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The Antoinette Westphal College of Media Arts and Design

The Antoinette Westphal College of Media Arts and Design is a center for studying both the process and the products of design in the human environment and on media. Curricula concentrate on design as a process that can be defined, understood, and applied to solve human problems. Students study conceptualization and implementation of ideas within a creative environment involving aesthetics, function, ethics, technology, and the realities of the marketplace. They focus on the use of artifacts of daily life and react to creations that reflect the human condition.

The College offers graduate curricula in:

- Arts Administration
- Digital Media
- Fashion Design
- Interior Design
- Television Management



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Master of Science in Arts Administration

Students may enroll in the program on a full- or part-time basis. Classes are offered in the evening. With the exception of the internship, which is geared to the student's schedule and interests, the entire program can be completed in the evening. Students should plan to enter the program at the start of the fall term. Full-time arts administration students may complete the degree in five consecutive terms when beginning in the fall term.

Professional Opportunities

Graduates of the program serve in various administrative capacities with museums, historical societies, ballet and dance companies, government agencies, symphony orchestras, and philanthropic and corporate foundations.

For more information, visit Drexel's [Graduate Studies in Arts Administration](#) web page.



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Master of Science Program in Arts Administration

Program Requirements

Each student is assisted with the planning and completion of a program of study in accordance with the student's needs and career goals. Each candidate for the M.S. in arts administration must complete 45 credits, including courses in cultural policy, management skills, and fund development. To enable the student to tailor the program of study to meet his or her career goals, a variety of electives are offered. Students may identify tracks in marketing, fund development, finance, or research through their selection of electives.

Many of our students work in an appropriate related arts job associated with a professional arts organization. After completing all core courses, some students choose to complete an internship within the arts and cultural community. The student's thesis grows out of the internship experience or can address a research topic that the student chooses to explore further.

Curriculum

Professional requirements	Credits
AADM 505 Overview of Arts Administration	3.0
AADM 510 Writing for the Arts	3.0
AADM 610 Financial Accounting for Non-Profit Arts Organizations	3.0
AADM 620 Law in the Arts	3.0
AADM 650 Fund Development for the Arts	3.0
AADM 670 Developing Audiences for the Arts	3.0
AADM 710 Strategic Planning and Evaluation	3.0
AADM 750 Arts Administration Seminar	3.0
AADM 751 Management Techniques in the Arts	3.0
AADM 770 Technology and the Marketing of the Arts	3.0
AADM 798 Thesis and Internship	3.0
Electives	12.0

Sample elective offerings	Credits
AADM 660 International Cultural Policy	3.0
AADM 740 Production Laboratory in the Performing Arts	3.0
AADM 760 Special Problems in Arts Management	3.0
AADM 755 Community Cultural Planning and Local Arts Policy	3.0
AADM 720 Leadership in the Arts	3.0
AADM 775 Technology Management and Planning in the Arts	3.0
AADM 731 HR Management for the Arts	3.0
AADM 765 Special Topics: Applied Research Methods	3.0

COM 675 Grant Writing: Arts/Humanities	3.0
COM 680 PR Writing and Strategies	3.0
HRMT 630 Organizational Staffing	3.0
MGMT 640 Strategic Human Resource Management	3.0
MGMT 680 Executive Leadership	3.0
MKTG 634 Integrated Marketing Communications Management	3.0
MKTG 646 Services Marketing	3.0
ORGB 631 Leading Effective Organizations	3.0
STAT 601 Business Statistics	3.0



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Master of Science in Digital Media

Digital Media, also known as New Media, is an exciting, and rapidly expanding hybrid field of research, study and practice. Over the past decade, it has grown from a highly specialized activity to an approachable subject that sparks global attention in areas of entertainment, business, engineering and health care.

The curriculum for the Master of Science in Digital Media offers a mix of academic course work and project-related activities. Projects consist of funded grant research opportunities, industry-sponsored projects and independent, student-generated and faculty-approved projects. (See [Program requirements/curriculum](#) for more detailed information about the course of study.)

Professional Opportunities

Opportunities abound for individuals who master the artistic and the interactive aspects of digital media design. Three-dimensional, fully interactive and immersive environments have become the norm in research and practical applications. As the field expands, the need for qualified artists, researchers and New Media entrepreneurs grows.

For more information, visit Drexel's [Graduate Studies in Digital Media](#) web page.



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Master of Science in Digital Media

A minimum of 63.0 credits are required for graduation.

Curriculum

Students are required to take a Digital Media History, Theory and Methods course and an advanced seminar for a total of six credits, as well as a minimum of nine courses in advanced modeling animation and interactivity.

During the first year, students also take three New Media Project courses (9 credits); these courses provide opportunities to work on funded and unfunded research and industry projects under the guidance of a graduate faculty member. With faculty approval, students may also work on personally designed projects relevant to problem solving in a student's specific area of interest.

In addition, students are required to take 12 credits (a minimum of four courses) of directed studies in support of developing knowledge in an area—outside of media and design—to which digital media skills may be applied. The set of directed studies will be determined by the students and their graduate advisors. Possible areas for this focus include, but are not limited to, computer science, information science, bio-medical technology, social science, humanities and education.

Thesis Project

During the second year of study, each student develops and produces a Master's thesis project. By the third week of the fall term students submit a proposal to the Digital Media Graduate Committee. Upon approval of the proposal, the student works toward thesis completion, including:

- an oral presentation to the college
- a written statement to the committee
- a copy of the completed media work for the graduate program archive

The thesis project must demonstrate domain knowledge of the agreed upon classes. The media component of the project must demonstrate expertise in 3D modeling/animation and/or interactivity.

Required courses

63.0 Credits

DIGM 501 New Media: History, Theory and Methods	3.0
DIGM 502 Advanced Seminar in New Media Topics	3.0
DIGM 512 Shader Writing and Programming	3.0
DIGM 515 Digital Matte Painting/Set Extension	3.0
DIGM 518 Particle Systems/AI for Visual Effects	3.0
DIGM 540 New Media Project	9.0
DIGM 560 Advanced Concepts in Interactive 3D Environments	3.0

DIGM 605	Advanced Techniques in Computer Generated Imagery	3.0
DIGM 616	Immersive World Building	3.0
DIGM 641	Interactive TV DVD-ROM	3.0
DIGM 670	Gaming I	3.0
DIGM 671	Gaming II	3.0
DIGM 680	Thesis Development	9.0
	Directed electives	12.0



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Master of Science in Fashion Design

The M.S. in Fashion Design is a full-time program that stresses the development of technical skills and research and experimentation. A typical graduate sequence may consist of eight terms of graduate courses and four terms of prerequisite coursework, beginning with the summer term Accelerated Design and Drawing courses.

The curriculum is organized so that studio, laboratory, and classroom work give the graduate student a directed experience in the study of aesthetics, criticism, and contemporary art concepts; contemporary and historic art and design; current technology; the discipline of drawing; and the making of art.

The goal of the M.S. program in fashion design is to integrate the understanding of design with the construction of clothing so that the final products answer physical, aesthetic, psychological, and social needs within the context of contemporary fashion and industrial limitations. This approach provides a sound basis for a broad range of employment in the fashion industry and in education. Other professional opportunities lie in merchandising, costume design, curatorial work, and computer-aided design.

The faculty of the Design Department includes art historians, CAD specialists, designers, fiber artists, painters, and sculptors. The department also draws on practicing professionals as adjunct professors for specialized coursework and for critique of student work.

A limited number of graduate assistantships are available to students after the first year.

At Drexel, students can participate in the activities of the Fashion Group of Philadelphia, the local chapter of an international fashion industry organization. Students may also participate in the Student Fashion Group and attend trips to fashion events in New York City. The Fashion and Design and Merchandising programs produce a professionally juried annual fashion show, which provides excellent exposure for graduate students.

For more information, visit Drexel's [Graduate Program in Fashion Design](#) web page.



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Master of Science Program in Fashion Design

Curriculum

The two years of full-time graduate coursework combine four terms of faculty-directed studio work in fashion design and two terms of student-directed independent studio work with required courses in design, aesthetics, and the art process. Elective coursework in fashion or specific topics; advanced studies in art, computer-aided design, art history, and fashion design; and independent studies allow individual flexibility in curriculum design.

Graduate Problems in Fashion Design I and II (FASH 865 and FASH 866) emphasize the development of an original statement of design intent, allowing students to synthesize their academic experiences and prepare for the marketplace. Each graduate student develops his or her personal collection which is then produced and presented in a professional fashion show. Professional Portfolio (FASH 799) is a capstone course in which students create a professional quality collection of drawings geared to their market preferences.

Students are required to participate in at least three national and international fashion design competitions (FASH 899). These competitions provide awareness of world-wide design sensibilities and the overall level of competition in various facets of the marketplace.

The fashion industry internship (FASH 600) promotes spirit of entrepreneurship and provides perspective on success in the fashion industry. A full-time ten week position in industry is required and provides experience in design and production processes.

Fashion design studios	Credits
FASH 600 Fashion Industry Internship	0.0
FASH 616 CAD for Fashion Design	3.0
FASH 611 Textile Design	3.0
FASH 615 CAD/Patternmaking	3.0
FASH 630 Fashion A	3.0
FASH 631 Fashion B	3.0
FASH 632 Drawing for Industry	3.0
FASH 730 Fashion C	3.0
FASH 731 Fashion D	3.0
FASH 765 Fashion Presentation	3.0
FASH 766 Fashion Business Topics	3.0
FASH 799 Special Topics in Fashion Design: Professional Portfolio	1.0 - 4.0
FASH 865 Problem in Fashion Design, Phase I	3.0
FASH 866 Problem in Fashion Design, Phase II	3.0
FASH 899 Comprehensive Examination	0.0

VSST 799 Design Theory	3.0
Electives	9.0

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Master of Science in Interior Design

The M.S. program in interior design is a First Professional M.S. degree program. The goal of the program is to prepare students with diverse undergraduate backgrounds to enter the field of interior design, encompassing public, commercial, and institutional spaces; offices; and residences. Program faculty includes architects, art historians, interior designers, visual and fine artists. The department also draws on practicing professionals as adjunct professors for specialized coursework and for critique of student work.

Student Background

The diversity of students in the program demonstrates its appeal and international reputation. Students enter the interior design program from diverse backgrounds, including liberal arts, fine arts, architecture, business, and science. Many candidates making a career change to interior design do so several years after receiving their baccalaureate degrees and after gaining experience in their original professions. Entering students are committed to intensive exploration of design in general and interior design specifically.

Professional Opportunities

Alumni are principals of their own interior design firms, project managers in major design and architectural firms, facilities managers, and design coordinators. About one-third of the students obtain entry-level employment before graduation from the program; within five years, many hold managerial positions.

Professional exposure occurs in exchanges with practitioners through professional jurying of all major student projects. Students are also encouraged to become members of local, national, and international interior design professional organizations.

For more information, visit Drexel's [Graduate Studies in Interior Design](#) web page.



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Master of Science Program in Interior Design

Curriculum

The full-time graduate coursework combines seven terms of faculty-directed coursework in interior design, including a student-initiated thesis. The 63 credits that make up the graduate requirement include a visual studies sequence as well as elective coursework in the following areas: interior design seminars on specific topics; advanced studies in art, art history, and interior design; and independent studies. This allows individual flexibility in curriculum design.

Required courses		Credits
Studios		
INTR 722	Graduate Studio A	4.0
INTR 723	Studio A Seminar	2.0
INTR 732	Graduate Studio B	4.0
INTR 733	Studio B Seminar	2.0
INTR 742	Graduate Studio C	4.0
INTR 743	Studio C Seminar	2.0
INTR 752	Graduate Studio D	4.0
INTR 753	Studio D Seminar	2.0
INTR 762	Graduate Studio E	4.0
INTR 763	Studio E Seminar	2.0

Studios		
VSST 501	Contemporary Art Issues	3.0
VSST 502	Space/Time I	3.0
VSST 503	Space/Time II	3.0

Interior Design Seminars

Electives	12.0
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Thesis

INTR 894	Thesis Programming	3.0
INTR 895	Thesis Seminar I	1.5
INTR 896	Thesis Seminar II	1.5
INTR 897	Thesis—Development	3.0
INTR 898	Thesis—Documentation	3.0

ID Seminars

INTR 899	Comprehensive Exam*
	Graduate Review*

*INTR 899 consists of two components: a series of sketch problems and design competitions that must be completed during the two graduate years and faculty review of a portfolio presentation of a body of student-selected work.



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Paul F. Harron Television Management Graduate Program

About the Program

The dual-degree M.S./ M.B.A. program requires 76 credits for completion. The stand-alone M.S. degree requires 46 credits. Both programs provide the flexibility for students to take a combination of business courses and television management courses each term.

Drexel's Paul F. Harron Graduate Program in Television Management is designed to provide students with the diverse information and skills required to succeed in the varied fields of today's media and television landscape. Courses in television/new media management will allow students to integrate current "best practices" in the media industry with what they learn in their business courses and will facilitate interaction with working professionals who can help demonstrate principles in action.

For more information, visit Drexel's [Graduate Studies in Television Management](#) web page.



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Paul F. Harron Television Management Graduate Program

Master of Science Degree

Required courses

31.0 Credits

TVMN 600	Television Management Colloquium	1.0
TVMN 600	Television Management Colloquium	1.0
TVMN 600	Television Management Colloquium	1.0
TVMN 610	Television Law	3.0
TVMN 620	Audience Measurement	3.0
TVMN 630	Television Production	3.0
TVMN 640	Television Ethics	3.0
TVMN 700	Television Station Practicum	1.0
TVMN 700	Television Station Practicum	1.0
TVMN 700	Television Station Practicum	1.0
TVMN 700	Television Station Practicum	1.0
TVMN 710	Programming and Production Management	3.0
TVMN 720	Television: Organization and Operations	3.0

Two of the following Television Management electives:

TVMN 650	Leadership in Television Management	3.0
TVMN 660	The Social Impact of Television	3.0
TVMN 670	Great Television	3.0
TVMN 680	Management of News and Sports Programming	3.0
TVMN 698	Special Topics in Television Management	3.0
TVMN 699	Independent Study in Television Management	3.0

Required Business courses

15.0 credits
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BUSN 501 Measuring and Maximizing Financial Performance	3.0
BUSN 502 Essentials of Economics	3.0
BUSN 503 The External Environment of Business	3.0
MKTG 601 Marketing Strategy and Planning	3.0
ACCT 601 Managerial Accounting	3.0
ORGB 625 Leadership and Professional Development	3.0
ORGB 631 Leading Effective Organizations	3.0
MGMT 780 Strategic Management	3.0



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Paul F. Harron Television Management Graduate Program

Dual Master of Science/Master of Business Administration Degrees

Required courses **31.0 Credits**

TVMN 600	Television Management Colloquium	1.0
TVMN 600	Television Management Colloquium	1.0
TVMN 600	Television Management Colloquium	1.0
TVMN 610	Television Law	3.0
TVMN 620	Audience Measurement	3.0
TVMN 630	Television Production	3.0
TVMN 640	Television Ethics	3.0
TVMN 700	Television Station Practicum	1.0
TVMN 700	Television Station Practicum	1.0
TVMN 700	Television Station Practicum	1.0
TVMN 700	Television Station Practicum	1.0
TVMN 710	Programming and Production Management	3.0
TVMN 720	Television: Organization and Operations	3.0

Two of the following Television Management electives:

TVMN 650	Leadership in Television Management	3.0
TVMN 660	The Social Impact of Television	3.0
TVMN 670	Great Television	3.0
TVMN 680	Management of News and Sports Programming	3.0
TVMN 698	Special Topics in Television Management	3.0
TVMN 699	Independent Study in Television Management	3.0

Required Business courses**45.0 credits**

BUSN 501	Measuring and Maximizing Financial Performance	3.0
BUSN 502	Essentials of Economics	3.0
BUSN 503	The External Environment of Business	3.0
STAT 601	Business Statistics	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MKTG 601	Marketing Strategy and Planning	3.0
POM 601	Operations Management	3.0
ACCT 601	Managerial Accounting	3.0
MGMT 602	Management and Technology Innovation	3.0
MIS 611	Management Information Systems	3.0
ORGB 625	Leadership and Professional Development	3.0
ORGB 631	Leading Effective Organizations	3.0
MGMT 780	Strategic Management	3.0
	Business elective	3.0

Suggested business electives include:

FIN 628	Capital Budgeting	3.0
FIN 640	Mergers and Acquisitions	3.0
MKTG 622	Buyer Behavior	3.0
MKTG 634	Integrated Marketing Communications Management	3.0
MKTG 646	Services Marketing	3.0
MGMT 640	Strategic Human Resource Management	3.0