# 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>Rhode Island School of Design</td>
<td>$39,777</td>
</tr>
<tr>
<td>2</td>
<td>Yale University</td>
<td>40,500</td>
</tr>
<tr>
<td>3</td>
<td>School of the Art Institute of Chicago</td>
<td>37,560</td>
</tr>
<tr>
<td>4</td>
<td>VCUarts</td>
<td>$22,947</td>
</tr>
<tr>
<td>5</td>
<td>Maryland Institute College of Art (tie)</td>
<td>37,470</td>
</tr>
<tr>
<td>6</td>
<td>Cranbrook Academy of Art (graduate only)</td>
<td>37,564</td>
</tr>
<tr>
<td>7</td>
<td>California Institute of the Arts (tie)</td>
<td>38,260</td>
</tr>
<tr>
<td>8</td>
<td>Carnegie Mellon University</td>
<td>43,812</td>
</tr>
<tr>
<td>9</td>
<td>University of California: Los Angeles</td>
<td>35,864</td>
</tr>
<tr>
<td>10</td>
<td>Alfred University</td>
<td>26,884</td>
</tr>
</tbody>
</table>

### Additional Schools of Art and Design

- Temple University, Tyler School of Art
- Ohio State University: Columbus
- University of Wisconsin – Madison
- School of Visual Arts
- Corcoran College of Art and Design
- Minneapolis College of Art and Design
- Kansas City Art Institute
- Savannah College of Art and Design
- Rochester Institute of Technology
- The University of the Arts in Philadelphia
- University of Texas at Austin
- College for Creative Studies
- Cleveland Institute of Art
- Art Center College of Design
- Ringling College of Art and Design
- School of the Museum of Fine Arts, Boston
- California College of the Arts
- CaArts
- Pratt Institute
- Parsons The New School for Design

VCU tuition for Virginia residents is $10,093.

Rankings come from U.S. News and World Report’s rankings of graduate school programs. You can see the complete directory at: [www.usnews.com/rankings](http://www.usnews.com/rankings).


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: [www.enrollment.vcu.edu/accounting](http://www.enrollment.vcu.edu/accounting).
Hello, from the Dean’s Office

It’s an exciting time to be part of VCUarts.

Our students continue to dazzle the world with their work and innovation. Their exhibitions, projects and performances are garnering attention from near and far, including national and international media. They’re taking their collaborative ideas and running full speed ahead with support from VCUarts Undergraduate Research Grants and other funding opportunities. Students are creating blogs to capture and share their internship experiences and study abroad trips to Scotland, Peru, Italy and other locations. The enthusiasm is palpable when a student returns from our sister campus in Doha, Qatar after either the Tasmeem International Design Conference or the biennial Symposium on Islamic Art and Culture, or a semester-long exchange.

These things occur throughout the year, each year, but right now we have something particularly exciting to share.

As I write this, world-renowned architect, Steven Holl is working on designs for our forthcoming 32,000 square foot Institute for Contemporary Art, slated for completion in 2015. The ICA will be a new gateway to the university and bring the most important, cutting-edge contemporary art exhibitions in the world to campus and the city of Richmond. While part of the larger Virginia Commonwealth University network, our students and alumni form very tight-knit bonds with other students and faculty in their VCUarts departments and across campus. At this university, no matter anyone’s major or affiliation, when the VCU men’s basketball team made it to the NCAA Final Four this spring, we were simply Rams, and our specific disciplines fell to the wayside. You’ve never seen this city so clad in black and gold, completely united behind the Rams team. This is indeed a special place.

Graduates of our programs become part of the community of alumni who have gone on to be recognized as leaders in their respective fields. They’ve received every major award you can think of in their disciplines. These are the people who will be teaching you, mentoring you. And you’ll be staying in touch with many of them long after commencement.

We’re very pleased with our national ranking, but no less proud of the people who compose this special place we call VCUarts.

Kind regards,

Joe Seipel
Dean, School of the Arts
Learn in a City that Inspires

Richmond is in a historic neighborhood called the Fan District, west of downtown. Just east of the Fan is where the enormously popular monthly First Fridays Art Walk takes place – midway between campus and the heart of downtown on old historic Broad Street. This arts walk has received national attention in The New York Times, Condé Nast Traveler and AAA World Magazine. Many of the galleries feature work of VCUarts students, faculty and alumni.

Richmond is most definitely an art-centric town, but there’s much more all around us. Hiking, biking, kayaking and rafting opportunities abound. The Virginia Museum of Fine Arts and other wonderful museums are very close by. Belle Isle, Brown’s Island and Maymont are just a few of the natural treasures VCUarts students name as their favorite Richmond spots.

With all the progressive thinking going on here, it’s easy to forget the School has deep roots. 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. Here, emerging artists explore their potential and strive for high standards set by faculty members who are known for their inspiration and achievement.

People from big cities think Richmond is a small town. People from small towns think it’s a big city. We think it’s just about right.

Locally owned coffee shops. Funky used clothing stores. A mind-blowing amount of great arts venues. A native accent you won’t hear anywhere else.

The James River just blocks from campus. Stunng Colonial Revival, Italianate and Queen Anne architecture. Cobblestones… lots of cobblestones. And history around every corner.

That’s Richmond, and it’s unlike anywhere else.

VCUarts has 23 buildings on the VCU campus.

VCUarts is in a historic neighborhood called the Fan District, west of downtown. People from big cities think Richmond is a small town. People from small towns think it’s a big city. We think it’s just about right.
## National Rankings

VCUarts is Ranked #1 among Public Art Schools in America by US News & World Report

<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>
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<td>#4</td>
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<tr>
<td>SCULPTURE</td>
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<td>#1</td>
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<tr>
<td>GRAPHIC DESIGN</td>
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<td>#4</td>
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<td>FIBER ARTS</td>
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<tr>
<td>GLASS</td>
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<td>#5</td>
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<td>PAINTING</td>
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<td>METALS/JEWELRY</td>
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<td>#12</td>
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<tr>
<td>PRINTMAKING</td>
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<td>#17</td>
</tr>
</tbody>
</table>

**OTHER RANKINGS INFORMATION**

VCUarts Department of Interior Design is ranked #10 nationally by DesignIntelligence 2011 America’s Best Architecture and Design Schools.

Dance and Choreography is an invited member of the Council of Dance Administrators (CDDA), a forum of the nation’s 25 leading dance programs.

Accreditation

VCU is accredited by SACSCCS (Southern Association of Colleges and Schools). VCU School of the Arts is accredited by the following: NASAD (National Association of Schools of Art and Design), NASDA (National Association of Schools of Dance), NASME (National Association of Schools of Design), NASM (National Association of Schools of Music), NASFT (National Association of Schools of Theatre), VDOE (Virginia Department of Education), CIDA (Council for Interior Design Accreditation), NCATE (National Council for Accreditation for Teacher Education)

**WHAT IS ACCREDITATION, AND WHY IS IT IMPORTANT?**

The goal of accreditation is to ensure that academic programs provided by institutions of higher education meet acceptable levels of quality. Regional and professional accrediting associations develop rigorous evaluation criteria based on standards and conduct peer reviews on a regular basis to assess whether criteria are met. Professional accreditation is voluntary. It indicates that programs provide educational experiences and support the development of professional skills and abilities necessary for practice in the field.

We believe that when shopping for an art school, it’s imperative to know which are accredited and by whom. VCUarts is fully accredited. Please see the list at the top for details.

The National Association of Schools of Art and Design (NASAD), is an accrediting organization of colleges, schools and universities that establishes standards for graduate and undergraduate degrees. Member institutions complete periodic peer review processes to become, and remain, accredited.

NASAD is an association of approximately 294 US schools of art and design, primarily at the collegiate level, but also including postsecondary non-degree-granting schools for the visual arts disciplines. It is the national accrediting agency for art and design and art and design-related disciplines.

Accreditation is a stamp of approval, a sign that an institution subscribes to, believes in, and has met an external set of basic criteria for the programs it offers. It indicates that threshold standards are adhered to in a fashion that provides a base of academic strength and operational integrity.

VCUarts is accredited by NASAD – not all art schools are.
Come Test the Waters

This viewbook will give you a quick snapshot into the daily life at VCUarts, but we recommend that you come and visit the campus. VCUarts has garnered many prestigious awards and honors, but in the end, it is our students, and their work, who are the best advocates for our campus.

VCUarts tour guides are art students who will speak about their personal experiences and show prospective students and their families studios and classroom facilities that art students are most interested in visiting.

**SCHOOL OF THE ARTS INFO SESSIONS AND TOURS**
4:30 pm Monday–Friday (except university holidays)

VCUarts tour guides are art students who will speak about their personal experiences and show prospective students and their families studios and classroom facilities that art students are most interested in visiting.

**ALL TOURS MEET at the VCU Welcome Center at 1111 West Broad St.**

If you take both tours, you will have time for lunch on your own between tours. The Welcome Center staff can direct you to our dining hall or local area restaurants.

**OPEN HOUSE AND PORTFOLIO DAY**
Visit campus, tour arts facilities, meet faculty and students, and learn more 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:** Don’t forget to bring your artwork with you. Faculty from the visual arts and design departments will be on hand during Open House to provide portfolio reviews. Please keep in mind that portfolio reviewers will not make admissions decisions; they give you feedback on the quality and range of your work, and give you a better idea of what to include in your portfolio.

**LONG SPRING AND FALL SEASONS**
Golfing, Hiking, Camping and Bicycling are Year-Round Activities

**LEARN MORE**
www.vcu.edu/richmond

**VCU**

VCU is one of the largest universities in Virginia enrolling more than 32,000 students. VCUarts is one of eight schools within Virginia Commonwealth University. Why is this significant? ART STUDENTS BENEFIT FROM ALL THE UNIVERSITY’S RESOURCES. Our library’s artists’ book collection is one of the largest on the east coast. We have gyms, pools and sports – for the participant and the spectator. Opportunities for LEARNING, RESEARCH, FRIENDSHIP AND ENTERTAINMENT are abundant.

Our diverse student population supports a range of interests and student organizations. You can minor or double major outside of the arts. Through VCU’s Honors College, you can earn university honors and arts honors. Also, the university offers lots of help – ADVISORS, COUNSELORS, TUTORS AND CAREER SERVICES are all ready and waiting for you.

**VCUarts**

Big when you need it; small where it counts. VCU has 32,000 students. VCUarts has 3,200 students. The average department has about 200 students and the average class size is about 14. What does this mean to you? VCU is a big place with BIG OPPORTUNITIES and SMALL CLASSES THAT FOSTER CLOSE STUDENT/FACULTY RELATIONSHIPS.

Your opportunities within the arts are great. You will take classes outside of your major – sculptors may take dance classes; theatre majors can take fashion classes. There are ENDLESS EXHIBITIONS, PERFORMANCES, VISITING ARTISTS, AND LECTURERS. You have the chance to conduct research – work with engineering and business majors in the da Vinci Center or apply for a VCUarts Undergraduate Research Grant.

Richmond

Richmond is a thriving capital city full of cultural diversity, great food, festivals and entertainment.

We not only witness the political hoopla, we are the heart of the arts in the state with a bustling gallery and performance scene featuring local and international talent, and many state museums are here too like the Virginia Museum of Fine Arts, Page 58–59.

The “River City” is home to the James River Park System, one of the largest inner city park systems in the country. Washington, DC, Virginia Beach, and the Blue Ridge mountains are only 2 hours away. Richmond International Airport has daily non-stop flights to NYC–you can be there in an hour.

**POPULATION**
200,000+ live in the city
1.2 million in the greater Richmond area

**ENTERTAINMENT**
Shopping in Carytown
First Fridays Artwalk
Rich Indie music scene
Many performance venues
Plenty of places for hiking, biking & rafting
Phenomenal locally-owned restaurants in all price ranges
Farmers’ markets
Hundreds of annual festivals

**LEARNING, RESEARCH, FRIENDSHIP AND ENTERTAINMENT**
- Small classes that foster close student/faculty relationships.
- Big when you need it; small where it counts.
- Opportunities for learning, research, friendship, and entertainment.
- VCU offers a wide range of programs and departments.
- Richmond is a thriving capital city, home to many cultural institutions and festivals.
- Richmond International Airport offers daily non-stop flights to New York City.
- The “River City” is home to the James River Park System, one of the largest inner city park systems in the country.
- Richmond is a thriving capital city full of cultural diversity, great food, festivals and entertainment.
Value of an Arts Education

Education in the arts, specifically a VCUarts experience, develops creative problem-solving and critical thinking skills. Students learn how to work in a team environment and be flexible. Discipline and innovative thinking are fostered, and arts students develop confidence and the ability to take criticism, and speak articulately about their work.

So yes, our graduates are well prepared for great jobs, but just as importantly, they become strong thinkers and problem solvers. If you are passionate about the arts, and believe that the world of arts is where you belong, then chances are you will thrive in your environment of choice.

VCUarts graduates take off in a variety of directions with many becoming successful artists, designers, performers.
Undergraduate Studies at VCUarts

Please visit arts.vcu.edu for information about graduate studies.

Art History (BA) – art historical, architectural history
Michael Schreffler, Chair
arts.vcu.edu/arthistory
mischreff@vcu.edu
804.828.2784

Cinema (BA)
Rob Tregenza, Director
arts.vcu.edu/cinema
cinema@vcu.edu
804.828.7919

Fashion Merchandising (BA)
Donna Reamy, Interim Chair
arts.vcu.edu/fashion
dream@vcu.edu
804.828.1699

Performing Arts: Audition required to apply

Dance & Choreography (BFA)
James Frazier, Chair
arts.vcu.edu/dance
dance@vcu.edu
804.828.1711

Music (BM or BA) – Jazz Studies; Music Education (instrumental or choral);
Performance (guitar, percussion, piano, strings, vocal, woodwind, or brass)
Darryl Harper, Interim Chair
arts.vcu.edu/music
music@vcu.edu
804.828.1166

Theatre (BFA or BA) – Performance; Costume Design; Lighting Design;
Scene Design; Stage Management
David Leong, Chair
arts.vcu.edu/theatre
theatre@vcu.edu
804.828.1514

BA (Bachelor of Arts) a liberal-arts based, general arts degree
1/3 focus on major
2/3 focus on liberal arts and sciences

No portfolio required to apply

Portfolio required to apply

Art Foundation Program (first-year program for all BFA visual arts and design majors)
Elissa Armstrong, Associate Director
arts.vcu.edu/artfoundation
ecamstrong@vcu.edu
804.828.1129

Communication Arts (BFA) – illustration, drawing, visual studies
James Miller, Chair
arts.vcu.edu/communicationarts
jmiller@vcu.edu
804.828.3658

Craft/Material Studies (BFA) – clay, fiber, glass, metal, wood
Sonya Clark, Chair
arts.vcu.edu/craft
syclark@vcu.edu
804.828.1477

Fashion Design (BFA)
Donna Reamy, Interim Chair
arts.vcu.edu/fashion
dream@vcu.edu
804.828.1699

Painting & Printmaking (BFA)
Holly Morrison, Interim Chair
arts.vcu.edu/paintingprintmaking
hmorrison@vcu.edu
804.828.1696

Photography & Film (BFA)
Paul Thulin, Interim Chair
arts.vcu.edu/photofilm
ptthulin@vcu.edu
804.828.1695

Sculpture + Extended Media (BFA)
Amy Hauft, Chair
arts.vcu.edu/sculpture
ahauft@vcu.edu
804.828.1511

Art Education (BFA)
Sara Wilson McKay, Interim Chair
arts.vcu.edu/arteducation
swilsonmckay@vcu.edu
804.828.7164

Communication Arts (BFA) – illustration, drawing, visual studies
James Miller, Chair
arts.vcu.edu/communicationarts
jmiller@vcu.edu
804.828.3658

Craft/Material Studies (BFA) – clay, fiber, glass, metal, wood
Sonya Clark, Chair
arts.vcu.edu/craft
syclark@vcu.edu
804.828.1477

Fashion Design (BFA)
Donna Reamy, Interim Chair
arts.vcu.edu/fashion
dream@vcu.edu
804.828.1699

Painting & Printmaking (BFA)
Holly Morrison, Interim Chair
arts.vcu.edu/paintingprintmaking
hmorrison@vcu.edu
804.828.1696

Photography & Film (BFA)
Paul Thulin, Interim Chair
arts.vcu.edu/photofilm
ptthulin@vcu.edu
804.828.1695

Sculpture + Extended Media (BFA)
Amy Hauft, Chair
arts.vcu.edu/sculpture
ahauft@vcu.edu
804.828.1511

BFA (Bachelor of Fine Arts) a professional studio-based degree
2/3 focus on major
1/3 focus on liberal arts and sciences

No portfolio required to apply

Portfolio required to apply

Art Foundation Program (first-year program for all BFA visual arts and design majors)
Elissa Armstrong, Associate Director
arts.vcu.edu/artfoundation
ecamstrong@vcu.edu
804.828.1129

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jmiller@vcu.edu
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ptthulin@vcu.edu
804.828.1695

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Amy Hauft, Chair
arts.vcu.edu/sculpture
ahauft@vcu.edu
804.828.1511
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 mediums 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 lives in the arts.

Art Foundation extends the depth of one’s skills, powers of observation, and intellectual agility. Students should expect to be challenged, to try new materials, strategies and ideas.

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. Half of all Art Foundation students change their preferred major and all students will have their perceptions of art and design forever changed.

DID YOU KNOW?

- 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 10 art and design departments in the School of the Arts
- 50% of first year students change their intended major as a result of a new experience they had in the Art Foundation Program
The VCUarts Art Education program trains 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). The department emphasizes interdisciplinary connections throughout the School of the Arts and the university as a whole. 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 very involved with local and global communities through art-based service-learning such as our Creative Arts Summer Day Camp. Students have an opportunity to participate in the VCU student chapter of the National Art Education Association and attend state and national conferences each year and exciting international travel experiences are available through study abroad programs.

ACADEMICS

The BFA degree includes courses in art education, art history, arts and design, education, and general studies. 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 prepare for their job search.

FACULTY

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

CAREER OPPORTUNITIES

Department of Art Education students are highly sought after by Virginia and surrounding state school systems for art teaching positions. 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 pursue further education to work as art consultants, arts administrators, museum personnel and college instructors, and in other art-related business positions. Still others pursue graduate degrees in art education, art therapy, education and fine arts.

DID YOU KNOW?

• The department is comprised of acclaimed faculty who are leaders in the field of art education
• Graduates are highly sought after by Virginia and surrounding state school systems for art teaching positions
• The department emphasizes artist teachers who teach through ideas
• Dr. Pamela G. Taylor and her interdisciplinary research team have been awarded a $1,050,000 grant under the 2nd cycle of the Qatar National Priorities Research Program
• Students and faculty are connected to communities through service-learning
• Numerous travel opportunities are available

Art Education (BFA)
Art History (BA)

Art History is the study of two- and three-dimensional works of art in a variety of media, including painting, photography, sculpture, architecture, film, and performance art. The discipline has also begun to investigate images from popular and corporate culture. Art historians examine the creation, meaning, and reception of works of art as well as their social, political, and historical contexts. They disseminate their research to a wider audience through the publication of books and articles in scholarly journals and by conceiving and curating exhibitions in museums and galleries. Art History is self-reflexive in its active critique of its own ways of approaching art, its assumptions about what constitutes art, and its criteria for making evaluative and critical judgments about individual works of art.

ACADEMICS

Art Historical and Architectural History concentrations are offered within the BA program. Both offer a strong foundation in the historical, theoretical, and practical aspects of the arts. The Department of Art History offers courses on African, American, Asian, European and Latin-American arts and/or architecture of various time periods as well as in Museum Studies, thus giving students broad exposure to the field of art history, as well as opportunities for focused study in a particular time period or region. Courses facilitate development of critical thinking, reading, and writing skills that are essential for success in the field.

ART HISTORICAL CURRICULUM

This is a liberal arts program composed of an academic course of study exposing the student to the scholarship and research methods of not only art history, but related disciplines in the humanities. This program gives students the best possible background for future graduate work in art history.

ARCHITECTURAL HISTORY CURRICULUM

This comprehensive program emphasizes the study of Western and non-Western architecture and pairs strong liberal arts and studio components. It affords an excellent background for graduate work in architectural history and art history, as well as diverse career opportunities. Given the region’s rich architectural resources, this program provides an unusual opportunity for on-site studies. Students emerge well-rounded, with studio training in art history, such as architectural presentation graphics and urban studies and planning.

OPPORTUNITIES

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

CAREER OPPORTUNITIES

Researchers, gallery administrators, museum curators, museum conservators, restoration specialists, historic preservationists, library special collections directors, appraisers, and art consultants.

ART HISTORY (BA)

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

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DID YOU KNOW?

• Five undergraduate Art History students attended Color in Islamic Art and Culture, the International Symposium on Islamic Art held in Cordoba, Spain
• The Maha Shawky Whitfield Research Scholarship was given to an Art History senior to study Ancient Egyptian Art in European Museums including The Louvre in Paris, France and The British Museum in London, England
• An Art History senior recently received a School of the Arts International Travel Scholarship to study the cultural differences between museums in the United States and France
• A School of the Arts Undergraduate Research Grant was awarded to an Art History senior to study Palladian Windows on Richmond rooftops in architecture surrounding the VCU area

ABOVE: Students attend the third biennial Hamad Bin Khalifa Symposium on Islamic Art in Cordoba, Spain. OPPOSITE: VCU Art History Chair Michael Schreffler presents a paper at the Symposium.
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 and are required to complete a second undergraduate major in a field of study other than the arts. The program focuses on the art and craft of narrative filmmaking with an emphasis on the practices of US independent filmmakers, which are often closely aligned with European cinema. There are international study options and internships with professional film organizations in the US and abroad are available on a competitive basis.

What’s the difference between the Cinema major and the Film Concentration of the Photography and Film major?

Cinema offers a Film BA degree. Students learn to create narrative films and work in teams. Emphasis on writing, casting, directing, camera work, editing, etc.

The Photography and Film BFA Film degree emphasizes the filmmaker as artist. Students learn to write, direct, shoot, and edit individual and small group projects using various formats that include: Super 8mm, 16mm, and HD video. The goal of the concentration is to arrive at a refined vision and a singular voice.

A BA is a liberal-arts based, general arts degree; 1/3 focus on major, 2/3 focus on liberal arts and sciences
A BFA is a professional studio-based degree; 2/3 focus on major, 1/3 focus on liberal arts and sciences

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 semester following the second and third years. Production intensives are taught by working filmmakers with high-end digital equipment.

A selected graduating project from each class will be shot on 35mm film and a release print will be produced for festival and other screenings. BA 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, which comprise approximately one-third of the curriculum, focus on the understanding and creative use of digital film equipment.

CAREER OPPORTUNITIES

Filmmakers, film directors, film editors, producers, film critics, film festival programmers, directors of photography, sound designers, production designers

DID YOU KNOW?

• 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
• The VCU French Film Festival provides our students with access to the top filmmakers in France with master workshops and seminars
• Summer 2009 CINE 390 film Labouring Lament, directed by Andrea Murphy, won Best Student Film Award at the Female Shorts: Film and Video Showcase at the Torpedo Factory, June 2010
• The award winning writer/director Mr. Claude Miller was the first Distinguished Director in Residence at VCUarts Cinema
• Two films shot and produced by Cinema students received awards at the Virginia Student Film Festival, 2010: Duy Nguyen’s music video Letter to Self and Mely by Steven Vagias, Michael Leonberger and Michael Scarberry

arts.vcu.edu/cinema
Communication Arts (BFA)

Communication Arts is the study and exploration of the qualities, disciplines and technologies that enable us to create and communicate with insight, vision and voice. Students create visual solutions using a variety of media such as illustration/digital/electronic imaging for print, television, film and the web.

ACADEMICS

The curriculum in the sophomore year builds a strong base for a Communication Arts major with courses in communication theory, visual communications history, the figure, traditional drawing and painting media, typography, and basic communication arts software. The junior year concentrates on the specifics of concept development, photography, sequencing, and traditional and digital illustration projects. The senior year offers the opportunity for students to select from a variety of interest areas within the major, including imagery for children, art direction, image and movement, and web page design. All senior students are required to take a course in business practice and ethics and complete a comprehensive portfolio project.

ACCOLADES

Many graduates and faculty are nationally and internationally honored illustrators, artists and designers. Recently, two faculty members were honored with gold medals (one professor received two gold medals!) by the New York Society of Illustrators for Editorial Illustration. This is the most competitive and most coveted prize in American Illustration. And in a recent Illustrators National Scholarship Competition in NY, more works by VCUarts Communication Arts students were accepted than any other university in the US.

Work by Assistant Professor Sterling Hundley appeared in the Society of Illustrators 50 Year Compendium - work from the best 200 illustrators over the past 50 years.

One of our students was offered a job with the Washington Post to create The Weekend Section cover (two weeks before he graduated). The art director said his was, “the most professional portfolio she’d ever seen.”

Communication Arts Alumnus Stanley Rayfield was awarded 2nd place and $7,500 for his remarkable painting, “Dad” in The National Portrait Gallery Outwin Boochever Portrait Competition (see this painting on page 68). The national competition is held every three years. It includes the work of the best portrait artists from across the nation. 3,300 entries were submitted to The National Portrait Gallery including painting, photography, sculpture, film, video and digital animation. A prestigious panel of internationally recognized curators, critics, artists and art historians, selected Mr. Rayfield’s portrait to be among the 49 chosen for exhibition. Mr. Rayfield’s painting was on exhibition at the National Portrait Gallery, Washington, D.C., from October 2009–August 2010.

CAREER OPPORTUNITIES

Art directors, book/magazine illustrators, 3-D modeling 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

DID YOU KNOW?

- Department of Communication Arts recent graduate, Anastasia Demson (pictured above), was accepted into the Graduate Program in Medical & Biological Illustration at The Johns Hopkins University, School of Medicine. It was the first program of its kind in the world. The graduate program accepts only five students a year. Ana was awarded the top Scholarship of $20,000 each year for two years. The program at The Johns Hopkins University is one of the most prestigious in the nation. There are only five such graduate programs in North America and each program accepts approximately five students each year.
- Assistant Professor Matt Wallin was Senior Technical Director on the film I Am Legend starring Will Smith. He worked on the animated movie Beowulf and was Senior Compositor for The Watchman.
- Professor Robert Meganck is rated in a recent Style Weekly feature as one of the top 25 most influential artists in Richmond.
- Did you know that the movie “Coraline” was partially made in Richmond?

Need portfolio to apply? Yes ☑ No ☐
Art Foundation? Yes ☑ No ☐
Craft/Material Studies (BFA)

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 51 credits in academic areas such as art history, literature, science, mathematics, and social science.

US News & World Report ranked us as follows:
- Fiber Arts #4 overall (#1 among public universities)
- Glass #5 overall (#1 among public universities)
- Metals/Jewelry #10 overall (#5 among public universities)
- Ceramics #12 overall (#6 among public universities)

ACADEMICS

The BFA in Craft/Material Studies requires a minimum of 120 credits, including 47 in the major. You 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.

CAREER OPPORTUNITIES

Textile, furniture, and jewelry designers, museum administrators, craftspersons, studio artists, conservators, gallery managers

DID YOU KNOW?

- 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
- An undergraduate student has been awarded a 6 week artists residency at The North Lands Creative Glass in Scotland, which is for talented glass artists in mid-career
- Three undergraduate students are recipients of the prestigious Niche Student Awards and Metals professor Susie Ganch recently received the Niche Arts Educator of the Year Award
- 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

need portfolio to apply? Yes o No o
Art Foundation? Yes o No o
Dance & Choreography (BFA)

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

At VCU Dance, students prepare for professional careers in dance, working toward a Bachelor of Fine Arts with equal focus on performance and choreography or toward a BFA with a ballet performance concentration. In the energized environment of this program students receive a great deal of individual attention from dedicated faculty members and they experience a strong sense of camaraderie with their peers. Frequent public performances and an exciting guest artist program enhance the department’s vibrancy.

In a community setting where communication, mutual respect and self-motivation are encouraged, classes provide students with disciplined training that will maximize their potential to become dancers of technical excellence, choreographers with original and powerful voices, and thinkers with high academic standards.

ACADEMICS

At nationally accredited VCU Dance, 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. Effective 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.

VCU 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, and the Ailey School’s summer intensive, where academic credits might be earned.

VCU Dance is represented each year at the following conferences: American College Dance Festival, National Association of Schools of Dance, Regional or National High School Dance Festival, Council of Dance Administrators.

CAREER OPPORTUNITIES

Choreographers, performers, dance teachers, artistic directors of dance companies, dance therapists, physical therapists, dance writers, arts administrators and advocates.

DID YOU KNOW?

• Assistant Professor Christian von Howardis also on the faculty of The Ailey School
• Assistant Professor Lea Marshall is a dance critic and frequent contributor to Dance Magazine
• Summer study abroad opportunities for VCU Dance students have been facilitated by Associate Professor Scott Putman in Costa Rica (2008) and Tuscany, Italy (2009–2010) and by Professor Martha Curtis in Serbia (2010)
• VCU Dance has been selected through adjudication for participation in a regional gala performance of the American College Dance Festival for the past five years
• Current Dance Chair James Frazier and his predecessor Professor Martha Curtis serve as external evaluators of other dance programs for accreditation by the National Association of Schools of Dance

Photographs on this page are by Sarah Ferguson.
Fashion Design (BFA)

Fashion designers assume the important role of creating articles of clothing that allow people to express their individuality. The Fashion Design curriculum provides instruction in skills valuable to success in the apparel industry. Students learn professional processes for garment construction, patternmaking, draping and fashion drawing. After basic technical competency is achieved, they progress to courses that concentrate on addressing specific markets and solving various design challenges.

All student-produced garments are critiqued at each step of the process and are juried by a panel of outside professionals at the end of the academic year. The best 120 garments are featured in a runway fashion show each spring.

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

Fashion Merchandising (BA)

Fashion today is big business employing millions of people in design, manufacturing, distribution, marketing, retailing, advertising, communications, publishing and consulting. Fashion merchandising refers to the planning required to have the right merchandise, at the right time, at the right place, at the right price and with the right sales promotion.

Fashion Merchandising students enter the department at the freshman level (they do not go through the first-year Art Foundation Program as Fashion Design students do) 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. Internships are encouraged but not required.

Our faculty members judge some of the most prestigious international fashion design contests in the world and recent student trips include New York, Paris, Rome and Hong Kong.

CAREER OPPORTUNITIES
Retail buyers, product development specialists, magazine market editors, fashion directors, fashion forecasters, visual merchandisers, fashion historians and store owners

DID YOU KNOW?
• The Fashion Design BFA and the Fashion Merchandising BA are part of one department: Fashion Design & Merchandising
• Our curriculum is industry-driven
• All faculty have worked in the industry and many have more than 20 years experience
• Our NYC fashion advisory board is comprised of renowned industry leaders
• Alumni work in prestigious positions in the fashion industry
• Students have internships in New York, California and even London!
• For explanation of BFA/BA Degrees, see pages 12–13
Graphic Design (BFA)

Graphic Design is a creative and analytical process that integrates art and technology to communicate ideas and information from client to audience in three related areas: print design, sequential/narrative design, and interaction design.

The primary goal of the Graphic Design curriculum is to educate students to be capable of integrating form and information for the purpose of effective visual communication. 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 awareness of social issues, integration of new technology and concern for ethical implications and the natural environment.

ACADEMICS

After completing the first-year Art Foundation Program, students complete courses in print design, sequential/narrative design, and interaction design along with a series of related studio and seminar, and elective courses.

Graphic Design majors learn to utilize forms of communication; address the needs of client and audience; focus on ethics; embrace technology as a vehicle of communication; and understand and practice design as a dynamic process.

Our core faculty members are widely considered pioneers in design education and our students enjoy access to letterpress facilities, in-house publishing bureau, and well-stocked resource center. Selected publications by VCUarts faculty include:

- A History of Graphic Design – Meggs
- Making Graphic Design History – Carter, Wheeler, and L. Meggs
- Typographic Design: Form and Communication – Carter, Day, and Meggs
- Typographic Specimens: The Great Typefaces – Carter, Day, and Meggs
- Beauty is Nowhere: Ethical Issues in Art and Design – S.K. Roth, R. Roth, and Ostrow
- American Typography Today – Carter

DID YOU KNOW?

- US News & World Report ranks our department #4 overall and #1 among public universities
- The department’s Objects + Methods lecture series invites nationally and internationally known designers for presentations and workshops. These have included Massimo Vignelli, Ivan Chermayeff, Tomato, Anteeksi, Jim Sherraden of Hatch Show Print, and Ronald Shakespear
- 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 ICOGRADA and AIGA: The Professional Association for Design

CAREER OPPORTUNITIES

Creative directors, art directors, graphic designers, interaction/interface designers, broadcast/film designers, exhibition designers, environmental graphic designers, magazine designers, freelance designers

arts.vcu.edu/graphicdesign
Interior Design (BFA)

Interior Design students are creative thinkers and problem solvers who plan innovative solutions for the near built environment. In our program you will work with faculty members who have a wide variety of professional experience in interior design and architecture. The students learn more than how to make a room look good, they must 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 programs of advanced study. Throughout the curriculum, the importance of lifelong learning and continuing professional development also is emphasized.

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 (CIDA) 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 placed in architecture and design firms upon graduation; others have been accepted into graduate programs in architecture, law, and medicine.

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

DID YOU KNOW?

• VCU Arts Department of Interior Design is ranked #10 nationally by DesignIntelligence’s 2010 America’s Best Architecture and Design Schools
• Interior Design students participate in internships each summer with national and international architecture and design firms around the country in cities such as Washington, D.C., Los Angeles, and other large metropolitan markets.
• Our alumni have been featured in television shows such as HGTV’s Top 10 and Extreme Makeover: Home Edition, and publications such as Interior Design Magazine, Architectural Digest and Elle Decor.
• Interior Design faculty lead a study abroad architectural drawing trip each summer. Students travel to Italy, France, Spain, and Switzerland.
• Students have participated in several interdisciplinary design projects for the da Vinci Center (see page 62) – each time, Interior Design students are noted as being group leaders.

Need portfolio to apply? Yes ☑ No ☐
Art Foundation? Yes ☑ No ☐
Kinetic Imaging (BFA)

Kinetic Imaging is for motivated students with vivid imaginations and inexhaustible curiosity, attracted to media traditionally referenced as video, sound or animation art. Critical thinking and innovation is vital as these historical definitions are reexamined in the context of ever-evolving media theory, and technological possibilities. Students engage in multiple modes of expression and communication, with an emphasis on empowering their unique, artistic voice; modes include abstract, narrative, documentary, and the poetic. Tools of choice range from low-tech explorations to hi-tech pushing of the envelope. Media used encompasses a range from 3D computer graphics, interactive environments, sound composition, hi-def video, to pencil on paper creating movements. Students become proficient in all areas, enabling them to create interesting hybrids. The Kinetic Imaging faculty members are professional, internationally recognized artists who are actively engaged in their work and the ongoing critical discussions in their field.

ACADEMICS

Students develop the technical skills required for professional work in a variety of media industries, but more importantly learn critical thinking and observation, creative self expression, and the application and significance of media being defined in the digital age.

Undergraduate classes include basic video editing techniques; a historical overview of contemporary media art; theory and production of media-based sound; principles of animation; and individual development of the students’ portfolios and demo reels. While local community involvement is essential; our program is not limited to local or national presence, but is active in collaborating with institutions around the world, from Korea, Qatar, to the United Kingdom.

CAREER OPPORTUNITIES

Kinetic Imaging is not a technical training program for a specific career in media art but rather seeks to develop each individual’s potential by engaging them in a rigorous program of conceptual inquiry and professional skill instruction. 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, sound technicians, web designers, filmmakers, and game artists.

DID YOU KNOW?

- Kinetic Imaging encompasses a variety of media practices, including video, sound and animation with projects exhibited in formats as varied as installation, performance, projections, mobile devices, virtual environments, and yes, the traditional video monitor

- Associate Professor Sem Reu, renowned for her work in virtual puppetry, is one of the invited international contributors to “The Point of Being,” edited by Derrick de Kerckhove, published by the McLuhan Program in Culture and Technology

- Associate Professor Stephen Vitiello was awarded a John Simon Guggenheim Fellowship in 2011. Professor Vitiello has composed music for independent films, experimental video projects and art installations.

- Associate Professor Bob Paris spearheads the many-faceted THE CLUSTER PROJECT, an online collaborative art exhibition that surveys the social, historical, financial, and technological underpinnings of cluster bombs

- Virginia Museum of Fine Arts 2011–2012 Undergraduate Fellowships were awarded to 3 Kinetic Imaging students: John Dombroski, Michele Seippel, and Eileen Halpin, sophomore

- Alumnus Taurice Couser left Warner Brothers in Burbank, after the successful release of his independent Xbox game, “Chalked,” to pursue his entrepreneurial knack for independent game creation

Need portfolio to apply? Yes ☑ No ☐
Art Foundation? Yes ☑ No ☐
Music (BA, BM)

VCU Music has great opportunities, whether you want to hone your 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. Students pursue studies as music educators, instrumental soloists, opera singers, chamber musicians and more.

ACADEMICS

Music students pursue either a Bachelor of Arts or the professionally oriented Bachelor of Music degree in one of three areas: Performance (Guitar, Percussion, Piano, Strings, Vocal, Woodwind or Brass emphasis), Jazz Studies or Music Education (Instrumental or Choral).

All music degree-seeking students are taught by leading artist-teacher faculty members who perform regularly and are leaders in the fields of music performance and music education. Students are given close access to acclaimed artists who visit and 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

Designed for students who want a degree that combines a breadth of general education with a major in music. Included are courses in music theory, aural skills, applied study on the student’s primary instrument, music history, and foreign language, as well as music electives and a minor in an area other than music.

THE BACHELOR OF MUSIC DEGREE

This is the initial professional degree in music. Its primary emphasis is on development of the skills, concepts and sensitivities essential to the professional life of the musician. There are 27 credits of instruction in aspects of musicianship fundamental to all music degree programs. 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/Music Education concentration focuses on developing personal musicality and teaching techniques, systems and practices through field experiences of various grade levels 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.

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, composed/arrangers, music critics

DID YOU KNOW?

• VCU Music faculty members and alumni have released several dozen CDs in the past year in a wide range of styles from classical to jazz. The recordings have won such honors as Top 10 of the year by National Public Radio’s A Blog Supreme and a Grammy Award nomination for “Best Rap/Sung Collaboration.”

• VCU Music alumni currently hold positions composing music for the animated series Star Wars: The Clone Wars, teaching in Oslo with the Norwegian Opera, pursuing graduate studies at Amsterdam Conservatory, performing a three-month concert tour of Japan, and coordinating the instrumental and chamber music programs for the Spoleto Festival.

• Now more than 60 years old, VCU Opera is the longest running university opera program in Virginia.

• VCU was cited in Jazz Times as “one of the best places in the country to get a jazz education.”

Need audition to apply? Yes ☑ No ☐
Art Foundation? Yes ☑ No ☐
Faculty and students in the Department of Painting and Printmaking work together in a professional and creative learning environment. The undergraduate curriculum enables students to adopt a specialized focus within the discipline and use elective options to pursue other areas of interest in the School of the Arts, the university and the community. It also permits students to tailor a course of study suited to their professional and personal ambitions.

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 flexibility of the curriculum permits students to tailor a course of study suited to their specific professional and personal ambitions. We believe that it is important intellectually, conceptually and technically, that our students’ experiences are as extensive as possible.

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.

Exceptional, sun-filled facilities and enhanced computer lab make for an ideal environment for success where students may concentrate on painting or printmaking, or both.

CAREER OPPORTUNITIES

Artists, art critics, arts agency administrators, digital media artists, website designers, gallery administrators and proprietors, museum administrators, and printmakers

DID YOU KNOW?

• Professor Reni Gower received the Award for Excellence in Teaching from the Southeastern College Art Conference/Regional Award
• A summer program is offered in Peru and the department participates in a biennial summer program in Glasgow, Scotland
• Graduate Jessica Langley has been awarded a Leifur Eriksson Scholarship in the amount of $25,000 and a Fulbright Scholarship
• Five Virginia Museum of Fine Arts Fellowship Awards were awarded to department alumni, students and faculty last year
Photography & Film (BFA)

DID YOU KNOW?

• For the 2010–11 Virginia Museum of Fine Arts Fellowships, Photography and Film students/alumni received 7 out of 15 awarded Undergraduate Fellowships, 1 Graduate Fellowship, and 1 Professional Fellowship

• Student and faculty films have been screened in more than 200 film festivals and conferences around the world, including the Cannes Film Festival and the Slamdance Film Festival

• Recent films by our students and faculty won top prizes in national and international festivals and competitions including two Grand Prizes at the Anchorage International Film Festival

• A recent BFA graduate won the $100,000 Grand Prize in Current TV's Seeds of Tolerance Video Competition

The BFA in Photography and Film is the only professional degree in photography and film in the region. Students graduate with a BFA and may focus on still photography, filmmaking, or both. The program provides students with the ability to intelligently express, investigate, or document using photography or film, and to interpret meaning in still and moving images. We promote a fundamental and effective philosophy that students maintain creative freedom, have access to resources, and are enrolled in diverse courses in which they can refine their voice and skills.

ACADEMICS

There is extensive experience in a variety of traditional and contemporary photographic and film media, tools and professional working methods. Students are exposed to contemporary 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.

Whether they focus on photography or filmmaking, students benefit from professional practice experience through internships with individuals and institutions.

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 investigation. 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 museum and gallery exhibitions and published in books and magazines.

FİLM

Each of our film students graduates with a number of films that they have written, produced, shot, directed, edited, and exhibited at one or more film festivals. All students work on their own films recruiting fellow classmates as their crew. Film students and faculty have shown and won awards at many festivals including Sundance and Cannes Film Festivals.

Film students can check out motion-picture cameras in Super16mm, 16mm, and 35mm formats, as well as lighting and sound equipment. They have 24/7 access to our digital editing labs. The Department of Photography and Film fully prepares the future filmmaker, whether interested in experimental, independent, documentary, or commercial filmmaking.

CAREER OPPORTUNITIES

Commercial and freelance photographers, independent filmmakers, exhibiting artists, industrial photographers, film editors and technicians.

Arts.vcu.edu/photofilm
Sculpture + Extended Media (BFA)

While this is the top ranked Sculpture program in the country according to the latest edition of US 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 United States. Students are drawn by the ever-increasing visibility of the department’s alumni and the reputation of a highly diversified and motivated 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 guaranteed studio space from day one, as well as impressive state-of-the-art facilities, and are taught by the same faculty as teach in our graduate program.

ACADEMICS

The department’s 7 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 hundreds of students who have completed our program.

CAREER OPPORTUNITIES

Sculptors, designers for film and television props and sets, furniture designers, artist’s and designer’s assistants, product prototype makers, museum and gallery art handlers, textile designers

DID YOU KNOW?

• US 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
• 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 guaranteed studio space
• In 2010/11, Sculpture undergrads received over $26,200 in merit scholarships
• Equipment is continuously being added to our state-of-the-art facility. Newest acquisitions include a CNC (Computer Numerically Controlled) plasma cutter, and a portable 3-D object scanner
• Many of our BFA alumni move on to challenging MFA programs and careers as professional artists

Need portfolio to apply? Yes ☑ No ☐
Art Foundation? Yes ☑ No ☐
The theatre curriculum provides students an education in theatre as an art form while preparing them to enter the profession or to continue training in an advanced program. There are two degree programs to choose from: A Bachelor of Arts in Theatre degree or a Bachelor of Fine Arts degree with areas of concentration in performance, costume design, scenic design, and lighting design and stage management are available. All incoming students are admitted to Theatre Foundation. After successfully completing the first two years of foundational coursework in their area of emphasis, students audition or interview for the degree program they wish to pursue.

**BFA/BA: WHAT’S THE DIFFERENCE?**

The BFA degree program is an intensive pre-professional course of study for students serious about entering a career in theatre. Training and study are augmented by numerous opportunities to pursue the development of theatre craft on the Hodges Theatre mainstage or in SALT (Student Alliance Laboratory Theatrical) 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 component, and a minor (or course of directed study) in an area other than theatre.

**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. The unique combination of academic and professional practice offered at Theatre VCU often leads to job placement for students upon graduation.

**CAREER OPPORTUNITIES**

Actors, voice over artists, set designers, costume designers, light designers, special effects designers, hair/wig/make-up designers, stage managers, general managers, fight choreographers, stunt artists, producers, projectionists, TV/Film artists

**DID YOU KNOW?**

- During their last semester, 12–15 selected seniors present an acting showcase performance to casting agents and other invited professionals in Los Angeles, NYC, Chicago, and Washington DC
- Students are encouraged to study internationally with Romanian cultural exchange trips to Lucian Blaga University in Sibiu, the DAH Theatre of Serbia, and associates in England
- Design/technical students have the opportunity to participate in the Michael Merrick Design Awards and Exposition held in Chicago, IL. This invitation-only prestigious event featured student work from the leading theatre design schools in the nation. They also have the opportunity to enter regional and national competitions at the annual Southeastern Theatre Conference and the Kennedy Center American College Theatre Festival design competition
- Our faculty members continue to make their mark with national and international, professional and academic awards and honors
In 1996, a worldwide search began for universities that were regarded as the top schools in their fields, so that an educational center could be created in the Middle Eastern state of Qatar. In 1997, VCU School of the Arts was contacted to determine its interest in offering some of the same programs offered on its Richmond campus to students in Doha, Qatar. Consequently, the Shaqab College of Design Arts operated by VCU opened its doors in fall of 1998 to a class of 33 female students enrolled in the equivalent of the Art Foundation Program. The school began to offer sophomore level courses in Graphic Design, Interior Design and Fashion Design in 1999. The branch campus, VCU in Qatar, replaced the Shaqab College of Design Arts in 2002.

Today, VCUQatar boasts 230 students, 45 faculty members and 258 alumni. In 2007, we went from an all-female student body to a co-ed body. We now also offer a Painting and Printmaking BFA as well as a master’s degree in Design Studies. VCUQatar has made significant contributions to the state of Qatar and the region by providing outstanding design education, producing innovative research, advancing the design profession and participating in the community.

In recent years, there has been increased interaction between Richmond and Doha students and faculty. Since our inception, Carnegie Mellon, Cornell, Georgetown, Northwestern, and Texas A&M have joined Education City. In fall of 2008, VCUQatar celebrated its tenth anniversary.
Travel Opportunities

VCU’s Global Education Office will help you plan your trip abroad. There are many different ways to study abroad, including VCU faculty-led programs, exchange programs, and travel grants.

INTERNATIONAL STUDENT EXCHANGE PROGRAM (ISEP)

ISEP is a network of 275 universities in 39 countries. Students may study at the member university for a semester or a year, while some universities offer summer programs. As an ISEP student, you pay a program fee based on VCU’s tuition, fees, room and board, which creates a space for an international student to study at VCU for a semester or a year. For example, you could study in France, while a French student studies in Argentina, while the Argentine student studies in Korea, etc. The ISEP program is designed as an immersion experience. You will most likely be the only student from VCU, and one of the few from the U.S. at the host university.

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 United States. The recent winners will study 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

EXAMPLES OF VCU FACULTY LED PROGRAMS

Fashion in Florence, Italy
Interior Design Architectural Drawing international trip
Explore visual arts in the Highlands of Peru
Glasgow artists and writers workshop, Scotland
Exploring voice and movement in Serbia and Greece
Language study in Italy, Spain, and Austria

Art Education students travel abroad for various service-learning opportunities

VCU Richmond students visit Doha, Qatar

Photo: Danny Lambdin

A Communication Arts student travels to Tokyo, Japan as part of her Dean’s International Study Grant. She lived with a Japanese family, studied differences between the Japanese and Roman alphabet, and took daily language lessons.

A Communication Arts student travels to Tokyo, Japan as part of her Dean’s International Study Grant. She lived with a Japanese family, studied differences between the Japanese and Roman alphabet, and took daily language lessons.
VCU’s series of university traditions brings everyone together. It all kicks off with Welcome Week, your event-filled first week at the University. Throughout your college experience, you can look forward to ever-popular annual events such as the Fall Block Step Show, the Intercultural Festival, and homecoming celebrations during the Rams basketball season.

Located in the heart of VCU’s Monroe Park Campus, the Student Commons is the campus center for daily activities and a gathering place for the university community. Offering lounge areas, meeting and event spaces, food, entertainment and a variety of services, the Commons is where students, faculty and staff come together outside the classroom. The Break Point games room, located in the lower level of the University Student Commons, features 10 pool tables, Thunder Bowl, poker tables, board games, Karaoke nights and much more!

VCU Rams Ignited the City
At first, there were doubters. Then, there were none. Throughout March and April of 2011, VCU’s men’s basketball team captivated the nation as it embarked on an historic run through the NCAA basketball tournament, becoming the first team ever to journey from the First Four to the Final Four. Led by coach Shaka Smart, VCU toppled teams from larger conferences, including top-seeded Kansas, before finally bowing out to Butler University in the Final Four. The experience united the city of Richmond, and VCU students who had never before watched a basketball game, screamed, cried, and hugged people they didn’t even know. It was beyond historic. It was unforgettable.

Have a competitive streak, or just want to stay in shape?
VCU, an NCAA Division I and Colonial Athletic Association member, sponsors numerous intercollegiate sports including baseball, basketball, cross country, field hockey, golf, soccer, tennis, track and field, and volleyball. For those who want to compete on a more casual level, there are intramurals and sports 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, lacrosse, racquetball, rugby, and volleyball.
Student Life

If you’re adventurous, the Outdoor Adventure Program offers canoeing, kayaking, hiking, climbing, rafting, skiing, and even hang gliding trips! The James River runs right through the heart of Richmond, and is the only place in the US where class IV rapids exist within sight of skyscrapers.

With two heated indoor pools (one with a water slide), a rock climbing wall, and an indoor running track, VCU’s brand new 18,000 square foot Cary Street Gym makes even the biggest couch potatoes want to get moving.

You won’t have trouble finding friends

VCU has a diverse mix of 35 international fraternities and sororities to help students get active in the community and meet others with similar interests.

In addition, VCU has nearly 400 registered student organizations, so whether your interest is student government, campus programming, professional development, political involvement, recreational or religious activities, community service, or student media, there’s something here for you. Feel free to start your own organization – all it takes is an idea and four friends. Some of the existing arts-related groups include:

- A Cappella Ensemble of VCU; Ad Club; AIGA (American Institute of Graphic Arts); American Society of Interior Designers; Media, Art, and Text Student Organization; National Art Education Association; VCU Student Chapter; Diversity Theatre; Organization of Photographic Arts; The Notochords (co-ed a cappella group); Student Art Space; Student Film Festival @ VCU

Diversity

We hear it time and time again. Our students say that one of the things that impresses them most about VCU is the diversity. You see and hear it as you walk through campus. VCU students come from across the country and around the globe. Whether you’re looking for a Men of Color discussion group, LGBT social network group, the brass player’s association, or want to play Quidditch, there are others here who share your interests.
Want to splurge, or love to bargain hunt?

Whether you love or hate shopping, Richmond’s options rival those of a much larger city. We have upscale shopping malls, down-and-dirty thrift stores, and everything in between. And everyone’s favorite – Carytown – a mile-long stretch that includes one-of-a-kind boutiques, the historic Byrd Theater, restaurants and vintage shops, is just a few blocks from campus.

For the bookworm in all of us

The Cabell Library houses most 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, housed 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, fanzines and a broad array of reference materials. This is one of the largest comic arts collections in the country.

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, Alpine Bagel, Camille’s Sidewalk Café, Chick-fil-A, Subway, and more.

If you ever find time to sleep...

At VCU, 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.
Recent Undergraduate Research Grant Winners

We are continually amazed at our students’ incredible ideas and level of thinking and curiosity. And in this regard, VCUarts puts its money where its mouth is, with grants totaling $25,000 to $35,000 annually for undergraduate research.

ALL VCUarts STUDENTS MAY APPLY. YOU CAN APPLY EVERY YEAR.

KINETIC REACTIONS TO SOUNDS OF PUBLIC SPACES

In an ongoing Kinetic Imaging and Sculpture + Extended Media collaboration, two students will create a kinetic sculpture, which visually reacts to the sonic landscapes of public spaces in Richmond. Using audio-sensitive technology, programming, and robotics, parts of the sculpture will react to city noises. The piece will have a form suggestive of organic life and its sensitivity to our environment. Through this reaction, the project will increase awareness of the prevalence of sound and the importance of silence. Students will build on knowledge acquired in their separate robotics and sound classes, to learn about Richmond and interactive public art installations.

John Dombroski, Kinetic Imaging; Joshua Bennett, Sculpture + Extended Media

AWARD: $2,400

VCU’S FIRST AFRICAN BAPTIST CHURCH (1876–2010): A CULTURAL CROSSROADS

Art History and Cinema students will examine the former Old First African Baptist Church, one of the most historic buildings in Richmond and the first place a black clergyman was able to conduct services without white supervision. The church embodies legacies from most major ancient and medieval cultures, but has never been researched in detail. The project will result in a written report to be deposited at Cabell Library and the Virginia Museum of Fine Arts.

Kailah Crawford, Art History; Thomas Flanagan, Art History (Architectural History); Sophia Minnafly, Cinema

AWARD: $1,950

womanHOOD

As a reaction to archetypes in cultural fairytales and a discourse in the gender politics of the uniform, students from Sculpture + Extended Media and Women’s Studies will engage the imagery of Little Red Riding Hood to create an open edition of garments. Pieces will be sent to women across the country and the world who will be encouraged to modify, personalize, and alter their garment in any way they see fit and then send them back to Richmond. Using Little Red Riding Hood as a battleground for restoring the power of femininity to women, and the garment as a public space, the pieces created will engage the imagery of Little Red Riding Hood to create an open edition of garments.

Rebecca Henderson, Sculpture + Extended Media major; and Painting and Printmaking minor; Shannon Le Corre, Women’s Studies

AWARD: $1,100

THE YELLOW HOUSE

Seven students from various disciplines will create an art educational television program titled The Yellow House. Puppets will play a major role in the development of this program designed to teach audiences of all ages about artists and the inspiration found in their work. Vincent van Gogh will be one of the program’s recurring characters. The title The Yellow House references van Gogh’s house in the south of France that became a sanctuary for artists.

Kay Milne, Art Education; Gaby Perez, Art Education; Warren A. Hamilton II, Kinetic Imaging; Dennis Williams, Theatre and Art History; Rebecca Rudolph, Theatre (Scenic Design); Brian Glass, Kinetic Imaging and Computer Science; Emily Rosko, Theatre (Stage Management)

AWARD: $2,750

PROJECT PERSEPHONE

Students from Cinema, Music and Theatre will create Pomegranate, VCU’s first musical film based on the Greek myth of Hades and Persephone. Students will compose a visual and musical work exploring sacfices made for love.

Mary Cox, Cinema; Savannah Berry, Music ( Vocal Performance); Jennifer Anne Ducharme, Theatre (Costume Design)

AWARD: $2,400

TECHNOLOGICALLY CHARGED MODERN DANCE EVENT

Four students will create a full evening-length multimedia modern dance event to be held at the newly renovated Dogtown Dance Theatre. The theme for the piece is the study of the human subconscious. The starting point will be the investigation from Quadrifrons, a complete collaborative dance-work based on hypnosis and the human subconscious.

Amy Kaeberle, Interdisciplinary Studies (Dance and Choreography and Kinetic Imaging); Alyssa Gregory, Dance and Choreography; Amanda Patterson, Kinetic Imaging; Nathan Atica, Media, Art + Text

AWARD: $3,000

THE PRACTICAL USES OF ELECTRONIC AIDS IN FRENCH HORN PERFORMANCE

Two Music majors will discover whether or not electronic aids and multimedia will pave a new frontier for the French horn in solo performance and ensemble performance. By focusing on the use of microphones, click tracks, digital and analog effects, and computers, the students will conduct research that will educate horn players and music educators on the possibilities of non-traditional electro-acoustic and multimedia uses in French horn performance.

Benjamin Faught, Music Education; Jesse Williams, Music Performance

AWARD: $1,200
ECO-CHIC: RECYCLED FASHION
One Sculpture + Extended Media and one Craft/Material Studies student will marry their love affair with fabric in Eco-Chic. The central theme of this project is to take pre-existing fabrics such as curtains, upholstery or sheets from second-hand shops and transform them into new and original fabrics which will then be used to create a collection of one-of-a-kind clothing. A series of unique garments will be created drawing inspiration from the lines and shapes of intricate furniture.
Grace Johnston, Sculpture + Extended Media; Anne Douglas Shaw, Craft/Material Studies
AWARD: $1,800

THE PERSISTENCE OF POE IN RICHMOND, VA
Students from Kinetic Imaging, Communication Arts, Cinema and Theatre will create a thirty minute film, The Persistence of Poe in Richmond, VA. The project will document Poe’s accomplishments as a resident of the city and how his presence is still felt by Richmonders today. Through its use of live action, animation, writing, narration, music, dance, and acting, the film will demonstrate the range, power, and ability of interdisciplinary art.
Christine Stoddard, Cinema and English; David Fuchs, Kinetic Imaging; Nina Stoddard, Communication Arts; Hilary Stallings, Theatre; Erica Breig, Theatre
AWARD: $2,250

COLOR ME CURIOUS
A team of four students will research the concept of using experimental film devices in a feature length narrative film. Adopting an original screenplay as the framework, their execution will include techniques such as multi-layered superimposition, traveling mattes and cut-out animation. Using high definition video and digitally transferred 8mm film and VHS, they will cross different filmmaking mediums.
Harrison Colby, Cinema; John Reaves, English; Knox Colby, Mass Communications; Jami Eaton, German
AWARD: $1,550

ECO-FASHION: RE-FASHIONING THE FUTURE
Five students from Communication Arts and Fashion Design & Merchandising will create their own line of sustainable fashion made from previously worn garments and eco-fabrics appealing to the millennial generation. Research will be conducted to determine what marketing materials will best inform this group of consumers to understand and appreciate eco fashion.
Laurel Rodriguez, Fashion Design; Meredith Janos, Fashion Design; Jennie Orsik, Fashion Design; Hannah Wray, Fashion Merchandising; Lindsi Bellomo, Communication Arts
AWARD: $1,570

Featured Result: The fruits of Grace and Anne’s labor were shared with a packed house at Can Can Brasserie (Carytown, Richmond). Models strutted the bar/catwalk with stunning creations from the pair’s Eco-Chic: Recycled Fashion project.
Photo: Cameron Lewis
Virginia Museum of Fine Arts

One of the nation’s top art galleries 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 just undergone a major renovation. It’s gorgeous! The VMFA has more than 540,000 square feet of art space to show off more than 22,000 treasures spanning 5,000 years and houses a remarkable permanent collection from nearly every major world culture. Especially noteworthy are the museum’s collections of Art Nouveau, Art Deco and Modern and Contemporary American art; French Impressionist and Post-Impressionist art; and British Sporting Art; as well as the The Lillian Thomas Pratt Collection of Fabergé jeweled objects. The museum’s holdings of South Asian, Himalayan, and African art are among the finest in the nation.

The work of VCUarts faculty and alumni including Heidi Trauner and Teresita Fernandez have also been exhibited.

And… general admission is free!

Cultural Events

In addition to the VMFA, there are hundreds of cultural events in Richmond each year and state-of-the-art venues throughout the city. Here’s a sample:

- VCUarts Anderson Gallery juried shows
- First Fridays Art Walk
- Fourth Friday at ArtWorks at Plant Zero
- Annual Folk Festival
- 48 Hour Film Festival
- French Film Festival
- James River Film Festival
- Visual Arts Center Craft + Design Show
- Richmond Center Stage
- Carpenter Center
- Landmark Theater
- University of Richmond Modlin Center

The newly renovated Virginia Museum of Fine Arts, one of the nation’s top ten art museums, is just a few blocks from campus.
There are several venues in which students can show their work and venues where work of other artists can be experienced.

Institute for Contemporary Art

Plans are underway for a stunning new Institute for Contemporary Art to be built at the southwest corner of Broad and Belvidere streets. World renowned architect Steven Holl is working on designs for the 32,000-square-foot space that will feature approximately 8,000-square-feet of gallery space, an outdoor installation space, 210-seat auditorium with tiered seating, classrooms, gift shop, café with a catering kitchen and an entry hall suitable for exhibitions, installations and social events.

Anderson Gallery

The Anderson Gallery is the primary VCUarts exhibition facility. Over the past 35 years, the gallery has established a reputation as a leading venue for contemporary art in the southeast. Well known for presenting the work of national and international, as well as emerging and regional artists, the Anderson Gallery mounts exhibitions, presents programs, and publishes catalogues that explore a broad range of currents in contemporary art and design. It has also established an impressive track record of traveling exhibitions nationally. Each spring, the gallery hosts the Juried Student and MFA Thesis Exhibitions.

arts.vcu.edu/andersongallery

Fine Arts Building (FAB) 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.

Student Art Space, Student Commons

This student-run gallery is in the VCU Student Commons in the center of campus and shows only student work – a new exhibition every two weeks. This gallery offers a great opportunity for students to install their work in a gallery, and affords a few students the chance to gain experience as gallery directors/curators.

VCUarts Galleries

The lounge at VCUarts Anderson Gallery is a popular gathering place.
Work of Arts Honors student Rachael Starbuck

VCUarts student Mike Garrett, center, presents the portable operating table for developing countries, designed by his team. It was awarded Greatest Potential for Patient Benefit by the Center for Integration of Medicine and Innovative Technology Congress.

Vcu schools of the arts, Business and engineering have collaborated to create 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 such project resulted in designing a $500 surgical table for developing countries. This impressive product was the result of ingenuity and hard work by a diverse team of students.

www.davincicenter.vcu.edu

Internships

VCUarts departments have strong bonds with organizations, design firms, other groups who look forward to having a VCUarts student intern as part of their team, often for school credit. Some of our students have impressed these employers so much that they have been offered full-time jobs even before they graduate (but they start after graduation, of course!)

IS THERE A FACULTY MEMBER THAT HAS PARTICULARLY INSPIRED YOU? HOW SO?
Henry Swartz and Kimberly Guthrie changed my life forever when they helped me land a summer internship in Paris, France. It’s an amazing feeling to go to class knowing I have so much support.
- Zoe Walters, Fashion Design

WHAT IS YOUR FAVORITE OR BEST PROJECT THAT YOU’VE CONTRIBUTED TO AS A STUDENT?
I contributed to a project for the VCU da Vinci Center, which was sponsored by the Science Museum of Virginia. We basically created a laboratory for potential corporate clients or other designers to “tinker.” The best part about it was that they offered us summer internships where we are actually working on building the project that we spent a semester designing. It was probably the hardest and most rewarding thing I’ve done in college.
- Andrea Marique, Interior Design

WHAT DO YOU HOPE TO DO AFTER YOU GRADUATE?
I recently completed an internship working for the senior account executives for a design firm. I could see myself enjoying the sales side of the fashion industry and excelling in that field.
- Hannah Wray, Fashion Merchandising
Where Are They Now?

There are thousands of VCUarts graduates making names for themselves in the world. They do everything from curate exhibitions to design fashion lines to direct the education program at the Smithsonian Air and Space Museum. An outstanding arts education can take you just about anywhere you want to go.

Michael Harper | BM, Music 1998
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 US. 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 US, has been associate artistic director and chorus master for Pegasus Opera Company, and has run his own arts organization, the Lodge Farm Project.

Ligia Manuela Lewis | BFA, Dance and Choreography 2005
Ligia Manuela Lewis is from Florida and resides in Brussels, Belgium, where she is a member of the dance theater company Les Ballets C de la B, touring Europe extensively. Although she has had to limit her choreographic activities since joining Les Ballets, Ligia remains invested in making her own work. She previously choreographed and performed in Germany and in the US, where she has worked as an independent artist and collectively with her family, exploring their familial relationships and their relationships to art.

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.

ERIN HURLEY | BFA, Communication Arts 2000
Erin is an art director for the Interactive Practice Area at CRT/tanaka, an award-winning public relations and marketing firm with offices in New York City, Los Angeles and Washington DC. 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 the AIGA and North American Mature Publishers Association.

LIGIA MANUELA LEWIS | BFA, Dance and Choreography 2005
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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 Arts developing internal and department websites. He is an award-winning cartoonist whose work has been published by Top Shelf 2.0 as well the creator of the acclaimed web comics 2816 Monument. He maintains an international list of freelance clients in a variety of disciplines from New York to London. He lives in Richmond with his wife, son, dog and very large cat. www.luetkemj.com

MELISSA WAHLQUIST BRADSHAW | BFA, Art Education 1993

Melissa moved to Charleston, South Carolina and taught at Ashley River Creative Arts Elementary School for 7 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. Wee Little Arts has franchised to offer it to people around the country. Melissa moved to Charleston, South Carolina and taught at Ashley River Creative Arts Elementary School for 7 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.

www.weelittlearts.com

JORDAN BRUNER | BFA, Kinetic Imaging 2006

Jordan is a freelance animator, illustrator, designer, and multimedia artist. She has worked as an animator and art director on various television projects, documentaries, music videos and even short films. In 2008 Jordan was nominated for an Emmy in Graphic Design and Art Direction for her work on the PBS show Curious. Recently Jordan worked with awesome + modest to create an animation for Davis Guggenheim’s new documentary Waiting for Superman, and was animation director for Mind of the Designer on Planet Green. Jordan exhibits her paintings in galleries world over, and is working on an animated film, The Leaf Woman and the Centaur. www.jordanbruner.net

DONWAN HARRELL | BFA, Fashion Design 1992

The self-proclaimed “worst sewer in his class,” Donwan Harrell (above, right) 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.” www.akademiks.com

ASHLEY HAWKINS | BFA, Painting and Printmaking 2007

Ashley graduated Summa Cum Laude and was awarded the VCU Provost Scholarship from 2003–2007, the Peachtree Award for Painting and Printmaking, was a participant in the Honors Advanced Painting and Printmaking Program, a selective studio program preparing undergraduate students for graduate-level work. In 2007, 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 of Studio 23, a printmaking collective and workspace, curates the Project Space Gallery at Plant Zero in Richmond and teaches courses in printmaking at the Visual Arts Center of Richmond. www.studiotwotree.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, A+4, Marc Jacobs, Ugg Australia, ICBC and The Table of the Elements record label. www.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 an MFA in the graduate acting program from Tisch School of the Arts. He played Gordon Stewart Northcott, in Clint Eastwood’s 2008 movie Changeling (pictured above). 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 and Order, Hope and Faith and has appeared in numerous theater productions, including playing Tom Wingfield opposite Sally Field in the Glass Menagerie and the Kennedy Center.

www.studios2s.com

SETH BARBER | BFA, Interior Design 1990

Throughout his career, Seth has provided direct design and project management on tenant representation real estate projects, totaling nearly 6 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 design consultation for Fortune 500 companies, several civic buildings, law enforcement and courts facilities and even a corporate jet.

www.studios2s.com
Communication Arts Alumnus Stanley Rayfield won 2nd place and received an award of $7,500 in The National Portrait Gallery Outwin Boochever Portrait Competition for his painting entitled “Dad.”
Advice from VCUarts Students

I've met a number of people who scoff at art majors, saying it’s not as difficult or challenging as, say, a premed or engineering major. Maybe you don’t believe that. I don’t care what anyone says, but it is absolutely not true. You will be investing a lot of time and energy and effort into your work. If you aren’t, well, I worry for your grades. Be prepared, but if you truly love art, you will get through just fine.

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 didn’t know what to expect, but I really enjoyed it. It was a great experience.

Never become set in your ways. It will only hurt you. The best way to take advantage of your schooling is to just open your mind to virtually every possibility both in your everyday life and in your work. Read books! Read essays! Go to galleries! Meet new people! You aren’t here to be an art star. Just learn as much as you possibly can while you are here because you have so many wonderful things within your reach.

NetworK and meet as many people as possible. It is important to meet contacts relative to your field of study but also individuals outside of your field. 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.

Meet as many people as you possibly can and treat them all the way they’d indubitably treat you, with love and respect and genuine care.

If you ever get to a point where you are disinterested in your assignments, and find yourself disengaged in your work, it’s okay to move onto something else, or even take a break. 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.

Don’t buy everything on the supply lists. Wait until assignments are given, scavenging what you can from home, share with your friends, and if you really must, then go to the store and buy it. Secondly, get plugged in. You are going to need supportive friends as you push through Art Foundation. There are campus ministry groups and other awesome fellowships on campus. Get involved and meet people. Last, take advantage of the great fun, free experiences and services that VCU offers. There are fitness classes, workshops, shows, lectures, art openings, movies, food, culture, and so much more. Breeze over the daily VCU email and see what is going on.

Attend every lecture you can, no matter what major you choose to pursue. You won’t always get the opportunity to hear any successful artists talk, so take advantage and see everybody that comes to speak. They will make you a better artist. Read as many reviews as you can in Art in America, Art Forum, etc; it will be beneficial to your work.

Advice from VCUarts Students

Never let yourself become discouraged. There are so many different personalities at this school. It was intimidating to me when I first got here to be around so many outgoing and talented students. I graduated from high school with friends that I attended kindergarten classes with. 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.

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.

You can never be over educated. I know that our art history professors are always interested in personal opinions and exciting art news from around the world. My advice is to stay up on the lookout for new art, or even new information on old art and embrace all facets of the art experience. Richmond is one of the most important art centers in the United States right now, you couldn’t have a better opportunity.

You will be investing a lot of time and energy and effort into your work. If you aren’t, well, I worry for your grades. Be prepared, but if you truly love art, you will get through just fine.

Get involved as much as you can, especially in departments outside of your own. Take advantage of all the gallery showings, performances, and lectures that you can because knowing your surroundings influences how you make your own work, and in turn, how it is received by your audience. For new VCU Dance students specifically, present as much choreography as you can. It’s really important to and comfortable with presenting your own work and accepting feedback.

Everyone here is talented and driven to succeed and stands out among other students. You need to work as hard as you can and commit yourself to your work.

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Attend as many gallery openings, visiting artist lectures, musical performances, and plays as possible. Go to the VMFA, the National Gallery, anything you can do to look at, talk about, and experience as much art as possible. Rethink people who are talented and dedicated: Having friends who operate in a similar manner to you is very sustaining in times of frustration. Plus, you can go to shows together and partner up on group projects.

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Applying to VCUarts

How do I apply to VCUarts?

All of the application criteria can be found at arts.vcu.edu/apply. 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?

That’s a question we get a lot. The best way to answer is by letting you know that annually, we have approximately 600 available freshman seats and we receive over 2500 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 2011 for Math and Verbal was 1141 (ACT composite = 25). The average GPA was 3.62.

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, such as drawing from observation, and building 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?

You can get a general idea of how much it costs to study at VCU by looking at the tuition and fees as cited from collegeboard listed on this back cover of this book. For a more specific number, including room and board, visit www.enrollment.vcu.edu/accounting. This page includes a calculator to help you estimate the total cost of attending VCUarts.

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: www.enrollment.vcu.edu/financialaid.

What kinds of scholarships are available?

You will automatically be considered for scholarships if you submit your complete application, including the essay, by the early scholarship deadline. To learn more about VCU scholarships, please visit www.ugrad.vcu.edu/admissions/101/finishing/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.

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

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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.