with two heated indoor pools (one with a water slide), a rock climbing wall, an indoor running track and more than 100 fitness classes.

We’re a big school that feels small.
VCU has 31,000 students, and VCUarts has 2,800 students. The average department has about 160 students and the average arts class size is about 16. What does this mean to you? It means you’ll have opportunities only a bigger school can bring you—and classes that are small enough to foster close student-faculty relationships.
This school grants you a wonderful chance to meet visiting artists, and it is important to take advantage of that, and all opportunities offered to you.

Will,
Photography & Film
TOURING VCUARTS

Take it all in for yourself.

This viewbook will give you a quick snapshot of daily life at VCUarts, but we recommend that you come and visit campus. Seeing the city and school firsthand is the best way to determine whether it is right for you.

School of the Arts info sessions and tours
1p.m. Monday–Friday (except university holidays)
VCUarts tour guides are current art students who’ll share their personal experiences and show you studios and classroom facilities that art students are most interested in visiting. RSVP at arts.vcu.edu/visit.

Events in your area
If you absolutely can’t get to Richmond, that’s okay. We may have a representative coming to your area. Find an event near you on our site: arts.vcu.edu/events-in-your-area.

arts.vcu.edu/visit
vcuartstour.tumblr.com

Open House and National Portfolio Day

Visit campus, tour arts facilities, meet faculty and students, and learn about opportunities offered at VCUarts. You can also visit the dorms, eat in our award-winning dining hall, and attend sessions on financial aid, study abroad, transferring and the Honors College. VISUAL ARTISTS: Bring your artwork with you! Faculty from the visual arts and design departments will be on hand during these events to provide portfolio reviews. Please keep in mind that portfolio reviewers will not make admissions decisions; they provide feedback on the quality and range of your work and give you a better idea of what to include in your portfolio. RSVP at arts.vcu.edu/visit.
APPLYING TO VCUArts
A few answers to some frequently asked questions.

How do I apply to VCUArts?
There is only one application for admission to both VCU and VCUArts. Applications are only accepted online. Applicants to the visual arts (Art Foundation) must submit their portfolios online, performing arts applicants must audition and Cinema and Art History applicants must submit essays. Please see arts.vcu.edu/apply for full details.

Is it hard to get into VCUArts?
The best way to answer is by letting you know that annually, we have approximately 600 available freshman seats and we receive over 2,600 applications. Review committees carefully evaluate all application components, including GPA, SAT scores, portfolios or auditions, personal statements, extracurricular activities and letters of recommendation.

What kind of high school GPA and test scores should I have?
VCUArts does not have set minimums for SAT scores or GPAs; we examine your overall application to determine your potential for success in the School of the Arts. That being said, you’d probably like to see some numbers. The average SAT of accepted students in Fall 2014 for Math and Verbal was 1150. The average GPA is 3.6.

What courses should I take in high school to be eligible for admission?
Critical thinking, analytical skills and problem solving abilities are important to the education of an artist or designer. You should pursue a well-rounded high school program. Develop your math skills, language skills, an understanding of the methods and processes of scientific research and literature. In visual arts classes, you should spend time developing skills in various media, as well as the ability to draw from observation, to build a well-rounded portfolio. If you plan to apply to a performing arts department, you should take classes in high school that will prepare you for a successful audition.

How much is tuition?
Refer to the back cover of this book for an estimate of VCUArts tuition and fees. For a specific number, including room and board, visit accounting.vcu.edu.

What about financial aid?
Financial Aid is available in the form of grants, loans, scholarships, and work-study. You must fill out a Free Application for Federal Student Aid (FAFSA). To learn more, or to download the FAFSA, please visit the Office of Financial Aid site: finaid.vcu.edu

What kinds of scholarships are available?
You will automatically be considered for all scholarships if you submit your complete application by the early scholarship deadline. To learn more about VCU scholarships, visit ugrad.vcu.edu/apply/scholarships.html. In addition to university scholarships, the School of the Arts offers a variety of scholarships for current students. You can browse our scholarship database here: arts.vcu.edu/scholarships

Approximate Undergraduate Enrollment:

<table>
<thead>
<tr>
<th>Program</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Education</td>
<td>65</td>
</tr>
<tr>
<td>Art Foundation</td>
<td>500</td>
</tr>
<tr>
<td>Art History</td>
<td>70</td>
</tr>
<tr>
<td>Cinema</td>
<td>90</td>
</tr>
<tr>
<td>Communication Arts</td>
<td>235</td>
</tr>
<tr>
<td>Craft and Material Studies</td>
<td>100</td>
</tr>
<tr>
<td>Dance and Choreography</td>
<td>85</td>
</tr>
<tr>
<td>Fashion Design</td>
<td>90</td>
</tr>
<tr>
<td>Fashion Merchandising</td>
<td>250</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>165</td>
</tr>
<tr>
<td>Interior Design</td>
<td>90</td>
</tr>
<tr>
<td>Kinetic Imaging</td>
<td>110</td>
</tr>
<tr>
<td>Music</td>
<td>275</td>
</tr>
<tr>
<td>Painting and Printmaking</td>
<td>150</td>
</tr>
<tr>
<td>Photography and Film</td>
<td>135</td>
</tr>
<tr>
<td>Sculpture</td>
<td>115</td>
</tr>
<tr>
<td>Theatre</td>
<td>225</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,750</strong></td>
</tr>
</tbody>
</table>

Graduate students:

<table>
<thead>
<tr>
<th>Level</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masters</td>
<td>155</td>
</tr>
<tr>
<td>Doctoral</td>
<td>25</td>
</tr>
</tbody>
</table>

I have more questions.
Where can I find some answers?

More Frequently Asked Questions are listed here: arts.vcu.edu/faq. If you can’t find what you are looking for online, please feel free to contact us by emailing arts@vcu.edu or calling 804-VCU-ARTS.
**CAMPUS MAP**

**PARKING**
- **Bowe Street Parking Deck**
  609 Bowe St
  Art Foundation Program (5th Floor)
- **W Broad Street Parking Deck**
  1111 W Broad St
- **Barnes & Noble Campus Bookstore; Welcome Center**
- **Main Street Parking Deck**
  801 W Main St
- **W Cary Street Parking Deck**
  1201 W Cary St

**VCUarts BUILDINGS**

1. **Fine Arts Building**
   1000 W Broad St
   Craft/Material Studies; Painting & Printmaking; Sculpture + Extended Media
2. **Franklin Terrace**
   812–14 W Franklin St
   Art Education; Communication Arts (Illustration); Kinetic Imaging – Classes, Labs
3. **Bowe Street Parking Deck**
   609 Bowe St – Art Foundation
4. **Buford House**
   922 W Franklin St – Art History
5. **Pollak Building**
   325 N Harrison St
   VCUarts Dean’s Office; Cinema; Graphic Design; Interior Design; Fashion Design & Merchandising; Photography & Film
6. **W.E. Singleton Center for Performing Arts**
   922 Park Ave – Music; Theatre
7. **James W. Black Music Center**
   1015 Grove Ave – Music Studios
8. **Dance Center**
   10 N Brunswick St – Dance Studios
9. **Shafer Street Playhouse**
   221 N Shafer St
10. **Grace Street Theatre**
    934 W Grace St
11. **1315 Floyd Ave**
    Dance – Offices
12. **The Depot**
    814 W Broad St
    Gallery, Kinetic Imaging, Dance, Interdisciplinary
13. **VCU Qatar House & AFO Annex**
    1326 W Broad St
    Art Foundation

**ADMINISTRATIVE & STUDENT SERVICES**

- **a. Cabell Library**
  910 Park Ave
- **b. Harris Hall**
  1015 Floyd Ave, 1st Floor
  Financial Aid, Records & Registration, Student Accounting
- **c. Welcome Center**
  1111 W Broad St
  1p.m. VCUarts tours meet here

**OTHER POINTS OF INTEREST**

- **d. Hibbs Building**
  900 Park Ave – University College
- **e. Monroe Park Campus Bookstore**
  1111 W Broad St
- **f. Siegel Center**
  1200 W Broad St
- **g. Student Commons**
  907 Floyd Ave
- **h. Shafer Court Dining Hall**
  801 Cathedral Place
- **i. Cary Street Gym**
  101 S Linden St

**VCU INSTITUTE FOR CONTEMPORARY ART**

Guess which U.S. city has the happiest people?

Richmond, VA – home of VCUarts – has been named the happiest city by the U.S. National Bureau of Economic Research!

TOP RANKED. TOP VALUE.

VCUarts has the lowest annual tuition among the top 10 schools of art and design

<table>
<thead>
<tr>
<th>Rank</th>
<th>School Name</th>
<th>Tuition</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Yale University</td>
<td>$47,600</td>
</tr>
<tr>
<td>#2</td>
<td>Rhode Island School of Design</td>
<td>45,840</td>
</tr>
<tr>
<td>(tie)</td>
<td>School of the Art Institute of Chicago</td>
<td>43,960</td>
</tr>
<tr>
<td>#4</td>
<td>VCU</td>
<td>30,838 (non-resident)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12,772 (resident)</td>
</tr>
<tr>
<td>(tie)</td>
<td>University of California: Los Angeles</td>
<td>35,631</td>
</tr>
<tr>
<td>#6</td>
<td>California Institute of the Arts</td>
<td>43,876</td>
</tr>
<tr>
<td>#7</td>
<td>Carnegie Mellon University</td>
<td>50,665</td>
</tr>
<tr>
<td>(tie)</td>
<td>Cranbrook Academy of Art</td>
<td>43,870 (graduate only)</td>
</tr>
<tr>
<td>(tie)</td>
<td>Maryland Institute College of Art</td>
<td>43,870</td>
</tr>
<tr>
<td>#10</td>
<td>Columbia University</td>
<td>53,000</td>
</tr>
</tbody>
</table>

Rankings come from U.S. News & World Report’s rankings of graduate school programs. You can see the complete directory at: usnews.com/rankings

Annual undergraduate out-of-state tuition comes from College Board’s posted college prices as of August 2015. You can add up college costs at: collegeboard.org

Actual cost of attendance for any school can be different than as stated on collegeboard.com. You can calculate your total cost of attending VCUarts at: accounting.vcu.edu

Virginia Commonwealth University
School of the Arts
325 North Harrison Street, Suite 201
Richmond, VA 23284-2519

See what our alumni are up to:
arts.vcu.edu/watn

Virginia Commonwealth University is an equal opportunity/affirmative action institution providing access to education and employment without regard to age, race, color, national origin, gender, religion, sexual orientation, veteran’s status, political affiliation, or disability.

COVER ART by Zahra Siddique, Art Foundation
VIEWBOOK DESIGN by Stephanie O’Dell, Graphic Design BFA 2009, Art Education MAE expected Fall 2016