



DREXEL UNIVERSITY
Westphal
College of Media Arts & Design

CATALOG

2014-2015

UNDERGRADUATE & GRADUATE



catalog.drexel.edu

Westphal College of Media Arts and Design

The Antoinette Westphal College of Media Arts and Design curricula include general studies in liberal arts and science, and experiential learning in studio, lab, and classroom settings within the disciplines.

Mission Statement

The Antoinette Westphal College of Media Arts & Design (<http://www.drexel.edu/westphal>) (The Westphal College) is a community of learning within the areas of media, design, fine arts, performing arts, and the management of creative enterprise that values experiential and immersive education. Students are encouraged to give form to ideas by learning to recognize invention and innovation in a rapidly changing world through creative, critical, and collaborative approaches. The Westphal College's diverse programs seek to foster innovation and leadership in progressively interconnected disciplines and areas of study.

The academic programs are rigorous, and provide the appropriate balance of a solid foundation with individual creative direction, cultural awareness, strong technical skills, and an understanding of management and professional practice. The College is committed to continual review of curricula, processes and outcomes in order to make those improvements and refinements necessary to further enrich the students' education, and to continue to foster independent thinkers, astute leaders, and creative problem solvers.

Majors

- Animation and Visual Effects
- Architecture
- Dance
- Design & Merchandising
- Entertainment and Arts Management
- Fashion Design
- Film and Video
- Game Art and Production
- Graphic Design
- Interior Design
- Interactive Digital Media
- Music Industry
- Photography
- Product Design
- Screenwriting and Playwriting
- TV Production & Media Management
- Westphal Studies Program

Certificate

- Dance Studies
- Digital Media
- Retail Leadership

Minors

- Animation and Visual Effects
- Architecture

- Art History
- Dance
- Digital Media
- Fine Art
- Interactive Digital Media
- Interdisciplinary Smart Initiatives
- Jazz and African-American Music
- Music
- Music Performance
- Music Theory and Composition
- Performing Arts
- Photography
- Product Design
- Retail
- Screenwriting
- Somatics
- Sustainability in the Built Environment
- Television Industry and Enterprise
- TV Production & Media Management
- Theatre
- Video Production

Undergraduate Co-operative Education

Co-op is an essential component in defining the "Drexel Difference" in the Antoinette Westphal College of Media Arts & Design.

Westphal College students spend a minimum of six months (two terms) applying classroom and studio skills in positions within their chosen professions. Often referred to as "The Ultimate Internship," a co-op is a valuable, direct way to learn about a career, work with other professionals, and gain skills and experience that set Drexel graduates apart from students who complete their professional education in more traditional academic settings.

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

Special Programs

The Westphal College offers a number of special programs including Study Abroad, Accelerated Dual Degree, Accelerated Summer Courses, Enrichment Programs and Dance for Professionals.

Study Abroad

Many students in the College participate in study abroad ranging from ten days to two terms. Some of the more popular programs are: Drexel in London, Fashion in London, Australia, Rome, France and Prague. Students interested in study abroad should consult with their Program Director, Academic Advisor and the Study Abroad Office, 215-895-1704.

Enrichment Programs

The Department of Architecture & Interiors runs summer study tours abroad to Rome and Paris as elective course offerings in history and theory. These programs focus the travel portion into three-week periods to accommodate student work commitments.

Accelerated Dual Degree Programs

Dual degree programs enable academically qualified students to earn both a bachelor's and an advanced degree in five years.

The following Accelerated Degree Programs are available to qualified High School students entering their freshman year in the Westphal College:

- **BS Music Industry/MBA:** This program offers the highly motivated and musically focused student an opportunity to combine music theory and technology with the MBA degree. The program is available to qualified Music Industry majors.
- **BS Entertainment & Arts Management/MBA:** This program allows high-achieving students preparing for leadership roles in media companies and arts organizations the opportunity to earn their MBA degree. The program is available to qualified Entertainment & Arts management majors.
- **BS in Design & Merchandising/MBA:** This program combines study in the area of fashion retail merchandising with the MBA degree. The program is available to qualified Design and Merchandising majors.

The following Accelerated Degree Programs are available to qualified matriculated students in the Westphal College:

- **BS/MS in Digital Media Programs:** This program allows highly motivated students to complete both the BS (Animation & Visual Effects, Game Art & Production, Interactive Digital Media) and MS degrees in Digital Media programs in five years.
- **BS Interior Design/MS in Interior Architecture & Design:** This program combines the Interior Design undergraduate and the graduate Interior Architecture & Design degrees in an intensive five-year program that provides an opportunity for the student to focus on an area of specialization.
- **BS Dance/MS in Elementary Education:** This career focus, dance in education, prepares students for jobs as elementary school teachers (grades Pre-Kindergarten through 4) who may also serve as school dance specialists. Students choosing this option will earn a BS degree in Dance through the Department of Performing Arts and may elect to continue for a fifth year of study to earn an MS in the Teaching, Learning and Curriculum-Teacher Certification through the School of Education .
- **BS Entertainment & Arts Management/MS in Arts Administration:** While not an accelerated program, students who complete the EAM program may also choose to pursue a graduate degree at Drexel in Arts Administration. Students who apply for the graduate Arts Administration program and graduate with a 3.5 GPA in the last two years of the EAM degree program are automatically accepted into the program.

Accelerated Summer Courses

With departmental permission, students may enroll in Visual Studies accelerated courses over the summer. These typically include courses in Accelerated Design I, II, III, Introductory Drawing and Figure Drawing I. These courses primarily are offered so that new undergraduate transfer students and pre-graduate students can complete their future programs in an economical time frame. Students with some experience in studio coursework may be eligible to take accelerated courses. A portfolio review is required to determine eligibility.

Dance Part Time Professionals

The Part Time Professional Option of the Dance Major is designed for professional dancers interested in pursuing a BS degree in Dance while continuing their performance careers, or at the conclusion of their performing careers. This program grants "professional life experience" credits and an extended period of time to fulfill the remaining required courses.

Ensembles

Choral Ensembles

University Chorus (MUSC 101/001) Dr. Steven Powell, Director
As auditioned, 60-voice group which performs concert choir literature, both a cappella and with instrumental accompaniment.

Chamber Singers (MUSC 102/001) Dr. Steven Powell, Director
A select group of 18 singers chosen by audition from the University Chorus. They perform secular music from the Renaissance period (Madrigals).

Vocal Jazz Ensemble (MUSC 103/001) Dr. Steven Powell, Director
A select group of 16 singers chosen by audition from the University Chorus. They perform "anything that swings," doing a variety of pieces from the 20's to the 10's with a three-piece back-up band.

All College Choir (MUSC 104/001) Scott Bacon, Director
A large un-auditioned choir that performs a varied repertoire including light classics, spirituals, and popular music.

Gospel Choir (MUSC 115/001) Rev. Greg Ross, Director
The Gospel Choir is a group of approximately 60 singers that is open to all Drexel Students. This ensemble performs contemporary gospel music with its own backup band.

Instrumental Ensembles

Concert Band (MUSC 105/001) Dr. Wesley Broadnax, Director
Students who are proficient on woodwind, brass, or percussion instruments may become members of this large instrumental ensemble by auditioning for the director. Membership is based on the student's ability and the instrumental needs of the ensemble.

The Basketball Pep Band (MUSC 116/001) Dr. Wesley Broadnax, Director
This band is made up of brass players, saxophone players, and trap drummers drawn from the membership of the Concert Band.

Jazz Orchestra (MUSC 107/001) Dr. George Starks, Director
Performs music which is associated with and/or inspired by acknowledged masters of the jazz tradition such as Duke Ellington, Count Basie, Charlie Parker, Dizzy Gillespie, Miles Davis, Charles Mingus, Thad Jones, and others.

The Jazztet (MUSC 108/001) Dr. George Starks, Director
This ensemble performs small group masterpieces such as literature associated with Art Blakey, Horace Silver, Clifford Brown, John Coltrane, and others.

String Ensemble [University Orchestra] (MUSC 109/001)
This is a full orchestra centered around the nucleus of a full compliment of strings. Winds, brass, and percussionists are drawn from the Concert Band as repertoire demands.

Fusion Band (MUSC 112/001) Lynn Riley, Director

A small combo utilizing a rhythm section and any varying combination of saxes and brass. The repertoire includes music of the styles of jazz, Latin, funk, and rock.

Percussion Ensemble (MUSC 113/001) Mark Beecher, Director

Students in this group will have the opportunity to play, improve and perform on many instruments of the percussion family including: snare drum, bass drum, xylophone, marimba, timpani- and even hands and feet.

Mediterranean Ensemble (MUSC 114/001) Bruce Kaminsky, Director

Students perform traditional music from Southeastern Europe, the Middle East and Northern Africa. All traditional and Western instruments are welcomed including oud, bouzouki and saz along with guitar, violin and sax. Percussionists can play Drexel's wide assortment of traditional drums including doumbek, riq and djimbe. Students will have the opportunity to perform 7/8 and 9/8 rhythms from Greece, 10/8 rhythms from Turkey, learn songs in Greek, Turkish, Arabic and Hebrew. The ensemble also has a dance component.

Guitar Ensemble II (MUSC 106/002) Joe Napoli, Director

An auditioned group of approximately ten guitarists plus bass players and a drummer. Repertoire includes a side range of styles utilizing music reading ability and improvisation skills

Guitar Ensemble I (MUSC 106/001) Greg Wright, Director

An un-auditioned group of ten to fifteen guitarists who use repertoire to sharpen their musical and technical skills.

Keyboard Ensemble (MUSC 110) Wanda Canfield, Director

A group of twelve keyboardists who utilize acoustic and electronic pianos to play a variety of repertoire.

Rock Ensemble (MUSC 117) Joe Napoli, Director

A small combo of vocalists, guitarists, bassists, keyboardist, and drummers who perform repertoire ranging from classic rock to alternative.

Drexel University Dance Program

Dr. Miriam Giguere, Director, Dance Ensemble (DANC 131)

Elegant, exciting, sophisticated, sleek are all words commonly used to describe the Drexel Dance Ensemble. Performing ballet, jazz, tap and modern dance, the Drexel Dancers are both versatile and original.

The Drexel Dance Ensemble DANC 131

A professional caliber dance company presenting two fully-produced concerts in the Mandell Theater each year. Students participating in the 60 member ensemble are given the opportunity to explore their artistry through working with professional choreographers, both faculty and guests artists, as well as a selection of student choreographers. The diversity of choreographic talent promises a show with dimension and unique perspectives on contemporary and classical dance forms. Entrance into this company is open to any dancers beyond their freshman year by audition twice yearly.

The FreshDance Ensemble DANC 131A

Dance company open exclusively to freshmen at Drexel. The 30 dancers in the ensemble perform two fully produced concerts at the Mandell Theater each year. Works by both professional and student choreographers are performed in a variety of genres including ballet, modern, jazz and hip-hop. Entrance into the company is open twice yearly by audition.

The Youth Performance Exchange Touring Ensemble DANC 131

This 8-10 member dance troupe performs assembly style lecture demonstration programs introducing student K-8 to the art of dance. Students learn the program each fall and perform for 15-20 elementary and middle school each Friday morning in winter and spring terms. Open by audition each fall term.

Drexel University Theatre Program

Mr. Nick Anselmo, Director of Theatre Programs

Main Stage Performance (THTR 131/001)

Studio Performance (THTR 131/002)

Theater Performance Ensemble (THTR 131/002)

Main Stage Production (THTR 132/001)

Late Night Open Mic (THTR 132/002)

Studio Production (THTR 132/003)

Students participate in all aspects of theatre performance and production, including; acting, directing, design, costumes, lighting, sets, sound, publicity, and box office.

Facilities

Designed to be an incubator for tomorrow's creative leaders, The URBN Center is the award-winning home for many of the programs in the Antoinette Westphal College of Media Arts & Design, providing students with rigorous, studio intensive instruction with the latest technological resources. Undergraduate majors that share this space include Animation & Visual Effects, Architecture, Design & Merchandising, Entertainment & Arts Management, Fashion Design, Game Art & Production, Graphic Design, Interactive Digital Media, Interior Design, Music Industry and Product Design. Graduate programs include Arts Administration, Digital Media, Fashion Design, Interior Architecture + Design and Museum Leadership

The URBN Center also provides a black box theater for our Theatre program, a 3,500 square foot Leonard Pearlstein Gallery, two MIDI labs and MAD Dragon Records Suite, a Motion Capture studio, a Hybrid Making Lab featuring Universal Laser Cutters and 3D printing for prototyping, the Robert and Penny Fox Historic Costume Collection, the Charles Evans Fashion Design Library, a multi-use screening & lecture room, and offices for the College's administrative functions.

The Paul Peck Problem Solving & Research Building is home to our Photography major and Department of Art & Art History. Within this facility, the Westphal College occupies a 10,000- square-foot photography lab, lighting studios, two digital imaging labs, as well as six lecture/ laboratory spaces for our Visual Studies courses.

In University Crossings, a 25,000 square foot space houses offices for Film & Video, Screenwriting & Playwriting and Television faculty. Also in this building are two state-of-the-art digital editing facilities, a shooting studio with special effects capability, two screening rooms, a digital audio post production studio, several multi-media classrooms, and a well-stocked equipment room.

MacAlister Hall serves students in the Westphal College with: digital audio labs and recording studios for Music Industry; The Mandell Theater, a 420-seat proscenium theater with scene shop and dressing rooms; the Ellen Forman Memorial Dance Studio; and a high-definition television studio space for our college-operated television station, DUTV, which reaches over 400,000 households.

Performing Arts Faculty

Luke Abruzzo, MM (*Rutgers University, Mason Gross School of the Arts*) *Music Program Director*. Assistant Teaching Professor. Music theory, electronic music, guitar.

Nicholas Anselmo, MFA (*University of California*) *Theater Program Director; Director of the Mandell Professionals in Residence Project (MPIRP)*. Associate Teaching Professor. Directing, acting, musical theater and scene study.

Scott Bacon, MS (*Drexel University*) *Ensemble Coordinator*. Assistant Teaching Professor. Rock music, introduction to music, piano class and private percussion instruction.

Karen Banos, BFA (*University of Pennsylvania*). Adjunct Instructor. Violin and viola.

Mark Beecher Adjunct Instructor. Percussion ensemble and instruction.

Angela Bilger, MA (*Julliard School of Music*). Adjunct Instructor. French horn.

Bobbi Block, MA (*Villanova University*). Adjunct Instructor. Theatrical improvisation.

Damon Bonetti, MFA (*Florida State University*). Adjunct Instructor. Acting fundamentals, scene study and play direction.

Jenna Simone Boyes, DPT (*Drexel University*). Adjunct Professor. Kinesiology for dance.

Perry Brisbon, MM (*Temple University*). Adjunct Instructor. Voice.

Wesley Broadnax, DMA (*Michigan State*) *Director of Concert Band and Pep Band*. Assistant Professor. An active guest conductor, clinician and adjudicator; conducted several All-State and honors bands both nationally and internationally.

Wanda Canfield, MA (*Temple University*). Adjunct Instructor. Piano.

Jose-Antonio (Dom) Chacon, MFA (*Temple University*). Adjunct Instructor. Theater production; lighting design.

Miriam Giguere, PhD (*Temple University*) *Program Director, Dance*. Associate Professor. Professional modern dancer, choreographer and dance educator whose research centers on cognition during the creative process. She has published nationally and internationally and is a frequent presenter on the integration of dance and academics at national and international conferences.

Tania Isaac, MFA (*Temple University*). Assistant Teaching Professor. Caribbean-American dancer/choreographer; fusion of choreography with personal documentary and social commentary to grapple with identity, post-colonial issues, feminism and juxtapositions of European and African influences.

Lucinda Lea, BA (*Indiana University*). Adjunct Assistant Professor. Ballet.

Jennifer Morley, MFA (*Temple University*). Adjunct Assistant Professor. Master Pilates instructor and director of the Drexel Pilates Teaching Training program; modern dance, choreography.

Carl Paris, PhD (*Temple University*). Adjunct Associate Professor. Interdisciplinary approach to dance studies, cultural studies and issues around black dance and performance.

Steven Powell, DMus (*Indiana University*). Professor. Successful composer and the author of articles on sound synthesis and choral performance techniques. He owns his own music publishing company, does professional music engraving, is the author of music publication software, and is an expert in desktop publishing.

Olive Prince, MFA (*Temple University*). Adjunct Assistant Professor. Choreography, creative process and improvisation; Director of Olive Prince Dance.

Meredith Rainey Adjunct Assistant Professor. Former soloist with Pennsylvania Ballet and director of Carbon Dance Theater. Ballet, choreography.

Heather Smalley, BS (*Drexel University*) *Assistant Director, Dance Ensemble*. Adjunct Assistant Professor. Arts administration.

George L. Starks, Jr., PhD (*Wesleyan*). Professor. Jazz and classical saxophonist who has received recognition from Downbeat magazine, and is a nationally respected scholar and ethnomusicologist who has published on many aspects of the African-American musical tradition.

Animation and Visual Effects

Bachelor of Science Degree: 186.0 quarter credits

About the Program

The animation & visual effects major provides students with the technological, story-telling and design skills to succeed as animators and visual effects artists in the highly competitive entertainment and design worlds.

Animation and visual effects are no longer used only when creating animation or big budget theatrical films. Today, these production techniques are widely used in feature films, medical research, engineering, television, web content, the performing arts, corporate communications and higher education. While an understanding of the multiple facets of digital media remains important to students' educational development, the depth and complexity of the field necessitates a rigorous course of study specifically focused on animation and visual effects.

To best prepare students for the demands of careers in these cutting-edge disciplines, they will pursue a foundation of design and technology, taking core courses in all aspects of digital media, completing a six month co-op and delving into rigorous coursework in many areas of specialization. Students will learn the underlying principles of animation, along with industry-standard software technology. The entire creative pipeline from storyboarding through modeling and animation is covered in depth, allowing students to experience all aspects of production.

Additional Information

To find out more about this major, visit the Westphal College's Animation & Visual Effects Major (<http://www.drexel.edu/westphal/undergraduate/ANIM>) web page.

Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 230	Techniques of Speaking	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0

ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 101	Introduction to Analysis I	4.0
PHYS 121	Physical Science for Design I	4.0
PHYS 122	Physical Science for Design II	4.0
UNIV A101	The Drexel Experience	2.0
Arts and Humanities elective		3.0
History (HIST) elective		3.0
Literature (ENGL) elective		3.0
Social Science electives		9.0
Free electives		24.0
Art and Art History Requirements		
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
ARTH 300 [WI]	History of Modern Design	3.0
VSST 108	Design I for Media	3.0
VSST 109	Design II for Media	3.0
VSST 110	Introductory Drawing	3.0
VSST 111	Figure Drawing I	3.0
Media and Computer Science Requirements		
FMVD 110	Basic Shooting and Lighting	3.0
FMVD 206	Audio Production and Post	3.0
VSCM 240	Typography I	3.0
SCRP 270 [WI]	Screenwriting I	3.0
Select one of the following Computer Science sequences:		6.0
Computer Programming Option I		
CS 280	Special Topics in Computer Science (Introduction to Programming with Media: Python)	
CS 280	Special Topics in Computer Science (Computer Programming Fundamentals)	
Computer Programming Option II		
CS 171	Computer Programming I	
CS 172	Computer Programming II	
Digital Media Core Requirements		
ANIM 140	Computer Graphics Imagery I	3.0
ANIM 141	Computer Graphic Imagery II	3.0
ANIM 152	Multimedia Timeline Design	3.0
ANIM 211	Animation I	3.0
DIGM 100	Digital Design Tools	3.0
DIGM 105	Overview of Digital Media	3.0
DIGM 223	Creative Concept Design	3.0
DIGM 250	Professional Practices	3.0
DIGM 350 [WI]	Digital Storytelling	3.0
DIGM 451 [WI]	Explorations in New Media	3.0
DIGM 475 [WI]	Seminar: The Future of Digital Media	3.0
DIGM 492	Senior Project in Digital Media I	3.0
DIGM 493	Senior Project in Digital Media II	3.0
DIGM 494	Senior Project in Digital Media III	3.0
GMAP 260	Overview of Computer Gaming	3.0
WBDV 240	Web Authoring I	3.0
WBDV 241	Vector Authoring I	3.0

Animation Requirements		
ANIM 212	Animation II	3.0
ANIM 215	History of Animation	3.0
ANIM 219	Digital Compositing	3.0
ANIM 247	Organic Modeling	3.0
ANIM 314	Character Animation I	3.0
ANIM 410	Visual Effects	3.0
ANIM 411	Advanced Animation	3.0
Animation Electives		
Select two of the following:		6.0
ANIM 248	Advanced Lighting	
ANIM 315	Character Animation II	
ANIM 321	Immersive Animation	
ANIM 388	Spatial Data Capture	
ANIM 435	Technical Directing for Animation	
Total Credits		186.0

Sample Plan of Study

Term 1		Credits
DIGM 100	Digital Design Tools	3.0
DIGM 105	Overview of Digital Media	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
PHYS 121	Physical Science for Design I	4.0
UNIV A101	The Drexel Experience	1.0
VSST 110	Introductory Drawing	3.0
Term Credits		17.0
Term 2		
ANIM 140	Computer Graphics Imagery I	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
FMVD 110	Basic Shooting and Lighting	3.0
PHYS 122	Physical Science for Design II	4.0
VSST 108	Design I for Media	3.0
UNIV A101	The Drexel Experience	1.0
Term Credits		17.0
Term 3		
ANIM 141	Computer Graphic Imagery II	3.0
ANIM 152	Multimedia Timeline Design	3.0
CIVC 101	Introduction to Civic Engagement	1.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 101	Introduction to Analysis I	4.0
VSST 109	Design II for Media	3.0
Term Credits		17.0
Term 4		
ANIM 211	Animation I	3.0
DIGM 223	Creative Concept Design	3.0
GMAP 260	Overview of Computer Gaming	3.0
WBDV 240	Web Authoring I	3.0
Computer Science (CS) sequence course*		3.0
Term Credits		15.0

Term 5		
ANIM 212	Animation II	3.0
ANIM 215	History of Animation	3.0
ARTH 102	History of Art II: High Renaissance to Modern	3.0
COOP 101	Career Management and Professional Development	0.0
WBDV 241	Vector Authoring I	3.0
Computer Science (CS) sequence course*		3.0
Term Credits		15.0

Term 6		
ANIM 219	Digital Compositing	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
FMVD 206	Audio Production and Post	3.0
SCRP 270	Screenwriting I	3.0
[WI]		
VSCM 240	Typography I	3.0
Term Credits		15.0

Term 7		
ANIM 247	Organic Modeling	3.0
COM 230	Techniques of Speaking	3.0
DIGM 250	Professional Practices	3.0
DIGM 350	Digital Storytelling	3.0
[WI]		
VSST 111	Figure Drawing I	3.0
Term Credits		15.0

Term 8		
ANIM 314	Character Animation I	3.0
ARTH 300	History of Modern Design	3.0
[WI]		
DIGM 451	Explorations in New Media	3.0
[WI]		
Free elective		3.0
Animation elective*		3.0
Term Credits		15.0

Term 9		
ANIM 410	Visual Effects	3.0
Social Science elective		3.0
Arts and Humanities elective		3.0
Animation elective*		3.0
Free elective		3.0
Term Credits		15.0

Term 10		
ANIM 411	Advanced Animation	3.0
DIGM 492	Senior Project in Digital Media I	3.0
Social Science elective		3.0
Arts and Humanities elective		3.0
Free elective		3.0
Term Credits		15.0

Term 11		
DIGM 493	Senior Project in Digital Media II	3.0
Social Science elective		3.0

Free electives	9.0
Term Credits	15.0

Term 12		
DIGM 494	Senior Project in Digital Media III	3.0
DIGM 475	Seminar: The Future of Digital Media [WI]	3.0
Arts and Humanities elective		3.0
Free electives		6.0
Term Credits		15.0

Total Credit: 186.0

* See degree requirements.

Dual/Accelerated Degrees

The accelerated degree program enables academically qualified students to earn both their bachelor's degree and a master's degree in digital media — graduating sooner than they would in traditional programs.

Current Drexel animation and visual effects students may apply for the accelerated BS/MS degree through the Office of Graduate Studies after completing 90.0 credits, but no more than 120.0 credits. Contact the Office of Graduate Studies (<http://www.drexel.edu/provost/graduatestudies>) for further information.

The Animation and Visual Effects Minor requires the completion of eight courses (minimum 24 credits). The minor provides basic foundation in the technological, story-telling and design skills used by animators and visual effects artists in the highly competitive entertainment and design worlds, with the opportunity for individualized tailoring according to the student's interests.

Required Courses:

DIGM 100	Digital Design Tools	3.0
ANIM 140	Computer Graphics Imagery I	3.0
ANIM 141	Computer Graphic Imagery II	3.0
ANIM 152	Multimedia Timeline Design	3.0
ANIM 211	Animation I	3.0
Select three of the following:		9.0

ANIM 212	Animation II	
ANIM 215	History of Animation	
ANIM 219	Digital Compositing	
ANIM 247	Organic Modeling	
ANIM 314	Character Animation I	
ANIM 315	Character Animation II	
ANIM 388	Spatial Data Capture	
ANIM 410	Visual Effects	
ANIM 435	Technical Directing for Animation	

Total Credits **24.0**

Facilities

Our facilities include more than 100 triple-boot MacPro and Boxx Technology workstations, a 16 camera Vicon motion capture studio, green screen room, a 2-ton motion platform theme park ride, FTIR multitouch displays, laser scanner, stereoscopic projector, eye tracker, fNIR and EEG brain interfaces, and 3D theater, recording studios, etc. Students use

professional software including Unreal, Unity3D, Maya, 3D Studio Max, Houdini, Massive, etc.

More information can be found at Drexel RePlay Lab's Facilities (<http://replay.drexel.edu/facilities.html>) page.

Cinema and Television Faculty

Glen Muschio, PhD (*Temple University*). Associate Professor. Digital media, society, communication.

Lise Raven, MFA (*New York University*). Assistant Professor. Filmmaker.

Philip W. Salas, BS (*Temple University*). Assistant Teaching Professor. Utilization of advanced set top box data to measure fragmented viewing behavior. Impact of new television distribution technologies on traditional broadcasters and multichannel program providers.

David A. Schwartz, BA (*Rider University*). Associate Teaching Professor. Steadicam operator; cameraman.

Andrew Susskind, BA (*Harvard University*) Program Director of TV Production & Media Management. Associate Teaching Professor. Independent television producer and director.

Albert S. Tedesco, MA (*University of Pennsylvania*) Director of the Paul F. Harron Graduate Program in Television Management. Associate Teaching Professor. Impact of digital media on broadcast television; broadcasters' response to the challenge of new media; management of publicly and privately held communications companies.

Jervis Thompson, BS (*Drexel University*). Associate Teaching Professor. Digital media, interactive multimedia.

Gregory S. Wolmart, MFA (*University of Pennsylvania*). Assistant Professor. Cinema studies; film history.

Jichen Zhu, PhD (*Georgia Institute of Technology*). Assistant Professor. Developing humanistic and interpretive framework of computational technology, particularly artificial intelligence (AI), and constructing AI-based cultural artifacts; interactive storytelling, games and software studies.

Interdepartmental Faculty

Lawrence Epstein, MBA (*Cornell University*) Interim Department Head, Arts & Entertainment Enterprise. Associate Teaching Professor.

Courses

ANIM 140 Computer Graphics Imagery I 3.0 Credits

Students learn to represent 3D objects and spaces in 2D media using a variety of drawing and computer graphic techniques. This course lays important foundations for subsequent courses in 3D computer modeling and animation.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 100 [Min Grade: D]

ANIM 141 Computer Graphic Imagery II 3.0 Credits

This course will introduce students to the principles and techniques of 3D virtual scene building for animation, visualization and game development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 110 [Min Grade: D] or ANIM 140 [Min Grade: D]

ANIM 152 Multimedia Timeline Design 3.0 Credits

Introduces basic design concepts and tools to create time based 2D and 3D multimedia. Addresses issues from pre-production planning, through, post-production and delivery; emphasis on time-based multimedia.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 100 [Min Grade: D] and VSST 110 [Min Grade: D]

ANIM 211 Animation I 3.0 Credits

Explores computer animation with an introduction to concepts of 3D animation. Includes narrative structure, storyboarding, and development. Emphasizes aesthetic, technical and conceptual issues. Requires students to create shorty animations in timeline based software.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: ANIM 141 [Min Grade: D] or DIGM 141 [Min Grade: D]

ANIM 212 Animation II 3.0 Credits

Builds on topics introduced in ANIM 211 Animation I, incorporating advanced animation techniques such as inverse kinematics and dynamics. Requires students to propose, design, and produce a short animation.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: ANIM 211 [Min Grade: D] or DIGM 211 [Min Grade: D]

ANIM 215 History of Animation 3.0 Credits

Students learn the pre-cursors to modern animation and the evolution of the art since the beginning of the 20th century. Concepts in both 2D and 3D animation will be covered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

ANIM 219 Digital Compositing 3.0 Credits

Examines digital compositing possibilities through the manipulation and recombination of acquired and produced digital imagery, including 3D models/animations, and video.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: ANIM 211 [Min Grade: D] or DIGM 211 [Min Grade: D]

ANIM 247 Organic Modeling 3.0 Credits

This course will be an intensive exploration of organic modeling. Students will learn the best approaches to modeling organic forms and why these approaches are relevant. There will be considerable emphasis on anatomical forms.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: ANIM 141 [Min Grade: D] or DIGM 141 [Min Grade: D]

ANIM 248 Advanced Lighting 3.0 Credits

Students will learn to integrate production-oriented lighting techniques into animation. Techniques utilizing both point-based and raytraced global illumination will be covered, and how to optimize pipelines for animation. Basic shader development will also be covered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: ANIM 141 [Min Grade: D] or DIGM 141 [Min Grade: D]

ANIM 314 Character Animation I 3.0 Credits

Examines issues and processes of 3D character development. Addresses various modes of 3D data wrangling for highly detailed, articulated character controls.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: ANIM 212 [Min Grade: D] or DIGM 212 [Min Grade: D]

ANIM 315 Character Animation II 3.0 Credits

Covers advanced techniques of inverse and forward kinematics, full-character skeletal setup, development of animation, and puppeteer controls. Explores levels of reality, and world interaction within scope of character.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: ANIM 314 [Min Grade: D] or DIGM 314 [Min Grade: D]

ANIM 321 Immersive Animation 3.0 Credits

Students will explore and experiment with non-planar multi-perspective projection to develop a unique and powerful immersive animation experience. Focus will be on the production of animations for both irregular architectural surfaces and conventional projection environments such as fulldome.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: ANIM 212 [Min Grade: D] or DIGM 212 [Min Grade: D]

ANIM 388 Spatial Data Capture 3.0 Credits

Students learn about the tools available to integrate components from the physical environment into computer animations and games. Aspects covered will be 3D scanning, motion capture and imaging techniques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 212 [Min Grade: D] or ANIM 212 [Min Grade: D]

ANIM 399 Independent Project in Animation 0.5-12.0 Credits

Supervised planning and execution of a project in the area of Animation.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

ANIM 410 Visual Effects 3.0 Credits

Students learn to create detailed visual effects, and the best methods to integrate them into live-action plates. Drawing on existing compositing and animation knowledge, students will work in groups to produce short visual effects sequences.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: (ANIM 219 [Min Grade: D] or DIGM 302 [Min Grade: D]) and (ANIM 212 [Min Grade: D] or DIGM 212 [Min Grade: D])

ANIM 411 Advanced Animation 3.0 Credits

This course explores a wide range of visual effects assets, both practical and synthetic. Projects focus on the creation of a comprehensive short animation.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: ANIM 410 [Min Grade: D] or DIGM 302 [Min Grade: D] or ANIM 219 [Min Grade: D]

ANIM 435 Technical Directing for Animation 3.0 Credits

Students learn the necessary toolsets for technical direction of animated films and visual effects. The topics covered include Python scripting, pipeline development and integration and creation of custom shaders to streamline production processes.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ANIM 219 [Min Grade: D] or DIGM 302 [Min Grade: D]

ANIM 465 Special Topics in Animation 3.0 Credits

Addresses current topics in Animation. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

Architecture

Bachelor of Architecture Degree (BArch): 227.0 quarter credits

About the Program

The practice of architecture requires a unique skill set—creative thinking and aesthetic sensitivity balanced with technical knowledge, cultural understanding, and social responsibility. Critical thinking and communication skills are needed. Drexel's Bachelor of Architecture program encompasses foundation courses in the applied and social sciences, the humanities, and a wide range of professional architecture courses to prepare students for careers in architecture and related fields. At the heart of the curriculum are the design studios where students are challenged to apply their knowledge acquired from the above disciplines to consequential design problems.

Drexel's work/study program is an experiential-based learning model that complements and provides an alternative to traditional full-time academic architecture programs. The Drexel model provides a practical, high-quality education to those students who seek early exposure to daily architectural practice as well as an affordable alternative to students who could not otherwise be able to enter the profession.

At Drexel there are two paths to an accredited Bachelor of Architecture degree, serving two distinct populations: the 2+4 option and the part-time evening option.

The Architecture Program's advising guidelines (<http://www.drexel.edu/westphal/undergraduate/ARCH/Curriculum/#c3>) include scheduling guidelines, studio advancement requirements, and general studio policies.

Accreditation

In the United States, most state registration boards require a degree from an accredited professional degree program as a prerequisite for licensure. The National Architectural Accrediting Board (<http://www.naab.org>) (NAAB), which is the sole agency authorized to accredit US professional degree programs in architecture, recognizes three types of degrees: the Bachelor of Architecture, the Master of Architecture, and the Doctor of Architecture. A program may be granted a 6-year, 3-year, or 2-year term of accreditation, depending on the extent of its conformance with established educational standards.

Doctor of Architecture and Master of Architecture programs may consist of a pre-professional undergraduate degree and a professional graduate degree that, when earned sequentially, constitute an accredited professional education. However, the pre-professional degree is not, by itself, recognized as an accredited degree.

Drexel University, Antoinette Westphal College of Media Arts & Design, Department of Architecture + Interiors offers the following NAAB-accredited degree program(s):

2+4 Option: 6 year program (2 years full-time, 4 years part-time)
Bachelor of Architecture
227.0 undergraduate quarter-term credits

Part-Time Evening Option: 7 year part-time program
Bachelor of Architecture
227.0 undergraduate quarter-term credits

Next accreditation visit for both tracks: 2018

About the 2+4 Option

The 2+4 option is an accelerated route designed for a small class of well-prepared students entering directly from high school. In this program two years of full-time coursework address the basic principles of architectural design and satisfy fundamental University core requirements in the arts and sciences as well as those job-related skills that are needed for entry-level professional positions. A comprehensive review of performance will take place after each year to ensure that students are making sufficient progress in all areas. After successfully completing the minimum requirements of the full-time phase, students find full-time employment in the building industry, including architecture firms, while continuing their academic program part-time in the evening for four additional years. By combining work and study, Drexel students may be able to simultaneously satisfy their required internship for licensure (IDP) while completing their professional degree, thus qualifying for the registration exam on graduation in most jurisdictions.

About the Part-time Evening Program

The part-time evening option is one of only two part-time evening architectural programs in the United States, leading to an accredited Bachelor of Architecture degree. Designed for non-traditional and transfer students, this program offers all courses part-time in the evening, enabling students to work full-time. The evening program sequence is seven years, but transfer students with university-level design credits can reduce its length by meeting specific program requirements through transcript and portfolio review.

Both tracks of the Bachelor of Architecture program are accredited by the National Architectural Accrediting Board (NAAB). All Drexel architecture students may be able to receive credit in the Intern Development Program (IDP) for work experience obtained before graduation, which is part of most state licensure requirements.

Additional Information

For more information, visit the Architecture Program (<http://www.drexel.edu/westphal/undergraduate/ARCH>) website. For advising and transfer information please review the Architecture Program's curriculum (<http://www.drexel.edu/westphal/undergraduate/ARCH/Curriculum>) page.

Facilities

The Department's offices, studios and teaching facilities are located on the 4th floor of the URBN Center at 3501 Market Street. Additional teaching facilities are located on the ground floor, on the 3rd floor and on the 3rd and 4th mezzanine levels of the same building.

Note: Architecture vs Architectural Engineering

Because Drexel University offers two programs with "architecture" in their titles, it is useful to point out the significant differences between them:

- *Architects* design buildings to meet people's spatial, organizational, and aesthetic needs; they also coordinate the building design process. After earning a Bachelor of Architecture degree, graduates become registered architects by completing the required work experience and state licensing examinations.
- *Architectural engineers* specialize in the design of engineering systems within buildings. Architectural engineers earn Bachelor of Science degrees and become professional engineers with the required experience and state examinations. Students whose interests are focused on the technological and engineering aspects of buildings should review Drexel's major in architectural engineering offered by the College of Engineering.

Degree Requirements (2 + 4 Option)

General Education Requirements

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 101	Introduction to Analysis I	4.0
MATH 102	Introduction to Analysis II	4.0
PHIL 317	Ethics and Design Professions	3.0
PHYS 103	General Physics I	4.0
PHYS 104	General Physics II	4.0

UNIV A101	The Drexel Experience	2.0
Humanities electives		6.0
Social Science electives		9.0
Free electives		24.0

Studios (must be taken in order)

ARCH 101	Studio 1-A	4.5
ARCH 102	Studio 1-B	4.5
ARCH 103	Studio 1-C	4.5
ARCH 104	Studio 2-B *	4.5
ARCH 105	Studio 3-A	4.5
ARCH 106	Studio 3-B	4.5
ARCH 241	Studio 4-1 *	4.0
ARCH 242	Studio 4-2	4.0
ARCH 243	Studio 4-3	4.0
ARCH 351	Studio 4-A *	4.0
ARCH 352	Studio 4-B	4.0
ARCH 353	Studio 4-C	4.0
ARCH 361	Studio 6-1 *	4.0
ARCH 362	Studio 6-2	4.0
ARCH 363	Studio 6-3	4.0

Thesis Sequence

ARCH 496	Thesis I *	8.0
ARCH 497	Thesis II	8.0
ARCH 498	Thesis III	8.0

Required Professional Courses (2 + 4 Option)

ARCH 131	Architectural Representation I	3.0
ARCH 132	Architectural Representation II	3.0
ARCH 133	Architectural Representation III	4.0
ARCH 134	Architectural Representation IV-3D Modeling	4.0
ARCH 141	Architecture and Society I	3.0
ARCH 142	Architecture and Society II	3.0
ARCH 143	Architecture and Society III	3.0
ARCH 161	Architectural Construction	3.0
ARCH 261	Environmental Systems I	3.0
ARCH 262	Environmental Systems II	3.0
ARCH 263	Environmental Systems III	3.0
ARCH 271	Architectural Technology IV	3.0
ARCH 272	Architectural Technology V	3.0
ARCH 273	Architectural Technology VI	3.0
ARCH 335	Professional Practice I	3.0
ARCH 336	Professional Practice II	3.0

History and Theory Electives

Select one of the following: 3.0

ARCH 343	Theories of Architecture III	
ARCH 344	American Architecture & Urbanism [WI]	
ARCH 345	Contemporary Architecture [WI]	

Select three of the following: 9.0

ARCH 341	Theories of Architecture I [WI]	
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ARCH 342	Theories of Architecture II [WI]	
ARCH 346	History of Philadelphia Architecture [WI]	
ARCH 347	Architectural Study Tour [WI]	
ARCH 348	Studies in Vernacular Architecture [WI]	
ARCH 421	Environmental Psychology and Design Theory [WI]	
ARCH 441	Urban Design Seminar	
ARCH 442	Urban Design Seminar II	
ARCH 499	Special Topics in Architecture [WI]	

Professional Electives

Select three of the following: 9.0

ARCH 135	Architectural Representation V-Advanced Methods	
ARCH 171	Design Build	
ARCH 431	Architectural Programming [WI]	
ARCH 432	The Development Process	
ARCH 451	Advanced Drawing	
ARCH 455	Computer Applications in Architecture I	
ARCH 456	Computer Applications in Architecture II	
ARCH 463	Emerging Architectural Technology	
ARCH 464	Building Enclosure Design	
ARCH 465	Energy and Architecture	
ARCH 491	Advanced Topics in Architecture	
ARCH 499	Special Topics in Architecture [WI]	
An approved Construction Management (CMGT) course		

Total Credits **227.0**

* Prior to taking this course student must meet the Architecture Program's minimum studio advancement requirements. See the Program's [Advising Guidelines](#) for more details.

Sample Plan of Study (2 + 4) Option**Freshman**

Term 1		Credits
ARCH 101	Studio 1-A	4.5
ARCH 131	Architectural Representation I	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
MATH 101	Introduction to Analysis I	4.0
UNIV A101	The Drexel Experience	1.0

Term Credits **15.5**

Term 2

ARCH 102	Studio 1-B	4.5
ARCH 132	Architectural Representation II	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
MATH 102	Introduction to Analysis II	4.0

Third Year (Part-Time)

Term 9

ARCH 231*	Studio 2-1,	3.0
PHYS 183	Applied Physics II	3.0
Social Science	elective	3.0
Term Credits		9.0

Term 10

ARCH 232	Studio 2-2,	3.0
PHYS 183	Applied Physics II	3.0
Humanities	elective	3.0
Term Credits		9.0

Term 11

ARCH 233	Studio 2-3,	3.0
PHYS 184	Applied Physics III	3.0
Humanities	elective	3.0
Term Credits		9.0

Term 12

Summer Quarter		
Free electives		6.0
Term Credits		6.0

Fourth Year

Term 13

ARCH 241	Studio 4-1	4.0
ARCH 271	Architectural Technology IV	3.0
Term Credits		7.0

Term 14

ARCH 242	Studio 4-2	4.0
ARCH 272	Architectural Technology V	3.0
Term Credits		7.0

Term 15

ARCH 243	Studio 4-3	4.0
ARCH 273	Architectural Technology VI	3.0
Term Credits		7.0

Term 16

History/Theory	elective	3.0
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Professional elective	3.0	
Free elective	3.0	
Term Credits		9.0

Fifth Year

Term 17

ARCH 351*	Studio 4-A	4.0
ARCH 261	Environmental Systems I	3.0
Term Credits		7.0

Term 18

ARCH 352	Studio 4-B	4.0
ARCH 262	Environmental Systems II	3.0
Term Credits		7.0

Term 19

ARCH 353	Studio 4-C	4.0
ARCH 263	Environmental Systems III	3.0
Term Credits		7.0

Term 20

Summer Quarter		
History/theory	elective	3.0
Professional	elective	3.0
Free	elective	3.0
Term Credits		9.0

Sixth Year

Term 21

ARCH 361*	Studio 6-1	4.0
ARCH 335	Professional Practice I	3.0
Free	elective	3.0
Term Credits		10.0

Term 22

ARCH 362	Studio 6-2	4.0
ARCH 336	Professional Practice II	3.0
Social Science	elective	3.0
Term Credits		10.0

Stephen Bonitatibus, AIA, MArch (*University of Pennsylvania*). Adjunct Professor. Principal, Bonitatibus Associates.

Mark Brack, PhD (*University of California at Berkeley*). Associate Professor. British and American architecture from 1700 to the present; Hispanic colonial architecture in the American Southwest; vernacular architecture; historic preservation.

Michael Burns, RA, BArch (*Drexel University*). Adjunct Associate Professor. Principal, Michael Burns Architects.

Jon Coddington, AIA, MArch (*University of Pennsylvania*) *Department Head, Department of Architecture + Interiors*. Professor. Architecture, urban design and planning.

Rena Cumby, BArch, MS (*Drexel University*) *Associate Department Head of the Department of Architecture + Interiors*. Associate Professor. Interior designer; foundation studies and design education.

Eugenia Ellis, PhD (*Virginia Polytechnic State University*). Associate Professor. Registered architect; interior design, extended-care facilities design, research on spatial visualization, perception and imagination.

Jeff Fama, MArch (*State University of New York at Buffalo*). Adjunct Associate Professor. Retail, entertainment, and theater design. Graduate interiors thesis advisor.

Gary Garofalo, BS Arch Eng (*Pennsylvania State University*). Adjunct Assistant Professor. Principal Lighting Design Collaborative. Lighting expert. Lighting design.

Don Jones, AIA, MArch (*University of Pennsylvania*). Adjunct Professor. Ewing Cole.

Nicole Koltick, MArch (*University of California*). Assistant Professor. Researching possibilities for architecture and design through the use of unexpected and innovative interdisciplinary models. Foundation design studios, fabrication and technology seminars.

Karin Kuenstler, MS (*Bank Street College of Education and Parsons*). Associate Professor. Interior designer; interior design for corporate and commercial facilities, history of corporate interiors, fiber art.

Maria Kuttruff, MS (*Drexel University*). Adjunct Assistant Professor. Residential interior design. Design studios.

Diana S. Nicholas, AIA, MFA (*University of the Arts, Philadelphia*). Assistant Teaching Professor. Principal of Switched on Design. Design studios, analog and digital visualization.

Karen Pelzer, BS (*Drexel University*) *Associate Director of the MS in Interior Architecture and Design Program*. Assistant Teaching Professor. Interior designer, hospitality design. Design studios.

Marilynne L. Rose, MS (*Drexel University*). Associate Teaching Professor. NCIDQ interior designer; residential and commercial design. Design studios, lecture and seminar courses.

Debra Ruben, MS (*Drexel University*). Associate Professor. NCIDQ, Interior designer; residential and commercial design. Research on user participation and the design process.

Paul Salvaggio, AIA, BArch (*Pennsylvania State University*). Adjunct Assistant Professor. Principal, Arcus Design Group. Foundation design studios.

Joseph Scanlon, BArch (*Drexel University*). Adjunct Professor. Foundation design studios.

Rachel Schade, AIA, MArch (*University of Pennsylvania*). Associate Teaching Professor. Principal, Schade & Bolender Architects. Work-study placement. Design studios.

Virginia Smith, MS (*Drexel University*). Adjunct Associate Professor. Exhibit/graphic design, interior design, interior and architectural visualization.

Erik Sundquist, MArch (*Florida International University*) *Director of the Hybrid Making Lab of AW CoMAD*. Assistant Teaching Professor. Design studios, analog and digital architectural representation and fabrication.

Feenan Susan, BArch (*Temple University*). Adjunct Instructor. Institutional and commercial. Design documentation and graduate thesis.

Simon Tickell, AIA, MArch (*University of Pennsylvania*) *Associate Director of the Architecture Evening Program*. Associate Teaching Professor. Design studios and professional practice/electives; educational and museum buildings.

Nancy Trainer, FAIA, MArch (*University of Pennsylvania*). Adjunct Professor. Principal, Venturi Scott Brown and Associates, Architects and Planners. Design studios.

Ada Tremonte, BS (*Drexel University*) *Associate Director of the BS Program in Interior Design*. Assistant Teaching Professor. NCIDQ Interior designer, corporate/commercial design. Design studios, lecture and seminar courses.

Emeritus Faculty

Judith Bing, MArch (*Yale University*). Professor Emeritus. Design studios, lecture and seminar courses.

Sylvia Clark, MArch (*University of Pennsylvania*). Professor Emeritus.

Paul M. Hirshorn, AIA, MArch, MCP, (*University of Pennsylvania*). Professor Emeritus. Design studios. Former Department Head.

Marjorie Kriebel, B.Arch (*University of Pennsylvania*). Professor Emeritus.

Courses

ARCH 101 Studio 1-A 4.5 Credits

2+4 Option architecture majors only. Introduces basic architectural design principles. Elementary concepts of space, surface, and form will be explored in two- and three-dimensional abstract exercises. Incorporates observational analysis and graphic skills.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 131 [Min Grade: D] or ARCH 151 [Min Grade: D] or ARCH 155 [Min Grade: D]

ARCH 102 Studio 1-B 4.5 Credits

2+4 Option architecture majors only. Continues ARCH 101. Makes a transition from abstract principles to simple architectural exercises that add issues of function, scale, and structure to concepts of space, surface, and form.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 101 [Min Grade: C-] and (ARCH 131 [Min Grade: C-] or ARCH 151 [Min Grade: C-])

Corequisite: ARCH 132

ARCH 103 Studio 2-A 4.5 Credits

2+4 Option architecture majors only. Continues ARCH 102. Introductory architectural design studio in which simple architectural problems develop issues of context and the use of materials with issues of space and human activity.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 102 [Min Grade: C-] and (ARCH 132 [Min Grade: C-] or ARCH 152 [Min Grade: C-])

Corequisite: ARCH 133

ARCH 104 Studio 2-B 4.5 Credits

2+4 Option architecture majors only. Continues ARCH 103. Introductory architectural design studio in which issues of architectural form are balanced with site and programmatic concerns.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 103 [Min Grade: C-] and (ARCH 133 [Min Grade: C-] or ARCH 150 [Min Grade: C-])

Corequisite: ARCH 161

ARCH 105 Studio 3-A 4.5 Credits

2+4 Option architecture majors only. Continues ARCH 104. Covers intermediate architectural design problems of increasing complexity that emphasize the nature of function, structure, and material and their impact on the design process.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 104 [Min Grade: C-] and ARCH 161 [Min Grade: C-]

Corequisite: ARCH 134

ARCH 106 Studio 3-B 4.5 Credits

2+4 Option architecture majors only. Continues ARCH 105. Continues exploration of intermediate architectural design problems that present a full range of challenges in the areas of organization, context, and expression.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 105 [Min Grade: C-] and (ARCH 134 [Min Grade: C-] or ARCH 153 [Min Grade: C-])

ARCH 111 Studio 1-1 3.0 Credits

Investigates basic design principles using three-dimensional abstract and applied projects. Exercises heighten observation and graphic skills while establishing an architectural vocabulary. Fall, Winter.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Corequisite: ARCH 131

ARCH 112 Studio 1-2 3.0 Credits

Continues ARCH 111. Architectural problems emphasize the nature of function, structure, and material and their impact on the design process, and therefore their solutions to the problems. Winter, Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 111 [Min Grade: C-] and (ARCH 131 [Min Grade: C-] or ARCH 155 [Min Grade: C-])

Corequisite: ARCH 132

ARCH 113 Studio 1-3 3.0 Credits

Continues ARCH 112. Simple architectural problems investigate the interrelationships of scale, context, and building elements and the nature of materials and structure and their impact on the process of creating architecture. Spring, Summer.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 112 [Min Grade: C-] and (ARCH 132 [Min Grade: C-] or ARCH 156 [Min Grade: C-])

Corequisite: ARCH 161

ARCH 121 Studio 2-1 3.0 Credits

Stresses the impact of function, materials, and the issue of building image on the design process. Fall.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 113 [Min Grade: C-] and (ARCH 133 [Min Grade: C-] or ARCH 150 [Min Grade: C-]) and ARCH 161 [Min Grade: C-]

Corequisite: ARCH 141

ARCH 122 Studio 2-2 3.0 Credits

Continues ARCH 121. Investigates projects of greater programmatic complexity and more stringent site constraints. Projects begin to deal with buildings in an urban context. Winter.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 121 [Min Grade: C-]

Corequisite: ARCH 142

ARCH 123 Studio 2-3 3.0 Credits

Continues ARCH 122. Poses design problems of increased complexity to enable students to explore in greater detail the issues presented in the previous term. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 122 [Min Grade: C-]

Corequisite: ARCH 143

ARCH 131 Architectural Representation I-Drawing Basics 3.0 Credits

Introduces the basic skills of architectural representation through drawing, including drafted and freehand techniques in a variety of media. Also introduces techniques of digital documentation.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 101 [Min Grade: D], ARCH 111 [Min Grade: D]
(Can be taken Concurrently)

ARCH 132 Architectural Representation II-Drawing 3.0 Credits

Continues ARCH 131 Architectural Representation I. Introduces advanced skills of architectural representation through drawing, including drafted and freehand techniques in a variety of media. Also introduces advanced techniques of digital documentation.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 102 [Min Grade: C-], ARCH 112 [Min Grade: C-]
(Can be taken Concurrently)(ARCH 101 [Min Grade: C-] or ARCH 111 [Min Grade: C-]) and (ARCH 131 [Min Grade: C-] or ARCH 151 [Min Grade: C-] or ARCH 155 [Min Grade: C-])

ARCH 133 Architectural Representation III-Digital 4.0 Credits

Continues ARCH 132 Architectural Representation II. Introduces basic digital representation skills in 2D and 3D, the creation and manipulation of three-dimensional architectural models and the resultant two-dimensional drawings as well as renderings using various computer techniques and software programs.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: (ARCH 102 [Min Grade: C-] or ARCH 113 [Min Grade: C-])
and (ARCH 132 [Min Grade: C-] or ARCH 152 [Min Grade: C-] or ARCH 156 [Min Grade: C-])

ARCH 134 Architectural Representation IV-3D Modeling 4.0 Credits

Continues ARCH 133. Further investigates and demonstrates the computer's capabilities in architectural design, 3D modeling and representation using various computer techniques and software programs. May also introduce digital fabrication techniques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: (ARCH 104 [Min Grade: C-] or ARCH 113 [Min Grade: C-])
and (ARCH 133 [Min Grade: C-] or ARCH 150 [Min Grade: C-])

ARCH 135 Architectural Representation V-Advanced Methods 3.0 Credits

Continues ARCH 134. Examines advanced techniques of architectural representation and visual communications for use in the architectural design process. Emphasizes presentation methods to describe design concepts. Content may vary. Contact Architecture program for details. Professional elective.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: (ARCH 106 [Min Grade: C-] or ARCH 233 [Min Grade: C-])
and (ARCH 134 [Min Grade: C-] or ARCH 153 [Min Grade: C-])

ARCH 141 Architecture and Society I 3.0 Credits

Examines the evolution of Western architectural thought, form, space, and structures in light of changing human values and institutions. Covers Western architecture from the prehistoric era through the Romanesque, and contemporary architecture in Asia and Central America as well as Islamic architecture in the Middle East and Spain.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

ARCH 142 Architecture and Society II 3.0 Credits

Continues ARCH 141. Covers the evolution of Western architecture from Gothic to Baroque, as well as developments in Central and South America, the Middle East, and Japan.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 141 [Min Grade: C-]

ARCH 143 Architecture and Society III 3.0 Credits

Continues ARCH 142. Covers the evolution of Western architecture from the 18th century to the mid-20th century.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 142 [Min Grade: C-]

ARCH 161 Architectural Construction 3.0 Credits

Architecture majors only. Covers basic construction principles and the use of materials in developing architectural assemblies, providing a conceptual framework to integrate construction and design.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: (ARCH 103 [Min Grade: C-] or ARCH 112 [Min Grade: C-])
and (ARCH 132 [Min Grade: C-] or ARCH 152 [Min Grade: C-] or ARCH 156 [Min Grade: C-])

ARCH 171 Design Build 3.0 Credits

Provides an opportunity for students to experience the entire building process of design, construction documentation, cost estimating, and construction of a simple structure. Professional Elective. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 105 [Min Grade: C-] or ARCH 232 [Min Grade: C-]

Corequisite: CIVE 262

ARCH 191 Studio 1-1 3.0 Credits

Architectural engineering majors only. Covers basic design principles using three-dimensional abstract and applied projects. Exercises heighten observation skills.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AE.

ARCH 192 Studio 1-2 3.0 Credits

Architectural engineering majors only. Continues ARCH 191. Uses design exercises to emphasize the nature of function, structure, and material and their impact on the design process.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AE.

Prerequisites: ARCH 191 [Min Grade: D] or (ARCH 111 [Min Grade: D] and ARCH 131 [Min Grade: C-])

ARCH 231 Studio 3-1 3.0 Credits

Investigates specific building types to help students reach a basic level of competence in the language of architecture, problem-solving, and the means of communicating design solutions. Fall.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 123 [Min Grade: C-] and ARCH 143 [Min Grade: C-] and ARCH 161 [Min Grade: C-] and (ARCH 134 [Min Grade: C-] or ARCH 153 [Min Grade: C-])

ARCH 232 Studio 3-2 3.0 Credits

Continues ARCH 231. Design projects expand students' vocabulary and understanding of the process of creating solutions to the problems of architecture. Winter.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 231 [Min Grade: C-]

ARCH 233 Studio 3-3 3.0 Credits

Continues ARCH 232. Addresses the interaction and coordination between the language of architecture and the languages of the other disciplines that influence the process of design. More complex programs are assigned. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 232 [Min Grade: C-]

ARCH 241 Studio 4-1 4.0 Credits

Investigates the design relationship between the man-made and the natural environment in a study of large-scale site design and building development in relation to natural forces. Fall.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: (ARCH 106 [Min Grade: C-] or ARCH 233 [Min Grade: C-]) and (PHYS 104 [Min Grade: C-] or PHYS 184 [Min Grade: C-])

ARCH 242 Studio 4-2 4.0 Credits

Continues ARCH 241. Studies the relationship between building and site. A series of smaller-scale problems in site design investigates the architecture of the exterior. Winter.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 241 [Min Grade: D] and CIVE 261 [Min Grade: C-]

ARCH 243 Studio 4-3 4.0 Credits

Addresses architectural problems with specific environmental and site restraints and criteria. Issues of sustainable design will also be explored. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 242 [Min Grade: D] and CIVE 262 [Min Grade: C-]

Corequisite: CIVE 263

ARCH 261 Environmental Systems I 3.0 Credits

Introduces heating, ventilation, and air conditioning systems and site utility planning. Fall.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PHYS 104 [Min Grade: C-] or PHYS 184 [Min Grade: C-]

ARCH 262 Environmental Systems II 3.0 Credits

Introduces plumbing systems, including site distribution, water distribution, and waste systems. Fire protection is also covered. Winter.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PHYS 104 [Min Grade: C-] or PHYS 184 [Min Grade: C-]

ARCH 263 Environmental Systems III 3.0 Credits

Covers application of electrical systems and lighting to architectural design and construction. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PHYS 104 [Min Grade: C-] or PHYS 184 [Min Grade: C-]

ARCH 271 Materials & Structural Behavior I 3.0 Credits

Introduces the basics of construction (timber, masonry, steel, and concrete). Covers their behavior as ingredients of the structural system.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: (PHYS 182 [Min Grade: D] and PHYS 184 [Min Grade: D]) or (PHYS 103 [Min Grade: D] and PHYS 104 [Min Grade: D])

ARCH 272 Materials & Structural Behavior II 3.0 Credits

Second part of a three course sequence that introduces students to building structures and materials. The course will introduce structural design methodologies and students will learn how to design wood floor systems, beams, columns, steel beams and tension elements.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 271 [Min Grade: C-] or CIVE 261 [Min Grade: D]

ARCH 273 Materials & Structural Behavior III 3.0 Credits

Third part of a three course sequence that introduces students to building structures and materials. The course will introduce masonry and foundation design. Students will learn how to design concrete beams and columns.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 272 [Min Grade: C-] or CIVE 262 [Min Grade: D]

ARCH 315 Sustainable Built Environment I 3.0 Credits

Provides an overview of contemporary sustainable design principles and systems involved to posit novel solutions to various design challenges. Combining theoretical knowledge, field trips and case studies enabling students to critically assess sustainability as it relates to the built environment through five key subsystems: materials, air, water, energy and life.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

ARCH 320 Sustainable Built Environment II 3.0 Credits

Students will examine the work of scientists, designers, authors, artists, architects, engineers, planners, etc to gain a deeper conceptual understanding of current and emerging strategies in sustainability and the complex and integrated systems approach to the built environment in the present and near future.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: ARCH 315 [Min Grade: C-]

ARCH 321 General Lecture Series I 3.0 Credits

This course sequence examines areas of intellectual concern from disciplines other than architecture. Guest lecturers discuss significant aspects of the humanities, the sciences, and the arts. Addresses questions of knowledge. Fall. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 322 General Lecture Series II 3.0 Credits

Continues ARCH 321. Addresses questions of creativity in art. Winter. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 335 Professional Practice I 3.0 Credits

This seminar is the first of a two-course sequence that introduces students to varying topics related to architectural practice in today's society. It addresses the following issues: Community and Social Responsibility, Leadership, Ethics & Professional Judgment, Client Role in Architecture, Basic Principles of Architectural Practice.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH or major is INTR.

Prerequisites: ARCH 243 [Min Grade: C-]

ARCH 336 Professional Practice II 3.0 Credits

This seminar is the second of a two-course sequence that introduces students to varying topics related to architectural practice in today's society. It addresses the following issues: Practice Management, Project Management, Financial Considerations, Legal Responsibilities, Ethics & Professional Judgment.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH or major is INTR.

Prerequisites: ARCH 335 [Min Grade: C-]

ARCH 341 [WI] Theories of Architecture I 3.0 Credits

Seminar that examines theories and principles of Western architecture before 1700. History/theory elective. Fall. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 342 [WI] Theories of Architecture II 3.0 Credits

Continues ARCH 341. Seminar that examines theories and principles of Western architecture from the Baroque era of the 17th century to the beginning of Modernism in the 20th century. History/theory elective. Winter. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 343 Theories of Architecture III 3.0 Credits

Seminar that examines 20th-century theories of architecture, including analysis and discussion of current theoretical positions. History/theory elective. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 344 [WI] History of Modern Architecture I 3.0 Credits

Surveys the crucial buildings and thematic development of modern architecture and urbanism beginning in the late nineteenth Century continuing through the mid-20th Century. History/theory elective.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 345 [WI] History of Modern Architecture II 3.0 Credits

Continuation of ARCH 344. Surveys the crucial buildings and thematic development of modern architecture and urbanism from the mid-20th Century to the present. History/theory elective. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 346 [WI] History of Philadelphia Architecture 3.0 Credits

Covers the architecture of the city of Philadelphia from 1682, examining its architects, styles, and sources through lectures, walking tours, and student reports. History/theory elective. Fall. Alternate years. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 347 [WI] Summer Study Tour Abroad 6.0 Credits

An intensive three-week study tour in a major European city. Combines site visits, sketching, and analysis with lectures by local experts. The travel portion of the course is preceded by lectures and reading assignments and is followed by preparation of analytical reports. History/theory elective. Summer. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 348 [WI] Studies in Vernacular Architecture 3.0 Credits

A topical survey of world traditions of vernacular architecture, with emphasis on houses and dwelling environments. The survey topics include basics of shelter, construction methods, response to climate, patterns of settlement, social and economic organization, cultural expression, and methods of research and analysis.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 351 Studio 5-1 4.0 Credits

Poses problems that address the relationship of form, site, program, and theory within the constraints of the basic systems (structural, mechanical, etc.). Fall.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: CIVE 263 [Min Grade: C-] and ARCH 243 [Min Grade: D]

Corequisite: ARCH 261

ARCH 352 Studio 5-2 4.0 Credits

Continues ARCH 351. Emphasizes the strengthening of students' ability to solve complex problems in architecture. Expects students to demonstrate understanding and control of basic architectural systems. Winter.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 351 [Min Grade: D] and ARCH 261 [Min Grade: C-]

Corequisite: ARCH 262

ARCH 353 Studio 5-3 4.0 Credits

Continues ARCH 352. Stresses the coordination of all architectural criteria in a large-scale and complex architectural problem. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 352 [Min Grade: D] and ARCH 262 [Min Grade: C-]

Corequisite: ARCH 263

ARCH 361 Studio 6-1 4.0 Credits

Introduces problems of urban design. Case studies demonstrate the relationship between the manmade environment and the natural environment as well as the relationship between many buildings and other manmade environments and the natural environment. Fall.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 353 [Min Grade: D] and ARCH 263 [Min Grade: C-]

Corequisite: ARCH 335

ARCH 362 Studio 6-2 4.0 Credits

Continues ARCH 361. A large urban-design project is undertaken to learn the design process required to solve problems of such magnitude. Winter.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 361 [Min Grade: D]

Corequisite: ARCH 336

ARCH 363 Studio 6-3 4.0 Credits

Continues ARCH 362. Requires students to develop architectural solutions for a portion of the problem addressed in Studio 6-2, demonstrating an understanding of the relationship between buildings and the exterior environment established in the previous course. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 362 [Min Grade: D]

Corequisite: PHIL 317

ARCH 399 Independent Study in Architecture 0.5-12.0 Credits

Independent study on a topic selected by the student. Independent study is supervised by a faculty member and guided by a plan of study.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

ARCH 421 [WI] Environmental Psychology and Design Theory 3.0 Credits

Examines the relationship between human behavior and architecture from the perspective of environmental psychology. Topics include aesthetics, environmental experience, social interaction, social organization, and culture. Seminar. Professional elective. Summer. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 233 [Min Grade: D]

ARCH 431 [WI] Architectural Programming 3.0 Credits

Introduces current techniques of building programming and their relationship to building design. Recommended for students who will attempt their thesis projects in the following academic year. Professional elective. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

ARCH 432 The Development Process 3.0 Credits

Introduces the process of land development. Explores traditional and emerging development models (the architect as the equity participant and developer) in relation to new construction and rehabilitation. Covers various methods of initiating building projects and financing and tax issues. Professional elective. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

ARCH 441 Urban Design Seminar I 3.0 Credits

Expands the concept of architecture to urban design scale and presents the principles of city planning through a series of case studies. History/Theory elective. Fall. Alternate years.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 353 [Min Grade: D]

ARCH 442 Urban Design Seminar II 3.0 Credits

Continues ARCH 441. History/Theory elective. Winter.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 353 [Min Grade: D]

ARCH 451 Advanced Drawing 3.0 Credits

Covers advanced architectural rendering, concentrating on the effects of light, shade, and color using the techniques of water-color rendering. Professional elective. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 131 [Min Grade: C-] or ARCH 156 [Min Grade: C-]

ARCH 455 Computer Applications in Architecture I 3.0 Credits

Covers two-dimensional and three-dimensional computer representations and applications. Professional elective.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 134 [Min Grade: C-] or ARCH 153 [Min Grade: C-]

ARCH 456 Computer Applications in Architecture II 3.0 Credits

Continues ARCH 455. Further investigates and demonstrates the computer's capabilities in architectural design and representation. Professional elective.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 134 [Min Grade: C-] or ARCH 153 [Min Grade: C-]

ARCH 463 Emerging Architectural Technology 3.0 Credits

A holistic study of design and construction technology of significant buildings by leading architects.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 464 Building Enclosure Design 3.0 Credits

Examines the integrations of aesthetics, building science, and technology in the design of building enclosures. Professional Elective. Summer.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 143 [Min Grade: C-] and ARCH 161 [Min Grade: C-]

ARCH 465 Energy and Architecture 3.0 Credits

Creates an awareness of the availability of energy resources and their effect on the built environment. Discusses alternative sources of energy. Professional elective. Summer.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 261 [Min Grade: C-] and ARCH 262 [Min Grade: C-] and ARCH 263 [Min Grade: C-] and ARCH 161 [Min Grade: C-]

ARCH 491 Advanced Topics in Architecture 3.0 Credits

Covers advanced topics in architectural design, practice, technology or history and theory that satisfy professional or historical/theory elective requirements. Course may be repeated for credit when different topics are offered. Fall, Winter, Spring, Summer.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: ARCH 143 [Min Grade: C-]

ARCH 496 Thesis I 8.0 Credits

An individually structured year-long design problem that enables students to work independently and explore complex issues in depth. Periodic individual review sessions are scheduled with faculty adviser. Fall.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is ARCH.

Prerequisites: ARCH 363 [Min Grade: D] and ARCH 143 [Min Grade: C-] and (ARCH 134 [Min Grade: C-] or ARCH 153 [Min Grade: C-]) and ARCH 263 [Min Grade: C-] and CIVE 263 [Min Grade: C-]

ARCH 497 Thesis II 8.0 Credits

Continues ARCH 496. Winter.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 496 [Min Grade: C-]

ARCH 498 Thesis III 8.0 Credits

Continues ARCH 497. Spring.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ARCH 497 [Min Grade: C-]

ARCH 499 [WI] Special Topics in Architecture 3.0 Credits

Covers special topics in architectural history, theory, or technology that satisfy history/theory or professional elective requirements and university writing intensive requirements. Course may be repeated for credit when different topics are offered. Fall, Winter, Spring, Summer. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: ARCH 143 [Min Grade: C-]

Dance

Bachelor of Science Degree: 185.0 quarter credits

About the Program

The dance program at Drexel University provides intensive exploration of dance in its physical, intellectual, creative and therapeutic aspects. The major is designed for students to focus on one of three tracks: *Dance/Movement Therapy* or *Dance in Education* or *Physical Therapy*.

The dance major at Drexel University has a unique curriculum design and focus. Rather than focusing on training performers, this program combines rigorous academic coursework with extensive stage and studio dance experiences to prepare students for three possible career paths within dance: dance/movement therapy, dance in education and physical therapy. Students participating in this major will earn a BS degree in dance with an optional minor in psychology.

Students focused on *dance/movement therapy* will prepare for jobs as dance/movement therapists. These are psychological counselors working in a variety of settings including hospitals, out-patient clinics and residential treatment centers. Students pursuing this option will earn a BS degree in dance at the Westphal College, through the Department of Performing Arts, for the first four years of study. They will then have the option to continue on to two years of study in the College of Nursing and Health Professions to earn an MA in Creative Arts in Therapy and become a licensed dance therapist.

The second career focus, **dance in education**, prepares students for jobs as elementary school teachers (grades Pre-K through 4) who may also serve as school dance specialists. Students choosing this option will earn a BS degree in dance through the Department of Performing Arts and may elect to continue for a fifth year of study to earn an MS in the Science of Instruction through the School of Education. Students who successfully complete the five year BS /MS option in education will then be recommended to the State for a Pennsylvania Teaching Certificate in the area of Elementary Education for Pre-K to 4 certification, general education.

The third career focus, **physical therapy**, prepares students to work as physical therapists in a variety of settings, including hospitals, treatment centers, schools, and private practice. Students interested in the physical therapy option will complete the four- year BS degree in dance, along with a series of recommended electives in the physical sciences. After completion of the BS degree, students will continue their education for an additional three years in the College of Nursing and Health Professions to earn a DPT and become a licensed physical therapist.

The student who enters the dance major at Drexel University is an academically achieving student who has a passion for dance, but does not see him or herself as necessarily pursuing a career exclusively in performance. He or she is looking for extensive experiences to improve as a dancer, choreographer and performer while being stimulated academically. This student wants to study dance—both physically and cognitively—in college while being offered the possibility of gainful employment after graduation.

For more information about this major, visit the Westphal College's Dance (<http://www.drexel.edu/westphal/academics/undergraduate/dance>) page.

Degree Requirements

General Education Requirements

COOP 101	Career Management and Professional Development	0.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
HIST 201	United States History to 1815	3.0
MATH 181	Mathematical Analysis I	3.0
MATH 182	Mathematical Analysis II	3.0
PSY 101	General Psychology I	3.0
PSY 120	Developmental Psychology	3.0
PSY 240 [WI]	Abnormal Psychology	3.0
UNIV A101	The Drexel Experience	1.0
CIVC 101	Introduction to Civic Engagement	1.0
Two English (ENGL) Electives		6.0
Two Natural Science Electives		8.0
Free Electives		40.0

Dance Major Requirements

Foundation and Theory Requirements

ARTH 103	History of Art: Early to Late Modern	3.0
MUSC 331	World Musics	3.0
NFS 101	Introduction to Nutrition & Food	3.0

THTR 240	Theatre Production I	3.0
DANC 201 [WI]	Dance Appreciation	3.0
DANC 210	Introduction to Dance	3.0
DANC 225	Dance Repertory	4.0
DANC 230	Survey of Dance and Movement Therapy	3.0
DANC 240	Dance Composition I	3.0
DANC 241	Dance Composition II	3.0
DANC 260	Injury Prevention for Dance	3.0
DANC 261	Foundations of Somatic Theory and Practice	3.0
DANC 310 [WI]	Dance Aesthetics and Criticism	3.0
DANC 325 [WI]	Twentieth Century Dance	3.0
DANC 330	Introduction to Laban Movement Analysis	3.0
DANC 340	Dance Pedagogy	3.0
DANC 355	Rhythmic Study for Dance	3.0
DANC 360	Dance Kinesiology	3.0

Performance Requirements

DANC 131	Dance Practicum in Performance	11.0
1..0 credit course repeated for a total of 11.0 credits) For DANC 131: Sections 001, 005, 006, 007, 008 ONLY		
or DANC 133	Dance Practicum in Choreography	

Technique Requirements

DANC 140	Ballet Technique I (2.0 credit course repeated for a total of 12.0 credits)	12.0
or DANC 141	Ballet Technique II	
or DANC 142	Ballet Dance Technique III	
DANC 150	Modern Dance Technique I (2.0 credit course repeated for a total of 12.0 credits)	12.0
or DANC 151	Modern Dance Technique II	
or DANC 152	Modern Dance Technique III	
DANC 180	Dance Improvisation	2.0
Select five of the following:		10.0
DANC 160	Jazz Dance Technique I	
DANC 161	Jazz Dance Technique II	
DANC 162	Jazz Dance Technique III	
DANC 170	Hip-Hop Dance Technique I	
DANC 171	Hip-Hop Dance Technique II	
DANC 181	Dance Improvisation II	
DANC 190	African Dance Technique I	
DANC 191	African Dance Technique II	

Total Credits **185.0**

Sample Plan of Study

Term 1		Credits
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
MATH 181	Mathematical Analysis I	3.0
DANC 131	Dance Practicum in Performance	1.0
DANC 261	Foundations of Somatic Theory and Practice	3.0
DANC 140	Ballet Technique I	2.0
DANC 150	Modern Dance Technique I	2.0

UNIV A101	The Drexel Experience	1.0	DANC 160	Jazz Dance Technique I	
Term Credits		15.0	DANC 170	Hip-Hop Dance Technique I	
Term 2					
DANC 355	Rhythmic Study for Dance	3.0	DANC 171	Hip-Hop Dance Technique II	
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0	DANC 190	African Dance Technique I	
MATH 182	Mathematical Analysis II	3.0	DANC 191	African Dance Technique II	
DANC 140, 141, or 142	Ballet Technique I Ballet Technique II Ballet Dance Technique III	2.0	DANC 161	Jazz Dance Technique II	
DANC 131 or 133	Dance Practicum in Performance Dance Practicum in Choreography	1.0	Term Credits		15.0
CIVC 101	Introduction to Civic Engagement	1.0	Term 6		
PSY 101	General Psychology I	3.0	DANC 201	Dance Appreciation [WI]	3.0
Term Credits		16.0	THTR 240	Theatre Production I	3.0
Term 3					
ARTH 103	History of Art: Early to Late Modern	3.0	DANC 140, 141, or 142	Ballet Technique I Ballet Technique II Ballet Dance Technique III	2.0
DANC 210	Introduction to Dance	3.0	DANC 150, 151, or 152	Modern Dance Technique I Modern Dance Technique II Modern Dance Technique III	2.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0	DANC 131 or 133	Dance Practicum in Performance Dance Practicum in Choreography	1.0
DANC 131 or 133	Dance Practicum in Performance Dance Practicum in Choreography	1.0	DANC 225	Dance Repertory	4.0
DANC 140, 141, or 142	Ballet Technique I Ballet Technique II Ballet Dance Technique III	2.0	Term Credits		15.0
Select one of the following:		2.0	Term 7		
DANC 160	Jazz Dance Technique I		COOP 101	Career Management and Professional Development	0.0
DANC 161	Jazz Dance Technique II		DANC 260	Injury Prevention for Dance	3.0
DANC 170	Hip-Hop Dance Technique I		DANC 310	Dance Aesthetics and Criticism [WI]	3.0
DANC 171	Hip-Hop Dance Technique II		DANC 140, 141, or 142	Ballet Technique I Ballet Technique II Ballet Dance Technique III	2.0
DANC 190	African Dance Technique I		DANC 131 or 133	Dance Practicum in Performance Dance Practicum in Choreography	1.0
DANC 191	African Dance Technique II		HIST 201	United States History to 1815	3.0
Free Elective		3.0	Free Elective		3.0
Term Credits		17.0	English (ENGL) ELECTIVE		3.0
Term 4					
DANC 131 or 133	Dance Practicum in Performance Dance Practicum in Choreography	1.0	Term Credits		18.0
DANC 180	Dance Improvisation	2.0	Term 8		
DANC 325 [WI]	Twentieth Century Dance	3.0	DANC 131 or 133	Dance Practicum in Performance Dance Practicum in Choreography	1.0
DANC 330	Introduction to Laban Movement Analysis	3.0	DANC 150, 151, or 152	Modern Dance Technique I Modern Dance Technique II Modern Dance Technique III	2.0
DANC 150, 151, or 152	Modern Dance Technique I Modern Dance Technique II Modern Dance Technique III	2.0	Select one of the following:		2.0
PSY 240 [WI]	Abnormal Psychology	3.0	DANC 160	Jazz Dance Technique I	
Term Credits		14.0	DANC 161	Jazz Dance Technique II	
Term 5					
DANC 230	Survey of Dance and Movement Therapy	3.0	DANC 170	Hip-Hop Dance Technique I	
DANC 240	Dance Composition I	3.0	DANC 171	Hip-Hop Dance Technique II	
DANC 131 or 133	Dance Practicum in Performance Dance Practicum in Choreography	1.0	DANC 190	African Dance Technique I	
DANC 340	Dance Pedagogy	3.0	DANC 191	African Dance Technique II	
PSY 120	Developmental Psychology	3.0	Free Electives		9.0
Select one of the following:		2.0	Term Credits		14.0
Term 9					

DANC 140, 141, or 142	Ballet Technique I Ballet Technique II Ballet Dance Technique III	2.0
DANC 150, 151, or 152	Modern Dance Technique I Modern Dance Technique II Modern Dance Technique III	2.0
DANC 131 or 133	Dance Practicum in Performance Dance Practicum in Choreography	1.0
Natural Science Elective		4.0
Free Electives		6.0

Term Credits **15.0**

Term 10

DANC 241	Dance Composition II	3.0
DANC 131 or 133	Dance Practicum in Performance Dance Practicum in Choreography	1.0
NFS 101	Introduction to Nutrition & Food	3.0
Free Elective		3.0
Select two of the following:		4.0
DANC 160	Jazz Dance Technique I	
DANC 161	Jazz Dance Technique II	
DANC 170	Hip-Hop Dance Technique I	
DANC 171	Hip-Hop Dance Technique II	
DANC 190	African Dance Technique I	
DANC 191	African Dance Technique II	

Term Credits **14.0**

Term 11

DANC 131 or 133	Dance Practicum in Performance Dance Practicum in Choreography	1.0
DANC 150, 151, or 152	Modern Dance Technique I Modern Dance Technique II Modern Dance Technique III	2.0
Natural Science Elective		4.0
Free Electives		10.0

Term Credits **17.0**

Term 12

MUSC 331	World Musics	3.0
DANC 360	Dance Kinesiology	3.0
English (ENGL) Elective		3.0
Free Electives		6.0

Term Credits **15.0**

Total Credit: 185.0

Co-op/Career Opportunities

The dance major is designed for students to focus on one of three career options. Each option can lead to graduate study at Drexel or be completed at the end of four years. Each also includes a co-op experience that allows for extended interaction with the professional dance therapy, physical therapy and education communities. Students wishing to change career focus throughout the course of the undergraduate curriculum will have the option to do so.

Students focusing on **dance/movement therapy** participate in a six month co-op experience during the spring and summer terms of their junior year. These students may participate in co-op with a practicing dance/movement therapist, community dance artist, or mental health

professional in a mental health, social service, rehabilitation, medical, special education or community arts setting.

Students focusing on **physical therapy**, will participate in a six month co-op in which they work in a setting with a physical therapist, such as a hospital, treatment center, school, or private practice. Co-op experiences where students are able to work with physical therapists working on dancers as clients will be encouraged. Students choosing this option may participate in either co-op cycle.

Students focusing on **dance in education** participate in after school dance clubs, artist in residence school programs and auditorium lecture demonstration programs as part of a community outreach dance company run by the dance program at Drexel, or other dance education focused activities in a school or studio setting, during the fall and winter of their junior year as their co-op experience.

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

Dual-Degree Option

BS/MS Dance and Elementary Education

About the Accelerated Degree Program

Qualified students in Dance have the option of continuing on into the graduate Science of Instruction program to obtain a BS in Dance and MS in Science of Instruction with Elementary Education certification. This program would allow highly motivated students to graduate with both degrees in a total of 5 years. Students apply for this accelerated program when they complete 90 credits of coursework and before completing 120 credits.

BS in Dance

Incoming students, 2014/2015

Bachelor of Science Degree: 185.0 quarter credits

General Education Requirements

COOP 101	Career Management and Professional Development	0.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
HIST 201	United States History to 1815	3.0
MATH 181	Mathematical Analysis I	3.0
MATH 182	Mathematical Analysis II	3.0
PSY 101	General Psychology I	3.0
PSY 120	Developmental Psychology	3.0
PSY 240 [WI]	Abnormal Psychology	3.0
UNIV A101	The Drexel Experience	1.0
CIVC 101	Introduction to Civic Engagement	1.0
Two English (ENGL) Electives		6.0
Two Natural Science Electives		8.0
Free Electives		40.0

Dance Major Requirements

Foundation and Theory Requirements

ARTH 103	History of Art: Early to Late Modern	3.0
MUSC 331	World Musics	3.0
NFS 101	Introduction to Nutrition & Food	3.0
THTR 240	Theatre Production I	3.0
DANC 201 [WI]	Dance Appreciation	3.0
DANC 210	Introduction to Dance	3.0
DANC 225	Dance Repertory	4.0
DANC 230	Survey of Dance and Movement Therapy	3.0
DANC 240	Dance Composition I	3.0
DANC 241	Dance Composition II	3.0
DANC 260	Injury Prevention for Dance	3.0
DANC 261	Foundations of Somatic Theory and Practice	3.0
DANC 310 [WI]	Dance Aesthetics and Criticism	3.0
DANC 325 [WI]	Twentieth Century Dance	3.0
DANC 330	Introduction to Laban Movement Analysis	3.0
DANC 340	Dance Pedagogy	3.0
DANC 355	Rhythmic Study for Dance	3.0
DANC 360	Dance Kinesiology	3.0

Performance Requirements

DANC 131	Dance Practicum in Performance	11.0
(1.0 credit course repeated for a total of 11.0 credits For DANC 131: Sections 001, 005, 006, 007, 008 ONLY		
or DANC 133	Dance Practicum in Choreography	

Technique Requirements

DANC 140	Ballet Technique I (2.0 credit course repeated for a total of 12.0 credits)	12.0
or DANC 141	Ballet Technique II	
or DANC 142	Ballet Dance Technique III	
DANC 150	Modern Dance Technique I (2.0 credit course repeated for a total of 12.0 credits)	12.0
or DANC 151	Modern Dance Technique II	
or DANC 152	Modern Dance Technique III	
DANC 180	Dance Improvisation	2.0
Select five of the following:		10.0
DANC 160	Jazz Dance Technique I	
DANC 161	Jazz Dance Technique II	
DANC 162	Jazz Dance Technique III	
DANC 170	Hip-Hop Dance Technique I	
DANC 171	Hip-Hop Dance Technique II	
DANC 181	Dance Improvisation II	
DANC 190	African Dance Technique I	
DANC 191	African Dance Technique II	

Total Credits **185.0**

MS in Science of Instruction

A minimum of 45.0 credits is required for students with or without prior certification (including 15.0 credits of professional electives).

Core Courses

At a minimum, 23.0 pedagogy credits will be required from the core courses for those without prior teacher certification. Students with prior

certification or those seeking an add-on certification will select 11.0 credits from the core courses.

EDUC 520	Professional Studies in Instruction *	3.0
EDUC 522	Evaluation of Instruction	3.0
EDUC 523	Diagnostic Teaching	4.0
EDUC 524	Current Research in Curriculum & Instruction	3.0
EDUC 525	Multi-Media Instructional Design	3.0
EDUC 526	Language Arts Processes	3.0
EDUC 540	Field Experience *	3.0

Total Credits **22.0**

* Not available to those with prior teacher certification.

Content Categories

For students without prior teacher certification, 7 credits are required, selected from the following content categories. (A list of suggested courses is available from the department.) Students with prior certification or those seeking add-on certification select 19 credits from the content categories.

1. Mathematics and science
2. Technological pedagogy
3. Applied pedagogy

Evaluation of transcripts by a program advisor in relation to Pennsylvania state standards determines the required content courses for initial certification and add-on certification. To satisfy state certification requirements, undergraduate courses may be taken in instances where graduate courses are not appropriate. These undergraduate courses will not satisfy graduate degree requirements. However, they will satisfy certification requirements and may satisfy requirements for salary increments in certain school districts. For those with prior certification who do not wish add-on certification, but desire to further professional competence, a distribution of courses from areas A, B, and C is selected under advisement on an individual basis.

Professional Electives

Students with or without prior certification select 15 credits of professional electives. Professional electives are selected with the advice of a program advisor to strengthen mathematics and science knowledge, to refine and update pedagogy competence, to broaden general education, to gain knowledge about the nature of information and information materials, to develop and refine skills in integrating technology into instruction, and to ensure that certification standards are satisfied. Professional electives may be taken from the core courses or from any course in the content categories. Any graduate course offered in the University may serve as a professional elective if the student has adequate preparation to take the course and it is deemed appropriate by the program advisor. The 15.0 credits of professional electives may comprise a combination of up to three Performance Learning Systems (PLS) courses and/or approved transfer credits. PLS courses must be taken at Drexel to count toward the master's degree.

Minor in Dance

The minor in dance offers students an opportunity to explore dance in the studio through technique classes, and in the classroom through academic classes in dance. Participation in the dance ensemble class(s) is required,

although performance with the ensemble is not. There is no audition for the dance minor program.

Required Courses

DANC 140	Ballet Technique I	2.0
DANC 150	Modern Dance Technique I	2.0
DANC 160	Jazz Dance Technique I	2.0
or DANC 170	Hip-Hop Dance Technique I	
DANC 210	Introduction to Dance	3.0
DANC 240	Dance Composition I	3.0
DANC 325 [WI]	Twentieth Century Dance	3.0
DANC 355	Rhythmic Study for Dance	3.0
THTR 240	Theatre Production I	3.0
Electives in Dance (DANC 140-DANC 495)		3.0
Dance Practicum (6 terms from DANC 131-DANC 133)		0.0

Total Credits **24.0**

Dance Faculty

Lindsay Browning, BFA (*Radford University*). Yoga.

Jim Bunting, BFA (<https://www.drexel.edu/westphal/contact/directory/BuntingJim>) (*University of the Arts, Philadelphia*). Adjunct Instructor. Jazz dance.

K. C. Chun-Manning, MFA (<http://www.drexel.edu/westphal/contact/directory/Chun-ManningKC>) (*University of Illinois*). Adjunct Instructor. Dance ensembles.

Antoinette Coward-Gilmore, MA (<http://www.drexel.edu/westphal/contact/directory/Coward-GilmoreAntoinette>) (*New York University*). Adjunct Instructor. African dance, modern dance.

Clyde Evans (<http://drexel.edu/westphal/contact/directory/EvansJrClyde>) Adjunct Assistant Professor. Director of Chosen Dance Company; hip-hop.

Chris Farrell, MBA (<http://www.drexel.edu/westphal/contact/directory/FarrellChris>) (*Fordham University*). Adjunct Assistant Professor. Rhythmic Studies, Accompaniment.

Miriam Giguere, PhD (<http://www.drexel.edu/westphal/about/faculty?id=204>) (*Temple University*) Program Director, Dance. Associate Professor. Professional modern dancer, choreographer and dance educator whose research centers on cognition during the creative process. She has published nationally and internationally and is a frequent presenter on the integration of dance and academics at national and international conferences.

Tania Isaac, MFA (<http://drexel.edu/westphal/contact/directory/IsaacTania>) (*Temple University*). Assistant Teaching Professor. Caribbean-American dancer/choreographer; fusion of choreography with personal documentary and social commentary to grapple with identity, post-colonial issues, feminism and juxtapositions of European and African influences.

Lucinda Lea, BA (<http://drexel.edu/westphal/contact/directory/LeaLucinda>) (*Indiana University*). Adjunct Assistant Professor. Ballet.

Beth McNamara, MFA (*Drexel University*). Survey of Dance/Movement Therapy.

Jennifer Morley, MFA (<http://drexel.edu/westphal/contact/directory/MorleyJennifer>) (*Temple University*). Adjunct Assistant Professor. Master Pilates instructor and director of the Drexel Pilates Teaching Training program; modern dance, choreography.

Carl Paris, PhD (<http://drexel.edu/westphal/contact/directory/ParisCarl>) (*Temple University*). Adjunct Associate Professor. Interdisciplinary approach to dance studies, cultural studies and issues around black dance and performance.

Olive Prince, MFA (<http://drexel.edu/westphal/contact/directory/PrinceOlive>) (*Temple University*). Adjunct Assistant Professor. Choreography, creative process and improvisation; Director of Olive Prince Dance.

Meredith Rainey (<http://drexel.edu/westphal/contact/directory/RaineyMeredith>) Adjunct Assistant Professor. Former soloist with Pennsylvania Ballet and director of Carbon Dance Theater. Ballet, choreography.

Heather Smalley, BS (<http://drexel.edu/westphal/contact/directory/SmalleyHeather>) (*Drexel University*) Assistant Director, Dance Ensemble. Adjunct Assistant Professor. Arts administration.

Leah Stein, BA (<http://www.drexel.edu/westphal/contact/directory/SteinLeah>) (*Wesleyan University*). Adjunct Assistant Professor. Modern technique, Improvisation.

Lauren Stepanski, DPT (<http://www.drexel.edu/westphal/contact/directory/StepanskiLauren>) (*Drexel University*). Adjunct Assistant Professor. Dance Kinesiology

Jessica Warchal-King, MFA (*Temple University*). Modern technique.

Courses

DANC 100 Survey of Dance Studies 3.0 Credits

This course will include lecture, reading assignments, writing assignments and self-reflection activities to introduce students to academic dance coursework in higher education.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

DANC 101 Introduction to Dance Studies 3.0 Credits

This course will include lecture, reading assignments, writing assignments and self-reflection activities to introduce potential part-time professional dance program participants to coursework in higher education.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

DANC 110 Movement for Actors 3.0 Credits

Employs specific exercises designed to increase the actor's ability to move freely and with expression and to appreciate the role of movement in the making of theater.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

DANC 120 Yoga 3.0 Credits

The physical and intellectual study of the ancient practice of yoga. Includes both physical practice and readings related to the discipline, as well as a survey of a variety of forms of the practice.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated 3 times for 12 credits

DANC 131 Dance Practicum in Performance 1.0 Credit

Provides practical experience as a dancer in a Department of Performing Arts dance production. Includes helping with preperformance production, attending all rehearsals, and performing in the concerts. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

DANC 132 Dance Practicum in Production 1.0 Credit

Provides practical experience in dance production, including participation in publicity, costume construction, lighting design, box office, and program production for a Drexel University Dance Ensemble concert. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

DANC 133 Dance Practicum in Choreography 1.0 Credit

Covers the process of developing an idea into a finished dance through close work with the artistic director, including selecting dancers and music; teaching the movement; planning costumes, lighting, and sets; polishing the work; and presenting it to an audience during a Drexel University Dance Ensemble concert. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

DANC 140 Ballet Technique I 2.0 Credits

Introduces ballet dance vocabulary including alignment, stretching and strengthening, line, flexibility and movement phrases.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 7 times for 14 credits

DANC 141 Ballet Technique II 2.0 Credits

Studio course in intermediate level ballet technique. Further develops students' alignment, line, muscular stamina, flexibility and movement vocabulary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 7 times for 14 credits

Prerequisites: DANC 140 [Min Grade: D]

DANC 142 Ballet Dance Technique III 2.0 Credits

Studio course in advanced level ballet technique. Further develops students' alignment, line, muscular stamina, flexibility and movement vocabulary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 7 times for 16 credits

Prerequisites: DANC 141 [Min Grade: D]

DANC 150 Modern Dance Technique I 2.0 Credits

Introduces modern dance vocabulary, including stretching and strengthening exercises, alignment, movement phrases, and basic locomotor skills. Includes performances and discussion.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 7 times for 14 credits

DANC 151 Modern Dance Technique II 2.0 Credits

Covers advanced modern dance vocabulary, including stretching and strengthening exercises, alignment, movement phrases and basic locomotor skills.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 7 times for 14 credits

Prerequisites: DANC 150 [Min Grade: D]

DANC 152 Modern Dance Technique III 2.0 Credits

This course covers advanced modern dance vocabulary, including stretching and strengthening exercises, alignment principles, movement phrases and increasingly complex locomotor skills.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 7 times for 16 credits

Prerequisites: DANC 151 [Min Grade: D]

DANC 160 Jazz Dance Technique I 2.0 Credits

Introduces jazz dance style, concentrating on body isolations, movement vocabulary and the development of movement phrases.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

DANC 161 Jazz Dance Technique II 2.0 Credits

Covers advanced jazz dance style, concentrating on body isolations, movement vocabulary, and the development of movement phrases, syncopation and flexibility.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

Prerequisites: DANC 160 [Min Grade: D]

DANC 162 Jazz Dance Technique III 2.0 Credits

This course covers advanced jazz dance styles for highly experienced students, concentrating on body isolations, movement vocabulary and the development of movement phrases, syncopation and flexibility.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 7 times for 16 credits

Prerequisites: DANC 161 [Min Grade: D]

DANC 170 Hip-Hop Dance Technique I 2.0 Credits

Introduces hip-hop dance technique, vocabulary, movement principles, muscle control, and body alignment. Includes appreciation for funk and hip-hop with historical and cultural contexts.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

DANC 171 Hip-Hop Dance Technique II 2.0 Credits

Advanced hip-hop dance technique, vocabulary, movement principles, muscle control, and body alignment. Includes appreciation for funk and hip-hop with historical and cultural contexts.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 8 credits

Prerequisites: DANC 170 [Min Grade: D]

DANC 180 Dance Improvisation 2.0 Credits

A studio course in creative movement. Uses contact and structured improvisational problems, interaction between dances and the elements of time, space and force.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

DANC 181 Dance Improvisation II 2.0 Credits

A studio course in advanced creative movement. Uses improvisational problems and improvisational dance making to study momentum, speed, alignment, contact, sound, group work, and dramatic intention.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DANC 180 [Min Grade: D]

DANC 190 African Dance Technique I 2.0 Credits

This studio course is designed to explore the aesthetic, movement, music and rituals found in African Dance forms.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

DANC 191 African Dance Technique II 2.0 Credits

This studio course is an advanced exploration of the aesthetic, movement, music and rituals found in African Dance forms. It builds on principles of African I and introduces more complex and physically demanding repertory.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 8 credits

Prerequisites: DANC 190 [Min Grade: D]

DANC 201 [WI] Dance Appreciation 3.0 Credits

Teaches students to look at dance as an art form, emphasizing the ability to analyze and understand various dance styles. Includes films, readings, performances, and discussion. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 210 Introduction to Dance 3.0 Credits

A studio and classroom course. Examines the elements of dance through study and participation in classical, theatrical, and social forms. Includes readings, films, and discussion.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 220 History of Dance 3.0 Credits

Broadly surveys dance from ancient times to the present, including development of the European aesthetic. Examines the cultural significance of dance through the ages. Includes films, performances, and discussion.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 225 Dance Repertory 4.0 Credits

This course allows dancers to synthesize their technical abilities with their knowledge of dance history as they learn the works of major historical choreographers.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

DANC 230 Survey of Dance and Movement Therapy 3.0 Credits

This course investigates the use of dance as a diagnostic and therapeutic tool for psychological health and recovery.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 240 Dance Composition I 3.0 Credits

Explores the basic traditional forms of solo and group composition through improvisation, manipulation of movement phrases and critique.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 241 Dance Composition II 3.0 Credits

This course explores the advanced forms of solo or group choreography including narrative, abstract and musical interactions.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

Prerequisites: DANC 240 [Min Grade: D]

DANC 260 Injury Prevention for Dance 3.0 Credits

This course uses physical and intellectual exploration to create individual flexibility and injury prevention plans that meet the student's goals. It is particularly targeted to dancers who use their bodies intensively.

Techniques for injury prevention and recovery are emphasized.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 261 Foundations of Somatic Theory and Practice 3.0 Credits

This course, for beginner through advanced, teaches you to maximize your potential for dance, sports, yoga, martial arts or any movement practice, through readings, exercises and assignments that build core strength, flexibility and efficient action.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 262 Dance and Fitness 3.0 Credits

This course explores areas of health and fitness that impact peak physical performance for dance and related activities. Topics will be covered through a combination of kinesthetic and academic approaches.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 310 [WI] Dance Aesthetics and Criticism 3.0 Credits

This course is designed to introduce students to the concepts of aesthetics which affect the ways in which dance is created, performed and viewed. Issues of dance criticism and how this pertains to aesthetic judgment will also be addressed. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 325 [WI] Twentieth Century Dance 3.0 Credits

Covers the history of Western theatrical dance from the beginning of the century to contemporary times. Emphasizes the development of modern dance in the United States. Includes films, performances, and discussion. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 330 Introduction to Laban Movement Analysis 3.0 Credits

This course introduces the principles of movement analysis by Rudolph Von Laban including an exploration of effort - shape, space and body as introduced by physical therapist Irmgard Bartenieff.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DANC 340 Dance Pedagogy 3.0 Credits

This course explores the social and physical development of children as it relates to the teaching of dance. Develops a repertoire of techniques for teaching children and adults.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

DANC 355 Rhythmic Study for Dance 3.0 Credits

Covers rhythmic structures that can accompany dance, including sight reading and eurhythmics.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

DANC 360 Dance Kinesiology 3.0 Credits

This course will provide an introduction to the musculoskeletal system and basic health information. Students will gain an understanding of anatomy and kinesiology and will explore how these topics are related to dance, normal daily activities, injury prevention, and healthy lifestyle choices. The kinesiological concepts presented in this course will be applied using the context of dance movement.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

DANC 380 Special Topics in Dance 0.5-3.0 Credits

Covers selected topics in dance. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit

DANC 495 Directed Studies in Dance 0.5-12.0 Credits

Offers supervised individual study of special subjects in dance. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit

Design & Merchandising

Bachelor of Science Degree: 181.0 quarter credits

About the Program

Students in the Design & Merchandising program develop an appreciation for style and product quality, learn to communicate verbally and visually about design across traditional and emerging media, and gain the business knowledge and skills required to promote an aesthetically grounded point of view in the global marketplace.

The Design & Merchandising program at Drexel University's Antoinette Westphal College of Media Arts & Design educates and prepares students to effect change via creative problem-solving in design and commerce. Through an interdisciplinary approach, we strive to graduate adaptable, creative, confident and passionate professionals who are technologically adept and globally aware.

Through the classroom, co-op experience and study abroad opportunities, the program prepares students to create, merchandise, market, promote and distribute fashion product, based on a knowledge of visual/aesthetic and business considerations. Design & Merchandising students graduate with the knowledge and skills needed for success in traditional and emerging roles in the global marketplace, and as practical and responsible corporate citizens who will make the world a more compelling, beautiful place in which to live and work.

Design & Merchandising majors typically focus study in the areas of fashion and fashion-related retail merchandising, product development and product promotions. Elective credits may be used for a concentration in Retail Buying & Merchandising; Fashion Product Development; Fashion Promotion & Special Events; Merchandising Technologies; and Design Management for Design & Merchandising. Elective credits may also provide students with an option to minor in business administration, another discipline, or to pursue their specific educational goals.

For more information about this major, visit the College's Design & Merchandising (<http://www.drexel.edu/westphal/academics/undergraduate/designmerch>) page.

Degree Requirements

Students pursuing the Bachelor of Science in Design & Merchandising may complete a concentration in an area of study using free electives. Students may pursue more than one concentration or combine a concentration with a minor.

Concentration in Retail Buying & Merchandising

This concentration is designed to broaden students' practical and theoretical understanding of consumption as it relates to retail buying, management and merchandising. With the growth in cross-channel retail, students need to develop their skills not only for careers in traditional brick-and-mortar retailing establishments, but other retail models. These include: print and electronic based retailing (catalog, television, and Internet). In this concentration, students explore all major retail merchandising and marketing channels and their requirements for buying, staffing, technology, logistics, distribution, and organizational behavior.

Concentration in Fashion Product Development

This concentration analyzes the dominant forces shaping 21st century merchandising decisions, including global product sourcing, international retail development, and the increasingly important role of the consumer in product design. Students successfully completing this concentration develop practical applications to critical issues facing industry decision makers, understand supply chain management from the producer and retailer perspective, identify new markets for products and create strategies for entering those markets, implement merchandising strategies in sectors across the design industries and gain exposure to the latest technology and communication tools that support the industry.

Concentration in Fashion Promotion and Special Events

Through the Fashion Promotion and Special Events concentration students who are interested in a career in public relations, special events planning and marketing, creative and media direction within the design industries will have the opportunity to take classes inside and outside the AW College of Media Arts & Design. These partnerships will enhance the students' background in this area of specialization, and dramatically increase networking and employment opportunities.

Concentration in Merchandising Technologies

Merchandising utilizes technology on the front end for fashion product promotion and on the back end to research, design, source, produce and distribute fashion and home product. In this concentration, students will study topical issues in merchandising technologies through a variety of theory and "hands on" based courses. Upon completion of this concentration students will be familiar with the current technologies in play, analyze the appropriate uses of available technology and be familiar with emerging trends.

Concentration in Design Management in Design & Merchandising

Design management is a relatively new area of study for the design and merchandising student. This concentration is specifically designed to prepare the student to pursue Design Management at the graduate level.

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
PHYS 121	Physical Science for Design I	4.0
PHYS 122	Physical Science for Design II	4.0
UNIV A101	The Drexel Experience	2.0
Arts and Humanities Electives *		9.0
Social Science Electives **		9.0
Free Electives		31.0

Visual Studies Requirements

ARTH 101	History of Art I: Ancient to Medieval	3.0
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
PHTO 110	Photography	3.0
or PHTO 115	Photographic Principles	
VSST 101	Design I	4.0
VSST 102	Design II	4.0
VSST 103	Design III	4.0
VSST 110	Introductory Drawing	3.0
VSST 111	Figure Drawing I	3.0
VSST 201	Multimedia: Performance	4.0
VSST 202	Multimedia: Space	4.0
VSST 203	Multimedia: Materials	4.0

Professional Requirements

ACCT 115	Financial Accounting Foundations	4.0
ARTH 300 [WI]	History of Modern Design	3.0
DSMR 100	Computer Imaging I	3.0
DSMR 201	Analysis of Product	3.0
DSMR 210	Presentation Techniques Design and Merchandising	3.0
DSMR 211	Computer Design for Design and Merchandising	3.0
DSMR 230	Textiles for Design and Merchandising	3.0
DSMR 231	Retail Principles	3.0
DSMR 232	Retail Merchandise Planning	4.0
DSMR 310	Computer Integrated Merchandising Management	3.0
DSMR 311	Visual Merchandising	4.0
DSMR 333	Fashion Product Development	3.0
DSMR 477 [WI]	Design and Merchandising Seminar	3.0
DSMR 496 [WI]	Senior Problem in Design and Merchandising	3.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FASH 201	Survey of the Fashion Industry	3.0
MKTG 301	Introduction to Marketing Management	4.0

Art History Electives ***	6.0
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Total Credits	181.0
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* Suggested arts and humanities electives: ENGL 303 Science Fiction; ENGL 335 Mythology (Women in Literature); HIST 163HIST 163 Themes in World Civilization III; HIST 220 History of American Business; HIST 224 Women in American History; ENGL 335 Mythology; any foreign language.

** Suggested social science electives: SOC 210 Race and Ethnic Relations; SOC 215 Sociology of Work; SOC 240 Urban Sociology; SOC 345 Sociology for the Environment; SOC 340 Globalization; SOC 495 Directed Studies in Sociology.

*** Suggested art history electives: ARTH 335 History of Costume I: Preclassical to Directoire [WI] ; ARTH 336 History of Costume II: Directoire to World War I [WI] ; ARTH 477 Art History Seminar.

Concentration Options**Retail Buying & Merchandising Concentration****Required Courses**

DSMR 313	International Fashion Merchandising	3.0
DSMR 314	Visual Merchandising III	4.0
DSMR 324	Retail Directions	3.0
DSMR 325	Retail Buying and Assortment Strategies	4.0
Select three from the following:		11.0
DSMR 309	Color and Trend Forecasting	
DSMR 326	Fashion Product Promotion	
MKTG 324	Marketing Channels and Distribution Systems	
MKTG 344	Professional Personal Selling	
MKTG 355	Interactive Marketing	
MKTG 356	Consumer Behavior	

Total Credits	25.0
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Fashion Product Development Concentration**Required Courses**

DSMR 313	International Fashion Merchandising	3.0
DSMR 320	Merchandising and Design Directions	3.0
DSMR 434	Fashion Product Sourcing	3.0
Select four from the following:		14.0
COM 362	International Negotiations	
DSMR 326	Fashion Product Promotion	
INTB 200	International Business	
INTB 334	International Trade	
MKTG 347	New Product Development	
MKTG 357	Global Marketing	

Total Credits	23.0
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Fashion Promotion and Special Events Concentration**Required Courses**

DSMR 205	eFashion Promotion	3.0
DSMR 326	Fashion Product Promotion	4.0
Select one of the following:		2.0-3.0
DSMR 312	Visual Merchandising II	

DSMR 315 [WI]	Media Merchandising I	
DSMR 321 [WI]	Fashion Show Production I	
Select 13.0 - 14 additional credits from the following:		13.0-14.0
COM 260 [WI]	Fundamentals of Journalism	
COM 280	Public Relations Principles and Theory	
COM 350 [WI]	Message Design and Evaluation	
COM 361	International Public Relations	
DSMR 316	Media Merchandising II	
DSMR 317	Media Merchandising III	
DSMR 318	Music Merchandising	
DSMR 322	Fashion Show Production II	
FASH 467	Style and the Media	
MKTG 322	Advertising & Integrated Marketing Communications	
MKTG 356	Consumer Behavior	
Total Credits		23.0

* The pre-requisite for this course is COM 280.

Merchandising Technologies Concentration

Required Courses

DSMR 205	eFashion Promotion	3.0
DSMR 305	eTailing	3.0
Select a minimum of 5 from the following:		15.0
COM 300 [WI]	On-line Journalism *	
COM 335	Electronic Publishing	
CT 230	Web Development I	
CT 240	Web Development II **	
CT 385	Web Development III ***	
DIGM 105	Overview of Digital Media	
DIGM 350 [WI]	Digital Storytelling	
DIGM 451 [WI]	Explorations in New Media	
DSMR 312	Visual Merchandising II	
DSMR 316	Media Merchandising II	
DSMR 317	Media Merchandising III	
Total Credits		21.0

* The pre-requisite for this course is COM 260 [WI] .

** The pre-requisite for this course is CT 230.

*** The pre-requisite for this course is CT 240.

Design Management in Design & Merchandising Concentration

Required Courses

DSMR 205	eFashion Promotion	3.0
DSMR 305	eTailing	3.0
DSMR 313	International Fashion Merchandising	3.0
DSMR 434	Fashion Product Sourcing	3.0
Choose 11.0 -12.0 additional credits from the following:		11.0-12.0
BLAW 201	Business Law I	
COM 361	International Public Relations	

COM 362	International Negotiations	
INTB 200	International Business	
INTB 334	International Trade	
MGMT 364	Technology Management	
MKTG 347	New Product Development	
MKTG 357	Global Marketing	
Total Credits		23.0

Sample Plans of Study

Fall/Winter Co-op (Cycle A)

Term 1		Credits
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
FASH 201	Survey of the Fashion Industry	3.0
PHYS 121	Physical Science for Design I	4.0
UNIV A101	The Drexel Experience	1.0
VSST 101	Design I	4.0
Term Credits		15.0
Term 2		Credits
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
PHYS 122	Physical Science for Design II	4.0
UNIV A101	The Drexel Experience	1.0
VSST 102	Design II	4.0
VSST 110	Introductory Drawing	3.0
Term Credits		15.0
Term 3		Credits
CIVC 101	Introduction to Civic Engagement	1.0
DSMR 100	Computer Imaging I	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
VSST 103	Design III	4.0
VSST 111	Figure Drawing I	3.0
Term Credits		18.0
Term 4		Credits
ACCT 115	Financial Accounting Foundations	4.0
ARTH 101	History of Art I: Ancient to Medieval	3.0
DSMR 231	Retail Principles	3.0
ECON 201	Principles of Microeconomics	4.0
Term Credits		14.0
Term 5		Credits
ARTH 102	History of Art II: High Renaissance to Modern	3.0
COOP 101	Career Management and Professional Development	0.0
DSMR 211	Computer Design for Design and Merchandising	3.0
DSMR 232	Retail Merchandise Planning	4.0
ECON 202	Principles of Macroeconomics	4.0
Term Credits		14.0
Term 6		Credits
DSMR 201	Analysis of Product	3.0

DSMR 210	Presentation Techniques Design and Merchandising	3.0
DSMR 230	Textiles for Design and Merchandising	3.0
VSST 201	Multimedia: Performance	4.0
Free Elective		3.0

Term Credits 16.0

Term 7

ARTH 300	History of Modern Design [WI]	3.0
VSST 203	Multimedia: Materials	4.0
PHTO 115	Photographic Principles or 110 Photography	3.0
Free Elective		3.0
Arts and Humanities Elective		3.0

Term Credits 16.0

Term 8

ARTH 103	History of Art: Early to Late Modern	3.0
DSMR 310	Computer Integrated Merchandising Management	3.0
DSMR 333	Fashion Product Development	3.0
MKTG 301	Introduction to Marketing Management	4.0
Social Science Elective		3.0

Term Credits 16.0

Term 9

DSMR 311	Visual Merchandising	4.0
DSMR 477	Design and Merchandising Seminar [WI]	3.0
Art History (ARTH) Elective		3.0
Arts and Humanities Elective		3.0
Free Electives		3.0

Term Credits 16.0

Term 10

DSMR 496	Senior Problem in Design and Merchandising [WI]	3.0
Art History (ARTH) Elective		3.0
Social Science Elective		3.0
Free Electives		6.0

Term Credits 15.0

Term 11

VSST 202	Multimedia: Space	4.0
Social Science Elective		3.0
Free Electives		9.0

Term Credits 16.0

Term 12

Free Electives		9.0
Arts and Humanities Elective		3.0

Term Credits 12.0

Total Credit: 183.0**Fall/Winter Co-op (Cycle A - London Option)**

Term 1	Credits	
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
FASH 201	Survey of the Fashion Industry	3.0

PHYS 121	Physical Science for Design I	4.0
UNIV A101	The Drexel Experience	1.0
VSST 101	Design I	4.0

Term Credits 15.0

Term 2

ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
PHYS 122	Physical Science for Design II	4.0
VSST 102	Design II	4.0
UNIV A101	The Drexel Experience	1.0
VSST 110	Introductory Drawing	3.0

Term Credits 15.0

Term 3

CIVC 101	Introduction to Civic Engagement	1.0
DSMR 100	Computer Imaging I	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
VSST 103	Design III	4.0
VSST 111	Figure Drawing I	3.0

Term Credits 18.0

Term 4

ACCT 115	Financial Accounting Foundations	4.0
ARTH 101	History of Art I: Ancient to Medieval	3.0
DSMR 210	Presentation Techniques Design and Merchandising	3.0
DSMR 231	Retail Principles	3.0
ECON 201	Principles of Microeconomics	4.0

Term Credits 17.0

Term 5

ARTH 102	History of Art II: High Renaissance to Modern	3.0
COOP 101	Career Management and Professional Development	0.0
DSMR 211	Computer Design for Design and Merchandising	3.0
ECON 202	Principles of Macroeconomics	4.0
Free Elective		4.0

Term Credits 14.0

Term 6

DSMR 201	Analysis of Product	3.0
DSMR 230	Textiles for Design and Merchandising	3.0
DSMR 232	Retail Merchandise Planning	4.0
VSST 201	Multimedia: Performance	4.0

Term Credits 14.0

Term 7

DSMR 477	Design and Merchandising Seminar [WI]	3.0
VSST 203	Multimedia: Materials	4.0
PHTO 115	Photographic Principles or 110 Photography	3.0
Arts and Humanities Elective		3.0
Art History (ARTH) Elective		3.0

Term Credits 16.0

Term 8

DSMR 310	Computer Integrated Merchandising Management	3.0
DSMR 333	Fashion Product Development	3.0
MKTG 301	Introduction to Marketing Management	4.0
Social Science Elective		3.0
Term Credits		13.0

Term 9

London Option (History of Modern Design 4.5, Fashion Product Promotion 4.5, and 9 credits electives)		18.0
Term Credits		18.0

Term 10

ARTH 103	History of Art: Early to Late Modern	3.0
DSMR 496	Senior Problem in Design and Merchandising [WI]	3.0
Free Electives		3.0
Social Science Elective		3.0
Term Credits		12.0

Term 11

DSMR 311	Visual Merchandising	4.0
VSST 202	Multimedia: Space	4.0
Arts and Humanities Elective		3.0
Art History (ARTH) Elective		3.0
Term Credits		14.0

Term 12

Free Electives		6.0
Art History (ARTH) Elective		3.0
Social Science Elective		3.0
Arts and Humanities Elective		3.0
Term Credits		15.0

Total Credit: 181.0

Spring/Summer (Co-op Cycle B)

Term 1

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0	Credits
FASH 201	Survey of the Fashion Industry	3.0	
PHYS 121	Physical Science for Design I	4.0	
UNIV A101	The Drexel Experience	1.0	
VSST 101	Design I	4.0	
Term Credits		15.0	

Term 2

ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
PHYS 122	Physical Science for Design II	4.0
UNIV A101	The Drexel Experience	1.0
VSST 102	Design II	4.0
VSST 110	Introductory Drawing	3.0
Term Credits		15.0

Term 3

CIVC 101	Introduction to Civic Engagement	1.0
DSMR 100	Computer Imaging I	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0

MATH 119	Mathematical Foundations for Design	4.0
VSST 103	Design III	4.0
VSST 111	Figure Drawing I	3.0
Term Credits		18.0

Term 4

ACCT 115	Financial Accounting Foundations	4.0
ARTH 101	History of Art I: Ancient to Medieval	3.0
DSMR 231	Retail Principles	3.0
ECON 201	Principles of Microeconomics	4.0
Term Credits		14.0

Term 5

ARTH 102	History of Art II: High Renaissance to Modern	3.0
DSMR 232	Retail Merchandise Planning	4.0
ECON 202	Principles of Macroeconomics	4.0
Free Elective		3.0
Term Credits		14.0

Term 6

DSMR 201	Analysis of Product	3.0
DSMR 210	Presentation Techniques Design and Merchandising	3.0
DSMR 211	Computer Design for Design and Merchandising	3.0
DSMR 230	Textiles for Design and Merchandising	3.0
VSST 201	Multimedia: Performance	4.0
Term Credits		16.0

Term 7

ARTH 300	History of Modern Design [WI]	3.0
COOP 101	Career Management and Professional Development	0.0
VSST 203	Multimedia: Materials	4.0
PHTO 115 or 110	Photographic Principles Photography	3.0
Free Elective		3.0
Arts and Humanities Elective		3.0
Term Credits		16.0

Term 8

ARTH 103	History of Art: Early to Late Modern	3.0
DSMR 310	Computer Integrated Merchandising Management	3.0
DSMR 333	Fashion Product Development	3.0
MKTG 301	Introduction to Marketing Management	4.0
Social Science Elective		3.0
Term Credits		16.0

Term 9

DSMR 311	Visual Merchandising	4.0
DSMR 477	Design and Merchandising Seminar [WI]	3.0
Art History (ARTH) Elective		3.0
Arts and Humanities Elective		3.0
Free Elective		3.0
Term Credits		16.0

Term 10

DSMR 496	Senior Problem in Design and Merchandising [WI]	3.0
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Art History (ARTH) Elective	3.0
Social Science Elective	3.0
Free Electives	6.0
Term Credits	15.0
Term 11	
VSST 202 Multimedia: Space	4.0
Free Electives	8.0
Social Science Elective	3.0
Term Credits	15.0
Term 12	
Free Electives	11.0
Arts and Humanities Elective	3.0
Term Credits	14.0
Total Credit: 184.0	

Co-op/Career Opportunities

Opportunities

An education in Design & Merchandising prepares individuals for a wide variety of career paths. Graduates often pursue opportunities in retail operations and buying, fashion and home product development, fashion product promotion. More recently, graduates select careers in merchandising technologies, or design management. Each of these areas is offered as a concentration, or the student may elect to choose a minor opening up an unlimited number of options.

Co-Op Experiences

Some past co-op employments of design and merchandising students include:

- Product Development Assistant, American Merchandising Corporation (AMC), New York, NY
- Assistant Buyer, Urban Outfitters/Anthropologie, Philadelphia, PA
- Product Development Assistant, Charming Shoppes, Bensalem, PA
- Design and Merchandising Assistant, Jones New York, New York, NY
- Public Relations Assistant, QVC, West Chester, PA
- Assistant Fashion Coordinator, Special Events Department, Saks Fifth Avenue
- Marketing Assistant, Lighting Design Collaborative, Philadelphia, PA
- Public Relations Assistant, Neiman Marcus, King of Prussia, PA
- Sales Associate, Neiman Marcus, King of Prussia, PA
- Assistant Buyer, Mothers Work, Philadelphia, PA
- Retail/Manufacturing/Merchandising Asst., Nicole Miller, Philadelphia PA

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

Dual/Accelerated Degree Program

Only available to Design & Merchandising majors (4-year with co-op), this dual degree program combines study in the areas of fashion retail merchandising and product development with the MBA degree. The program is designed to allow students to complete both the bachelor's degree and the Master of Business Administration degree in five years.

Incoming freshmen selected for this program will generally have a minimum of 1350 on the SAT, a GPA of 3.5 or better, and rank in the top 10% of their high school graduating class. A strong candidate for this program will have taken significant AP coursework while in high school.

Degree Requirements

The degree requirements for each program are located on the following pages:

- BS in Design & Merchandising Requirements
- MBA Requirements

Additional requirements for the dual degree program

- A cumulative GPA of at least 3.2 is required throughout the program.
- Students must take the GMAT examination and achieve a minimum score of 570 prior to the end of the tenth term in order to continue in the program. It is recommended that students take the GMAT examination late in the student's third year.
- Students must submit an acceptable plan of study at least three terms before anticipated start of graduate part of the program.

Students should visit the Westphal College of Media Arts and Design (<http://www.drexel.edu/westphal>) for more information.

Fashion, Product Design & Merchandising Faculty

Kristen Ainscoe, BS (*Drexel University*). Assistant Teaching Professor. Visual merchandiser; merchandise management.

Catherine Byers, MA (*American University*) Program Director, *Design & Merchandising*. Assistant Teaching Professor. Journalism; marketing and communications.

Nick Cassway, BFA (*Tyler School of Art*). Assistant Teaching Professor. Curating; experimental portraiture; computer design.

Anne C. Cecil, MA (*University of the Arts*) Program Director, *Design & Merchandising*. Associate Teaching Professor. Web designer, product designer, merchandising and artist.

Renee Weiss Chase, MS (*Drexel University*). Professor. Fashion designer; computer-aided design systems for the fashion curriculum.

Anita Dennis, AST (*Art Institute of Philadelphia*) Fashion Laboratory Technician. Assistant Teaching Professor. Fashion designer and technician; construction skills.

Genevieve Dion, MFA (*University of the Arts*) Director, *Shima Seiki Haute Technology Laboratory*. Assistant Professor. Industrial designer, wearable artist, new materials technology research.

Michael Glaser, MFA (*Ohio State University*) Program Director for *Product Design*. Assistant Professor. Quantifying the designer's intuition; the interplay between digital and physical forms; human desire to shape our surroundings.

Cynthia Golembuski, MS (*Drexel University*) Associate Program Director, Fashion Design. Assistant Teaching Professor. Fashion designer, illustrator, computer aided design.

Roberta H. Gruber, MS (*Drexel University*) Head of the Fashion and Product Design & Merchandising Department. Associate Professor. Fashion designer and illustrator; wearable artist, merchandiser, special events.

Joseph H. Hancock, II, PhD (*Ohio State University*). Associate Professor. Apparel merchandising, textiles and clothing, culture and marketing strategies.

Lisa L. Hayes, BFA (*Syracuse University*) Program Director, Fashion Design. Associate Professor. Fashion designer, product designer, pattern design.

Jan Marshall, BA (*Long Island University*). Assistant Teaching Professor. Fashion designer, knitwear, product development, fashion analysis.

Kathi Martin, MSIS (*Drexel University*) Associate Director of the Graduate Program in Fashion Design. Associate Professor. Fashion and textile designer; textile artist; computer-aided design, best practices online databases and graphic interfaces for fashion and historic costume, virtual characters for fashion design.

Alphonso McClendon, MS (*Drexel University*). Assistant Professor. Fashion designer, textile designer, computer aided design.

Beth Phillips, MS (*Georgetown University*). Associate Teaching Professor. Business and international marketing, linguist, analysis of products.

Clare Sauro, MA (*Fashion Institute of Technology*) Curator of the Robert and Penny vox Historic Costume Collection. Assistant Teaching Professor. Curatorial studies, collection management, art history and fashion.

Courses

DSMR 100 Computer Imaging I 3.0 Credits

This course explores current potentials, limitations, and issues related to use of computer design software applications. Projects include graphics creation and manipulation; image acquisition, text creation and manipulation; typography; input and output options and control; hardware/software/system fundamentals; and troubleshooting as they relate to the D&M Major.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DSMR or major is EAM.

DSMR 201 Analysis of Product 3.0 Credits

This course examines the methods by which non-apparel products are conceived, designed and brought to market. Students learn to recognize the importance of design integrity in the areas of home furnishing, cosmetics, accessories, paper products, footwear, and industrial design.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

DSMR 205 eFashion Promotion 3.0 Credits

Utilizing current and commonly available technologies, students develop a communication plan to disseminate current trend and style information to end use customers. Students explore past, analyze and participate in the present and consider the future uses of new technologies in merchandising fashion apparel, accessories and home products.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

DSMR 210 Presentation Techniques Design and Merchandising 3.0 Credits

This course explores the various types of presentation/storyboard formats used within the industry in merchandising product. The student learns to create an array of presentations used for visual communication among all facets of the workplace as well as market research specific to the design industry.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

Prerequisites: (VSST 102 [Min Grade: D] or VSST 105 [Min Grade: D]) and (VSCM 100 [Min Grade: D] or DSMR 100 [Min Grade: D])

DSMR 211 Computer Design for Design and Merchandising 3.0 Credits

This course addresses the use of computer design as a merchandising and design tool for branding and promoting a vendor or retail merchandising business. The student is introduced to the branding process from a visual and marketing viewpoint and will create specific marketing materials through the use of an assortment of computer software programs.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

Prerequisites: VSCM 100 [Min Grade: D] or DSMR 100 [Min Grade: D]

DSMR 230 Textiles for Design and Merchandising 3.0 Credits

Examines the textile manufacturing industry and the fundamental processes involved in producing natural and man-made fabrics as they relate to Design & Merchandising. Includes basic terminology and production processes as well as selection and evaluation of fabrics based on aesthetics, performance and care characteristics.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DSMR.
Cannot enroll if classification is Freshman

DSMR 231 Retail Principles 3.0 Credits

Examines retail philosophies within a marketing context, including understanding of how consumer behavior, present and future, determines retailers' marketing strategies; knowledge of product mix and product assortment; and understanding of operating retail ventures in the global marketplace.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

DSMR 232 Retail Merchandise Planning 4.0 Credits

Provides a working knowledge of merchandise planning, flow, and distribution in the retail setting. Covers profitable merchandise and assortment planning and control in both conceptual and technical formats. Final project incorporates six-month financial, classification, and assortment planning.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ACCT 115 [Min Grade: D] or ECON 201 [Min Grade: D] or DSMR 231 [Min Grade: D]

DSMR 233 [WI] Retail Image Analysis 3.0 Credits

Students will perform an in-depth analysis of theoretical and applied retail product and brand research. Qualitative, quantitative and triangulation methods of research will be discussed. The course focuses on researching, writing and presenting various topics in a professional environment. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DSMR 305 eTailing 3.0 Credits

Students explore and analyze past, current and future trends in ecommerce technologies that primarily support the back end inventory, logistics and front end operations of the fashion apparel, accessory and home products industries.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

DSMR 309 Color and Trend Forecasting 3.0 Credits

This course provides an overview of the fashion forecasting function in Fashion, Design & Merchandising. Students investigate color and trend forecasting, design research and concepts, and fabric direction. Students apply their knowledge in "hands on" color cards and development of a trend book.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DSMR 210 [Min Grade: D] or FASH 210 [Min Grade: D]

DSMR 310 Computer Integrated Merchandising Management 3.0 Credits

This course focuses on the relationships between the merchandising, production and promotional elements of the apparel chain. Forecasting, line development, line production revisions, allocation of inventory, coordinated visual presentation and problem solving anomalies in the supply chain are integrated through the use of an assortment of computer programs.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DSMR 211 [Min Grade: D] and DSMR 232 [Min Grade: D]

DSMR 311 Visual Merchandising 4.0 Credits

Investigates merchandise presentation, analysis and experimentation, and field research.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: VSST 103 [Min Grade: D] or VSST 106 [Min Grade: D] and DSMR 211 [Min Grade: D]

DSMR 312 Visual Merchandising II 3.0 Credits

Visual merchandising II is an in-depth look at exhibit design, where students explore the traditions, expectations and norms of exhibit design. Technological advances in exhibit design will be introduced and utilized to produce a visual outcome/presentation for exhibition purpose.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSST 103 [Min Grade: D] or VSST 106 [Min Grade: D] and DSMR 210 [Min Grade: D] and DSMR 211 [Min Grade: D]

DSMR 313 International Fashion Merchandising 3.0 Credits

Introduces students already familiar with U.S. retail merchandising to global retail merchandising. Develops a framework for the international merchandising process and discusses effects of globalization.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DSMR 231 [Min Grade: D]

DSMR 314 Visual Merchandising III 4.0 Credits

Assuming the role of the Visual Merchandiser students apply Visual Merchandising principles to the area of store planning and design, analyze leading retailers and trends, develop an understanding of the use of materials and lighting "in store," and learn to use industry software. This course is inter-disciplinary with Interior Design.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DSMR or major is INTR and classification is Junior or Senior.

Prerequisites: DSMR 311 [Min Grade: D]

DSMR 315 [WI] Media Merchandising I 3.0 Credits

Media Merchandising I explores the process of creating, designing and publishing the annual D & M Magazine and accompanying media. The students develop all content organized around theses of school, city, fashion, product and technology, their various intersections as it relates to design and merchandising. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 1 times for 6 credits

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: VSST 103 [Min Grade: D] and DSMR 210 [Min Grade: D] and DSMR 211 [Min Grade: D] and ENGL 103 [Min Grade: D]

DSMR 316 Media Merchandising II 3.0 Credits

Media Merchandising II is a continuation of Media Merchandising I, where critical decisions with regard to informational articles, interviews, photography, graphic design, interactive media and paid advertisement are completed. The end result is the D & M Magazine, a distributable product with actual marketing potential.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 1 times for 6 credits

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: DSMR 315 [Min Grade: D]

DSMR 317 Media Merchandising III 3.0 Credits

Students work in interdisciplinary groups to develop and produce episode based style programming for delivery on DUTV and through other media broadcast media outlets. Students will develop a promotional package for the overall program series.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DSMR or major is FMVD and classification is Junior or Senior.

DSMR 318 Music Merchandising 3.0 Credits

Students work in interdisciplinary groups with Music Industry Program artists to create a comprehensive merchandise extension program including product selection, production, distribution and promotion within the context of the artists' overall brand package.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DSMR or major is EAM or major is MUSI and classification is Junior or Senior.

DSMR 320 Merchandising and Design Directions 3.0 Credits

Merchandising and Design Directions addresses the production of prototypes for a small collection of accessories or home products. The necessary collateral promotional materials for marketing these designs to a specific target market and retail outlet will also be created.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 1 times for 6 credits

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: VSST 103 [Min Grade: D] and DSMR 210 [Min Grade: D] and DSMR 211 [Min Grade: D]

DSMR 321 [WI] Fashion Show Production I 2.0 Credits

Limited enrollment. Covers planning and examination of the fashion show as a sales and marketing tool. Allows students to discuss and experience all aspects of a professional fashion show: set design, lighting, music, advertising and public relations, ticket sales and seating, organization of garments and accessories, choreography, models, judging, and hospitality. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

DSMR 322 Fashion Show Production II 2.0 Credits

Requires execution of the plans of Phase I. Involves rehearsals and production of the Annual Fashion Show.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: DSMR 321 [Min Grade: D]

DSMR 324 Retail Directions 3.0 Credits

Students will explore current social and cultural topics and their impact on the Retail Industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DSMR 231 [Min Grade: D]

DSMR 325 Retail Buying and Assortment Strategies 4.0 Credits

Advanced buying strategies focuses on in-season merchant operations of the merchant organization. Students develop assortment and promotional plans and learn to react to changes in their plans as the season unfolds. Students perform "hands on" tasks in conjunction with the D & M retail outlets.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DSMR 232 [Min Grade: D]

DSMR 326 Fashion Product Promotion 4.0 Credits

This course examines aspects of Fashion Product Promotion in Design & Merchandising. Students will study a "host" city which will become integral in their retail promotional strategy. This course offers an optional field trip to the host city.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 1 times for 4 credits

DSMR 333 Fashion Product Development 3.0 Credits

Provides an overview of both knitted and woven apparel. Covers the procedures and processes involved in apparel product development, particularly as related to retail merchandising and marketing. Considers styling as a reflection and a reinterpretation of current trends in specific markets.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 201 [Min Grade: D]

DSMR 399 Independent Study in Design and Merchandising 12.0 Credits

Provides individualized study in design and merchandising in a specialized area of study. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if classification is Junior or Senior.

DSMR 410 Career Strategies for Design and Merchandising 3.0 Credits

Course develops skills that enable the student to put into place an effective job search strategy. Specifically geared to the D&M professions, students develop comprehensive area of expertise including networking, industry research, and industry hiring trends.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Senior.

DSMR 411 Design and Merchandising Portfolio Design 3.0 Credits

Students will prepare a complete visual showcase of their marketability and skills. Accepted industry standards, targeting visual elements to specific job goals and self-promotion will be emphasized.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

DSMR 434 Fashion Product Sourcing 3.0 Credits

This course explores the history and growth of sourcing. Students consider the consumer benefits in terms of lower prices and quality. Sourcing is analyzed from the retail/product development point of view and will examine challenges they face in the global arena.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DSMR 333 [Min Grade: D]

DSMR 465 Special Topics in Design and Merchandising 0.5-12.0 Credits

Provides study in design and merchandising on a special topic or on an experimental basis. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

DSMR 477 [WI] Design and Merchandising Seminar 3.0 Credits

Provides reading and discussion of pertinent topics of current concern in the professional area of design and merchandising. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DSMR.

Cannot enroll if classification is Freshman

DSMR 496 [WI] Senior Problem in Design and Merchandising 3.0 Credits

Provides an opportunity for the student to research, independently or within a group, an idea within the field of design-merchandising, synthesizing material and developing a presentation of that concept. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

Entertainment and Arts Management

Bachelor of Science Degree: 184.0 - 189.0 quarter credits

About the Program

Students in Drexel's Entertainment and Arts Management major choose an area of concentration in media management, performing arts management, or visual arts management. The curriculum is designed to prepare students to lead and manage in both non-profit and for-profit areas of the field. Concentrations are available in: Visual Arts; Performing Arts; Dance; Theatre; Digital Media; Cinema and Television; and Sports Entertainment. Coursework in the Entertainment and Arts Management program includes general education, core requirements and a minor in business as well as specialized coursework within the student's chosen area of concentration.

Unlike other undergraduate programs in this field, students are not required to choose a nonprofit or for-profit focus. This allows Drexel students increased flexibility when choosing their career paths, and a distinct professional advantage in today's ever-changing arts and entertainment industries.

BS/MS Option

Students who complete the Entertainment and Arts Management program may also choose to pursue a graduate degree at Drexel in arts administration. Students who graduate with a 3.5 GPA in the last two years of the program who apply to the MS in Arts Administration are automatically accepted into the MS program.

Dual Degree MBA Option

Only available to students majoring in entertainment and arts management (4-year with co-op), the BS Entertainment and Arts Management/MBA dual degree program combines study in the management of the arts and entertainment industries along with the MBA degree. The program is designed to allow students to complete both the bachelor's degree and the MBA in five years.

Applying to the Dual Degree MBA Option

Freshman applicants to the Entertainment and Arts Management program with a combined Math and Critical Reading SAT score of 1300 and a 3.5 GPA may apply for the BS/MBA program at the time of their initial application to Drexel University. Students who are accepted into the accelerated program must maintain a 3.2 GPA as an EAM undergraduate, and must submit 2 letters of recommendation and meet minimum GMAT requirements at the time of the application to the MBA program.

For more information about this major, visit the College's Entertainment and Arts Management (<http://www.drexel.edu/westphal/academics/undergraduate/eam>) page.

Degree Requirements

Coursework in the EAM program includes general education and core requirements as well as specialized coursework within the student's chosen area of concentration and, if applicable, within a specific arts or media discipline. For instance, within the media management concentration, students choose coursework in one of two disciplines: film, video, and screenwriting or digital media. In the performing arts management concentration, students choose coursework in a dance, performing arts, or theatre discipline.

The core requirements provide an overview of the student's future career field and its required key skills and abilities. The core requirements build a foundation for further advanced and specialized courses, taught in the student's area of concentration. At the end of their freshman year, students select one of the following concentrations:

- **(A) Visual Arts Management Concentration**
- **(B) Performing Arts Management**
 - a. Dance Concentration
 - b. Performing Arts Concentration
 - c. Theatre Concentration
- **(C) Media Management**
 - a. Digital Media Concentration
 - b. Cinema and Television Concentration
- **(D) Sports Entertainment Concentration**

General Education Requirements

Written Analysis and Communication Requirements

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
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ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0

Mathematics and Natural Sciences Requirements

MATH 101	Introduction to Analysis I	4.0
MATH 102	Introduction to Analysis II	4.0
Select one of the following sequences:		6.0-8.0

Biology

BIO 100	Applied Cells, Genetics & Physiology
BIO 101	Applied Biological Diversity, Ecology & Evolution

Physics

PHYS 121	Physical Science for Design I
PHYS 122	Physical Science for Design II

Arts/Humanities Requirements

COM 230	Techniques of Speaking	3.0
Two Arts/Humanities electives		6.0

Social Science Requirements

Three Social Science electives		9.0
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University Seminar Requirements

UNIV A101	The Drexel Experience	2.0
CIVC 101	Introduction to Civic Engagement	1.0
COOP 101	Career Management and Professional Development	0.0

Free electives * 26.0-21

Entertainment and Arts Management Core Requirements

ACCT 115	Financial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
DSMR 100	Computer Imaging I	3.0
EAM 130	Overview of Entertainment and Arts Management	3.0
EAM 211	Strategic Management for Entertainment and Arts Management	3.0
EAM 261	Copyrights and Trademarks	3.0
EAM 361	Law for Entertainment and Arts Management Managers	3.0
EAM 391 [WI]	Promotion, Press and Publicity	3.0
EAM 461	Entertainment Publishing	3.0
EAM 491	Entertainment and Arts Management Senior Project **	3.0
ECON 201	Principles of Microeconomics	4.0
HRMT 323	Principles of Human Resource Administration	4.0
MKTG 301	Introduction to Marketing Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
Select one of the following:		4.0

ACCT 116	Managerial Accounting Foundations
BUSN 301	Accounting and Finance for Nonfinancial Professionals
MKTG 356	Consumer Behavior

Select two of the following: *** 8.0

ECON 202	Principles of Macroeconomics
FIN 301	Introduction to Finance
MIS 200	Management Information Systems
OPM 200	Operations Management

STAT 201	Introduction to Business Statistics
STAT 202	Business Statistics II

Concentration Requirements * 55.0-60.0**Total Credits** 185.0-187.0

* Minimum number of free electives depends on chosen concentration.

** EAM 491 is a 1.0 credit course, taken 3 times during the senior year, for a total of 3.0 credits.

*** BS/MBA students should take STAT 201 and FIN 301. Students who take STAT 201 and FIN 301 should not take BUSN 301.

Concentration Requirements**A. Visual Arts Management Concentration**

ARTH 101	History of Art I: Ancient to Medieval	3.0
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
EAM 270	Audience Development for Arts	3.0
EAM 301	Gallery and Collection Management	3.0
EAM 302	Exhibition Design	3.0
EAM 312	Introduction to Fund Development for the Arts	3.0
EAM 350	Arts, Culture and Society	3.0
EAM 401	Writing for Arts Managers	3.0
EAM 471	Fine Arts Market Development	3.0
EAM 472	Trends in Visual Arts	3.0

Visual Arts students select 24 additional credits from the following: 24.0

ARTH 300 [WI]	History of Modern Design
INTR 200	History of Modern Architecture and Interiors
PHTO 110	Photography
PHTO 115	Photographic Principles
PHTO 210	Intermediate Photography
PHTO 275 [WI]	History of Photography I
PHTO 276	History of Photography II
VSST 101	Design I
VSST 102	Design II
VSST 103	Design III
VSST 110	Introductory Drawing
VSST 111	Figure Drawing I
VSST 112	Figure Drawing II
VSST 301	Painting I
VSST 302	Painting 2
VSST 303	Painting 3

Total Credits 57.0**B. Performing Arts Management****1. Dance Concentration**

DANC 140	Ballet Technique I	2.0
DANC 150	Modern Dance Technique I	2.0
DANC 160	Jazz Dance Technique I	2.0
or DANC 170	Hip-Hop Dance Technique I	
DANC 201 [WI]	Dance Appreciation	3.0

DANC 210	Introduction to Dance	3.0
DANC 240	Dance Composition I	3.0
DANC 325 [WI]	Twentieth Century Dance	3.0
DANC 355	Rhythmic Study for Dance	3.0
EAM 270	Audience Development for Arts	3.0
EAM 312	Introduction to Fund Development for the Arts	3.0
EAM 313	Volunteer and Board Management	3.0
EAM 321	Box Office and Venue Management	3.0
EAM 322	Performing Arts Touring and Promotion	3.0
EAM 340	Artist Representation and Management	3.0
EAM 350	Arts, Culture and Society	3.0
EAM 401	Writing for Arts Managers	3.0
MUSC 130	Introduction to Music	3.0
THTR 240	Theatre Production I	3.0
DANC Electives		6.0
Six terms of Dance ensembles (DANC 131 -132)		3.0
Total Credits		60.0

2. Performing Arts Concentration

DANC 201 [WI]	Dance Appreciation	3.0
DANC 210	Introduction to Dance	3.0
DANC 325 [WI]	Twentieth Century Dance	3.0
EAM 270	Audience Development for Arts	3.0
EAM 312	Introduction to Fund Development for the Arts	3.0
EAM 313	Volunteer and Board Management	3.0
EAM 321	Box Office and Venue Management	3.0
EAM 322	Performing Arts Touring and Promotion	3.0
EAM 340	Artist Representation and Management	3.0
EAM 350	Arts, Culture and Society	3.0
EAM 401	Writing for Arts Managers	3.0
MUSC 130	Introduction to Music	3.0
MUSC 331	World Musics	3.0
MUSC 333	Afro-American Music USA	3.0
MUSC 338 [WI]	American Popular Music	3.0
THTR 115	Theatrical Experience	3.0
THTR 210	Acting: Fundamentals	3.0
THTR 240	Theatre Production I	3.0
THTR Theatre Elective		3.0
Six terms of Performing Arts ensembles (3 classes must be taken for 1 credit each. One must be THTR 130)		3.0
Total Credits		60.0

3. Theatre Concentration

EAM 270	Audience Development for Arts	3.0
EAM 312	Introduction to Fund Development for the Arts	3.0
EAM 313	Volunteer and Board Management	3.0
EAM 321	Box Office and Venue Management	3.0
EAM 322	Performing Arts Touring and Promotion	3.0
EAM 340	Artist Representation and Management	3.0
EAM 350	Arts, Culture and Society	3.0
EAM 401	Writing for Arts Managers	3.0
THTR 121 [WI]	Dramatic Analysis	3.0

THTR 210	Acting: Fundamentals	3.0
THTR 211	Acting: Scene Study	2.0
THTR 221 [WI]	Theatre History I	3.0
THTR 222 [WI]	Theatre History II	3.0
THTR 240	Theatre Production I	3.0
THTR 260	Production Design	3.0
THTR 320	Play Direction	3.0
Two Theatre (THTR) electives		6.0
Six terms of Theatre Practicum Courses *		4.0
Total Credits		57.0

* THTR 130, THTR 131, THTR 132

C. Media Management

1. Digital Media Concentration

ANIM 141	Computer Graphic Imagery II	3.0
ANIM 211	Animation I	3.0
ANIM 212	Animation II	3.0
COM 111	Principles of Communication	3.0
COM 150	Mass Media and Society	3.0
COM 240	New Technologies In Communication	3.0
COM 270 [WI]	Business Communication	3.0
COM 335	Electronic Publishing	3.0
DIGM 100	Digital Design Tools	3.0
DIGM 110	Digital Spatial Visualization	3.0
DIGM 252	Multimedia Timeline Design	3.0
EAM 340	Artist Representation and Management	3.0
EAM 365	Media and Entertainment Business	3.0
MKTG 322	Advertising & Integrated Marketing Communications	4.0
VSST 110	Introductory Drawing	3.0
WBDV 240	Web Authoring I	3.0
WBDV 241	Vector Authoring I	3.0
One Digital Media (ANIM, GMAP, WBDV) elective		3.0
Digital Media track students also select one course from the following:		3.0
ANIM 219	Digital Compositing	
DIGM 350 [WI]	Digital Storytelling	
WBDV 242	Dynamic Vector Graphics	
DIGM 451 [WI]	Explorations in New Media	
Total Credits		58.0

2. Cinema and Television Concentration

COM 111	Principles of Communication	3.0
COM 150	Mass Media and Society	3.0
COM 240	New Technologies In Communication	3.0
COM 270 [WI]	Business Communication	3.0
COM 335	Electronic Publishing	3.0
EAM 340	Artist Representation and Management	3.0
EAM 365	Media and Entertainment Business	3.0
FMVD 110	Basic Shooting and Lighting	3.0
FMVD 115	Basic Editing	3.0
FMVD 120	Basic Sound	3.0

MKTG 322	Advertising & Integrated Marketing Communications	4.0
SCRP 270 [WI]	Screenwriting I	3.0
TVIE 285	Media Law and Ethics	3.0
TVIE 290	Introduction to Money and the Media	3.0
TVPR 212	TV Commercials and Promos	3.0
Select three from the following:		9.0
FMVD 210	Documentary Video Production	
FMVD 215	Narrative Video Production	
FMVD 220	Experimental Video Production	
FMVD 235	Intermediate Lighting	
FMVD 237	Intermediate Editing	
FMVD 286	Producing for Features	
FMVD 305	Special Effects Make-up	
FMVD 365	Special Topics in Production	
SCRP 241	Writing TV Comedy	
SCRP 242	Writing TV Drama	
SCRP 275 [WI]	Screenwriting II	
SCRP 280 [WI]	Writing the Short Film	
SCRP 310	Literature for Screenwriters	
SCRP 370	Screenplay Story Development	
SCRP 380	Screenwriting Workshop I	
SCRP 381	Screenwriting Workshop II	
TVIE 280	Research, Sales and Programming	
TVPR 100	TV Studio: Basic Operations	
TVPR 200	TV Studio: Live Directing	
TVPR 230	Scripted TV Production	
TVPR 232	TV Field: Industrials	
TVPR 236	Reality TV Production	
TVPR 240	Producing for Television	
Total Credits		55.0

D. Sports Entertainment

COM 111	Principles of Communication	3.0
COM 150	Mass Media and Society	3.0
COM 240	New Technologies In Communication	3.0
COM 270 [WI]	Business Communication	3.0
COM 335	Electronic Publishing	3.0
EAM 340	Artist Representation and Management	3.0
EAM 365	Media and Entertainment Business	3.0
FMVD 110	Basic Shooting and Lighting	3.0
FMVD 115	Basic Editing	3.0
FMVD 120	Basic Sound	3.0
SMT 110	The Business of Sport	3.0
SMT 201	Sports Marketing, Promotion, and Public Relations	3.0
SMT 205	Sports Information	3.0
SMT 215	Sports Ticket Sales & Operations	3.0
TVPR 100	TV Studio: Basic Operations	3.0
TVPR 240	Producing for Television	3.0
TVPR 340	Remote TV Production	3.0

Sport Entertainment Concentration students also select any three of the following courses:

SMT 200	Introduction to Sport Facility and Event Management	
SMT 225	Sports Budgeting	
SMT 230	Sports and the Law	
SMT 240	Olympic Games	
SMT 260	Sports Agents & Labor Relations	
SMT 305	Fundraising in Sports	
SMT 307	Corporate Sponsorship in Sports	
SMT 309	Capital Campaigns in Athletics	
SMT 310	Sports Contracts	
SMT 315	Sports Publications & Graphics	
SMT 320	Economic Aspects of Sports Management	
SMT 337	Risk Management in Sports	
SMT 345	Fan Experience Management	
SMT 347	Sport Tourism	
TVPR 200	TV Studio: Live Directing	
TVST 260	History of Television	

Total Credits **60.0**

Recommended Plans of Study

At the end of their freshman year, students select one of the following concentrations. Each concentration has its own unique Plan of Study:

(A) Visual Arts Management Concentration

Term 1		Credits
EAM 130	Overview of Entertainment and Arts Management	3.0
ECON 201	Principles of Microeconomics	4.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
MATH 101	Introduction to Analysis I	4.0
UNIV A101	The Drexel Experience	1.0
Term Credits		15.0
Term 2		Credits
ACCT 115	Financial Accounting Foundations	4.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
MATH 102	Introduction to Analysis II	4.0
UNIV A101	The Drexel Experience	1.0
Free elective		3.0
Term Credits		15.0
Term 3		Credits
CIVC 101	Introduction to Civic Engagement	1.0
EAM 211	Strategic Management for Entertainment and Arts Management	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
Social science elective		3.0
Arts and Humanities elective		3.0
Free elective		3.0
Term Credits		16.0

Term 4

BLAW 201	Business Law I	4.0
COOP 101	Career Management and Professional Development	0.0
EAM 391 [WI]	Promotion, Press and Publicity	3.0
VSCM 100	Computer Imaging I	3.0
PHYS 121	Physical Science for Design I	4.0
or BIO 100	Applied Cells, Genetics & Physiology	
	Social science elective	3.0
Term Credits		17.0

Term 5

EAM 261	Copyrights and Trademarks	3.0
EAM 270	Audience Development for Arts	3.0
EAM 312	Introduction to Fund Development for the Arts	3.0
PHYS 122	Physical Science for Design II	4.0
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
	Visual Arts Track elective *	3.0
Term Credits		16.0

Term 6

COM 230	Techniques of Speaking	3.0
EAM 313	Volunteer and Board Management	3.0
EAM 361	Law for Entertainment and Arts Management Managers	3.0
	Social science elective	3.0
	Visual Arts Track elective *	3.0
Term Credits		15.0

Term 7

ARTH 101	History of Art I: Ancient to Medieval	3.0
EAM 301	Gallery and Collection Management	3.0
EAM 401	Writing for Arts Managers	3.0
	Visual Arts Track elective *	3.0
	Business elective *	4.0
Term Credits		16.0

Term 8

ARTH 102	History of Art II: High Renaissance to Modern	3.0
EAM 302	Exhibition Design	3.0
MKTG 301	Introduction to Marketing Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
	Visual Arts Track elective *	3.0
Term Credits		17.0

Term 9

EAM 350	Arts, Culture and Society	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
	Visual Arts Track elective *	3.0
	Arts and Humanities elective	3.0
	Business elective *	4.0
Term Credits		16.0

Term 10

EAM 471	Fine Arts Market Development	3.0
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EAM 491	Entertainment and Arts Management Senior Project	1.0
HRMT 323	Principles of Human Resource Administration	4.0
	Free elective	3.0
	Visual Arts Track elective *	3.0
Term Credits		14.0

Term 11

EAM 461	Entertainment Publishing	3.0
EAM 472	Trends in Visual Arts	3.0
EAM 491	Entertainment and Arts Management Senior Project	1.0
	Visual Arts Track elective *	3.0
	Free electives	6.0
Term Credits		16.0

Term 12

EAM 491	Entertainment and Arts Management Senior Project	1.0
	Visual Arts Track elective *	3.0
	Free electives	6.0
	Business elective *	4.0
Term Credits		14.0

Total Credit: 187.0**(B) Performing Arts Management****(1.) Dance Concentration**

		Credits
Term 1		
EAM 130	Overview of Entertainment and Arts Management	3.0
ECON 201	Principles of Microeconomics	4.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
MATH 101	Introduction to Analysis I	4.0
UNIV A101	The Drexel Experience	1.0
Term Credits		15.0
Term 2		
ACCT 115	Financial Accounting Foundations	4.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
MATH 102	Introduction to Analysis II	4.0
UNIV A101	The Drexel Experience	1.0
	Free elective	3.0
Term Credits		15.0
Term 3		
CIVC 101	Introduction to Civic Engagement	1.0
EAM 211	Strategic Management for Entertainment and Arts Management	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
	Free elective	3.0
	Arts and Humanities elective	3.0
	Social science elective	3.0
Term Credits		16.0

Term 4

BLAW 201	Business Law I	4.0
COOP 101	Career Management and Professional Development	0.0
DSMR 100	Computer Imaging I	3.0
EAM 391 [WI]	Promotion, Press and Publicity	3.0
PHYS 121	Physical Science for Design I	4.0
or BIO 100	Applied Cells, Genetics & Physiology	
Social science elective		3.0
Term Credits		17.0

Term 5

EAM 261	Copyrights and Trademarks	3.0
EAM 270	Audience Development for Arts	3.0
EAM 312	Introduction to Fund Development for the Arts	3.0
THTR 240	Theatre Production I	3.0
PHYS 122	Physical Science for Design II	4.0
or BIO 101	Applied Biological Diversity, Ecology & Evolution	
Term Credits		16.0

Term 6

COM 230	Techniques of Speaking	3.0
DANC 210	Introduction to Dance	3.0
EAM 313	Volunteer and Board Management	3.0
EAM 361	Law for Entertainment and Arts Management Managers	3.0
Required ensemble		0.0
Social science elective		3.0
Term Credits		15.0

Term 7

DANC 140	Ballet Technique I	2.0
DANC 150	Modern Dance Technique I	2.0
EAM 401	Writing for Arts Managers	3.0
MUSC 130	Introduction to Music	3.0
DANC 170	Hip-Hop Dance Technique I	2.0
or 160	Jazz Dance Technique I	
Required ensemble		1.0
Business elective *		4.0
Term Credits		17.0

Term 8

DANC 355	Rhythmic Study for Dance	3.0
EAM 322	Performing Arts Touring and Promotion	3.0
MKTG 301	Introduction to Marketing Management	4.0
ORGB 300	Organizational Behavior	4.0
[WI]		
Required ensemble		1.0
Term Credits		15.0

Term 9

DANC 201	Dance Appreciation	3.0
[WI]		
EAM 321	Box Office and Venue Management	3.0
EAM 340	Artist Representation and Management	3.0
EAM 350	Arts, Culture and Society	3.0
Required ensemble		1.0
Business elective *		4.0
Term Credits		17.0

Term 10

DANC 325	Twentieth Century Dance	3.0
[WI]		
EAM 491	Entertainment and Arts Management Senior Project	1.0
HRMT 323	Principles of Human Resource Administration	4.0
Free elective		3.0
Dance (DANC) elective		3.0
Term Credits		14.0

Term 11

DANC 240	Dance Composition I	3.0
EAM 461	Entertainment Publishing	3.0
EAM 491	Entertainment and Arts Management Senior Project	1.0
Free electives		9.0
Ensemble		0.0
Term Credits		16.0

Term 12

EAM 491	Entertainment and Arts Management Senior Project	1.0
Ensemble		0.0
Free electives		6.0
Business elective *		4.0
Dance (DANC) elective		3.0
Term Credits		14.0

Total Credit: 187.0

(2.) Performing Arts Concentration

Term 1 Credits

EAM 130	Overview of Entertainment and Arts Management	3.0
ECON 201	Principles of Microeconomics	4.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
MATH 101	Introduction to Analysis I	4.0
UNIV A101	The Drexel Experience	1.0
Term Credits		15.0

Term 2

ACCT 115	Financial Accounting Foundations	4.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
MATH 102	Introduction to Analysis II	4.0
UNIV A101	The Drexel Experience	1.0
Free elective		3.0
Term Credits		15.0

Term 3

CIVC 101	Introduction to Civic Engagement	1.0
EAM 211	Strategic Management for Entertainment and Arts Management	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
Free elective		3.0
Arts and Humanities elective		3.0

Social science elective	3.0
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Term Credits	16.0
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Term 4

BLAW 201	Business Law I	4.0
COOP 101	Career Management and Professional Development	0.0
DSMR 100	Computer Imaging I	3.0
EAM 391 [WI]	Promotion, Press and Publicity	3.0
THTR 130	Introduction to Theater Production Practicum	1.0
THTR 240	Theatre Production I	3.0
PHYS 121 or BIO 100	Physical Science for Design I Applied Cells, Genetics & Physiology	4.0

Term Credits	18.0
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Term 5

EAM 261	Copyrights and Trademarks	3.0
EAM 270	Audience Development for Arts	3.0
EAM 312	Introduction to Fund Development for the Arts	3.0
PHYS 122 or BIO 101	Physical Science for Design II Applied Biological Diversity, Ecology & Evolution	4.0
Social science elective		3.0

Term Credits	16.0
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Term 6

COM 230	Techniques of Speaking	3.0
DANC 201 [WI]	Dance Appreciation	3.0
EAM 313	Volunteer and Board Management	3.0
EAM 361	Law for Entertainment and Arts Management Managers	3.0
Required ensemble		0.0
Arts and Humanities elective		3.0
Social science elective		3.0

Term Credits	18.0
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Term 7

EAM 401	Writing for Arts Managers	3.0
MUSC 130	Introduction to Music	3.0
THTR 115	Theatrical Experience	3.0
THTR 210	Acting: Fundamentals	3.0
Business elective *		4.0
Required ensemble		1.0

Term Credits	17.0
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Term 8

EAM 322	Performing Arts Touring and Promotion	3.0
MKTG 301	Introduction to Marketing Management	4.0
MUSC 331	World Musics	3.0
ORGB 300 [WI]	Organizational Behavior	4.0
Required ensemble		1.0

Term Credits	15.0
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Term 9

DANC 210	Introduction to Dance	3.0
EAM 321	Box Office and Venue Management	3.0
EAM 340	Artist Representation and Management	3.0
EAM 350	Arts, Culture and Society	3.0

MUSC 333	Afro-American Music USA	3.0
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Required ensemble		0.0
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Term Credits	15.0
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Term 10

DANC 325 [WI]	Twentieth Century Dance	3.0
EAM 491	Entertainment and Arts Management Senior Project	1.0
HRMT 323	Principles of Human Resource Administration	4.0
Free elective		3.0
Ensemble		0.0
Business elective *		4.0

Term Credits	15.0
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Term 11

EAM 461	Entertainment Publishing	3.0
EAM 491	Entertainment and Arts Management Senior Project	1.0
Free electives		6.0
Theatre elective *		3.0
Ensemble		0.0

Term Credits	13.0
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Term 12

EAM 491	Entertainment and Arts Management Senior Project	1.0
MUSC 338 [WI]	American Popular Music	3.0
Free electives		6.0
Business elective *		4.0

Term Credits	14.0
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Total Credit: 187.0**(3.) Theatre Concentration**

Term 1		Credits
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EAM 130	Overview of Entertainment and Arts Management	3.0
ECON 201	Principles of Microeconomics	4.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
MATH 101	Introduction to Analysis I	4.0
UNIV A101	The Drexel Experience	1.0

Term Credits	15.0
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Term 2

ACCT 115	Financial Accounting Foundations	4.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
MATH 102	Introduction to Analysis II	4.0
UNIV A101	The Drexel Experience	1.0
Free elective		3.0

Term Credits	15.0
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Term 3

CIVC 101	Introduction to Civic Engagement	1.0
EAM 211	Strategic Management for Entertainment and Arts Management	3.0

ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
Free elective		3.0
Social science elective		3.0
Arts and Humanities elective		3.0

Term Credits **16.0**

Term 4

BLAW 201	Business Law I	4.0
COOP 101	Career Management and Professional Development	0.0
DSMR 100	Computer Imaging I	3.0
EAM 391 [WI]	Promotion, Press and Publicity	3.0
THTR 130	Introduction to Theater Production Practicum	1.0
THTR 240	Theatre Production I	3.0
PHYS 121 or BIO 100	Physical Science for Design I Applied Cells, Genetics & Physiology	4.0

Term Credits **18.0**

Term 5

EAM 261	Copyrights and Trademarks	3.0
EAM 270	Audience Development for Arts	3.0
EAM 312	Introduction to Fund Development for the Arts	3.0
THTR 221 [WI]	Theatre History I	3.0
PHYS 122 or BIO 101	Physical Science for Design II Applied Biological Diversity, Ecology & Evolution	4.0

Term Credits **16.0**

Term 6

COM 230	Techniques of Speaking	3.0
EAM 313	Volunteer and Board Management	3.0
EAM 361	Law for Entertainment and Arts Management Managers	3.0
THTR 121 [WI]	Dramatic Analysis	3.0
Required ensemble		0.0
Social science elective		3.0

Term Credits **15.0**

Term 7

EAM 401	Writing for Arts Managers	3.0
THTR 210	Acting: Fundamentals	3.0
Arts and Humanities elective		3.0
Business elective *		4.0
Theatre elective *		3.0
Required ensemble		1.0

Term Credits **17.0**

Term 8

EAM 322	Performing Arts Touring and Promotion	3.0
MKTG 301	Introduction to Marketing Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
THTR 222 [WI]	Theatre History II	3.0
Required ensemble		1.0

Term Credits **15.0**

Term 9

EAM 321	Box Office and Venue Management	3.0
EAM 340	Artist Representation and Management	3.0
EAM 350	Arts, Culture and Society	3.0
THTR 211	Acting: Scene Study	2.0
Required ensemble		0.0
Business elective *		4.0

Term Credits **15.0**

Term 10

EAM 491	Entertainment and Arts Management Senior Project	1.0
HRMT 323	Principles of Human Resource Administration	4.0
THTR 320	Play Direction	3.0
Arts and Humanities elective		3.0
Ensemble		0.0
Free elective		3.0

Term Credits **14.0**

Term 11

EAM 461	Entertainment Publishing	3.0
EAM 491	Entertainment and Arts Management Senior Project	1.0
THTR 260	Production Design	3.0
Free elective		9.0
Ensemble		0.0

Term Credits **16.0**

Term 12

EAM 491	Entertainment and Arts Management Senior Project	1.0
Theatre elective *		3.0
Free electives		6.0
Business elective *		4.0

Term Credits **14.0**

Total Credit: 186.0

(C) Media Management**(1.) Digital Media Concentration**

Term 1		Credits
EAM 130	Overview of Entertainment and Arts Management	3.0
ECON 201	Principles of Microeconomics	4.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
MATH 101	Introduction to Analysis I	4.0
UNIV A101	The Drexel Experience	1.0

Term Credits **15.0**

Term 2

ACCT 115	Financial Accounting Foundations	4.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
MATH 102	Introduction to Analysis II	4.0
UNIV A101	The Drexel Experience	1.0
Free elective		3.0

Term Credits **15.0**

Term 3			MKTG 322 Advertising & Integrated Marketing Communications	4.0
CIVC 101	Introduction to Civic Engagement	1.0	Digital Media Track elective *	3.0
EAM 211	Strategic Management for Entertainment and Arts Management	3.0	Business elective *	4.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0	Term Credits	14.0
Arts and Humanities elective		3.0	Term 10	
Free elective		3.0	ANIM 141 Computer Graphic Imagery II	3.0
Social science elective		3.0	COM 270 Business Communication [WI]	3.0
Term Credits		16.0	EAM 491 Entertainment and Arts Management Senior Project	1.0
Term 4			HRMT 323 Principles of Human Resource Administration	4.0
BLAW 201	Business Law I	4.0	Free elective	3.0
COOP 101	Career Management and Professional Development	0.0	Term Credits	14.0
DIGM 100	Digital Design Tools	3.0	Term 11	
DSMR 100	Computer Imaging I	3.0	ANIM 211 Animation I	3.0
VSST 110	Introductory Drawing	3.0	EAM 461 Entertainment Publishing	3.0
PHYS 121	Physical Science for Design I	4.0	EAM 491 Entertainment and Arts Management Senior Project	1.0
or BIO 100	Applied Cells, Genetics & Physiology		Free electives	9.0
Term Credits		17.0	Term Credits	16.0
Term 5			Term 12	
COM 111	Principles of Communication	3.0	ANIM 212 Animation II	3.0
DIGM 110	Digital Spatial Visualization	3.0	COM 335 Electronic Publishing	3.0
EAM 261	Copyrights and Trademarks	3.0	EAM 491 Entertainment and Arts Management Senior Project	1.0
EAM 391 [WI]	Promotion, Press and Publicity	3.0	Business elective *	4.0
PHYS 122	Physical Science for Design II	4.0	Social science elective	3.0
or BIO 101	Applied Biological Diversity, Ecology & Evolution		Term Credits	14.0
Term Credits		16.0	Total Credit: 185.0	
Term 6			(2.) Cinema and Television Concentration	
DIGM 252	Multimedia Timeline Design	3.0	Term 1	Credits
EAM 361	Law for Entertainment and Arts Management Managers	3.0	EAM 130 Overview of Entertainment and Arts Management	3.0
EAM 365	Media and Entertainment Business	3.0	ECON 201 Principles of Microeconomics	4.0
COM 230	Techniques of Speaking	3.0	ENGL 101 Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
COM 150	Mass Media and Society	3.0	MATH 101 Introduction to Analysis I	4.0
Term Credits		15.0	UNIV A101 The Drexel Experience	1.0
Term 7			Term Credits	15.0
COM 240	New Technologies In Communication	3.0	Term 2	
WBDV 240	Web Authoring I	3.0	ACCT 115 Financial Accounting Foundations	4.0
Business elective (See degree requirements for list)		4.0	ENGL 102 Composition and Rhetoric II: The Craft of Persuasion	3.0
Arts and Humanities elective		3.0	MATH 102 Introduction to Analysis II	4.0
Social science elective		3.0	UNIV A101 The Drexel Experience	1.0
Term Credits		16.0	Free elective	3.0
Term 8			Term Credits	15.0
MKTG 301	Introduction to Marketing Management	4.0	Term 3	
ORGB 300	Organizational Behavior [WI]	4.0	CIVC 101 Introduction to Civic Engagement	1.0
WBDV 241	Vector Authoring I	3.0	EAM 211 Strategic Management for Entertainment and Arts Management	3.0
Free electives		6.0		
Term Credits		17.0		
Term 9				
EAM 340	Artist Representation and Management	3.0		

Free elective	3.0
Social science elective	3.0
Arts and Humanities elective	3.0

Term Credits	16.0
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Term 4

BIO 100	Applied Cells, Genetics & Physiology	3.0
BLAW 201	Business Law I	4.0
COOP 101	Career Management and Professional Development	0.0
DSMR 100	Computer Imaging I	3.0
PHYS 121	Physical Science for Design I	4.0
SMT 110	The Business of Sport	3.0
TVPR 100	TV Studio: Basic Operations	3.0

Term Credits	20.0
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Term 5

BIO 101	Applied Biological Diversity, Ecology & Evolution	3.0
COM 111	Principles of Communication	3.0
EAM 261	Copyrights and Trademarks	3.0
EAM 391 [WI]	Promotion, Press and Publicity	3.0
FMVD 110	Basic Shooting and Lighting	3.0
PHYS 122	Physical Science for Design II	4.0

Term Credits	19.0
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Term 6

COM 150	Mass Media and Society	3.0
COM 230	Techniques of Speaking	3.0
EAM 361	Law for Entertainment and Arts Management Managers	3.0
EAM 365	Media and Entertainment Business	3.0
FMVD 115	Basic Editing	3.0
SMT 215	Sports Ticket Sales & Operations	3.0

Term Credits	18.0
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Term 7

COM 240	New Technologies In Communication	3.0
FMVD 120	Basic Sound	3.0
SMT 201	Sports Marketing, Promotion, and Public Relations	3.0
SMT 205	Sports Information	3.0
TVPR 240	Producing for Television	3.0

Term Credits	15.0
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Term 8

MKTG 301	Introduction to Marketing Management	4.0
ORGB 300 [WI]	Organizational Behavior	4.0
TVPR 340	Remote TV Production	3.0
Arts and Humanities elective		3.0
Sports Entertainment elective		3.0

Term Credits	17.0
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Term 9

EAM 340	Artist Representation and Management	3.0
Business elective		4.0
Sports Entertainment elective		3.0
Free electives		6.0

Term Credits	16.0
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Term 10

COM 270 [WI]	Business Communication	3.0
COM 335	Electronic Publishing	3.0
EAM 491	Entertainment and Arts Management Senior Project	1.0
HRMT 323	Principles of Human Resource Administration	4.0
Business elective		4.0

Term Credits	15.0
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Term 11

EAM 461	Entertainment Publishing	3.0
EAM 491	Entertainment and Arts Management Senior Project	1.0
Free electives		6.0
Sports Entertainment elective		3.0
Social science elective		3.0

Term Credits	16.0
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Term 12

EAM 491	Entertainment and Arts Management Senior Project	1.0
Social science elective		3.0
Free electives		6.0
Business elective		3.0

Term Credits	13.0
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Total Credit: 195.0

* See degree requirements.

Co-op/Career Opportunities

A major entertainment and arts management prepares students for a variety of careers in both for-profit and nonprofit organizations; from creative, hands-on positions to administrative and management roles.

The career possibilities in this field are extensive and include the following positions:

- Artistic or creative director
- Concert and live events manager
- Gallery owner
- Grant writer
- Marketing coordinator
- Production and development executive
- Promoter
- Publicist
- Talent agent

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

About the Accelerated Degree Program (BS/MBA)

Only available to students majoring in entertainment and arts management (4-year with co-op), this dual degree program combines study in the management of the arts and entertainment industries along with the MBA degree. The program is designed to allow students

to complete both the bachelor's degree and the Master of Business Administration degree in five years.

Incoming freshmen selected for this program will generally have a minimum of 1350 on the SAT, a GPA of 3.5 or better, and rank in the top 10% of their high school graduating class. A strong candidate for this program will have taken significant AP coursework while in high school.

Degree requirements

BS in Entertainment and Arts Management (<http://www.drexel.edu/catalog/degree/eam.htm>)

MBA

BS/MBA students may be waived from three MBA Enterprise Management courses, assuming a grade of B or better is earned in specified undergraduate courses. Students can review the Waiver Policies for the Statement of Curriculum Standing (<http://www.lebow.drexel.edu/PDF/Docs/Grad/CurriculumStanding.pdf>) on the LeBow College's web site for additional information. Students who complete MIS 200 in their undergraduate program will, in addition, be waived from a fourth MBA course (MIS 611).

The above conditions hold only for fully accepted BS/MBA students as identified by Enrollment Management.

Additional requirements for the dual degree program

- A cumulative GPA of at least 3.2 is required throughout the program.
- Students must take the GMAT examination and achieve a minimum score of 570 prior to the end of the tenth term in order to continue in the program. It is recommended that students take the GMAT examination late in the student's third year.
- Students must submit an acceptable plan of study at least three terms before anticipated start of graduate part of the program.

Students should visit the Westphal College of Media Arts and Design (<http://www.drexel.edu/undergrad/academics/colleges-schools/westphal>) for more information.

College of Media Arts and Design Facilities

The college offers many state-of-the-art facilities and resources to its students including:

- Robert and Penny Fox Historic Costume Collection (<http://www.drexel.edu/westphal/resources/FHCC>)
- Design and Imaging Studios (http://www.drexel.edu/academics/comad/D_web)
- DUTV (<http://www.dutv.org>), (Paul F. Harron Studios) student-run cable television station
- Leonard Pearlstein Art Gallery (<http://drexel.edu/academics/comad/gallery>)
- MAD Dragon Records Label (<http://www.maddragonrecords.com>)
- Mandell Theater (<http://drexel.edu/westphal/resources/MandellTheater>)
- Rudman Institute for Entertainment Industry Studies (http://www.drexel.edu/academics/comad/also_in_comad/rudman_institute)
- WKDU (<http://www.wkdu.org>), Drexel's student-run radio station

Arts & Entertainment Enterprise Faculty

Xela Batchelder, PhD (*Ohio State University*). Assistant Professor. Entertainment and arts management; theater management, touring, presenting and booking.

Jean Brody, DFA (*Yale School of Drama*) Program Director, Online MS in Arts Administration. Associate Teaching Professor. Arts administration.

Lawrence Epstein, MBA (*Cornell University*) Interim Department Head, Arts & Entertainment Enterprise. Associate Teaching Professor.

Julie Goodman Hawkins, MFA (*Temple University*) Program Director, MS in Arts Administration. Assistant Professor. Cultural policy, political activism in the arts, changes in economic and social policy, arts sector changes.

James L. Klein, BA (*Oberlin College*) Program Director, Music Industry. Associate Professor. Music technologist, sound and recording engineer, songwriter for film, TV and radio music.

Michelle Manghise, BS (*St. John's University*). Assistant Teaching Professor. 25-year veteran of music industry; music publishing, copyright, artist management, entrepreneurship, entertainment marketing.

Brian Moore, MS, MFA (*Drexel University; Louisiana State University*) Program Director, BS in Entertainment and Arts Management. Assistant Teaching Professor. Nonprofit organizations: fund development; strategic planning; communications and marketing; and executive management.

Toby Seay, MS (*Drexel University*). Associate Professor. Sound and recording engineer, music technologist, music producer and studio technician.

Cyrille Taillandier Associate Teaching Professor. Recording engineer, music producer and digital editor.

Neville Vakharia, MS (*Drexel University*) Research Director. Assistant Professor. Technology in the arts, strategic planning and evaluation, management and leadership, innovation and entrepreneurship.

Darren Walters, BA (*University of Delaware*). Associate Teaching Professor. General Manager of Mad Dragon Records and co-owner and President of Jade Tree, an independent record label.

Andrew Zitcer, MCP (*University of Pennsylvania*). Assistant Teaching Professor. Arts and community development, community based organizations, governance modes, organizational planning, narrative and social theory.

Courses

EAM 130 Overview of Entertainment and Arts Management 3.0 Credits

Students acquire an understanding of the profit and non-profit organization within a social and governmental context. Of primary focus are the arts organization as an entity, how they are organized and the impact and place they have within the community.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is EAM.

EAM 200 Introduction to the Music Industry 3.0 Credits

This course offers an introduction to four key areas of the music business - The recording industry, entertainment contracts, publishing, touring and concert production. Students will be taught by experts in each topic.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is EAM.

EAM 211 Strategic Management for Entertainment and Arts Management 3.0 Credits

Explores the concepts of planning and evaluation as it relates to the arts. Instruction will focus on the development of business plans, including research, organization, competition, marketing, staffing, and financial issues (i.e. budgets, etc.). Students present and defend the elements of their plans. Other topics discussed will be leadership skills decision-making, and managing change.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Freshman or Sophomore .

EAM 261 Copyrights and Trademarks 3.0 Credits

This is the introductory law course for EAM managers and discusses topics relating to copyrights, intellectual property rights, and royalties.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: BLAW 201 [Min Grade: D]

EAM 270 Audience Development for Arts 3.0 Credits

This course emphasizes the usefulness and application of marketing theories and concepts to develop audiences and promotes the arts as a valuable social sector, with a focus on marketing planning and strategy development. Focus is placed on marketing research, analysis, planning, strategy development, and development of marketing plans.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: EAM 211 [Min Grade: D]

EAM 301 Gallery and Collection Management 3.0 Credits

Discusses the professional operation of museums and commercial art galleries including advocacy, legal, administration, curatorial, exhibition, and public issues by examining the questions: What are the challenges of managing a museum's collection including acquisition policies, insurance, conservation and storage of art? What resources are needed to manage a gallery?.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: EAM 211 [Min Grade: D]

EAM 302 Exhibition Design 3.0 Credits

Discuss key issues in exhibition presentation including visual design elements, accessibility, and approachable presentation strategies. This course also explores theoretical and ethical issues related to museums, art collecting, cultural patrimony, curatorial authority, and diversity.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: EAM 301 [Min Grade: D]

EAM 312 Introduction to Fund Development for the Arts 3.0 Credits

Course provides an overview of basic fund-raising techniques for non-profit arts organizations. Strategies for raising funds from individuals, corporations, foundations, and government funding sources are reviewed and analyzed. Methodologies for developing a complete fund-raising plan are studied.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is EAM.

Prerequisites: EAM 130 [Min Grade: D]

EAM 313 Volunteer and Board Management 3.0 Credits

This course continues the work of EAM 312- Intro to Fund Development for the Arts. It will build on that course by focusing on the area of volunteers for nonprofit organizations. Content will examine the board of directors and other volunteers in relation to governing, managing, operating a nonprofit arts entity.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is EAM.

Prerequisites: EAM 312 [Min Grade: D]

EAM 321 Box Office and Venue Management 3.0 Credits

Focuses on the operational management tasks. Students explore the marketing and promotional component of box office management, the use of technology and ticket sales, and managing people.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: EAM 211 [Min Grade: D]

EAM 322 Performing Arts Touring and Promotion 3.0 Credits

This course provides an overview of organizing performing arts tours and events by discussing administrative and management responsibilities of touring including booking, logistics, staffing, promotion and decision making.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior.

EAM 340 Artist Representation and Management 3.0 Credits

This course teaches EAM students who will be representing or managing artists, or will be working with agents or artist managers, the nature of those jobs and the challenges of successfully working with talent to promote and monetize their careers.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is EAM and classification is Junior or Senior.

EAM 350 Arts, Culture and Society 3.0 Credits

Examines the role of arts, impact on society, exploring key cultural policy issues including community standards and censorship, and different approaches to funding. Readings, films, discussions and projects explore questions as the social functions of the arts, the use of art for advocacy and patronage over the world.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

EAM 361 Law for Entertainment and Arts Management Managers 3.0 Credits

Examines the relationship between the arts and law, including contracts, license fees, labor-management agreements, liability, immigration law, use fees, first amendment issues, and the formation of partnerships and corporations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: EAM 261 [Min Grade: D]

EAM 365 Media and Entertainment Business 3.0 Credits

This course focuses on media networks and other major players in the media and entertainment business, examining their interdependence, and discussing major trends and tendencies on the market and their impact on the art and entertainment field.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

EAM 391 [WI] Promotion, Press and Publicity 3.0 Credits

This course addresses media positioning and addresses relationship development, press releases, PSA's, CD promotional development and other methods for promoting arts and entertainment. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

EAM 399 Independent Study in Entertainment and Arts Management 12.0 Credits

Provides individualized study in entertainment and arts management in a specialized area of study. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 4 times for 12 credits

Restrictions: Cannot enroll if classification is Freshman

EAM 401 Writing for Arts Managers 3.0 Credits

Focuses on non-marketing writing, with a significant portion of the class focusing on the development and writing of proposals seeking funding for arts organizations. The course covers in-depth the standard elements of a complete professionally prepared proposal, as well as exposing students to alternate formats.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: (ENGL 103 [Min Grade: D] or ENGL 105 [Min Grade: A] or HUM 108 [Min Grade: D]) and EAM 312 [Min Grade: D]

EAM 461 Entertainment Publishing 3.0 Credits

A detailed look at the publishing industry, including history and economics of publishing. Industry segments to be covered include books, periodicals and new media. Topics include developer/publisher issues, laws, industry operating characteristics, distribution and industry trends.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: EAM 361 [Min Grade: D]

EAM 465 Special Topics in Entertainment and Arts Management 1.0-3.0 Credit

Provides study in entertainment and arts management on a special topic. This course may be a lecture or laboratory course. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 5 times for 15 credits

EAM 471 Fine Arts Market Development 3.0 Credits

Examines the dynamics of the commercial visual arts market, including international auction houses such as Sotheby's and major private collectors. Answers questions like: How is the market value (price) of art works determined?.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: EAM 301 [Min Grade: D]

EAM 472 Trends in Visual Arts 3.0 Credits

Exploration of recent developments in the visual arts in the US and abroad. Includes the reviewing of major visual arts exhibitions and emerging artists and artistic trends within the decade. Field trips to area galleries and art museums are included.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: EAM 471 [Min Grade: D]

EAM 491 Entertainment and Arts Management Senior Project 1.0 Credit

Senior Project is a thesis course on a topic of the student's choice over the three quarters of senior year in close cooperation with a faculty advisor. The student will present their final product to a jury in their final quarter of senior year.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 3 credits

Restrictions: Can enroll if major is EAM and classification is Senior.

Fashion Design

Bachelor of Science Degree: 183.0 quarter credits

About the Program

The Fashion Design Program at Drexel University's Antoinette Westphal College (<http://www.drexel.edu/westphal/undergraduate/FASH>) of Media Arts & Design educates and trains visionary designers to use an integrated approach toward the creation of contemporary fashion within the context of an expanding, yet converging global economy and society. The fusion of art, design, science and technology serves as a springboard for the production of unique apparel for the 21st century, and represents a trans-disciplinary approach that requires flexibility and focus. Over the past two decades, Drexel's Fashion Design program has developed a stellar, international reputation and is ranked in the top five nationally and 16th worldwide. That is due in part, to a passionate and experienced faculty, novel approaches to pedagogy, and participation in national and international competitions. Faculty and alumni connections to industry leaders strongly augment and catalyze the program, the strength of which is closely linked to the philosophy that each student has a distinct vision and a unique aesthetic that must be cultivated on an individual basis.

Within the beautiful new studios and specialized labs in the URBN Center (<http://drexel.edu/IA/URBN/Facilities.html>), students learn to

master skills and push the boundaries using those skills. Students can engage in collaborative University wide research through the use of the exCITE Center (<http://drexel.edu/excite>) located next door and the Hybrid Making Lab (http://www.drexel.edu/westphal/resources/making_spaces/HybridMakingLab) located on the URBN Center's first floor. They acquire detailed knowledge about industrial productions, advanced technologies in design, collaborative design, materials and processes, and the marketing and merchandising of clothing. Accordingly, our future fashion designers, both undergraduates and graduates alike, develop an intuitive and practical understanding of design through a fine arts foundation, while studying the psychological, social and historical contexts of fashion through the world-renowned Robert and Penny Fox Historic Costume Collection (<http://www.drexel.edu/westphal/resources/FHCC>) (FHCC). Importantly, the students are provided with commercial studio/ atelier training that goes hand-in-hand with classroom instruction through the University's cooperative education program (<http://www.drexel.edu/westphal/forStudents/co-op>). Cooperative education offers invaluable opportunities for students to observe and participate in the fashion industry at the ground level. Critiques by visiting professionals are included in all upper level courses and provide valuable "real world" input, as well as future career connections. A large percentage of students spend a term studying abroad (<http://www.drexel.edu/studyabroad>) in the world's great fashion capitals, including London, England and Florence, Italy. Upon graduation, students show their collections (<http://www.drexel.edu/westphal/creative/fash>) in the annual fashion show.

For more information about this major, visit the College's Fashion Design (<http://www.drexel.edu/westphal/academics/undergraduate/fashion>) page.

Degree Requirements

General education requirements

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
PHYS 121	Physical Science for Design I	4.0
PHYS 122	Physical Science for Design II	4.0
CIVC 101	Introduction to Civic Engagement	1.0
UNIV A101	The Drexel Experience	2.0
Arts and humanities electives		9.0
Social science electives		9.0
Free electives		24.0

Visual studies requirements

ARTH 101	History of Art I: Ancient to Medieval	3.0
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
VSST 101	Design I	4.0
VSST 102	Design II	4.0
VSST 103	Design III	4.0
VSST 110	Introductory Drawing	3.0
VSST 111	Figure Drawing I	3.0

VSST 204	Materials Exploration	4.0
VSST 301	Painting I	4.0
Select one of the following Multimedia courses:		4.0

VSST 201 Multimedia: Performance

VSST 202 Multimedia: Space

VSST 203 Multimedia: Materials

Fashion design requirements

ARTH 335 [WI]	History of Costume I: Preclassical to Directoire	3.0
ARTH 336 [WI]	History of Costume II: Directoire to World War I	3.0
FASH 201	Survey of the Fashion Industry	3.0
FASH 210	Presentation Techniques in Fashion	3.0
FASH 211	Fashion Drawing I	3.0
FASH 212	Fashion Drawing II	3.0
FASH 220	Textile Design	3.0
FASH 230	Textiles for Fashion Design	3.0
FASH 241	Construction Skills	4.0
FASH 251	Fashion Design I	4.0
FASH 252	Fashion Design II	4.0
FASH 313	Fashion Drawing for Industry	3.0
FASH 314	Fashion Presentation Drawing	3.0
FASH 315	Computer Aided Design for Patternmaking	3.0
or FASH 316	Computer Aided Design for Fashion Design	
FASH 341	Flat Pattern Design	4.0
FASH 342	Draping Design	4.0
FASH 343	Tailoring and Design	4.0
FASH 351	Fashion Design III	4.0
FASH 352	Fashion Design IV	4.0
FASH 464	Professional Portfolio	3.0
FASH 491	Senior Problem in Fashion Design I	4.0
FASH 492	Senior Problem in Fashion Design II	3.0
VSST 112	Figure Drawing II	3.0

Total Credits 183.0

Sample Plans of Study

Standard Plan

(See below for Study Abroad plan of study)

Term 1		Credits
FASH 201	Survey of the Fashion Industry	3.0
PHYS 121	Physical Science for Design I	4.0
UNIV A101	The Drexel Experience	1.0
VSST 101	Design I	4.0
VSST 110	Introductory Drawing	3.0
Term Credits		15.0
Term 2		Credits
FASH 241	Construction Skills	4.0
PHYS 122	Physical Science for Design II	4.0
UNIV A101	The Drexel Experience	1.0
VSST 102	Design II	4.0
VSST 111	Figure Drawing I	3.0
Term Credits		16.0

Term 3			ARTH 336	History of Costume II: Directoire to World War I [WI]	3.0
CIVC 101	Introduction to Civic Engagement	1.0	FASH 314	Fashion Presentation Drawing	3.0
FASH 341	Flat Pattern Design	4.0	FASH 351	Fashion Design III	4.0
MATH 119	Mathematical Foundations for Design	4.0	Arts and Humanities elective		3.0
VSST 103	Design III	4.0	Term Credits		
VSST 112	Figure Drawing II	3.0	13.0		
Term Credits			16.0		
Term 4			Term 10		
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0	FASH 352	Fashion Design IV	4.0
FASH 210	Presentation Techniques in Fashion	3.0	FASH 464	Professional Portfolio	3.0
FASH 211	Fashion Drawing I	3.0	Free elective		3.0
FASH 342	Draping Design	4.0	Arts and Humanities elective		3.0
VSST 204	Materials Exploration	4.0	Social science elective		3.0
Term Credits			Term Credits		
17.0			16.0		
Term 5			Term 11		
ARTH 101	History of Art I: Ancient to Medieval	3.0	FASH 491	Senior Problem in Fashion Design I	4.0
COOP 101	Career Management and Professional Development	0.0	FASH 316	Computer Aided Design for Fashion Design (or elective)	3.0
FASH 212	Fashion Drawing II	3.0	Free elective		3.0
FASH 220	Textile Design	3.0	Social science elective		3.0
FASH 230	Textiles for Fashion Design	3.0	Term Credits		
FASH 251	Fashion Design I	4.0	13.0		
Term Credits			13.0		
16.0			Term 12		
Term 6			FASH 492	Senior Problem in Fashion Design II	3.0
ARTH 102	History of Art II: High Renaissance to Modern	3.0	Free electives		12.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0	Term Credits		
FASH 252	Fashion Design II	4.0	15.0		
FASH 313	Fashion Drawing for Industry	3.0	Total Credit: 183.0		
Free elective		3.0	Study Abroad		
Term Credits			Term 1		
16.0			Credits		
Term 7			FASH 201	Survey of the Fashion Industry	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0	PHYS 121	Physical Science for Design I	4.0
VSST 301	Painting I	4.0	UNIV A101	The Drexel Experience	1.0
Select one of the following:		4.0	VSST 101	Design I	4.0
VSST 201	Multimedia: Performance		VSST 110	Introductory Drawing	3.0
VSST 203	Multimedia: Materials		Term Credits		
VSST 202	Multimedia: Space		15.0		
Social science elective		3.0	Term 2		
Term Credits			Term Credits		
14.0			16.0		
Term 8			Term 3		
ARTH 103	History of Art: Early to Late Modern	3.0	CIVC 101	Introduction to Civic Engagement	1.0
ARTH 335	History of Costume I: Preclassical to Directoire [WI]	3.0	FASH 341	Flat Pattern Design	4.0
FASH 343	Tailoring and Design	4.0	MATH 119	Mathematical Foundations for Design	4.0
Arts and Humanities elective		3.0	VSST 103	Design III	4.0
FASH 315	Computer Aided Design for Patternmaking (or elective)	3.0	VSST 112	Figure Drawing II	3.0
Term Credits			Term Credits		
16.0			16.0		
Term 9			Term 4		
			COOP 101	Career Management and Professional Development	0.0

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
FASH 211	Fashion Drawing I	3.0
FASH 220	Textile Design	3.0
FASH 342	Draping Design	4.0
VSST 204	Materials Exploration	4.0

Term Credits 17.0

Term 5

Free electives		12.0
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Term Credits 12.0

Term 6

ARTH 102	History of Art II: High Renaissance to Modern	3.0
FASH 210	Presentation Techniques in Fashion	3.0
FASH 212	Fashion Drawing II	3.0
FASH 230	Textiles for Fashion Design	3.0
FASH 251	Fashion Design I	4.0

Term Credits 16.0

Term 7

ARTH 101	History of Art I: Ancient to Medieval	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
FASH 252	Fashion Design II	4.0
FASH 313	Fashion Drawing for Industry	3.0
Free elective		3.0

Term Credits 16.0

Term 8

ARTH 103	History of Art: Early to Late Modern	3.0
ARTH 335	History of Costume I: Preclassical to Directoire [WI]	3.0
FASH 343	Tailoring and Design	4.0
Select one of the following:		4.0
VSST 201	Multimedia: Performance	
VSST 203	Multimedia: Materials	
VSST 202	Multimedia: Space	
FASH 315	Computer Aided Design for Patternmaking (or elective)	3.0

Term Credits 17.0

Term 9

ARTH 336	History of Costume II: Directoire to World War I [WI]	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
FASH 314	Fashion Presentation Drawing	3.0
FASH 351	Fashion Design III	4.0
Social science elective		3.0

Term Credits 16.0

Term 10

FASH 352	Fashion Design IV	4.0
FASH 464	Professional Portfolio	3.0
Social science elective		3.0
Arts and Humanities elective		3.0
Free elective		3.0

Term Credits 16.0

Term 11

FASH 491	Senior Problem in Fashion Design I	4.0
VSST 301	Painting I	4.0
FASH 316	Computer Aided Design for Fashion Design (or elective)	3.0
Arts and Humanities elective		3.0

Term Credits 14.0

Term 12

FASH 492	Senior Problem in Fashion Design II	3.0
Arts and Humanities elective		3.0
Social science elective		3.0
Free elective		3.0

Term Credits 12.0

Total Credit: 183.0

Co-op/Career Opportunities

Drexel Co-op is a renowned collegiate program. Students spend a minimum of 6 months either in the US (<http://www.drexel.edu/westphal/forStudents/co-op>) or abroad (<http://drexel.edu/scdc/internationalcoop>) where they can apply their skills in the challenging and exciting fashion industry. Areas of opportunity include garment design, concept design, product development, production, textile design, costume design, technical design, CAD, publishing, curatorial work, promotion and marketing. During the cooperative education program students apply their industry knowledge and gain experience in the diverse, fast paced global world of fashion. Students forge long lasting relationships with alumni and other industry professionals.

Co-Op Experiences

Some past co-op employers of fashion design students include:

- A Wish Come True, Greater Philadelphia Area
- Abercrombie & Fitch, Ohio
- Althea Harper, New York
- Amsale, New York
- BCBG Max Azria, California
- Bioko Biodiversity Protection Program, Equatorial Guinea
- Blazina International, Philadelphia
- Calvin Klein, New York
- Carole Hochman Design Group, New York
- Charlotte Ronson, New York
- Dennis Basso/Stallion Inc., New York
- Derek Lam, New York
- Destination Maternity Corporation, Philadelphia, PA
- Elie Tahari, New York
- Jordache Enterprises, New York
- Lilly Pulitzer, Greater Philadelphia Area
- Michael Kors, New York
- Milly LLC, New York
- Nanette Lepore, New York
- Priscilla Costa, Greater Philadelphia Area
- Shehu, Philadelphia, PA

- Shima Seiki USA, Inc., South New Jersey
- Urban Outfitters, Philadelphia, PA

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

Facilities

Drexel University's Antoinette Westphal College of Media Arts & Design is located in the new URBN Center at 3501 Market Street in Philadelphia. The URBN Center is a 140,000 square foot state-of-the-art facility where the Fashion Design studios are located on the 3rd floor.

Classes are held in fully equipped studios for design and construction, pattern drafting, CAD design, and textile design including a dedicated senior and graduate design studio. Other studios on the 3rd floor include a specialty equipment lab, computer lab, knitwear studio, a fabric dyeing and research lab, fashion drawing studio, and the Charles Evans Library. The Robert and Penny Fox Historic Costume Collection (<http://www.drexel.edu/westphal/resources/FHCC>) (FHCC), currently estimated to hold more than 12,000 objects, is located on the first floor and is an invaluable library, archive and educational tool for our students as well as scholars, historians, artists and designers in the national and international community. Also located on the first floor is the Hybrid Making Lab (http://www.drexel.edu/westphal/resources/making_spaces/HybridMakingLab). This lab provides collaborative design and research opportunities both within Westphal College and University wide. The exCiTe Center (<http://drexel.edu/excite>) (Expressive and Creative Interaction Technologies), located next door at 3401 Market Street, welcomes students and faculty from across the University as well as the community.

The open environment of the URBN Center provides opportunity for collaboration with all of the programs at the Westphal College. Design & Merchandising is on the first floor, opposite the main lobby where work from all of the College's students is regularly displayed. Digital Media, Animation & Visual Effects, Game Art & Production, Web Development & Interaction Design, Product Design, Graphic Design, Interiors, and Architecture's studios and labs are also located in the URBN Center. The Center encourages anyone interested to schedule a visit (<http://www.drexel.edu/westphal/contact>) to experience the creativity, technology, innovation and resulting excitement.

Fashion, Product Design & Merchandising Faculty

Kristen Ainscoe, BS (*Drexel University*). Assistant Teaching Professor. Visual merchandiser; merchandise management.

Catherine Byers, MA (*American University*) Program Director, *Design & Merchandising*. Assistant Teaching Professor. Journalism; marketing and communications.

Nick Cassway, BFA (*Tyler School of Art*). Assistant Teaching Professor. Curating; experimental portraiture; computer design.

Anne C. Cecil, MA (*University of the Arts*) Program Director, *Design & Merchandising*. Associate Teaching Professor. Web designer, product designer, merchandising and artist.

Renee Weiss Chase, MS (*Drexel University*). Professor. Fashion designer; computer-aided design systems for the fashion curriculum.

Anita Dennis, AST (*Art Institute of Philadelphia*) Fashion Laboratory Technician. Assistant Teaching Professor. Fashion designer and technician; construction skills.

Genevieve Dion, MFA (*University of the Arts*) Director, *Shima Seiki Haute Technology Laboratory*. Assistant Professor. Industrial designer, wearable artist, new materials technology research.

Michael Glaser, MFA (*Ohio State University*) Program Director for *Product Design*. Assistant Professor. Quantifying the designer's intuition; the interplay between digital and physical forms; human desire to shape our surroundings.

Cynthia Golembuski, MS (*Drexel University*) Associate Program Director, *Fashion Design*. Assistant Teaching Professor. Fashion designer, illustrator, computer aided design.

Roberta H. Gruber, MS (*Drexel University*) Head of the *Fashion and Product Design & Merchandising Department*. Associate Professor. Fashion designer and illustrator; wearable artist, merchandiser, special events.

Joseph H. Hancock, II, PhD (*Ohio State University*). Associate Professor. Apparel merchandising, textiles and clothing, culture and marketing strategies.

Lisa L. Hayes, BFA (*Syracuse University*) Program Director, *Fashion Design*. Associate Professor. Fashion designer, product designer, pattern design.

Jan Marshall, BA (*Long Island University*). Assistant Teaching Professor. Fashion designer, knitwear, product development, fashion analysis.

Kathi Martin, MSIS (*Drexel University*) Associate Director of the *Graduate Program in Fashion Design*. Associate Professor. Fashion and textile designer; textile artist; computer-aided design, best practices online databases and graphic interfaces for fashion and historic costume, virtual characters for fashion design.

Alphonso McClendon, MS (*Drexel University*). Assistant Professor. Fashion designer, textile designer, computer aided design.

Beth Phillips, MS (*Georgetown University*). Associate Teaching Professor. Business and international marketing, linguist, analysis of products.

Clare Sauro, MA (*Fashion Institute of Technology*) Curator of the *Robert and Penny Fox Historic Costume Collection*. Assistant Teaching Professor. Curatorial studies, collection management, art history and fashion.

Courses

FASH 201 Survey of the Fashion Industry 3.0 Credits

Introduces the materials and methods used to design, develop, and market the fashion product, including current vocabulary and foundation of knowledge about industry practices and career opportunities.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

FASH 210 Presentation Techniques in Fashion 3.0 Credits

Introduces the presentation techniques and skills used for communication in the fashion industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: (VSST 102 [Min Grade: D] or VSST 105 [Min Grade: D]) and FASH 201 [Min Grade: D]

FASH 211 Fashion Drawing I 3.0 Credits

Examines the fashion figure, fabrication, and conceptual design through the use of black, white, and gray media. Includes classroom drawing from a live model and weekly critiques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: VSST 111 [Min Grade: D]

FASH 212 Fashion Drawing II 3.0 Credits

Examines fashion forms, fabrication, and conceptual design through the use of color and mixed media. Works toward the development of a personal "fashion look" and an understanding of drawing as it relates to the fashion industry. Includes live model.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 211 [Min Grade: D]

FASH 220 Textile Design 3.0 Credits

Instructs the student in both traditional and digital techniques of textile design. Investigates layout, repeats, and coordinated fabric groups.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSST 102 [Min Grade: D] or VSST 105 [Min Grade: D]

FASH 230 Textiles for Fashion Design 3.0 Credits

Examines the textile manufacturing industry and the fundamental processes involved in producing fabrics made of natural or manufactured fibers. Includes basic textile terminology and production processes as well as selection and evaluation of fabrics based on aesthetics, performance and care characteristics.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FASH.

FASH 241 Construction Skills 4.0 Credits

Develops a proficiency in basic garment construction. Emphasizes facility with industrial equipment. Introduces production techniques and an overall awareness of standards of quality.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

FASH 251 Fashion Design I 4.0 Credits

Poses fashion problems to be solved, with an emphasis on elements of design. Explores use of half-scale experimentation and development of "studies" as an aid in developing design ideas.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: VSST 204 [Min Grade: D]

FASH 252 Fashion Design II 4.0 Credits

Explores sources of inspiration and requires students to translate and develop source material into creative garments. Stresses the extension and elaboration of ideas within a specific market.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 251 [Min Grade: D]

FASH 313 Fashion Drawing for Industry 3.0 Credits

Covers sketching and specification drawing for the professional designer. Emphasizes communicating with manufacturers, pattern-makers, and assistants, regarding, garment construction, detailing, and fabrication.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 210 [Min Grade: D]

FASH 314 Fashion Presentation Drawing 3.0 Credits

Requires the creation of a portfolio of original designs executed in a medium of choice. Explores various market segments of the industry and includes project reviews by critics who are specialists in these areas.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

FASH 315 Computer Aided Design for Patternmaking 3.0 Credits

Develops skills in patternmaking, markermaking, and grading, using the computer as a tool.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 342 [Min Grade: D]

FASH 316 Computer Aided Design for Fashion Design 3.0 Credits

Explores the use of computers in the fashion industry and develops presentation skills using industrial and commercial software.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 313 [Min Grade: D]

FASH 317 Technical Design 3.0 Credits

Technical Design is crucial in managing technical information internally and externally within a fashion design company. The student is trained in the essential skills of creating technical packages using data programs and sketching, conducting fittings, maintaining specs, and grading patterns and how to communicate information efficiently in a global fashion industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FASH.

Cannot enroll if classification is Freshman or Pre-Junior or Sophomore

Prerequisites: FASH 342 [Min Grade: D]

FASH 341 Flat Pattern Design 4.0 Credits

Explores basic patternmaking techniques and manipulations and establishes comparisons between drafting and draping techniques in the development of standard slopers.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 241 [Min Grade: D]

FASH 342 Draping Design 4.0 Credits

Covers garment development by the draping method. Advances skills of FASH 341.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 341 [Min Grade: D]

FASH 343 Tailoring and Design 4.0 Credits

Provides intensive investigation of materials and construction techniques used in tailoring. Uses a combination of garment production methods, including a strong emphasis on couture practices.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 342 [Min Grade: D]

FASH 351 Fashion Design III 4.0 Credits

Requires development of original designs and execution incorporating draping, drafting, and flat-pattern techniques. Facilitates the development of a realistic approach to garment design in terms of industrial restrictions, and market segmentations. Includes professional critiques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 252 [Min Grade: D] and FASH 343 [Min Grade: D]

FASH 352 Fashion Design IV 4.0 Credits

Expands and broadens technical skills and lays the groundwork for development of the senior collection. Includes couture evening wear techniques and research processes.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 351 [Min Grade: D]

FASH 399 Independent Study in Fashion Design 0.5-12.0 Credits

Provides individualized study in fashion design in a specialized area of study. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if classification is Junior or Senior.

FASH 450 Machine Knitting 3.0 Credits

Machine Knitting is an introduction to knitwear design specialization.

Students learn to style and draw knit garments to develop a professional portfolio. Technical information regarding yarn analysis, stitch construction, pattern and garment construction are the focus of this class.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Restrictions: Can enroll if major is FASH.

Prerequisites: FASH 241 [Min Grade: D] and VSST 112 [Min Grade: D]

FASH 451 Accessory Design 3.0 Credits

This course provides students with concepts and skills to design traditional and contemporary fashion accessories with emphasis in embroidery; applique; hand painting; and clay, plastic and ceramic work.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 241 [Min Grade: D]

FASH 452 Millinery Design 3.0 Credits

Familiarizes students with the techniques and processes involved in hat making. Emphasis will be placed on historical perspectives and materials.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 241 [Min Grade: D]

FASH 454 Advanced Fashion Drawing 3.0 Credits

Through in-class creative assignments with experimental techniques, students learn to respond rapidly, originally, and with increased focus to resolve drawing and design problems.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 212 [Min Grade: D]

FASH 464 Professional Portfolio 3.0 Credits

This course will involve preparation and execution of a finished designer portfolio for couture, 7th Avenue or the boutique American market.

Included in the preparation is research of their chosen entry into the market via history, visuals and customer profile.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FASH and classification is Senior.

Prerequisites: FASH 314 [Min Grade: D]

FASH 465 [WI] Special Topics in Fashion Design 0.5-12.0 Credits

Provides study in fashion design on a special topic or on an experimental basis. May be repeated for credit if topics vary. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if classification is Junior or Senior.

FASH 466 Business of Fashion 3.0 Credits

Presents the following topics in seminar fashion merchandising, retail distribution, interpreting consumer demand, merchandise assortment planning, unit and inventory control and pricing, fashion marketing and manufacturing, including the marketing process, components of the fashion industry, market evaluation, demographic and psychological factors, manufacturing components and processes, and case studies.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FASH and classification is Senior.

FASH 467 Style and the Media 3.0 Credits

Fashion Journalism is reading and writing about all aspects of fashion, including reporting, criticism and commentary about photography related to fashion published in newspapers or magazines, displayed on websites, aired on radio and/or TV. The style of the writers and also the aspects of dress they found significant is examined.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

FASH 477 Fashion Design Seminar 3.0 Credits

Provides reading and discussion of pertinent topics of current concern in the professional area of fashion design.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

FASH 491 Senior Problem in Fashion Design I 4.0 Credits

The second of a three-part series in which the student develops the senior collection. Requires the student to demonstrate the synthesis of a personal aesthetic and technical acumen.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Senior.

Prerequisites: FASH 352 [Min Grade: D]

FASH 492 Senior Problem in Fashion Design II 3.0 Credits

Requires completion of senior collection and presentation in student fashion show.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FASH 491 [Min Grade: D]

Film & Video

Bachelor of Science Degree: 186.0 quarter credits

About the Program

The film and video major offers a balance of technical craft and artistic vision that prepares students to pursue professional careers in the film industry. The program is hands-on with ample production opportunities from the first year of study supported by a strong emphasis in the liberal arts and foundations of design. There is also substantial coursework in screenwriting and film studies.

This highly competitive program, with only sixty-four freshmen accepted annually, features smaller classes that foster student-faculty interaction and mentoring, as well as ample access to excellent equipment. The unique Drexel co-op and Los Angeles Summer Program enhance education by providing students with professional employment experience.

The Film and Video program also offers minors in film studies and production.

Additional Information

For more information about this program, contact the program director:

Karin Kelly

Film & Video

Department of Cinema and Television

Antoinette Westphal College of Media Arts and Design

kpk23@drexel.edu

For more details, visit the College's Film and Video (<http://www.drexel.edu/westphal/academics/undergraduate/film>) page.

Degree Requirements

General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
UNIV A101	The Drexel Experience	2.0
Arts and humanities electives		9.0
English elective		3.0
History elective		3.0
Natural Science electives		8.0
Philosophy elective		3.0
Social science electives		9.0
Electives		24.0
Co-operative education (two terms)		0.0

AWCOMAD Requirements

ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
DIGM 100	Digital Design Tools	3.0
PHTO 110	Photography	3.0
VSST 108	Design I for Media	3.0
VSST 109	Design II for Media	3.0
WBDV 240	Web Authoring I	3.0

Film and Video Core Courses

FMST 101	Film History I: Emergence	3.0
FMST 102	Film History II: New Waves	3.0
FMST 103	Film History III: Trends	3.0
FMVD 110	Basic Shooting and Lighting	3.0
FMVD 115	Basic Editing	3.0
FMVD 120	Basic Sound	3.0
FMVD 200	Acting for the Screen	3.0
FMVD 202	Directing for the Screen	3.0
FMVD 210	Documentary Video Production	3.0
FMVD 215	Narrative Video Production	3.0
FMVD 218	Intermediate Cinematography	3.0
FMVD 220	Experimental Video Production	3.0
FMST 250	The Documentary Tradition	3.0
FMVD 235	Intermediate Lighting	3.0
FMVD 237	Intermediate Editing	3.0
FMVD 286	Producing for Features	3.0
FMST 304	Film Voice and Style	3.0
FMVD 322	Production Workshop I	3.0
FMVD 323	Production Workshop II	3.0
FMVD 495	Senior Project in Film and Video (3 semesters at 3.0 credits)	9.0
SCRIP 270 [WI]	Screenwriting I	3.0
SCRIP 280 [WI]	Writing the Short Film	3.0
SCRIP 370	Screenplay Story Development	3.0

TVPR 100	TV Studio: Basic Operations	3.0
Three Advanced Production Choice Courses		9.0
Includes TVPR-TV Studio 200 level course and any non-required TVPR or FMVD course at 300 level or above. Also includes SCRП courses at 300 level or above. Does not include FMVD 399 or FMVD 490.		
Film Studies or Television Studies Course		3.0
Select any Film Studies (FMST) or Television Studies (TVST) course not already listed as required.		
Total Credits		186.0

Sample Plans of Study

Co-op Cycle A

(See below this plan for Co-op Cycle B)

Term 1		Credits
DIGM 100	Digital Design Tools	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
FMST 101	Film History I: Emergence	3.0
FMVD 110	Basic Shooting and Lighting	3.0
UNIV A101	The Drexel Experience	1.0
VSST 108	Design I for Media	3.0
Term Credits		16.0
Term 2		
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
FMST 102	Film History II: New Waves	3.0
FMVD 120	Basic Sound	3.0
SCRП 270	Screenwriting I [W]	3.0
UNIV A101	The Drexel Experience	1.0
VSST 109	Design II for Media	3.0
Term Credits		16.0
Term 3		
ARTH 102	History of Art II: High Renaissance to Modern	3.0
CIVC 101	Introduction to Civic Engagement	1.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
FMVD 115	Basic Editing	3.0
MATH 119	Mathematical Foundations for Design	4.0
TVPR 100	TV Studio: Basic Operations	3.0
Term Credits		17.0
Term 4		
ARTH 103	History of Art: Early to Late Modern	3.0
FMVD 218	Intermediate Cinematography	3.0
FMST 250	The Documentary Tradition	3.0
FMVD 286	Producing for Features	3.0
WBDV 240	Web Authoring I	3.0
Arts and Humanities elective		3.0
Term Credits		18.0

Term 5

COOP 101	Career Management and Professional Development	0.0
FMVD 202	Directing for the Screen	3.0
PHTO 110	Photography	3.0
Arts and humanities elective		3.0
Natural science elective		4.0
Social science elective		3.0
Term Credits		16.0

Term 6

FMST 103	Film History III: Trends	3.0
FMVD 200	Acting for the Screen	3.0
FMVD 215	Narrative Video Production	3.0
SCRП 280	Writing the Short Film [W]	3.0
Natural science elective		4.0
Term Credits		16.0

Term 7

FMVD 210	Documentary Video Production	3.0
FMVD 235	Intermediate Lighting	3.0
FMVD 237	Intermediate Editing	3.0
Arts and humanities elective		3.0
Social science elective		3.0
Term Credits		15.0

Term 8

FMST 304	Film Voice and Style	3.0
FMVD 220	Experimental Video Production	3.0
FMVD 322	Production Workshop I	3.0
SCRП 370	Screenplay Story Development	3.0
Advanced Production elective*		3.0
Term Credits		15.0

Term 9

FMVD 323	Production Workshop II	3.0
Film Studies/Television Studies elective*		3.0
Arts and humanities elective		3.0
Social science elective		3.0
Free elective		3.0
Term Credits		15.0

Term 10

FMVD 495	Senior Project in Film and Video	3.0
Advanced Production elective*		3.0
Arts and humanities elective		3.0
Free electives		6.0
Term Credits		15.0

Term 11

FMVD 495	Senior Project in Film and Video	3.0
Advanced Production elective*		3.0
Arts and humanities elective		3.0
Free electives		6.0
Term Credits		15.0

Term 12

FMVD 495	Senior Project in Film and Video	3.0
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Free electives	9.0
Term Credits	12.0

Total Credit: 186.0

Co-op Cycle B

Term		Credits
Term 1		
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
FMST 101	Film History I: Emergence	3.0
FMVD 110	Basic Shooting and Lighting	3.0
FMVD 120	Basic Sound	3.0
VSST 108	Design I for Media	3.0
UNIV A101	The Drexel Experience	1.0
Term Credits		16.0
Term 2		
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
FMST 102	Film History II: New Waves	3.0
SCRP 270	Screenwriting I [W]	3.0
TVPR 100	TV Studio: Basic Operations	3.0
VSST 109	Design II for Media	3.0
UNIV A101	The Drexel Experience	1.0
Term Credits		16.0
Term 3		
ARTH 102	History of Art II: High Renaissance to Modern	3.0
CIVC 101	Introduction to Civic Engagement	1.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
DIGM 100	Digital Design Tools	3.0
FMVD 115	Basic Editing	3.0
MATH 119	Mathematical Foundations for Design	4.0
Term Credits		17.0
Term 4		
ARTH 103	History of Art: Early to Late Modern	3.0
FMST 250	The Documentary Tradition	3.0
FMVD 215	Narrative Video Production	3.0
FMVD 286	Producing for Features	3.0
Arts and humanities elective		3.0
Term Credits		15.0
Term 5		
FMVD 210	Documentary Video Production	3.0
FMVD 237	Intermediate Editing	3.0
PHTO 110	Photography	3.0
SCRP 280	Writing the Short Film [W]	3.0
Natural science elective		4.0
Term Credits		16.0
Term 6		
FMST 103	Film History III: Trends	3.0
FMVD 218	Intermediate Cinematography	3.0
WBDV 240	Web Authoring I	3.0

Arts and humanities elective	3.0
Natural science elective	4.0

Term Credits 16.0

Term 7

COOP 101	Career Management and Professional Development	0.0
FMVD 200	Acting for the Screen	3.0
FMVD 235	Intermediate Lighting	3.0
Arts and humanities elective		3.0
Social science electives		6.0
Free elective		3.0

Term Credits 18.0

Term 8

FMST 304	Film Voice and Style	3.0
FMVD 220	Experimental Video Production	3.0
FMVD 322	Production Workshop I	3.0
SCRP 370	Screenplay Story Development	3.0
Social science elective		3.0

Term Credits 15.0

Term 9

FMVD 323	Production Workshop II	3.0
Film Studies/Television Studies elective*		3.0
Advanced Production elective*		3.0
Arts and humanities elective		3.0
Social science elective		3.0

Term Credits 15.0

Term 10

FMVD 495	Senior Project in Film and Video	3.0
Advanced Production elective*		3.0
Arts and humanities elective		3.0
Free electives		6.0

Term Credits 15.0

Term 11

FMVD 495	Senior Project in Film and Video	3.0
Advanced Production elective*		3.0
Arts and humanities elective		3.0
Free electives		6.0

Term Credits 15.0

Term 12

FMVD 495	Senior Project in Film and Video	3.0
Free electives		9.0

Term Credits 12.0

Total Credit: 186.0

* See degree requirements.

Co-Op/Career Opportunities

Students who study film and video can move on to careers as film or video directors, producers, video or film editors, directors of photography (film), camerawork, as well as grips and special effects coordinators.

Co-Op Experiences

Some past co-op employers of film and video students include:

- USA Network, New York
- Comcast, Philadelphia
- Bad Robot, Los Angeles
- ICM, Los Angeles
- Focus Features, New York
- Law & Order, New York
- NFL Films, Mount Laurel, New Jersey
- Tribeca Film Center, New York
- National Geographic Television, Washington DC
- NBC, New York
- Paramount Studios, Los Angeles
- MTV, New York

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

Facilities

Film and video facilities include a shooting studio with a green screen, large and small screening rooms, a fully equipped television studio; two digital editing facilities; specially outfitted multimedia rooms for all HD courses; digital video cameras; 16mm film cameras, and lighting and audio equipment.

Additionally, the college operates DUTV (<http://www.dutv.org>), a cable television station reaching over 350,000 households.

Cinema and Television Faculty

Glen Muschio, PhD (*Temple University*). Associate Professor. Digital media, society, communication.

Lise Raven, MFA (*New York University*). Assistant Professor. Filmmaker.

Philip W. Salas, BS (*Temple University*). Assistant Teaching Professor. Utilization of advanced set top box data to measure fragmented viewing behavior. Impact of new television distribution technologies on traditional broadcasters and multichannel program providers.

David A. Schwartz, BA (*Rider University*). Associate Teaching Professor. Steadicam operator; cameraman.

Andrew Susskind, BA (*Harvard University*) Program Director of *TV Production & Media Management*. Associate Teaching Professor. Independent television producer and director.

Albert S. Tedesco, MA (*University of Pennsylvania*) Director of the *Paul F. Harron Graduate Program in Television Management*. Associate Teaching Professor. Impact of digital media on broadcast television; broadcasters' response to the challenge of new media; management of publicly and privately held communications companies.

Jervis Thompson, BS (*Drexel University*). Associate Teaching Professor. Digital media, interactive multimedia.

Gregory S. Wolmart, MFA (*University of Pennsylvania*). Assistant Professor. Cinema studies; film history.

Jichen Zhu, PhD (*Georgia Institute of Technology*). Assistant Professor. Developing humanistic and interpretive framework of computational technology, particularly artificial intelligence (AI), and constructing AI-based cultural artifacts; interactive storytelling, games and software studies.

Interdepartmental Faculty

Lawrence Epstein, MBA (*Cornell University*) *Interim Department Head, Arts & Entertainment Enterprise*. Associate Teaching Professor.

Courses

FMVD 110 Basic Shooting and Lighting 3.0 Credits

An introduction to the basics of shooting and lighting for film and video production through demonstrations, lectures, screenings and hands-on use of digital video and still cameras and lighting equipment.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

FMVD 115 Basic Editing 3.0 Credits

Theoretical and practical principles of editing using a computer-controlled and post-production system utilizing sync sound film and video material. This class is a hands-on workshop. Screenings of excerpts from feature and short films are used to demonstrate editorial concepts.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

FMVD 120 Basic Sound 3.0 Credits

A thorough analysis of sound theory and practical applications to give students the tools to understand how sound can be successfully recorded, edited, sweetened and re-recorded (mixed) for film and video.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

FMVD 200 Acting for the Screen 3.0 Credits

This course examines the issues and techniques specific to acting for the camera. Through weekly workshops students address the limitations and relationships actors face in performing for the camera. The class explores various acting styles and schools of thought and involves extensive scene study and performance in a video setting.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

FMVD 202 Directing for the Screen 3.0 Credits

This course provides students with an understanding of the role of a director in film and television. Students focus on the development of comprehensive skills for directing technical personnel, exposure to directing styles, communicating with actors and cinematic choices.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

FMVD 206 Audio Production and Post 3.0 Credits

This course is an introduction to the creation and manipulation, of digital audio files. It is geared towards the Digital Media student, with respect to applying soundtrack elements to their images. Topics will include recording dialog, location sound recording, sound effects design, music editing, and multi-track mixing.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Restrictions: Can enroll if major is DIGM.

FMVD 207 Location Sound Recording 3.0 Credits

This course will focus on training students to record quality sound for films in any location.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

FMVD 210 Documentary Video Production 3.0 Credits

Builds on the knowledge of cinematic language and basic production technique learned in FMVD 105. Students become familiar with documentary shooting and editing strategies and produce final documentary projects.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FMVD 110 [Min Grade: D]

FMVD 215 Narrative Video Production 3.0 Credits

This course is designed to build upon the basic skills learned in Shooting and Lighting, Sound & Editing and to develop an understanding of additional production and post-production technologies. Increased emphasis is placed upon the ability of the student to use the resources of the medium in a professional manner.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

FMVD 218 Intermediate Cinematography 3.0 Credits

This course provides advanced focus in cinematic concepts and techniques and their use in electronic filmmaking.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

FMVD 220 Experimental Video Production 3.0 Credits

This course explores experimental theses and techniques in video. Self discovery, working through a process, and developing varied strategies are part of each student's journey that culminates in a finished experimental film.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

FMVD 235 Intermediate Lighting 3.0 Credits

Emphasizes learning to model figures and shape scenery with light for film and video production. Covers methods of creating mood and atmosphere through light appropriate to the story of a particular film or video.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FMVD 105 [Min Grade: D] or FMVD 110 [Min Grade: D]

FMVD 237 Intermediate Editing 3.0 Credits

This course will give a basic overview of film & video editing history & aesthetics as well as advanced Final Cut Pro (FCP) techniques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

FMVD 242 Film Production Design 3.0 Credits

This course is designed to instruct in the techniques and methods of designing a set for film and television.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

FMVD 286 Producing for Features 3.0 Credits

Producing will cover all aspects associated with producing a feature film in both the Hollywood and Independent arenas.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

FMVD 291 Film and Video Internship 0.5-3.0 Credits

The student does a non-paying internship in the field of film and video for academic credit, working a minimum of 100 hours in a 10-week term for 3 credits. The student provides an initial informational sheet on the internship and submits a final paper on the experience. May be repeated for credit. The first time the course may be taken for 3 credits. After that, the course may be repeated, but for 1 credit each time. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is FMVD.

FMVD 295 Hollywood 101 3.0 Credits

This course will present an overview of how the business of Hollywood is really done. We'll examine the role of producers, agents, managers, entertainment attorneys, publicists, and studio and network executives.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is EAM or major is FMVD or major is SCRP.

FMVD 305 Special Effects Make-up 3.0 Credits

Introduction to the materials and techniques used in the creation of a character or special effects make-up for film and video. Through demonstrations and hands-on projects, students learn the basics of cosmetic application and more specialized techniques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

FMVD 307 Cutting Trailers 3.0 Credits

View, analyze and produce theatrical trailers and promos, as well as study the marketing methods that drive these productions. The history of trailers will also be studied.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 237 [Min Grade: D]

FMVD 310 Camera Operators Workshop 3.0 Credits

A hands-on introduction to the role of the camera operator in filmmaking.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FMVD.

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

FMVD 315 Audio Post Production 3.0 Credits

Sound Post-Production is a workshop that allows students to thoroughly focus on the audio portion of editing. In this course, the individual components of sound design are presented and students in order to understand how all the components work together to form a solid soundtrack.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

FMVD 317 Directing the Score 3.0 Credits

This course will provide the filmmaker student with the communication tools to direct a film score composer.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

FMVD 320 Steadicam Workshop 3.0 Credits

A hands-on introduction to the use of the Steadicam as a creative production tool. The course will cover basic theory of operation and setup of the Steadicam with various cameras.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 230 [Min Grade: D]

FMVD 322 Production Workshop I 3.0 Credits

The first of a two-course sequence in which students produce a film or video project.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FMVD 210 [Min Grade: D] or FMVD 215 [Min Grade: D]

FMVD 323 Production Workshop II 3.0 Credits

The second of a two-course sequence in which students produce a film or video project.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: FMVD 322 [Min Grade: D]

FMVD 325 Stop Motion Animation 3.0 Credits

This course will explore the technique and expressive possibilities of traditional Stop Motion Animation. Students will learn to shoot objects or models one frame at a time to create the illusion of movement and life.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

FMVD 327 Advanced Lighting 3.0 Credits

This course expands upon lighting techniques taught in FMVD 235, Basic Lighting.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 235 [Min Grade: D]

FMVD 328 New Technologies in Film 3.0 Credits

This is a hands-on course that instructs in the use of emerging technologies in the film industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FMVD or major is TELE.

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

FMVD 332 Advanced Film 3.0 Credits

This course is designed to further broaden the skills developed in Basic Filmmaking. Students shoot synch-sound, 16 mm films and have the option of working in color. A fine cut of the final project is due at the end of the term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 230 [Min Grade: D]

FMVD 335 The 16mm Film Project 3.0 Credits

This course will further broaden the skills developed in FMVD 332 - Advanced Film Production and provide students the opportunity to complete a short 16mm film to the fine cut stage by the end of the term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 332 [Min Grade: D]

FMVD 341 Creating Credits and Opticals 3.0 Credits

This course is designed to present a "real world" introduction to creating open and close title sequences for film and television.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 237 [Min Grade: D]

FMVD 344 Music Video Production 3.0 Credits

This course will study the history of Music Videos. Students will then develop and produce videos for artists represented by MAD DRAGON RECORDS.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

FMVD 365 Special Topics in Production 3.0 Credits

Focuses on a particular aspect of film and video production, such as cinematography, directing, or editing. The course may be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FMVD 105 [Min Grade: D] or FMVD 110 [Min Grade: D]

FMVD 399 Independent Project in Film and Video 0.5-12.0 Credits

Students plan and produce a project in the area of film and video with faculty supervision. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is FMVD.

Cannot enroll if classification is Freshman

FMVD 400 Advanced Directing 3.0 Credits

This hands-on class explores the communication between actors and directors in the film industry. In a workshop setting, using professional actors, students work on scenes rotating as directors.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 202 [Min Grade: D]

FMVD 415 Advanced Editing 3.0 Credits

This course builds upon the basic skills taught in Editing, FMVD 115. Students advance towards editing larger scale productions, focusing on aesthetics as well as challenges to specific types of projects, advanced techniques and software.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FMVD and classification is Senior.

FMVD 420 Advanced Audio Post-Production 3.0 Credits

This course is designed to provide the student with an advanced understanding of the techniques and practices of the sound designer, sound editor, dialogue editor, sound effects editor, music editor, and re-recording mixer for film and television.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 315 [Min Grade: D]

FMVD 430 Advanced Cinematography 3.0 Credits

This course provides students with exposure to the principles of advanced cinematography and videography both in theory and practical experiences.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 230 [Min Grade: D]

FMVD 465 Special Topics in Film and Video 3.0 Credits

Covers special topics in the area of film and video. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: FMVD 105 [Min Grade: D] or FMVD 110 [Min Grade: D]

FMVD 490 Directed Studies in Film and Video 0.5-12.0 Credits

Students undertake specified studies in the field of film and video with faculty supervision. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

FMVD 495 Senior Project in Film and Video 3.0 Credits

The student plans and produces a long-term project during the senior year with faculty supervision. The project is expected to integrate the academic and practical knowledge the student has acquired in the area of film and video.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Restrictions: Can enroll if major is FMVD and classification is Junior or Senior.

Prerequisites: FMVD 323 [Min Grade: D]

Game Art and Production

Bachelor of Science Degree: 186.0 quarter credits

About the Program

Drexel's nationally-ranked Game Art & Production program combines a strong comprehension of animation and interactivity, along with an understanding of design, programming, and production.

The major mirrors a sector that has seen an explosion in gaming, not just in homes, but throughout industry and the corporate world. The gaming industry has grown from just a source of entertainment to one that also encompasses the use of "serious gaming," where gaming technologies are used in education and training.

Fully immersive games now use new methods of interaction, such as multi-touch displays, motion control and haptic devices. To best prepare themselves for the demands of careers in these cutting-edge disciplines, students pursue a foundation of design and technology, taking core courses in all aspects of digital media, completing a six month co-op and delving into rigorous coursework in many areas of specialization.

To complement the creative focus of the new game art & production major, a sister concentration in game programming and development is offered as part of Drexel's major in computer science.

Additional Information

To find out more about this major, visit the Westphal College's Game Art and Production Major (<http://www.drexel.edu/westphal/academics/undergraduate/gameartproduction>) page.

Degree Requirements

General education requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 230	Techniques of Speaking	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 101	Introduction to Analysis I	4.0
PHYS 121	Physical Science for Design I	4.0
PHYS 122	Physical Science for Design II	4.0
UNIV A101	The Drexel Experience	2.0
	Arts and humanities elective	3.0
	History (HIST) elective	3.0

Literature (ENGL) elective	3.0
Social science electives	9.0
Free electives	24.0
Art and art history Requirements	
ARTH 102 History of Art II: High Renaissance to Modern	3.0
ARTH 103 History of Art: Early to Late Modern	3.0
ARTH 300 [WI] History of Modern Design	3.0
VSST 108 Design I for Media	3.0
VSST 109 Design II for Media	3.0
VSST 110 Introductory Drawing	3.0
VSST 111 Figure Drawing I	3.0
Media and computer science requirements	
CS 171 Computer Programming I	3.0
CS 172 Computer Programming II	3.0
FMVD 110 Basic Shooting and Lighting	3.0
FMVD 206 Audio Production and Post	3.0
VSCM 240 Typography I	3.0
SCRP 270 [WI] Screenwriting I	3.0
Digital media core requirements	
ANIM 140 Computer Graphics Imagery I	3.0
ANIM 141 Computer Graphic Imagery II	3.0
ANIM 152 Multimedia Timeline Design	3.0
ANIM 211 Animation I	3.0
DIGM 100 Digital Design Tools	3.0
DIGM 105 Overview of Digital Media	3.0
DIGM 223 Creative Concept Design	3.0
DIGM 250 Professional Practices	3.0
DIGM 350 [WI] Digital Storytelling	3.0
DIGM 451 [WI] Explorations in New Media	3.0
DIGM 475 [WI] Seminar: The Future of Digital Media	3.0
DIGM 492 Senior Project in Digital Media I	3.0
DIGM 493 Senior Project in Digital Media II	3.0
DIGM 494 Senior Project in Digital Media III	3.0
GMAP 260 Overview of Computer Gaming	3.0
WBDV 240 Web Authoring I	3.0
WBDV 241 Vector Authoring I	3.0
Gaming requirements	
ANIM 212 Animation II	3.0
ANIM 215 History of Animation	3.0
ANIM 388 Spatial Data Capture	3.0
GMAP 345 Game Development Foundations	3.0
GMAP 377 Game Development: Workshop I	3.0
GMAP 378 Game Development: Workshop II	3.0
GMAP 421 Advanced Game Art Production	3.0
Select two of the following Gaming Electives:	6.0
GMAP 347 Serious Games	
GMAP 348 Experimental Games	
GMAP 367 Character Animation for Gaming	
GMAP 368 Artificial Intelligence in Gaming	
GMAP 369 Mobile Game Development	
Total Credits	186.0

Sample Plan of Study

Term 1		Credits
DIGM 100	Digital Design Tools	3.0
DIGM 105	Overview of Digital Media	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
PHYS 121	Physical Science for Design I	4.0
UNIV A101	The Drexel Experience	1.0
VSST 110	Introductory Drawing	3.0
Term Credits		17.0
Term 2		
ANIM 140	Computer Graphics Imagery I	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
FMVD 110	Basic Shooting and Lighting	3.0
PHYS 122	Physical Science for Design II	4.0
UNIV A101	The Drexel Experience	1.0
VSST 108	Design I for Media	3.0
Term Credits		17.0
Term 3		
ANIM 141	Computer Graphic Imagery II	3.0
ANIM 152	Multimedia Timeline Design	3.0
CIVC 101	Introduction to Civic Engagement	1.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 101	Introduction to Analysis I	4.0
VSST 109	Design II for Media	3.0
Term Credits		17.0
Term 4		
ANIM 211	Animation I	3.0
CS 171	Computer Programming I	3.0
DIGM 223	Creative Concept Design	3.0
GMAP 260	Overview of Computer Gaming	3.0
WBDV 240	Web Authoring I	3.0
Term Credits		15.0
Term 5		
ANIM 212	Animation II	3.0
ANIM 215	History of Animation	3.0
ARTH 102	History of Art II: High Renaissance to Modern	3.0
COOP 101	Career Management and Professional Development	0.0
CS 172	Computer Programming II	3.0
WBDV 241	Vector Authoring I	3.0
Term Credits		15.0
Term 6		
ARTH 103	History of Art: Early to Late Modern	3.0
FMVD 206	Audio Production and Post	3.0
GMAP 345	Game Development Foundations	3.0
SCRP 270 [WI]	Screenwriting I	3.0
VSCM 240	Typography I	3.0
Term Credits		15.0

Term 7		
ANIM 388	Spatial Data Capture	3.0
COM 230	Techniques of Speaking	3.0
DIGM 250	Professional Practices	3.0
DIGM 350	Digital Storytelling	3.0
[WI]		
VSST 111	Figure Drawing I	3.0
Term Credits		15.0

Term 8		
ARTH 300	History of Modern Design	3.0
[WI]		
DIGM 451	Explorations in New Media	3.0
[WI]		
GMAP 377	Game Development: Workshop I	3.0
Free elective		3.0
Gaming elective*		3.0
Term Credits		15.0

Term 9		
GMAP 378	Game Development: Workshop II	3.0
Social science elective		3.0
Arts and Humanities elective		3.0
Gaming elective*		3.0
Free elective		3.0
Term Credits		15.0

Term 10		
DIGM 492	Senior Project in Digital Media I	3.0
GMAP 421	Advanced Game Art Production	3.0
Social science elective		3.0
Arts and Humanities elective		3.0
Free elective		3.0
Term Credits		15.0

Term 11		
DIGM 493	Senior Project in Digital Media II	3.0
Free electives		9.0
Social science elective		3.0
Term Credits		15.0

Term 12		
DIGM 475	Seminar: The Future of Digital Media	3.0
[WI]		
DIGM 494	Senior Project in Digital Media III	3.0
Arts and Humanities elective		3.0
Free electives		6.0
Term Credits		15.0

Total Credit: 186.0

* See degree requirements.

Co-Op/Career Opportunities

Drexel students have broad training in all areas of game design and production, and our students have career opportunities in both entertainment gaming and the broader simulation/training industries.

Co-Op Experiences

In an industry where the process of building a career often begins with a few key contacts, the co-op program gives Drexel students the chance to begin meeting people and networking. A recent co-op student at Microsoft Studios worked with producers on several different titles and was offered a job in his junior year that was waiting for him after he completed his senior year.

In addition to the large entertainment companies, students have opportunities to explore how game design is applicable to many local industries ranging from pharmaceuticals to aircraft.

Career Experiences

Our students work in leading entertainment companies including Microsoft Studios, Disney, EA Games, Blizzard, Zynga, 343 Industries, Midway, and NCsoft. Other students chose smaller studios or launch their own companies. Many students chose to work outside of the leading studios by applying their game production skills to more serious endeavors for companies including Lockheed, Comcast, Vanguard, and The Ride Works.

Jobs titles range from Technical Artist, Lead Cinematic Animator, Program Manager, Associate Producer, Marketing Manager, Animator, Facial Capture Artist, Motion Capture Associate, Simulation Developer, etc. Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities, or Drexel's RePlay Lab careers (<http://www.replay.drexel.edu/careers.html>) page.

Dual Accelerated Degrees

BS/MS in Digital Media

The accelerated degree programs enable academically qualified students to earn both a bachelor's and a master's degree in five years instead of six — graduating sooner than they would in traditional programs. In addition, the graduate-level courses students take in their junior and senior years are included in their undergraduate tuition, which saves almost a year's worth of their MS tuition.

Current Drexel students may apply for the an accelerated degree programs through the Office of Graduate Studies after completing 90.0 credits, but no more than 120.0 credits. Many of our accelerated students have gone on to careers at leading companies including Pixar, Microsoft Studios, Dreamworks, NCSOFT, and Disney.

Facilities

Our facilities include more than 100 triple-boot MacPro and Boxx Technology workstations, a 16 camera Vicon motion capture studio, green screen room, a 2-ton motion platform theme park ride, FTIR multitouch displays, laser scanner, stereoscopic projector, eye tracker, fNIR and EEG brain interfaces, and 3D theater, recording studios, etc. Students use professional software including Unreal, Unity3D, Maya, 3D Studio Max, Houdini, Massive, etc.

More information can be found at Drexel RePlay Lab's Facilities (<http://replay.drexel.edu/facilities.html>) page.

Cinema and Television Faculty

Glen Muschio, PhD (*Temple University*). Associate Professor. Digital media, society, communication.

Lise Raven, MFA (*New York University*). Assistant Professor. Filmmaker.

Philip W. Salas, BS (*Temple University*). Assistant Teaching Professor. Utilization of advanced set top box data to measure fragmented viewing behavior. Impact of new television distribution technologies on traditional broadcasters and multichannel program providers.

David A. Schwartz, BA (*Rider University*). Associate Teaching Professor. Steadicam operator; cameraman.

Andrew Susskind, BA (*Harvard University*) Program Director of TV Production & Media Management. Associate Teaching Professor. Independent television producer and director.

Albert S. Tedesco, MA (*University of Pennsylvania*) Director of the Paul F. Harron Graduate Program in Television Management. Associate Teaching Professor. Impact of digital media on broadcast television; broadcasters' response to the challenge of new media; management of publicly and privately held communications companies.

Jervis Thompson, BS (*Drexel University*). Associate Teaching Professor. Digital media, interactive multimedia.

Gregory S. Wolmart, MFA (*University of Pennsylvania*). Assistant Professor. Cinema studies; film history.

Jichen Zhu, PhD (*Georgia Institute of Technology*). Assistant Professor. Developing humanistic and interpretive framework of computational technology, particularly artificial intelligence (AI), and constructing AI-based cultural artifacts; interactive storytelling, games and software studies.

Interdepartmental Faculty

Lawrence Epstein, MBA (*Cornell University*) Interim Department Head, Arts & Entertainment Enterprise. Associate Teaching Professor.

Courses

GMAP 260 Overview of Computer Gaming 3.0 Credits

This course presents an overview of computer gaming, including its history, its foundation in traditional games and its contemporary forms. The relationship among genres, platforms and audiences are examined and critical evaluation skills are developed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

GMAP 345 Game Development Foundations 3.0 Credits

This course introduces students to the computer game design process. Students also learn how the individual skills of modeling, animation, scripting, interface design and storytelling are coordinated to produce interactive media experiences.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: (ANIM 141 [Min Grade: D] or DIGM 141 [Min Grade: D] or CS 265 [Min Grade: D]) and (DIGM 260 [Min Grade: D] or GMAP 260 [Min Grade: D])

GMAP 347 Serious Games 3.0 Credits

This course explores development of games for education. Goals include understanding and appreciating the psychology of play and the principles of game design in developing educational games.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: GMAP 378 [Min Grade: D]

GMAP 348 Experimental Games 3.0 Credits

This course explores new ideas and innovative gameplay through constraints of team size and shortened development cycles.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: GMAP 377 [Min Grade: D]

GMAP 367 Character Animation for Gaming 3.0 Credits

This course focuses on character animation techniques for real-time graphics, including cyclical animations, procedural animation, motion capture and integration into game engines.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ANIM 212 [Min Grade: D] and GMAP 345 [Min Grade: D]

GMAP 368 Artificial Intelligence in Gaming 3.0 Credits

This course teaches the use and integration of state machines into game engines, as well as other methods for creating and controlling Non Player Characters (NPCs).

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: GMAP 345 [Min Grade: D] and CS 172 [Min Grade: D]

GMAP 369 Mobile Game Development 3.0 Credits

This course explores development of games for mobile platforms. Specifically addressed will be platform issues such as processor speed, screen resolution, user interface and memory.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: GMAP 377 [Min Grade: D]

GMAP 377 Game Development: Workshop I 3.0 Credits

This course examines the roles of the executive producer and the development team in taking a computer game from concept to design document through production. Students will work in small teams to research and plan a production effort that results in a pre-production prototype.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: GMAP 345 [Min Grade: D] or DIGM 345 [Min Grade: D]

GMAP 378 Game Development: Workshop II 3.0 Credits

This course provides an environment in which the pre-production of GMAP 377 Game Development: Workshop I can be taken through a full production effort. Students work in small teams to bring a selected prototype to completion.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: GMAP 377 [Min Grade: D] or DIGM 361 [Min Grade: D]

GMAP 399 Independent Project in Game Art and Production 0.5-12.0 Credits

Supervised planning and execution of a project in the area of Game Art and Production.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

GMAP 421 Advanced Game Art Production 3.0 Credits

This course will step through the various modules of game engines, enabling students to gain access to real-time shaders and materials, particle systems and animation techniques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: GMAP 377 [Min Grade: D]

GMAP 465 Special Topics in Game Production 3.0 Credits

Addresses current topics in Game Art and Production. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

Graphic Design

Bachelor of Science Degree: 183.0 quarter credits

About the Program

The Bachelor of Science curriculum in graphic design provides a balance of traditional and technical artistic studies enhanced by general education coursework in humanities and social sciences. Students develop a sophisticated approach to creative problem solving and develop skills in typography, image generation, corporate identity, information graphics, web design, three-dimensional design and motion graphics. Students experience a broad range of two- and three-dimensional projects and remain current on electronic applications and emerging technologies. Students can also pursue advanced elective coursework in web & motion graphic design, environmental graphic design (wayfinding systems, exhibition design, identity graphics), experimental publication design and other interdisciplinary special topics projects.

Additional Information

For more information about the major, visit the Graphic Design (<http://www.drexel.edu/westphal/academics/undergraduate/graphicdesign>) program web page.

Degree Requirements

General Education Requirements

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
PHYS 121	Physical Science for Design I	4.0

UNIV A101	The Drexel Experience	2.0
	Arts and humanities electives	9.0
	Natural science elective	4.0
	Social science electives	9.0
	Free electives	23.0
	Co-operative education (two terms)	0.0

Visual Studies Requirements

ARTH 101	History of Art I: Ancient to Medieval	3.0
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
PHTO 110	Photography	3.0
VSST 101	Design I	4.0
VSST 102	Design II	4.0
VSST 103	Design III	4.0
VSST 110	Introductory Drawing	3.0
VSST 111	Figure Drawing I	3.0
VSST 301	Painting I	4.0
VSST 321	Screenprint I	4.0
	Visual Studies (VSST) elective	4.0

Graphic Design Requirements

ARTH 300 [WI]	History of Modern Design	3.0
PHTO 210	Intermediate Photography	3.0
VSCM 100	Computer Imaging I	3.0
VSCM 200	Computer Imaging II	3.0
VSCM 230	Visual Communication I	4.0
VSCM 231	Visual Communication II	4.0
VSCM 232	Visual Communication III	4.0
VSCM 240	Typography I	3.0
VSCM 241	Production	3.0
VSCM 242	Typography II	3.0
VSCM 330	Visual Communication IV	4.0
VSCM 331	Visual Communication V	4.0
VSCM 340	Typography III	3.0
VSCM 350 [WI]	Graphic Design: 20th Century and Beyond	3.0
VSCM 430	Visual Communication VI	4.0
VSCM 450	Professional Portfolio	3.0
or VSCM 455	Electronic Portfolio	
VSCM 460	Professional Practice	3.0
or VSCM 477	Graphic Design Seminar	
VSCM 496	Senior Thesis Graphic Design	3.0
VSCM 440	Book Design	4.0
WMGD 210	Motion Graphics I	4.0
WMGD 220	Web Graphics I	4.0

Graphic Design Elective

Select from the following recommended courses:

ADGD 200	Introduction to Advertising
ADGD 210	Print Advertising I
ADGD 310	Television and Web Advertising
ADGD 320	Print Advertising II
EVGD 210	Architectural Signage
EVGD 200	Introduction to Environmental Graphic Design
EVGD 220	Wayfinding

EVGD 310	Design Techniques and Materials	
EVGD 320	Exhibit Design	
EVGD 421	Environmental Branding	
WMGD 330	Web Graphics II	
WMGD 421	Motion Graphics II	
WMGD 465	Special Topics	
Total Credits		182.0

Sample Plan of Study

BS in Graphic Design: General Plan of Study

Term 1		Credits
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
PHYS 121	Physical Science for Design I	4.0
UNIV A101	The Drexel Experience	1.0
VSST 101	Design I	4.0
VSST 110	Introductory Drawing	3.0
Term Credits		15.0
Term 2		
ARTH 101	History of Art I: Ancient to Medieval	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
UNIV A101	The Drexel Experience	1.0
VSST 102	Design II	4.0
Natural science elective		4.0
Term Credits		15.0
Term 3		
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
VSCM 100	Computer Imaging I	3.0
VSST 103	Design III	4.0
Term Credits		17.0
Term 4		
ARTH 103	History of Art: Early to Late Modern	3.0
PHTO 110	Photography	3.0
VSCM 200	Computer Imaging II	3.0
VSCM 230	Visual Communication I	4.0
VSCM 240	Typography I	3.0
Term Credits		16.0
Term 5		
COOP 101	Career Management and Professional Development	0.0
PHTO 210	Intermediate Photography	3.0
VSCM 231	Visual Communication II	4.0
VSCM 242	Typography II	3.0
VSST 111	Figure Drawing I	3.0
Term Credits		13.0
Term 6		
VSCM 232	Visual Communication III	4.0
VSCM 241	Production	3.0

WMGD 220	Web Graphics I	4.0
Free elective		3.0
Term Credits		14.0

Term 7

ARTH 300	History of Modern Design [WI]	3.0
VSST 321	Screenprint I	4.0
WMGD 210	Motion Graphics I	4.0
Arts and Humanities elective		3.0
Graphic Design elective *		4.0
Term Credits		18.0

Term 8

VSCM 330	Visual Communication IV	4.0
VSCM 340	Typography III	3.0
Visual Studies (VSST) elective **		4.0
Arts and Humanities elective		3.0
Social science elective		3.0
Term Credits		17.0

Term 9

VSST 301	Painting I	4.0
VSCM 331	Visual Communication V	4.0
VSCM 350	Graphic Design: 20th Century and Beyond [WI]	3.0
Social science elective		3.0
Arts and Humanities elective		3.0
Term Credits		17.0

Term 10

VSCM 430	Visual Communication VI	4.0
VSCM 440	Book Design	4.0
Social science elective		3.0
Free elective		3.0
Term Credits		14.0

Term 11

VSCM 450	Professional Portfolio	3.0
or 455	Electronic Portfolio	
Free electives		9.0
Term Credits		12.0

Term 12

VSCM 460	Professional Practice	3.0
or 477	Graphic Design Seminar	
VSCM 496	Senior Thesis Graphic Design	3.0
Free electives		8.0
Term Credits		14.0

Total Credit: 182.0

* See degree requirements for list of Graphic Design electives.

** Visual Studies (VSST) elective: choose from any upper-level VSST course.

Co-op/Career Opportunities

Potential employers include advertising agencies, publishers, printers, independent and in-house design studios, museums and galleries,

magazines and newspapers, and television. Training in visual communication prepares an individual for careers in many fields because the problem-solving methods and organizational skills it builds are widely applicable.

Co-Op Experiences

Some past co-op employers of graphic design students include:

- The Franklin Institute
- Philadelphia Museum of Art
- Quirk Books
- Esquire
- Electronic Ink
- Razorfish
- Happy Cog
- Philadelphia Union
- McGraw-Hill Publishing
- Comcast
- The Academy of Natural Sciences of Drexel University

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

Facilities

The Graphic Design classrooms are located on the fourth floor of the URBN Center in the Antoinette Westphal College of Media Arts and Design. There are five dedicated classroom workspaces equipped with up-to-date electronic and traditional tools. Classrooms have work surfaces for traditional practices that will accommodate 15 students, and wall surfaces for critiques or posting examples of printed work. In addition, students have access to a dedicated, non-scheduled Graphic Design "Open Lab" equipped with all necessary technology and work surfaces.

Media Arts Faculty

Jack Cliggett, MFA (*Syracuse University*). Associate Professor. Graphic design; logo design, corporate identity, Chinese propaganda, and thesis.

E. June Ellaway-Lunn, MFA (*Tyler School of Art, Temple University*)
Department Head of Media Arts. Associate Professor. Graphic design; logo design, corporate identity, publication design, book design, professional practice, professional portfolio, and thesis.

Jody Graff, BS (*Drexel University*) *Program Director, Graphic Design*. Instructor. Graphic design; publication design, annual report design, three-dimensional graphics and packaging, environmental graphic design (exhibition and wayfinding), and thesis.

Andrea Modica, MFA (*Yale University*). Associate Professor. Photography; portraiture, photojournalism, palladium printing, and thesis.

William Rees, BS (*Drexel University*) *Assistant Program Director, Graphic Design*. Instructor. Graphic design; logo design, corporate identity, publication design, electronic imaging, print production, web design, professional portfolio, and thesis.

Stuart Rome, MFA (*Arizona State University*). Professor. Photography; color photography, junior project, and thesis.

Paul Runyon, BFA (*The University of New Mexico*) *Program Director, Photography*. Associate Professor. Studio photography, view-camera photography, studio lighting, business aspects of photography.

Sandra Stewart, BFA (*Temple University*) *Academic Associate Dean, Antoinette Westphal College of Media Arts and Design*. Associate Professor. Graphic design; logo design, corporate identity, publication design, three-dimensional graphics and packaging, and thesis.

Amanda Tinker, MFA (*Temple University*). Instructor. Photography, history of photography, historical and alternative processes, and intermediate photography.

Mark Willie, MFA (*Boston Museum School of Fine Arts*). Instructor. Graphic design; typography, logo design, corporate identity, publication design, publication design, book design, professional portfolio, and thesis.

L. Kylie Wright, BA (*University of Virginia*). Instructor. Photography; digital photography, and master printing.

Shushi Yoshinaga, BFA (*Philadelphia College of the Arts*). Associate Professor. Graphic design; letterform, typography, and thesis.

Interdepartmental Faculty

Jervis Thompson, BS (*Drexel University*). Associate Teaching Professor. Digital media, interactive multimedia.

Blaise J. Tobia, MFA (*University of California, San Diego*) *Director of the Digital Media Program*. Professor. Photography, digital imaging.

Advertising Design Courses

ADGD 200 Introduction to Advertising 4.0 Credits

Examines effective targets advertising and the working relationships between art direction and copywriting. Art direction and graphic design techniques for creative strategies are explored.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: VSCM 230 [Min Grade: D] and VSCM 240 [Min Grade: D]

ADGD 210 Print Advertising I 4.0 Credits

This course examines the creative process and research for creating innovative advertising. Students design and create a series of ads in market segments that include retail, trade, corporate identity, non-profit, and public service.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: VSCM 240 [Min Grade: D] and VSCM 242 [Min Grade: D]

ADGD 310 Television and Web Advertising 4.0 Credits

A concept-focused exploration of the creative process essential to creating effective ads for TV and new media.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: ADGD 210 [Min Grade: D] or WMGD 210 [Min Grade: D]

ADGD 320 Print Advertising II 4.0 Credits

Advanced advertising design class instruction that will result in a portfolio of design work that demonstrates innovative solutions and visual systems.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: ADGD 210 [Min Grade: D] and VSCM 230 [Min Grade: D] and VSCM 240 [Min Grade: D]

ADGD 496 Senior Thesis in Advertising Design 3.0 Credits

Students will meet with faculty advisors to create a comprehensive self-described project. Proposals must be approved by faculty.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: ADGD 310 [Min Grade: D]

Environmental Graphic Design Courses**EVGD 200 Introduction to Environmental Graphic Design 4.0 Credits**

This course is an introduction to the Environmental Graphic Design specialty including wayfinding systems, architectural graphics, signage, exhibit design, and mapped and themed environments.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: VSCM 230 [Min Grade: D] and VSCM 240 [Min Grade: D]

EVGD 210 Architectural Signage 4.0 Credits

Architectural Signage focuses on identification and wayfinding systems within a built environment. This course explores means and methods through class exercises and assigned projects.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: EVGD 200 [Min Grade: D]

EVGD 220 Wayfinding 4.0 Credits

This course explores the discipline of wayfinding in an urban environment through the use of visual clues and directional hierarchy, including typography, symbols, and color.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: EVGD 210 [Min Grade: D]

EVGD 310 Design Techniques and Materials 3.0 Credits

This course introduces a wide range of materials and techniques and explores how they may be applied to develop a successful environmental graphics project.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: EVGD 220 [Min Grade: D]

EVGD 320 Exhibit Design 4.0 Credits

This exploration of exhibit design focuses on communicating a narrative visually through the design of space, graphics, objects, and interactivity.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: VSCM 230 [Min Grade: D] and VSCM 240 [Min Grade: D] and EVGD 200 [Min Grade: D]

EVGD 421 Environmental Branding 4.0 Credits

This course explores the marketing power of a branded identity when it is visually and spatially applied to a retail environment.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: EVGD 320 [Min Grade: D]

EVGD 496 Senior Thesis in Environmental Graphic Design 3.0 Credits

Senior Thesis is a personal investigation that evidences advanced problem solving in Environmental Graphic Design. Proposals must have faculty approval.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: EVGD 320 [Min Grade: D] and EVGD 421 [Min Grade: D]

Graphic Design Courses**VSCM 100 Computer Imaging I 3.0 Credits**

This course explores current potentials, limitations, and issues related to use of computer software for design applications. Projects include graphics creation and manipulation; image acquisition, creation and manipulation; text creation and manipulation; typography; input and output options and control; hardware/software/system fundamentals; and troubleshooting.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

VSCM 140 Calligraphy 3.0 Credits

Covers the skills and understanding of letterforms as geometry and type, development of hand/eye skill in letter-forming, investigation of solids and voids, and use of traditional and modern tools and materials. Studio.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSST 110 [Min Grade: D]

VSCM 200 Computer Imaging II 3.0 Credits

Provides continued study of electronic imaging with emphasis on Graphic Design process for print and screen design.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 100 [Min Grade: D]

VSCM 230 Visual Communication I 4.0 Credits

Provides an overview of graphic design as an applied art. Covers the given, the formal, and the psychological aspects of graphic design.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: VSST 102 [Min Grade: D] or VSST 105 [Min Grade: D]

VSCM 231 Visual Communication II 4.0 Credits

Continues VSCM 230. Covers corporate identity and explores logo development using the pictorial mark, typographic solution, and abstract interpretation as symbols of identity.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: VSCM 230 [Min Grade: D]

VSCM 232 Visual Communication III 4.0 Credits

Examines problems in graphic design on the relationship between designer and client, including solving specific situations of image-making with emphasis on the total identity of an organization, firm, or publication. Involves extensive exploration of color and imagery. Studio.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 231 [Min Grade: D]

VSCM 240 Typography I 3.0 Credits

Uses the history of type as the backdrop for the introduction to the art and craft of conventional through state-of-the-art typesetting as well as the creative and extraordinary use of type. Focuses on the letter, word, and sentence. Studio/lecture.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSST 101 [Min Grade: D] or VSST 104 [Min Grade: D] or VSST 108 [Min Grade: D]

VSCM 241 Production 3.0 Credits

Covers traditional and electronic means of print production. Explores alternate means of production and various printing and output methods. Studio.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 240 [Min Grade: D]

VSCM 242 Typography II 3.0 Credits

Continues VSCM 240. Broadens the scope to deal with the paragraph and the typeset page, with increased attention to the importance of subtleties and refinements. Explores the differing requirements of type in relationship to pictorial images.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 240 [Min Grade: D]

VSCM 247 On Screen Typography 3.0 Credits

This course develops a visual sensitivity to typographical compositions on screen while expanding knowledge of current technologies.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM or major is GRDS.

VSCM 330 Visual Communication IV 4.0 Credits

Examines problems in information graphics, including signage, environmental graphic design, and exhibit design. Studio.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 232 [Min Grade: D]

VSCM 331 Visual Communication V 4.0 Credits

Focuses on techniques and methods of advanced problem solving.

Through a series of three projects, the student learns to analyze conceptual and contextual relationships pertinent to any visual communication assignment. Studio.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 330 [Min Grade: D]

VSCM 340 Typography III 3.0 Credits

Typography III concentrates on the exploration and management of large blocks of text in specific design problems. Special emphasis will be placed on the style and readability of typographic treatments.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 242 [Min Grade: D]

VSCM 350 [WI] Graphic Design: 20th Century and Beyond 3.0 Credits

Concentrates on impact and significance of the graphic design profession in society through the history and movements of the profession and the work of 20th-century masters of visual communication. Students will analyze conceptual and contextual relationships and develop greater awareness of stylistic content and its relevance to the culture. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

VSCM 360 Design on Site 3.0 Credits

Weekly visits to studios of various design disciplines such as small graphic design offices, environmental graphic design firms, advertising agencies, book and magazine publishers, and website developers. A written report is due at the end of the term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: VSCM 232 [Min Grade: D]

VSCM 399 Independent Study in Graphic Design 0.5-12.0 Credits

Provides individualized study in graphic design in a specialized area of study. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is GRDS and classification is Junior or Senior.

VSCM 430 Visual Communication VI 4.0 Credits

Continues VSCM 331. Explores three-dimensional graphic design processes and techniques for communication, including problems of scale, material, form, and function. Emphasizes package design. Includes point-of-purchase design. Studio.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 331 [Min Grade: D]

VSCM 440 Book Design 4.0 Credits

Investigates design of books, from their pre-Gutenberg origins to contemporary technology of design, binding, paper, and finishing. Includes multiple page formats, production grids, and sequential images. Lecture/studio.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 331 [Min Grade: D] or ADGD 310 [Min Grade: D] or EVGD 220 [Min Grade: D] or WMGD 220 [Min Grade: D]

VSCM 450 Professional Portfolio 3.0 Credits

Focuses on the preparation of a professional Graphic Design portfolio. A critical process that includes the screening of completed projects, reworking or expanding projects, and reconstructing/creating final portfolio components. A formal interview presentation of the portfolio is also explored and refined.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: VSCM 430 [Min Grade: D] or ADGD 320 [Min Grade: D] or EVGD 320 [Min Grade: D]

VSCM 455 Electronic Portfolio 3.0 Credits

Focuses on the design and production of a web based Graphic Design portfolio using web graphics and imagery through visuals, motion and sound within the software programs of Dreamweaver & Flash.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: VSCM 232 [Min Grade: D]

VSCM 460 Professional Practice 3.0 Credits

Covers running a design office, including basic contracts, fee structures, and the design process. Explores types of design offices; working with suppliers, printers, photographers, and illustrators; scheduling; resumes and portfolios; taxes; and marketing of graphic design services. Lecture/field work.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 430 [Min Grade: D]

VSCM 465 Special Topics in Graphic Design 3.0-12.0 Credits

Provides study in graphic design on a special topic or on an experimental basis. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

VSCM 477 Graphic Design Seminar 3.0 Credits

Provides a forum for discussion of current ideas in design, with a focus on print and broadcast advertising graphics. Includes presentations by invited professionals. Requires board presentation.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is GRDS and classification is Junior or Senior.

VSCM 478 Graphic Design Seminar: Advanced Techniques 3.0 Credits

An exploration for the subtleties that distinguish excellence in graphic design print, web and motion venues. Selections include: Advanced Typography and Electronic Portfolio.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Prerequisites: VSCM 340 [Min Grade: D]

VSCM 479 Graphic Design Seminar: Advanced Media 3.0 Credits

An exploration of advanced media development in Graphic Design as relevancy and currency demands. Selections include: Illustration I and II and Bookmaking.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Restrictions: Can enroll if major is GRDS.

VSCM 480 [WI] Graphic Design Seminar: Design Perceptions 3.0 Credits

An exploration of how graphic designers use visual communications tools and how audiences perceive them. Selections include: History of Visual Propaganda and Deconstruction Advertising. May be repeated for credit if topic varies.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

VSCM 482 Graphic Design for Cultural Organizations 3.0 Credits

Students experience firsthand how design can enhance the mission of cultural organizations, what it takes to develop innovative outreach programs, and how to apply for grants to achieve their creative endeavors. Projects assigned will be live, and will be conducted in and outside of the classroom.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: VSCM 430 [Min Grade: D] or ADGD 320 [Min Grade: D] or EVGD 320 [Min Grade: D] or WMGD 421 [Min Grade: D]

VSCM 485 Annual Report Design 3.0 Credits

Development and analysis of the corporate annual report as a graphic design concept and as a developed marketing tool.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 340 [Min Grade: D]

VSCM 496 Senior Thesis Graphic Design 3.0 Credits

Requires each student to define a problem and set a goal and strategies, develop a concept, and carry out a solution. Divides time among research, design, thematic development, and final presentation. Requires instructor approval of study.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: VSCM 430 [Min Grade: D]

Web Motion Graphic Design Courses**WMGD 210 Motion Graphics I 4.0 Credits**

This course explores fundamentals of graphics in motion, focusing on the use of word and image for television and web.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: VSCM 230 [Min Grade: D] and VSCM 240 [Min Grade: D]

WMGD 220 Web Graphics I 4.0 Credits

This course focuses on the concepts, issues and techniques related to the design of Websites. Emphasis is on the design and hierarchy of a website. Students will utilize HTML, XHTML, basic JavaScript, dynamic HTML, and Cascading Style Sheets (CSS) skills.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM or major is GRDS.

WMGD 330 Web Graphics II 4.0 Credits

Continues WMGD 220. Increases the complexity and scope of the art direction and design for web graphics. Students will focus on professional quality web pages using dedicated software that adheres to current industry standards.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM or major is GRDS.

Prerequisites: WMGD 220 [Min Grade: D]

WMGD 421 Motion Graphics II 4.0 Credits

This course focuses on applying aesthetics and skills learned in the first level to real-world applications that emphasize the graphics design of moving images.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: WMGD 210 [Min Grade: D]

WMGD 465 Special Topics 3.0 Credits

Provides study in web & motion graphic design on a special topic or on an experimental basis. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Restrictions: Can enroll if major is GRDS.

WMGD 496 Senior Thesis in Web and Motion Graphic Design 3.0 Credits

This course is a personal investigation that evidences advanced creative thinking and problem-solving in motion graphics. Thesis will result in an in-depth project that demonstrates professional abilities.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is GRDS.

Prerequisites: WMGD 421 [Min Grade: D]

Interior Design

Bachelor of Science Degree: 189.0 quarter credits

About the Program

The undergraduate interior design program explores the behavioral, technological, environmental and aesthetic aspects of interior design within the context of increasingly more complex design projects.

Combined with art and art history and general education requirements, a core of interior design courses creates a unique education at the forefront of design. Through academics grounded in problem-solving design studios, cooperative employment, and a dedicated faculty, the Interior Design program prepares students for leadership positions in the interior design industry.

The BS interior design program is CIDA accredited (Council for Interior Design Accreditation).

Program Philosophy and Mission

The interior design program at the Antoinette Westphal College of Media Arts & Design is committed to developing the leaders of tomorrow.

We believe that combining a studio-based, sequential interior design curriculum, with broad liberal arts study and the experiential learning of a well-established co-op program develops skillful designers, creative thinkers and potential leaders. We offer each student the opportunity for intellectual and personal growth through a hands-on approach to teaching, advising and collaborating. Developing skilled designers, creative thinkers, responsible citizens and professional leaders through academic, experiential and professional learning is the mission of the interior design program. We seek to cultivate students who acknowledge their responsibilities to the safety and well-being of the public and the stewardship of the environment and who can lead in a multifaceted profession and ever-changing world.

For more information about this major, visit the College's Interior Design (<http://www.drexel.edu/westphal/academics/undergraduate/interiordesign>) page.

Degree Requirements**General education requirements**

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 101	Introduction to Analysis I	4.0
PHYS 103	General Physics I	4.0
SOC 101	Introduction to Sociology	3.0

UNIV A101	The Drexel Experience	2.0
Arts and humanities electives		9.0
Natural science elective		4.0
Social science electives		6.0
Free electives *		24.0
Visual studies requirements		
ARTH 101	History of Art I: Ancient to Medieval	3.0
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
VSST 101	Design I	4.0
VSST 102	Design II	4.0
VSST 103	Design III	4.0
VSST 110	Introductory Drawing	3.0
VSST 201	Multimedia: Performance	4.0
or VSST 202	Multimedia: Space	
VSST 203	Multimedia: Materials	4.0
VSST 301	Painting I	4.0
VSST 311	Sculpture I	4.0
Interior design requirements		
INTR 160	Visualization I: Computer Imaging	3.0
INTR 200	History of Modern Architecture and Interiors	3.0
INTR 211	Textiles for Interiors	3.0
INTR 220	Visualization II: Orthographic	3.0
INTR 225	Environmental Design Theory	3.0
INTR 231	Structure	4.0
INTR 232	Interior Studio I	4.0
INTR 233	Interior Studio II	4.0
INTR 241	Visualization III: Digital	3.0
INTR 245	Visualization IV: 3D Modeling	3.0
INTR 250	Interior Materials	3.0
INTR 300 [WI]	Visual Culture: Interiors	3.0
INTR 305 [WI]	Visual Culture: Furniture	3.0
INTR 331	Residential Design Studio	4.0
INTR 341	Visualization V: Methods	3.0
INTR 350	Interior Detailing	3.0
INTR 351	Interior Lighting	3.0
INTR 430	Commercial Design Studio	4.0
INTR 442	Hospitality Design Studio	4.0
INTR 445	Contract Documentation for Interior Design	3.0
INTR 450 [WI]	Professional Practice	3.0
INTR 451	Interior Systems	3.0
INTR 491	Senior Project I	3.0
INTR 492	Senior Project II	3.0
INTR 493	Senior Project III	3.0
Interior Design (INTR) elective		3.0
Total Credits		189.0

Sample Plans of Study

Interior Design: Cycle A

(See Below for Study Abroad plan of study)

Term 1		Credits
ARTH 101	History of Art I: Ancient to Medieval	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
PHYS 103	General Physics I	4.0
UNIV A101	The Drexel Experience	1.0
VSST 101	Design I	4.0
Term Credits		15.0
Term 2		
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
MATH 101	Introduction to Analysis I	4.0
UNIV A101	The Drexel Experience	1.0
VSST 102	Design II	4.0
VSST 110	Introductory Drawing	3.0
Term Credits		15.0
Term 3		
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
INTR 160	Visualization I: Computer Imaging	3.0
INTR 200	History of Modern Architecture and Interiors	3.0
VSST 103	Design III	4.0
Term Credits		16.0
Term 4		
INTR 220	Visualization II: Orthographic	3.0
INTR 225	Environmental Design Theory	3.0
INTR 231	Structure	4.0
INTR 250	Interior Materials	3.0
Interior Design (INTR) elective		3.0
Term Credits		16.0
Term 5		
ARTH 103	History of Art: Early to Late Modern	3.0
COOP 101	Career Management and Professional Development	0.0
INTR 232	Interior Studio I	4.0
INTR 241	Visualization III: Digital	3.0
INTR 300 [WI]	Visual Culture: Interiors	3.0
SOC 101	Introduction to Sociology	3.0
Term Credits		16.0
Term 6		
INTR 211	Textiles for Interiors	3.0
INTR 233	Interior Studio II	4.0
INTR 245	Visualization IV: 3D Modeling	3.0
Natural science elective		4.0
Free elective		3.0
Term Credits		17.0
Term 7		
INTR 305 [WI]	Visual Culture: Furniture	3.0
INTR 331	Residential Design Studio	4.0
INTR 341	Visualization V: Methods	3.0

INTR 350	Interior Detailing	3.0
VSST 202 or 201	Multimedia: Space Multimedia: Performance	4.0

Term Credits 17.0

Term 8

INTR 351	Interior Lighting	3.0
INTR 430	Commercial Design Studio	4.0
INTR 451	Interior Systems	3.0
	Arts and humanities elective	3.0
	Social science elective	3.0

Term Credits 16.0

Term 9

VSST 203	Multimedia: Materials	4.0
	Arts and humanities elective	3.0
	Social science elective	3.0
	Free electives	6.0

Term Credits 16.0

Term 10

INTR 442	Hospitality Design Studio	4.0
INTR 450 [WI]	Professional Practice	3.0
INTR 491	Senior Project I	3.0
VSST 301	Painting I	4.0
	Free elective	3.0

Term Credits 17.0

Term 11

INTR 445	Contract Documentation for Interior Design	3.0
INTR 492	Senior Project II	3.0
	Arts and humanities elective	3.0
	Free electives	6.0

Term Credits 15.0

Term 12

INTR 493	Senior Project III	3.0
VSST 311	Sculpture I	4.0
	Free electives	6.0

Term Credits 13.0

Total Credit: 189.0

Interior Design: Cycle A with Study Abroad

Term 1		Credits
ARTH 101	History of Art I: Ancient to Medieval	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
PHYS 103	General Physics I	4.0
UNIV A101	The Drexel Experience	1.0
VSST 101	Design I	4.0
Term Credits		15.0

Term 2

ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
MATH 101	Introduction to Analysis I	4.0
UNIV A101	The Drexel Experience	1.0

VSST 102	Design II	4.0
VSST 110	Introductory Drawing	3.0

Term Credits 15.0

Term 3

ARTH 102	History of Art II: High Renaissance to Modern	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
INTR 160	Visualization I: Computer Imaging	3.0
INTR 200	History of Modern Architecture and Interiors	3.0
VSST 103	Design III	4.0

Term Credits 16.0

Term 4

INTR 220	Visualization II: Orthographic	3.0
INTR 225	Environmental Design Theory	3.0
INTR 231	Structure	4.0
INTR 250	Interior Materials	3.0
	Interior Design (INTR) elective	3.0

Term Credits 16.0

Term 5

ARTH 103	History of Art: Early to Late Modern	3.0
COOP 101	Career Management and Professional Development	0.0
INTR 232	Interior Studio I	4.0
INTR 241	Visualization III: Digital	3.0
INTR 300 [WI]	Visual Culture: Interiors	3.0
SOC 101	Introduction to Sociology	3.0

Term Credits 16.0

Term 6

INTR 211	Textiles for Interiors	3.0
INTR 233	Interior Studio II	4.0
INTR 245	Visualization IV: 3D Modeling	3.0
	Arts and humanities elective	3.0
	Natural science elective	4.0

Term Credits 17.0

Term 7

INTR 305 [WI]	Visual Culture: Furniture	3.0
INTR 331	Residential Design Studio	4.0
INTR 341	Visualization V: Methods	3.0
INTR 350	Interior Detailing	3.0
VSST 203	Multimedia: Materials	4.0

Term Credits 17.0

Term 8

INTR 351	Interior Lighting	3.0
INTR 430	Commercial Design Studio	4.0
INTR 451	Interior Systems	3.0
VSST 202 or 201	Multimedia: Space Multimedia: Performance	4.0
	Social science elective	3.0

Term Credits 17.0

Term 9

Free electives (Study Abroad)		18.0
Term Credits		18.0
Term 10		
INTR 442	Hospitality Design Studio	4.0
INTR 450	Professional Practice [WI]	3.0
INTR 491	Senior Project I	3.0
VSST 301	Painting I	4.0
Term Credits		14.0
Term 11		
Free elective		3.0
INTR 445	Contract Documentation for Interior Design	3.0
INTR 492	Senior Project II	3.0
Arts and humanities elective		3.0
Social science elective		3.0
Term Credits		15.0
Term 12		
INTR 493	Senior Project III	3.0
VSST 311	Sculpture I	4.0
Arts and humanities elective		3.0
Free elective		3.0
Term Credits		13.0
Total Credit: 189.0		

Co-op/Career Opportunities

Interior design is a multi-faceted field and includes careers with interior design firms, architectural firms, and facilities management organizations; in governmental agencies; and in the furniture and textile industries.

Full-time paid employment in the profession is an integral component of the program at Drexel. The six-month period of co-operative education, undertaken in the junior year, provides an experience of the office and the daily operation of a design firm. Through workshops offered by the Co-op Office students develop the ability to market themselves and locate potential employers. Students may opt to do their co-op in Philadelphia or in another location of their choosing.

Co-Op Experiences

Some past co-op employers of interior design students include:

- Ballinger Company
- BBG BBGM, New York City
- Children's Hospital of Philadelphia Facilities
- Daroff Design
- DAS
- Eberlein Design Consultants
- Ewing Cole
- Floss Barber Inc.
- Gensler, New York City
- Granary Associates
- H2L2 Architects/Planners
- Hillier Lewis
- Herman Miller
- Kling Stubbins

- Knoll International
- Marguerite Rogers
- Nelson
- Perkins Eastman, Chicago
- RJMJ
- Stantec
- University of Pennsylvania Facilities
- West Chester University Facilities Office

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

About the Accelerated Degree Program

Qualified students in Interior Design have the option of continuing on into the graduate Interior Architecture + Design program to obtain a dual BS/MS degree. This program allows highly motivated students to graduate with both degrees in a total of five years. Students apply for this accelerated program when they complete 90 credits of coursework, and before completing 120 credits.

Additional requirements for acceptance into the Dual Degree Program:

1. Overall GPA of undergraduate coursework – 3.2 minimum
2. Overall GPA of interior design studio coursework – 3.5 minimum
3. Portfolio Review – interior studio work and foundation visual work
4. Essay – address reason for application, attitude towards profession, professional goals and leadership qualities you possess
5. Two letters of recommendation speaking to your work ethic and leadership skills.

Evaluation Process

A committee of interiors faculty reviews the applications and discusses the merits of the student to undergo the intensity and rigor of the final two years of the program. The Committee consists of no less than three members – Director of the Interiors programs, Associate Director BS Interior Design program and the Associate Director MS Interior Architecture + Design program.

Students should visit the Westphal College of Media Arts and Design (<http://www.drexel.edu/undergrad/academics/colleges-schools/westphal>) for more information.

Facilities

The interior design program is housed in the new URBN Center, a state of the art design and arts facility on Drexel's campus. The URBN Center officially opened in September 2012. A hub for creative minds to gather, share ideas and work together to bring those ideas from the mind to the page, and into the world of tomorrow, interiors students benefit from a wide-range of resources including interior design studios, the interior design resource library, a hybrid making lab, and state-of-the-art computer laboratories. College lab equipment includes scanners, printers, plotters, laser cutters, 3-d printers, computer/video projection systems and other peripheral devices as appropriate to each major.

The URBN Annex houses a black box theater, screening room and the Leonard Pearlstein Gallery. Additional studio and classroom space in the Peck Problem Solving and Research Center and the Design Arts Annex accommodate photography, basic design, painting, sculpture and a large woodworking shop with industrial-quality equipment. The woodshop

is available for use by students for three-dimensional coursework or individual projects.

Architecture + Interiors Faculty

David Ade, AIA, BArch (*Drexel University*). Adjunct Associate Professor. Principal, SMP Architects.

Ulrike Altenmuller-Lewis, AIA, Dr.-Ing. (*Bauhaus Universitat Weimar*) *Program Director*. Assistant Professor. Research on educational environments; translations of architectural theory texts. Design studios, lectures and seminar courses.

Stephen Bonitatibus, AIA, MArch (*University of Pennsylvania*). Adjunct Professor. Principal, Bonitatibus Associates.

Mark Brack, PhD (*University of California at Berkeley*). Associate Professor. British and American architecture from 1700 to the present; Hispanic colonial architecture in the American Southwest; vernacular architecture; historic preservation.

Michael Burns, RA, BArch (*Drexel University*). Adjunct Associate Professor. Principal, Michael Burns Architects.

Jon Coddington, AIA, MArch (*University of Pennsylvania*) *Department Head, Department of Architecture + Interiors*. Professor. Architecture, urban design and planning.

Rena Cumby, BArch, MS (*Drexel University*) *Associate Department Head of the Department of Architecture + Interiors*. Associate Professor. Interior designer; foundation studies and design education.

Eugenia Ellis, PhD (*Virginia Polytechnic State University*). Associate Professor. Registered architect; interior design, extended-care facilities design, research on spatial visualization, perception and imagination.

Jeff Fama, MArch (*State University of New York at Buffalo*). Adjunct Associate Professor. Retail, entertainment, and theater design. Graduate interiors thesis advisor.

Gary Garofalo, BS Arch Eng (*Pennsylvania State University*). Adjunct Assistant Professor. Principal Lighting Design Collaborative. Lighting expert. Lighting design.

Don Jones, AIA, MArch (*University of Pennsylvania*). Adjunct Professor. Ewing Cole.

Nicole Koltick, MArch (*University of California*). Assistant Professor. Researching possibilities for architecture and design through the use of unexpected and innovative interdisciplinary models. Foundation design studios, fabrication and technology seminars.

Karin Kuenstler, MS (*Bank Street College of Education and Parsons*). Associate Professor. Interior designer; interior design for corporate and commercial facilities, history of corporate interiors, fiber art.

Maria Kuttruff, MS (*Drexel University*). Adjunct Assistant Professor. Residential interior design. Design studios.

Diana S. Nicholas, AIA, MFA (*University of the Arts, Philadelphia*). Assistant Teaching Professor. Principal of Switched on Design. Design studios, analog and digital visualization.

Karen Pelzer, BS (*Drexel University*) *Associate Director of the MS in Interior Architecture and Design Program*. Assistant Teaching Professor. Interior designer, hospitality design. Design studios.

Marilynne L. Rose, MS (*Drexel University*). Associate Teaching Professor. NCIDQ interior designer; residential and commercial design. Design studios, lecture and seminar courses.

Debra Ruben, MS (*Drexel University*). Associate Professor. NCIDQ, Interior designer; residential and commercial design. Research on user participation and the design process.

Paul Salvaggio, AIA, BArch (*Pennsylvania State University*). Adjunct Assistant Professor. Principal, Arcus Design Group. Foundation design studios.

Joseph Scanlon, BArch (*Drexel University*). Adjunct Professor. Foundation design studios.

Rachel Schade, AIA, MArch (*University of Pennsylvania*). Associate Teaching Professor. Principal, Schade & Bolender Architects. Work-study placement. Design studios.

Virginia Smith, MS (*Drexel University*). Adjunct Associate Professor. Exhibit/graphic design, interior design, interior and architectural visualization.

Erik Sundquist, MArch (*Florida International University*) *Director of the Hybrid Making Lab of AW CoMAD*. Assistant Teaching Professor. Design studios, analog and digital architectural representation and fabrication.

Feenan Susan, BArch (*Temple University*). Adjunct Instructor. Institutional and commercial. Design documentation and graduate thesis.

Simon Tickell, AIA, MArch (*University of Pennsylvania*) *Associate Director of the Architecture Evening Program*. Associate Teaching Professor. Design studios and professional practice/electives; educational and museum buildings.

Nancy Trainer, FAIA, MArch (*University of Pennsylvania*). Adjunct Professor. Principal, Venturi Scott Brown and Associates, Architects and Planners. Design studios.

Ada Tremonte, BS (*Drexel University*) *Associate Director of the BS Program in Interior Design*. Assistant Teaching Professor. NCIDQ Interior designer, corporate/commercial design. Design studios, lecture and seminar courses.

Emeritus Faculty

Judith Bing, MArch (*Yale University*). Professor Emeritus. Design studios, lecture and seminar courses.

Sylvia Clark, MArch (*University of Pennsylvania*). Professor Emeritus.

Paul M. Hirshorn, AIA, MArch, MCP, (*University of Pennsylvania*). Professor Emeritus. Design studios. Former Department Head.

Marjorie Kriebel, B.Arch (*University of Pennsylvania*). Professor Emeritus.

Courses

INTR 150 Issues of the Interior Environment 3.0 Credits

Introduces the interior design discipline. Uses lectures, guest speakers, discussions, and assignments to examine topical issues of the profession, teach professional responsibilities, and develop an understanding of the history and organization of the interior design profession.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

INTR 160 Visualization I: Computer Imaging 3.0 Credits

An introductory course that explores the use of proprietary computer applications for communications and the preparation of visual materials in Interior Design. The course introduces and reinforces classic design principles for expert visual communication of ideas through digital techniques from an Interior Design perspective.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is INTR.

INTR 200 History of Modern Architecture and Interiors 3.0 Credits

Covers development of modern architecture and interiors in the 19th and 20th centuries. Develops a vocabulary for discussing architecture; an understanding of how various factors affect design; and a familiarity with names, movements, and buildings that are part of historical development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

INTR 211 Textiles for Interiors 3.0 Credits

This course is a comprehensive introduction to textiles and their use in the interior design profession.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

INTR 220 Visualization II: Orthographic 3.0 Credits

This course explores design communication skills through hand drawing and model building exercises. Orthographic drawing skills are developed through investigation of plan, section, elevation and three dimensional drawings.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is INTR.

INTR 225 Environmental Design Theory 3.0 Credits

This course introduces design students to the relationship between people and the build environment. Understanding how people perceive, interact with, and are affected by their surroundings through readings and design exercises make evident the significance of the psychological, pyshicological, social and cultural concepts of environmental behavior as an integral part of the designed environment.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

INTR 231 Structure 4.0 Credits

Investigates structure as an organizing principle in design by man and nature. Explores the basic objective and subjective relationships between form and function. Includes professionally juried presentations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: VSST 103 [Min Grade: C-] or VSST 106 [Min Grade: C-]

INTR 232 Interior Studio I 4.0 Credits

Primary spatial course. Involves conscious recognition of the manipulability of space or spaces within a given volume and small-scale environmental orientation. Includes professionally juried presentations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: INTR 231 [Min Grade: C-]

INTR 233 Interior Studio II 4.0 Credits

Covers diagramming program requirements, designing for complex spatial requirements with an awareness of building systems (e.g., partitions, heating/ventilating/cooling, lighting), and furniture. Includes professionally juried presentations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: INTR 232 [Min Grade: C-]

INTR 241 Visualization III: Digital 3.0 Credits

An intensive introduction to two and three dimensional drawing and visualization through the computer. This course explores orthographic and perspective drawing conventions and techniques from a digital perspective.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: INTR 231 [Min Grade: C-]

INTR 245 Visualization IV: 3D Modeling 3.0 Credits

An intensive introduction to advanced modeling and rendering software. Students will explore lighting, materiality, advanced form and spatial experience through realistic three-dimensional digital models.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: INTR 241 [Min Grade: D]

INTR 250 Interior Materials 3.0 Credits

Introduces basic construction materials and how they may be used successfully by the interior designer. Includes sample materials, visual aids, and guest speakers.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

INTR 300 [WI] Visual Culture: Interiors 3.0 Credits

Visual Culture: Interiors addresses the interior environment by studying the role history, economics, culture, materials and technological developments, impact decisions made by designers on interior spaces. While comparing historical context with specific knowledge, this course will enable the student to be a more articulate designer by a comprehensive examination of the interiors. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

INTR 305 [WI] Visual Culture: Furniture 3.0 Credits

An overview of furniture in relationship to interiors, and its influences reaching from the roots of antiquity to the impact of technology in today's products. It is the study of artifacts from various time periods and cultures in relation to social and political developments, life and work styles, visual arts, and economic influences.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

INTR 310 Sustainability: History, Theory and Critic 3.0 Credits

Course examines the meaning and implications of sustainable design to develop an informed interpretation and working assessment of this movement. Concepts and methodologies are explored through assigned readings, class discussion, field trips and team research.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

INTR 331 Residential Design Studio 4.0 Credits

Provides experience with extensive real space. Emphasizes recognizing its aesthetic quality and maximizing its potential to meet the requirements of the inhabitants, by stylistic quality and elaboration in the selection and application of furniture finishes and accessories. Includes professionally juried presentations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: INTR 233 [Min Grade: C-]

INTR 341 Visualization V: Methods 3.0 Credits

An advanced course in visualization for Interior Design. Hybrid representation strategies and specialized topics in digital and hand rendering will be covered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 245 [Min Grade: D]

INTR 350 Interior Detailing 3.0 Credits

Covers basic considerations of interior construction and detailing and their application.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 250 [Min Grade: D] and INTR 233 [Min Grade: C-]

INTR 351 Interior Lighting 3.0 Credits

This course analyzes human needs and the perceptual responses of both general and special populations. It introduces the lighting design theory and principles and explores methods of creating mood and atmosphere with light. It develops vocabulary, documentation methods and understanding of energy conservation, lighting standards, and safety.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 350 [Min Grade: D]

INTR 399 Independent Study In Interior Design 0.5-12.0 Credits

Provides individualized study in interior design in a specialized area. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if classification is Junior or Senior.

INTR 410 Collaborative Research in Sustainability 3.0 Credits

This cumulative course is the advanced students' opportunity to participate in a collaborative, interdisciplinary team in which the students will be applying sustainable technical and conceptual education in the context of 3rd party competitions, internally defined design challenges or applied research.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman or Sophomore

Prerequisites: ARCH 320 [Min Grade: C-]

INTR 430 Commercial Design Studio 4.0 Credits

Covers design of institutional-commercial interiors, including space planning, selection of materials and furnishings toward a synthesized environment, and development of specifications. Includes professionally juried presentations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: INTR 331 [Min Grade: C-]

INTR 435 Topical Issues Studio 4.0 Credits

Investigates topical issues reflective of physical, social, cultural, and psychological needs, addressing special user groups or purposes. Studio.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: INTR 331 [Min Grade: C-]

INTR 441 Furniture Design 4.0 Credits

Covers design of environmental elements, simultaneous concerns with craftsmanship and the application of materials to ideas, and development of prototypes.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: VSST 203 [Min Grade: D]

INTR 442 Hospitality Design Studio 4.0 Credits

Covers design of commercial hospitality interiors, including spatial layout, custom furnishings, lighting, selection of materials, and code requirements. Includes professionally juried presentations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is INTR.

Prerequisites: INTR 430 [Min Grade: C-]

INTR 445 Contract Documentation for Interior Design 3.0 Credits

Provides an understanding of the basic procedures and techniques for the development of construction drawings and furniture documentation. Requires students to use case studies to produce a set of drawings representative of current interior design industry standards.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: INTR 245 [Min Grade: D] and INTR 430 [Min Grade: C-]

INTR 450 [WI] Professional Practice 3.0 Credits

Surveys contemporary business methods, practices, and procedures in the operation of a design firm, including legal and ethical implications. Examines these practices through case studies and lectures by design professionals. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: INTR 331 [Min Grade: C-]

INTR 451 Interior Systems 3.0 Credits

Introduces building systems, mechanical, electrical, ceiling and furniture systems, and their effect on the interior environment. Includes visual aids and guest speakers.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if classification is Junior or Senior.

Prerequisites: INTR 350 [Min Grade: D]

Corequisite: INTR 430

INTR 465 Special Topics in Interior Design 1.0-12.0 Credit

Provides study in interior design on a special topic or on an experimental basis. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if classification is Junior or Senior.

INTR 470 Competition Studio 3.0 Credits

Competition opportunities from regional to international from professional to philanthropic allow for investigations of diverse contemporary issues surrounding the built environment. Students work under direction of a faculty member(s) to discuss, explore and develop solutions for entry into noteworthy competitions.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 1 times for 6 credits

Restrictions: Can enroll if classification is Junior or Senior.

INTR 491 Senior Project I 3.0 Credits

Part one of the 3-term senior project where students develop a capstone independent design project from concept, research and programming to complete design development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is INTR.

Prerequisites: INTR 430 [Min Grade: C-]

INTR 492 Senior Project II 3.0 Credits

Part two of the 3-term senior project where students develop a capstone independent design project from concept, research and programming to complete design development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is INTR.

Prerequisites: INTR 491 [Min Grade: C-]

INTR 493 Senior Project III 3.0 Credits

Part three of the 3-term senior project where students develop a capstone independent design project from concept, research and programming to complete design development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is INTR.

Prerequisites: INTR 492 [Min Grade: C-]

Music Industry

Bachelor of Science Degree: 189.0 - 191.0 quarter credits

About the Program

The degree in music industry offers the highly motivated and musically talented student a program of study that combines mastery of the art form with career preparation. Two concentrations are offered—Music Industry Business and Music Industry Technology—providing hands-on experience and a strong academic foundation in relevant areas of this rapidly changing industry. The music industry curriculum is divided into four areas which are combined with cooperative experience: general education, music core, music industry core, and concentration requirements.

In an industry where the process of career building often begins with a few key contacts, the cooperative education program provides Drexel students the opportunity to meet industry professionals and network. The program prepares students for careers in the music industry in such diverse positions as recording engineer, music producer, sound designer, music lawyer, business manager or music publisher. The co-op experience during the sophomore and junior year summer terms involves full-time career-related employment, during which students gain valuable insight into how the entertainment industry works.

About the Concentrations

The major offers two concentrations: music industry business and music industry technology:

- The **music industry business** concentration provides a rigorous academic foundation complemented by a real-world hands-on, highly-intensive business experience. This mission is realized through the students' participation in the MAD Dragon Music Group, a group of student-run enterprises including: MAD Dragon Records,

DraKO Booking Agency, MAD Dragon Publishing, MADKo Concert Promotions and a BANTIC media.

- The **music industry technology** concentration focuses on the techniques and technologies of music and audio production. As well as providing the technology-oriented student with the necessary skills to perform as an audio engineer or record producer, the concentration teaches students how to conduct studio management and production company business. The concentration encourages the technology student to interact with the students in the business concentration by recording, mixing and mastering the music for the MAD Dragon Music Group, and engaging in live performance production.

Students can apply for a minor in business administration after completing their music industry core requirements. This emphasis on business courses as part of the core requirements is one of the foundations of the program.

Special Admissions Considerations

Students wishing to be admitted to the music industry major must meet or exceed the general requirements for admission to the University and the College of Media Arts and Design.

The program no longer accepts hard-copy portfolios. However, when applying to the Music Industry program, applicants can provide links in their application materials to electronic examples of pertinent activities, as well as a resume of music industry related activities. If an applicant chooses, he or she can create a special webpage or site for the Music Industry Program Administration to review. The link should be mentioned in the application essay.

In their major-specific essays, applicants should address their reasons for selecting the music industry major at Drexel and share their passion for this unique area of study.

For more information about this major, visit the College's Music Industry (<http://www.drexel.edu/westphal/academics/undergraduate/musicindustry>) page.

Degree Requirements

All students take the same general education, music industry core and business courses. Students choose their concentration at the time of admission; however it is possible to switch as late as the beginning of junior year.

Concentrations:

- Music Industry Business
- Music Industry Technology

Students are also able to take courses in any other concentration as long as they fulfill the prerequisite requirement(s) and there is room in the class to accommodate the student.

Requirements

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
COM 230	Techniques of Speaking	3.0

MATH 101	Introduction to Analysis I	4.0
MATH 102	Introduction to Analysis II	4.0
CIVC 101	Introduction to Civic Engagement	1.0
UNIV A101	The Drexel Experience	1.0
Arts and Humanities electives		9.0
Natural science elective		4.0
Social science electives		9.0
Music core requirements		24.0
Music Industry core requirements		67.0
Concentration requirements		30.0-32.0
Free electives (OPM 300, PHIL 301, and/or PSY 150 are recommended)		24.0

Total Credits 189.0-191.0

Music Core Requirements

MUSC 121	Music Theory I	3.0
MUSC 122	Music Theory II	3.0
MUSC 125	Ear Training I	1.0
MUSC 190	Class Piano I	2.0
or MUSC 191	Class Guitar I	
MUSC 229	Modern Arranging Techniques	3.0
MUSC 231 [WI]	Music History I	3.0
MUSC 232 [WI]	Music History II	3.0
MUSC 323	Songwriting	3.0
MUSC 331	World Musics	3.0

If students place out of any MUSC course they must take a MUSC elective in its place.

Total Credits 24.0

Music Industry Core Requirements

ACCT 115	Financial Accounting Foundations	4.0
BLAW 201	Business Law I	4.0
ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
FIN 301	Introduction to Finance	4.0
MIP 131	History of the Music Industry	3.0
MIP 133	Digital Audio Workstations I	3.0
MIP 161	Copyrights in the Music Industry	3.0
MIP 179	Introduction to Sound Recording	3.0
MIP 227	Listening Techniques	1.0
MIP 233	Digital Audio Workstations II	3.0
MIP 239	Survey of Music Production	2.0
MIP 262	Trademarks and Patents in the Music Industry	3.0
MIP 271	The Recording Industry I	3.0
MIP 272	The Recording Industry II	3.0
MIP 279	Sound Recording I	3.0
MIP 361	Music Publishing	3.0
MIP 374	Entrepreneurship in the Music Industry	3.0
MIP 491	Senior Project in Music Industry (Taken three terms)	3.0
MKTG 301	Introduction to Marketing Management	4.0

STAT 201	Introduction to Business Statistics	4.0
Total Credits		67.0

Music Industry: Business Concentration Requirements

MIP 331 or MIP 341	Music Venues and Concerts Touring and Booking	3.0
MIP 375 [WI]	Marketing and Promo in Music Industry	3.0
MIP 467	Artist Representation	3.0
MIP 468	Music Industry E-Commerce	3.0

Students take *both* of the following courses for two terms, for 12.0 credits total:

MIP 377	MAD Dragon Media	
MIP 444	MAD Dragon Records	

Business Concentration Electives

Students select *one* of the following courses for two terms, for 6.0 credits total:

MIP 343	MADKo Concert Promotions	
MIP 441	DraKo Booking	
MIP 445	MAD Dragon Publishing	

Total Credits **30.0**

Music Industry: Technology Concentration Requirements

MIP 333	Digital Audio Workstations III	3.0
MIP 379	Sound Recording II	3.0
MIP 381	Audio for Video	3.0
MIP 382	Scoring to Picture	3.0
MIP 383	Audio Seminar (Taken three consecutive terms.)	3.0
MIP 388	Music and Audio Freelancing	2.0
MIP 433	Digital Audio Workstations IV	3.0
MIP 477	Music Production	3.0
MUSC 252	Music Composition	3.0

Select *two* of the following Technology Concentration electives:

MIP 384	Synthesis and Sampling	
MIP 385	Electronic Music Production	
MIP 386	Commercial Music Production	
MIP 387	Studio Maintenance	
MIP 389	Sound Reinforcement	
MIP 390	Video Game Music and Audio	
MIP 481	Mixing and Mastering	

Total Credits **32.0**

About the Accelerated Degree Program

The BS in Music Industry/MBA program offers students a program that combines an undergraduate degree in music business and technology with an MBA degree awarded by the Drexel LeBow College of Business. The program is designed to allow students to complete both the bachelor's degree and the Master of Business Administration degree in five years.

The program is offered to qualified students who apply for this option prior to the end of freshmen year or prior to the completion of 90 credits. All students who apply for this option must take the GMAT entrance exam.

Students selected for this program will generally have a minimum of 1350 on the SAT, a GPA of 3.5 or better, and rank in the top 10% of their high school graduating class. A strong candidate for this program will have taken significant AP coursework while in high school.

BS/MBA students may be waived from two MBA Enterprise Management courses, assuming a grade of B or better is earned in specified undergraduate courses. Students can review the Waiver Policies for the Statement of Curriculum Standing on the LeBow College's website for additional information.

The above conditions hold only for fully accepted BS/MBA students as identified by Enrollment Management.

Additional requirements for the dual degree program:

- A minimum of 3.2 cumulative GPA must be maintained throughout the entire undergraduate portion of this program or the student will not be able continue on to the MBA.
- Students must take the GMAT examination and achieve a minimum score of 570 prior to the end of the tenth term in order to continue in the program. It is recommended that students take the GMAT examination late in the student's third year.
- Students must submit an acceptable plan of study at least three terms before anticipated start of graduate part of the program.

Sample Plans of Study**Music Industry: Technology Concentration**

Term 1		Credits
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
MIP 131	History of the Music Industry	3.0
MIP 133	Digital Audio Workstations I	3.0
MUSC 121	Music Theory I	3.0
MUSC 191 or 190	Class Guitar I Class Piano I	2.0
UNIV A101	The Drexel Experience	1.0
Term Credits		15.0
Term 2		
CIVC 101	Introduction to Civic Engagement	1.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
MIP 161	Copyrights in the Music Industry	3.0
MIP 179	Introduction to Sound Recording	3.0
MIP 227	Listening Techniques	1.0
MIP 233	Digital Audio Workstations II	3.0
MUSC 122	Music Theory II	3.0
Term Credits		17.0
Term 3		
ACCT 115	Financial Accounting Foundations	4.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MIP 239	Survey of Music Production	2.0
MUSC 125	Ear Training I	1.0
MUSC 229	Modern Arranging Techniques	3.0

Free elective		3.0
Term Credits		16.0
Term 4		
COOP 101	Career Management and Professional Development	0.0
MATH 101	Introduction to Analysis I	4.0
MIP 271	The Recording Industry I	3.0
MIP 279	Sound Recording I	3.0
MUSC 231 [W]	Music History I	3.0
Natural science elective		4.0
Term Credits		17.0
Term 5		
ECON 201	Principles of Microeconomics	4.0
MATH 102	Introduction to Analysis II	4.0
MIP 361	Music Publishing	3.0
MUSC 232 [W]	Music History II	3.0
Free elective		3.0
Term Credits		17.0
Term 6		
BLAW 201	Business Law I	4.0
MIP 262	Trademarks and Patents in the Music Industry	3.0
MIP 272	The Recording Industry II	3.0
STAT 201	Introduction to Business Statistics	4.0
Free elective		3.0
Term Credits		17.0
Term 7		
FIN 301	Introduction to Finance	4.0
MIP 379	Sound Recording II	3.0
MIP 381	Audio for Video	3.0
MIP 383	Audio Seminar	1.0
MUSC 252	Music Composition	3.0
Social science elective		3.0
Term Credits		17.0
Term 8		
COM 230	Techniques of Speaking	3.0
ECON 202	Principles of Macroeconomics	4.0
MIP 374	Entrepreneurship in the Music Industry	3.0
MIP 383	Audio Seminar	1.0
MIP 433	Digital Audio Workstations IV	3.0
Free elective		3.0
Term Credits		17.0
Term 9		
MIP 333	Digital Audio Workstations III	3.0
MIP 382	Scoring to Picture	3.0
MIP 383	Audio Seminar	1.0
MIP 388	Music and Audio Freelancing	2.0
MKTG 301	Introduction to Marketing Management	4.0
MUSC 323	Songwriting	3.0
Term Credits		16.0
Term 10		

MIP 491	Senior Project in Music Industry	1.0
MUSC 331	World Musics	3.0
Arts and Humanities elective		3.0
Music industry technology elective*		3.0
Social science elective		3.0
Free elective		3.0
Term Credits		16.0
Term 11		
MIP 477	Music Production	3.0
MIP 491	Senior Project in Music Industry	1.0
Arts and Humanities elective		3.0
Free electives		6.0
Term Credits		13.0
Term 12		
MIP 491	Senior Project in Music Industry	1.0
Arts and Humanities elective		3.0
Social science elective		3.0
Music industry technology elective		3.0
Free elective		3.0
Term Credits		13.0
Total Credit: 191.0		

Music Industry: Business Concentration

Term		Credits	
Term 1	ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
	MIP 131	History of the Music Industry	3.0
	MIP 133	Digital Audio Workstations I	3.0
	MUSC 121	Music Theory I	3.0
Term 2	MUSC 191 or 190	Class Guitar I Class Piano I	2.0
	UNIV A101	The Drexel Experience	1.0
	Term Credits		15.0
	ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
Term 3	MIP 161	Copyrights in the Music Industry	3.0
	MIP 179	Introduction to Sound Recording	3.0
	MIP 227	Listening Techniques	1.0
	MIP 233	Digital Audio Workstations II	3.0
	MUSC 122	Music Theory II	3.0
	UNIV A101	The Drexel Experience	1.0
	Term Credits		17.0
Term 4	ACCT 115	Financial Accounting Foundations	4.0
	ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
	MIP 239	Survey of Music Production	2.0
	MUSC 125	Ear Training I	1.0
	Free elective		3.0
	MUSC 229	Modern Arranging Techniques	3.0
Term Credits		16.0	

Term 4					
COOP 101	Career Management and Professional Development	0.0	MIP 377 or 444	MAD Dragon Media MAD Dragon Records	3.0
MATH 101	Introduction to Analysis I	4.0	MUSC 331	World Musics	3.0
MIP 271	The Recording Industry I	3.0	One of the following:*		3.0
MIP 279	Sound Recording I	3.0	MIP 343	MADKo Concert Promotions	
MUSC 231 [WI]	Music History I	3.0	MIP 441	DraKo Booking	
	Natural science elective	4.0	MIP 445	MAD Dragon Publishing	
Term Credits		17.0	Arts and Humanities elective		3.0
Term 5			Term Credits		16.0
ECON 201	Principles of Microeconomics	4.0	Term 11		
MATH 102	Introduction to Analysis II	4.0	MIP 491	Senior Project in Music Industry	1.0
MIP 361	Music Publishing	3.0	Select one of the following:*		3.0
MUSC 232 [WI]	Music History II	3.0	MIP 343	MADKo Concert Promotions	
	Free elective	3.0	MIP 441	DraKo Booking	
Term Credits		17.0	MIP 445	MAD Dragon Publishing	
Term 6			Social science elective		3.0
BLAW 201	Business Law I	4.0	Free elective		3.0
MIP 272	The Recording Industry II	3.0	Term Credits		10.0
MIP 262	Trademarks and Patents in the Music Industry	3.0	Term 12		
MUSC 323	Songwriting	3.0	MIP 491	Senior Project in Music Industry	1.0
STAT 201	Introduction to Business Statistics	4.0	Arts and Humanities elective		3.0
	Free elective	3.0	Social science elective		3.0
Term Credits		20.0	Free electives		9.0
Term 7			Term Credits		16.0
ECON 202	Principles of Macroeconomics	4.0	Total Credit: 189.0		
FIN 301	Introduction to Finance	4.0	* See degree requirements.		
MIP 375 [WI]	Marketing and Promo in Music Industry	3.0	Arts & Entertainment Enterprise Faculty		
	Social science elective	3.0	Xela Batchelder, PhD (<i>Ohio State University</i>). Assistant Professor. Entertainment and arts management; theater management, touring, presenting and booking.		
Term Credits		14.0	Jean Brody, DFA (<i>Yale School of Drama</i>) Program Director, <i>Online MS in Arts Administration</i> . Associate Teaching Professor. Arts administration.		
Term 8			Lawrence Epstein, MBA (<i>Cornell University</i>) Interim Department Head, <i>Arts & Entertainment Enterprise</i> . Associate Teaching Professor.		
MIP 374	Entrepreneurship in the Music Industry	3.0	Julie Goodman Hawkins, MFA (<i>Temple University</i>) Program Director, <i>MS in Arts Administration</i> . Assistant Professor. Cultural policy, political activism in the arts, changes in economic and social policy, arts sector changes.		
MIP 468	Music Industry E-Commerce	3.0	James L. Klein, BA (<i>Oberlin College</i>) Program Director, <i>Music Industry</i> . Associate Professor. Music technologist, sound and recording engineer, songwriter for film, TV and radio music.		
MKTG 301	Introduction to Marketing Management	4.0	Michelle Manghise, BS (<i>St. John's University</i>). Assistant Teaching Professor. 25-year veteran of music industry; music publishing, copyright, artist management, entrepreneurship, entertainment marketing.		
MIP 331 or 341	Music Venues and Concerts Touring and Booking	3.0	Brian Moore, MS, MFA (<i>Drexel University; Louisiana State University</i>) Program Director, <i>BS in Entertainment and Arts Management</i> . Assistant Teaching Professor. Nonprofit organizations: fund development; strategic planning; communications and marketing; and executive management.		
MIP 377	MAD Dragon Media	3.0			
Term Credits		16.0			
Term 9					
COM 230	Techniques of Speaking	3.0			
MIP 377 or 444	MAD Dragon Media MAD Dragon Records	3.0			
MUSC 323	Songwriting	3.0			
MIP 343	MADKo Concert Promotions	3.0			
	Free elective	3.0			
	One of the following:*	3.0			
Term Credits		15.0			
Term 10					
MIP 467	Artist Representation	3.0			
MIP 491	Senior Project in Music Industry	1.0			

Toby Seay, MS (*Drexel University*). Associate Professor. Sound and recording engineer, music technologist, music producer and studio technician.

Cyrille Taillandier Associate Teaching Professor. Recording engineer, music producer and digital editor.

Neville Vakharia, MS (*Drexel University*) *Research Director*. Assistant Professor. Technology in the arts, strategic planning and evaluation, management and leadership, innovation and entrepreneurship.

Darren Walters, BA (*University of Delaware*). Associate Teaching Professor. General Manager of Mad Dragon Records and co-owner and President of Jade Tree, an independent record label.

Andrew Zitcer, MCP (*University of Pennsylvania*). Assistant Teaching Professor. Arts and community development, community based organizations, governance modes, organizational planning, narrative and social theory.

Courses

MIP 131 History of the Music Industry 3.0 Credits

This course teaches the students the background of the recording industry, including technologies, social and political events that shaped the industry to the present.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

MIP 133 Computer and Digital Applications I 3.0 Credits

The main objective of this course is to develop an understanding of MIDI, sequencing, and digital audio in the Apple Logic platform, through the integration of in-class demonstrations, lectures, and hands-on projects and activities.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

MIP 161 Copyrights in the Music Industry 3.0 Credits

This course is an in-depth exploration of what, how, when and where intellectual property exists in the music industry, with a particular emphasis on the role that copyrights play.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

MIP 170 Radio Management 3.0 Credits

Students learn about the growth and development of radio through the 20th century to today, including current challenges and new technologies, programming and marketing techniques, payola, organizational structure, corporate consolidation, the F.C.C., podcasting, satellite, and internet radio. Students also create their own radio stations and formats.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MIP 179 Music Recording I 3.0 Credits

Introduces the art of sound recording, including fundamentals of sound, microphone placement, acoustic environment, and recording equipment specifications and usage.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Corequisite: MIP 227

MIP 227 Listening Techniques in Music 1.0 Credit

Students will develop critical listening skills needed for all aspects of music production. Dynamic range, harmonic timbre and frequency detection are stressed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Corequisite: MIP 179

MIP 233 Computer and Digital Applications II 3.0 Credits

This course covers recording, editing, and mixing music using professional digital audio equipment. Students are required to complete individual projects exploring these areas.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 133 [Min Grade: D]

MIP 239 Survey of Modern Production Techniques 2.0 Credits

This class listens to various pop, R & B, and rock recordings from the 1960's to the present and discusses the production techniques used to make them.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

MIP 262 Trademarks and Patents in the Music Industry 3.0 Credits

This course is an in-depth continuation of the exploration of what, how, when and where intellectual property exists in the music industry, with a further emphasis on the use of trademarks and patents in the music and music software industries.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

MIP 263 Media Promotion 3.0 Credits

Students learn about the procedures and mechanisms used to promote music and music-related content through various media forms, primarily radio and video, and through any new media forms recently or futuristically discovered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is EAM or major is MUSI.

Prerequisites: MIP 170 [Min Grade: D]

MIP 271 The Recording Industry I 3.0 Credits

This course teaches the students the fundamentals of the structure and function of the recording industry. It is a comprehensive exploration of the structure and function of the professionals in the recording industry with relation to: major labels, independent labels, and production companies with an analysis of those entities.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 161 [Min Grade: D]

MIP 272 The Recording Industry II 3.0 Credits

This course is a continuation of the recording industry principles learned in MIP 271.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 271 [Min Grade: D]

MIP 279 Music Recording II 3.0 Credits

Basic music recording techniques are demonstrated with in concentration toward session work-flow and signal-flow. Requires students to create several broadcast-quality recordings, including editing and mix-down of the final master.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Cannot enroll if classification is Freshman

Prerequisites: MIP 179 [Min Grade: D]

MIP 311 Artists and Repertoire in the Music Industry I 4.0 Credits

Educates students in the art of selecting recording artists for a recording label's artist roster. It analyzes target demographics for the label, genre specificity, A&R administration processes and takes the student through the myriad duties performed by an A&R executive in the recording industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

MIP 312 Artists and Repertoire in the Music Industry II 4.0 Credits

This course teaches the art of selecting recording artists for a recording label's artist roster. This student in this course work directly with A&M/Octone Records executive David Boxenbaum, to search and present artists to consider signing to the label. The class engages in weekly conference calls and presentations to Mr Boxenbaum and the staff.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

MIP 318 Music Merchandising 3.0 Credits

Students work in interdisciplinary groups with Design and Merchandising students to create a comprehensive merchandise extension program including product selection, production, distribution and promotion within the context of the artists' overall brand package.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MIP 331 Music Venues and Concerts 3.0 Credits

Students will learn how to operate a music venue by learning how to book talent, market and promote, staff and hire personnel, create visibility, establish a long-term vision for the music venue.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

MIP 333 Computer and Digital Applications III 3.0 Credits

This course focuses on advanced Digital Audio Workstation techniques used in modern recording production with an emphasis on audio editing. Sound replacement, pitch correction and editing proficiency are all covered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 233 [Min Grade: D]

MIP 341 Touring and Booking 3.0 Credits

Educates student about the Live Performance revenue stream in the music industry, encompassing tour management, tour planning and implementation, concert promotion agreements, insurance issues and revenue breakdowns.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

MIP 343 MADKo Concert Promotions 3.0 Credits

This course teaches the students, through experiential, hands-on learning, how to organize, market, promote, advance and settle music concerts. The students conceive of, organize and book artists for concerts locally and regionally. They are responsible for every facet of the concert, from conception to final settlement.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 331 [Min Grade: D] or MIP 341 [Min Grade: D]

MIP 361 The Publishing Industry 3.0 Credits

This course teaches the students the fundamentals of the structure and function of the publishing industry as it relates to the music and music-related industries.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 161 [Min Grade: D]

MIP 363 Legal Issues in the Music Industry 3.0 Credits

This course explores the legal issue affecting the music industry today, such as free speech in radio and music lyrics, rights if publicity for recording artists, anti-trust issues with respect to corporate consolidation of the media, fair use issue contracting with minors.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: BLAW 201 [Min Grade: D] and MIP 271 [Min Grade: D] and MIP 361 [Min Grade: D]

MIP 374 Entrepreneurship in the Music Industry 3.0 Credits

Students will learn how to devise, conceive, create and implement a music industry-related business through the drafting of a business plan. This course is team-driven and will involve student discussions and critique.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: FIN 301 [Min Grade: D]

MIP 375 [WI] Marketing and Promo in Music Industry 3.0 Credits

This course is designed to give the student an understanding of how songs become "hits" and how artist's build long-term careers through the use of marketing and promotion. The students will organize complete integrated marketing strategies to accompany a record release. Some or all pre-requisites may be taken as either a pre-requisite or co-requisite. Please see the department for more information. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 272 [Min Grade: D]

MIP 377 Bantic Media 3.0 Credits

Bantic Media is the e-commerce and e-content experimental laboratory record label model wherein students are able to work on new business models focusing on viral markets for music and related content delivery uniquely in the digital space, i.e., the Internet, mobile phone, and all digital delivery mechanisms.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Restrictions: Can enroll if major is MUSI.

MIP 379 Music Recording III 3.0 Credits

This is an advanced examination of current state of the art recording techniques. Special attention is paid to digital audio editing, digital and analog mixing techniques, advanced compression and equalization techniques and time-based processing.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 279 [Min Grade: D]

MIP 380 Special Topics in Music Industry 0.5-12.0 Credits

Covers special topics in music industry. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MIP 381 Audio for Video 3.0 Credits

This course will introduce the student to the technological and creative aspects of developing an audio score for audio/visual elements.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 233 [Min Grade: D] and MIP 279 [Min Grade: D]

MIP 382 Scoring to Picture 3.0 Credits

This course will expand the students' ability to create and produce an original score for an audio/visual element, drawing upon their creative and technological skills.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 381 [Min Grade: D]

MIP 383 MAD Dragon Studios 1.0 Credit

Students are involved in the day-to-day operations of MAD Dragon Recording Studios. Students will perform the business operations such as scheduling, logistics, and promotion, as well as oversee session needs, tech requirements and supplies.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 6 credits

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 279 [Min Grade: D]

MIP 384 Synthesis and Sampling 3.0 Credits

This is an advanced course focusing on the theory and operation of hardware and virtual synthesizers and digital audio samplers. Students learn how to identify and manipulate the various parameters of synthesis and sampling devices.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 233 [Min Grade: D]

MIP 385 Remixing 3.0 Credits

The main objective of this course is to develop an understanding of the production of a pop or dance music remix using the Apple Logic platform. Hands-on remix projects, lectures, and in-class presentations will be integrated throughout the term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MIP 133 [Min Grade: D]

MIP 386 Commercial Music Production 3.0 Credits

An examination of the various ways that music is composed and used in television advertising, industries, trailers/promos for film, television, and radio, including bumpers and station ids.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 381 [Min Grade: D]

MIP 387 Studio Maintenance and Assisting 3.0 Credits

This course will introduce to the student the basic maintenance and assisting techniques used in the modern recording studio. Basic electronic components, measurements and calibration are covered. Assisting techniques, studio etiquette, and environment are covered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 279 [Min Grade: D]

MIP 388 Production Company Management 2.0 Credits

Students who contemplate entering the production field will learn how to create, manage and organize a production company entity. We will discuss the various deals between a producer and a record label, or a recording artist. We will explore the business of running a production company.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 262 [Min Grade: D] and MIP 361 [Min Grade: D]

MIP 389 Sound Reinforcement 3.0 Credits

This course covers all aspects of sound reinforcement for live performances, including system design, equipment usage, and acoustical concerns. The course uses both lecture and hands-on components for greater student understanding.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MIP 390 Video Game Music and Audio 3.0 Credits

The objective of this course is to give students a well-rounded understanding of the state of contemporary video game music and audio; how the game development process works; the evolution of game audio, and how to approach the creation of video game music and audio.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MIP 391 Analog Recording 3.0 Credits

This class enables students to practice the art of analog recording, editing and mixing. It puts in perspective the concepts, tools, and techniques of studio production that can be taken for granted in the digital domain. The constraints and aesthetic choices that are magnified by the analog format are very important parts of a holistic music production curriculum.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI and classification is Junior or Senior.

Prerequisites: MIP 379 [Min Grade: C]

MIP 392 Music Production Master Class 1.0 Credit

A guest music producer and his team will share their knowledge of record production. Students will learn both technical and business aspects of professional record production and will be assigned projects helping them develop a high level of expertise and professionalism.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI and classification is Junior or Senior.

Prerequisites: MIP 379 [Min Grade: C]

MIP 433 Computer and Digital Applications IV 3.0 Credits

This course focuses on advanced Digital Audio Workstation techniques used in modern recording production with an emphasis on audio editing. Sound replacement, pitch correction and editing proficiency are covered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 233 [Min Grade: D]

MIP 440 Legal and Business Affairs for MAD Program 3.0 Credits

L&B Affairs gives students the opportunity to examine, draft, revise, and negotiate all legal agreements attendant to MAD Dragon enterprise and all of its entities. The student will participate in business negotiations for all MAD Dragon-related dealing as well as working with real-world timelines and deadlines.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Restrictions: Can enroll if major is MUSI.

MIP 441 DraKo Booking 3.0 Credits

This course teaches the students, through experiential, hands-on learning, how to effectively act as a booking agent. They do so by booking tours for the MAD Dragon Records artists.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 331 [Min Grade: D] or MIP 341 [Min Grade: D]

MIP 443 Entertainment Contracts I 3.0 Credits

This course encompasses drafting and negotiating the most common types of agreements in the music industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: BLAW 201 [Min Grade: D]

MIP 444 MAD Dragon Records 3.0 Credits

MAD Dragon Records is the hands-on real-world component of the Music Industry Program as a full-service record label.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 271 [Min Grade: D]

MIP 445 MAD Dragon Publishing 3.0 Credits

Students engage in the everyday business of a Publishing Company, including investigating placement possibilities for songs in, e.g., movies and TV. They draft and negotiate licenses for uses, compile database, create and disseminate compilation CDs to music supervisors and like-users, and seek out and sign songwriters to the company.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 361 [Min Grade: D]

MIP 453 Entertainment Contracts II 3.0 Credits

This course is a continuation of Entertainment Contracts I that encompasses drafting and negotiating the most common types of entertainment agreements used by the Music Industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 443 [Min Grade: D]

MIP 462 Global Issues in the Music Industry 3.0 Credits

This course explores global music industry issues in an historic and current context. We will discuss the EU, and international Intellectual Property-related treaties, like TRIPPS and GATT, the Berne Convention and others, and discuss global IP organizations, like WIPO, IFPI, Impala, and international mechanical rights organizations and copyright societies.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: BLAW 201 [Min Grade: D]

MIP 464 Music Industry Cyberlaw 3.0 Credits

This course explores the law and legal issues that exist on the Internet, such as publication, domain names, disclaimers, liabilities of an e-commerce store or site related to the music industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: BLAW 201 [Min Grade: D]

MIP 467 Artist Representation 3.0 Credits

Artist Representation is the culmination of all aspects related to the Music Industry. This course outlines the various components needed in assembling an artist's professional team, contacts and business entities - all elements important in securing a record deal, publicity deal and the marketing needed to succeed in the music business.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 271 [Min Grade: D]

MIP 468 Music Industry E-Commerce 3.0 Credits

This course explores the inner workings of commerce in the music industry as it occurs in the Internet. The student gains an understanding of how to market and promote websites, utilize social networking sites and how digital services for the industry can serve the label, artist and/or publishing company.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 272 [Min Grade: D]

MIP 477 Music Production 3.0 Credits

The students in this class learn contemporary music production techniques through a combination of lecture, demonstration and independent work.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 379 [Min Grade: D]

MIP 481 Mixing and Mastering 3.0 Credits

The fine art of mixing and mastering music are covered in depth. This is an advanced record engineering course that will focus on just the mixing and mastering process of recording. Proper equipment usage, printing methods, formats, and production goals are covered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 379 [Min Grade: D]

MIP 482 Recording Session 3.0 Credits

Students will be involved in all aspects of recording production including artist selection, session planning, recording, overdubbing, editing, mixing and mastering.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

Restrictions: Can enroll if major is MUSI.

Prerequisites: MIP 379 [Min Grade: D]

MIP 491 Senior Project in Music Industry 1.0 Credit

Senior Project is a thesis course in which the student engages in intensive research on a topic of his or her choice over the three quarters of senior year. The thesis will result in some form of publishable material. The student will present their thesis to a jury in their final quarter of senior year.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 3 credits

Restrictions: Can enroll if major is MUSI and classification is Senior.

Prerequisites: MIP 361 [Min Grade: D]

MIP 495 Directed Studies in Music Industry 0.5-12.0 Credits

Provides supervised individual study of special topics in the music industry. Departmental permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is MUSI.

Photography

Bachelor of Science: 180.0 quarter credits

About the Program

The photography curriculum is designed to provide the basis for both technical and aesthetic proficiency. Through a hands-on program blending traditional processes with the latest digital technologies, the photography curriculum provides all the tools necessary for aspiring artists/photographers to achieve a breadth of experience not generally developed in traditional fine art or commercial photography programs.

The photography major provides students with a unified fine arts/professional curriculum offering a wide range of studio, real-world, and academic experiences—intermixed with ongoing critiques and evaluation—including the studio, the darkroom, and the computer. The major prepares students to understand photography as a system of visual communication with its foundation in an ever-changing technology. Graduates may be employed in a variety of photo-related businesses, initiate their own photographic enterprises, or choose to go on to advanced studies.

The College's extensive photographic facilities (<http://www.drexel.edu/westphal/undergraduate/PHTO/Facilities>) are available to every photography major at Drexel. Incoming students are only required to bring a 35mm film camera that can be used on a manual setting.

Additional Information

For more information about this major, visit the College's Photography (<http://www.drexel.edu/westphal/undergraduate/PHTO>) website.

Degree Requirements

General education requirements

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
PHYS 121	Physical Science for Design I	4.0
COOP 101	Career Management and Professional Development	0.0
UNIV A101	The Drexel Experience	2.0
Arts and humanities electives		9.0
Natural science elective		3.0-4.0
Social science electives		9.0
Free electives		24.0

Visual Studies requirements

ARTH 101	History of Art I: Ancient to Medieval	3.0
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
VSST 101	Design I	4.0
VSST 102	Design II	4.0
VSST 110	Introductory Drawing	3.0
VSST 111	Figure Drawing I	3.0
Visual Studies electives		12.0

Students select three additional visual studies (VSST) courses as electives.

Photography requirements

PHTO 110	Photography	3.0
PHTO 140	Digital Photography I	4.0
PHTO 210	Intermediate Photography	3.0
PHTO 231	Color Photography	4.0
PHTO 233	Large Format Photography	4.0
PHTO 234	Studio Photography	4.0
PHTO 236	Photojournalism	4.0
PHTO 240	Digital Photography II	4.0
PHTO 253	Fine Black & White Printing	3.0
PHTO 275 [WI]	History of Photography I	3.0
PHTO 276	History of Photography II	3.0
PHTO 334	Advanced Studio Photography	4.0
PHTO 336	Assignment Photography	3.0
PHTO 340	Digital Photography III	4.0
PHTO 361	Advanced Photography	4.0
PHTO 392	Junior Project in Photography	3.0
PHTO 451	Photography and Business	3.0
PHTO 452 [WI]	History of Contemporary Photography	3.0
PHTO 492	Senior Thesis in Photography I	3.0
PHTO 493	Senior Thesis in Photography II	3.0
PHTO 495	Senior Thesis in Photography III	3.0
Photography electives		9.0

Students select three courses from the following:

PHTO 335	Portraiture	
PHTO 453	Photography Production	
PHTO 455	Landscape Photography	
PHTO 456	Fashion Photography	
PHTO 457	Palladium Printing	
PHTO 458	Advertising Portfolio Development	
PHTO 459	Marketing for Photographers	
Total Credits		180.0

Sample Plan of Study

Term 1		Credits
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
PHYS 121	Physical Science for Design I	4.0
PHTO 140	Digital Photography I	4.0
VSST 101	Design I	4.0
UNIV A101	The Drexel Experience	1.0
Term Credits		16.0
Term 2		
ARTH 101	History of Art I: Ancient to Medieval	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
PHTO 110	Photography	3.0
VSST 102	Design II	4.0
UNIV A101	The Drexel Experience	1.0
Term Credits		14.0
Term 3		
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
PHTO 210	Intermediate Photography	3.0
Natural science elective		3.0
Term Credits		16.0
Term 4		
ARTH 103	History of Art: Early to Late Modern	3.0
PHTO 233	Large Format Photography	4.0
PHTO 253	Fine Black & White Printing	3.0
VSST 110	Introductory Drawing	3.0
Free elective		3.0
Term Credits		16.0
Term 5		
COOP 101	Career Management and Professional Development	0.0
PHTO 236	Photojournalism	4.0
PHTO 240	Digital Photography II	4.0
VSST 111	Figure Drawing I	3.0
Social science elective		3.0
Free elective		3.0
Term Credits		17.0

Term 6

PHTO 231	Color Photography	4.0
PHTO 275	History of Photography I [W]	3.0
	Arts and Humanities elective	3.0
	Social science elective	3.0

Term Credits **13.0**

Term 7

PHTO 234	Studio Photography	4.0
PHTO 276	History of Photography II	3.0
PHTO 451	Photography and Business	3.0
	VSST elective*	4.0
	Free elective	3.0

Term Credits **17.0**

Term 8

	Spring/Summer Co-Op Cycle	
PHTO 334	Advanced Studio Photography	4.0
PHTO 392	Junior Project in Photography	3.0
	Arts and Humanities elective	3.0
	VSST elective*	4.0

Term Credits **14.0**

Term 9

	Spring/Summer Co-Op Cycle	
PHTO 336	Assignment Photography	3.0
PHTO 361	Advanced Photography	4.0
	Arts and Humanities elective	3.0
	Social science elective	3.0
	VSST elective*	4.0

Term Credits **17.0**

Term 10

PHTO 452	History of Contemporary Photography [W]	3.0
PHTO 492	Senior Thesis in Photography I	3.0
	Photography elective*	3.0
	Free electives	6.0

Term Credits **15.0**

Term 11

PHTO 493	Senior Thesis in Photography II	3.0
	Photography elective*	3.0
	Free electives	6.0

Term Credits **12.0**

Term 12

PHTO 340	Digital Photography III	4.0
PHTO 495	Senior Thesis in Photography III	3.0
	Photography elective*	3.0
	Free elective	3.0

Term Credits **13.0**

Total Credit: 180.0**Term 1**

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
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Credits

PHYS 121	Physical Science for Design I	4.0
PHTO 140	Digital Photography I	4.0
VSST 101	Design I	4,
UNIV A101	The Drexel Experience	1.0

Term Credits **16.0-12.0**

Term 2

ARTH 101	History of Art I: Ancient to Medieval	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
PHTO 110	Photography	3.0
VSST 102	Design II	4.0
UNIV A101	The Drexel Experience	1.0

Term Credits **14.0**

Term 3

ARTH 102	History of Art II: High Renaissance to Modern	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
PHTO 210	Intermediate Photography	3.0
	Natural science elective	3.0

Term Credits **16.0**

Term 4

PHTO 253	Fine Black & White Printing	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
PHTO 233	Large Format Photography	4.0
VSST 110	Introductory Drawing	3.0
	Free elective	3.0

Term Credits **16.0**

Term 5

COOP 101	Career Management and Professional Development	0.0
PHTO 236	Photojournalism	4.0
PHTO 240	Digital Photography II	4.0
VSST 111	Figure Drawing I	3.0
	Social science elective	3.0
	Free elective	3.0

Term Credits **17.0**

Term 6

PHTO 231	Color Photography	4.0
PHTO 275	History of Photography I [W]	3.0
	Arts and Humanities elective	3.0
	Social science elective	3.0

Term Credits **13.0**

Term 7

PHTO 234	Studio Photography	4.0
PHTO 276	History of Photography II	3.0
PHTO 451	Photography and Business	3.0
	VSST elective*	4.0
	Free elective	3.0

Term Credits **17.0**

Term 8

Fall/Winter Co-Op Cycle		
PHTO 334	Advanced Studio Photography	4.0
PHTO 361	Advanced Photography	4.0
PHTO 392	Junior Project in Photography	3.0
Arts and Humanities elective		3.0
VSST elective*		4.0

Term Credits **18.0**

Term 9

Fall/Winter Co-Op Cycle		
PHTO 336	Assignment Photography	3.0
Arts and Humanities elective		3.0
Social science elective		3.0
VSST elective*		4.0

Term Credits **13.0**

Term 10

PHTO 452	History of Contemporary Photography [WI]	3.0
PHTO 492	Senior Thesis in Photography I	3.0
Photography elective*		3.0
Free electives		6.0

Term Credits **15.0**

Term 11

Photography elective*		3.0
Free electives		6.0
PHTO 493	Senior Thesis in Photography II	3.0

Term Credits **12.0**

Term 12

PHTO 340	Digital Photography III	4.0
PHTO 495	Senior Thesis in Photography III	3.0
Photography elective*		3.0
Free elective		3.0

Term Credits **13.0**

Total Credit: 180.0-176.0

* See degree requirements.

Co-op/Career Opportunities

Photographers pursue careers in a wide variety of fields. Primary choices among Drexel graduates include journalism, illustration, fashion and advertising, and fine arts.

Recent co-op placements have included:

- Micheal Creagh, New York City
- The Edywnn Houk Gallery, New York City
- Jonathan Pushnik, Advertising Photographer, Philadelphia, PA
- Philadelphia Magazine, Philadelphia, PA
- Jason Varney, Editorial Photographer, Philadelphia
- Saturday Night Live, New York City

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

Minor in Photography

The minor in photography gives students a thorough understanding of photographic practices using a combination of aesthetics and technology. This flexible minor has been developed to accommodate both Antoinette Westphal College of Media Arts and Design majors as well as majors from any other college. It is an excellent choice for students who are majoring in marketing, communications and journalism. Many employers in these fields are now routinely request that candidates have a good working knowledge of Photoshop and photographic practices.

PHTO 110	Photography	3.0
PHTO 140	Digital Photography I	4.0
PHTO 210	Intermediate Photography	3.0
PHTO 231	Color Photography	4.0
PHTO 240	Digital Photography II	4.0
PHTO 234	Studio Photography	4.0
PHTO 236	Photojournalism	4.0

Additional Suggested Electives (Optional)

PHTO 275	History of Photography I [WI]	
PHTO 276	History of Photography II	
PHTO 451	Photography and Business	
PHTO 452	History of Contemporary Photography [WI]	

Total Credits **26.0**

Media Arts Faculty

Jack Cliggett, MFA (*Syracuse University*). Associate Professor. Graphic design; logo design, corporate identity, Chinese propaganda, and thesis.

E. June Ellaway-Lunn, MFA (*Tyler School of Art, Temple University*) *Department Head of Media Arts*. Associate Professor. Graphic design; logo design, corporate identity, publication design, book design, professional practice, professional portfolio, and thesis.

Jody Graff, BS (*Drexel University*) *Program Director, Graphic Design*. Instructor. Graphic design; publication design, annual report design, three-dimensional graphics and packaging, environmental graphic design (exhibition and wayfinding), and thesis.

Andrea Modica, MFA (*Yale University*). Associate Professor. Photography; portraiture, photojournalism, palladium printing, and thesis.

William Rees, BS (*Drexel University*) *Assistant Program Director, Graphic Design*. Instructor. Graphic design; logo design, corporate identity, publication design, electronic imaging, print production, web design, professional portfolio, and thesis.

Stuart Rome, MFA (*Arizona State University*). Professor. Photography; color photography, junior project, and thesis.

Paul Runyon, BFA (*The University of New Mexico*) *Program Director, Photography*. Associate Professor. Studio photography, view-camera photography, studio lighting, business aspects of photography.

Sandra Stewart, BFA (*Temple University*) *Academic Associate Dean, Antoinette Westphal College of Media Arts and Design*. Associate Professor. Graphic design; logo design, corporate identity, publication design, three-dimensional graphics and packaging, and thesis.

Amanda Tinker, MFA (*Temple University*). Instructor. Photography, history of photography, historical and alternative processes, and intermediate photography.

Mark Willie, MFA (*Boston Museum School of Fine Arts*). Instructor. Graphic design; typography, logo design, corporate identity, publication design, publication design, book design, professional portfolio, and thesis.

L. Kylie Wright, BA (*University of Virginia*). Instructor. Photography; digital photography, and master printing.

Shushi Yoshinaga, BFA (*Philadelphia College of the Arts*). Associate Professor. Graphic design; letterform, typography, and thesis.

Interdepartmental Faculty

Jervis Thompson, BS (*Drexel University*). Associate Teaching Professor. Digital media, interactive multimedia.

Blaise J. Tobia, MFA (*University of California, San Diego*) Director of the *Digital Media Program*. Professor. Photography, digital imaging.

Courses

PHTO 110 Photography 3.0 Credits

Lecture-laboratory course in black and white photography. Coordinates a photographic visual discipline with comprehensive camera and darkroom/digital lab experience. For PHTO Majors, a manual 35mm film camera is required. For PHTO Minors & non-majors a digital point and shoot camera or DSLR, eight megapixels or higher is required.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

PHTO 140 Digital Photography I 4.0 Credits

The objective of this course is to give you an introduction to the technical skills necessary to use computers, equipment, and software as a means of visually communicating your photographic ideas.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

PHTO 210 Intermediate Photography 3.0 Credits

Continues the aesthetic and technical investigations of black and white photography begun in PHTO 110 through a mix of lectures, slide discussions, analytical and creative projects, and group critiques. For PHTO Majors, a manual 35mm film camera is required. For PHTO minors and non-majors, a digital point and shoot camera or DSLR is required.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: PHTO 110 [Min Grade: D]

PHTO 231 Color Photography 4.0 Credits

An introduction to the aesthetics and technology of color photography. There is an emphasis on color composition and theory. Class includes a variety of color processes, utilizing analog/film and digital materials.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: PHTO 210 [Min Grade: D]

PHTO 233 Large Format Photography 4.0 Credits

Provides a thorough exploration of large-format camera techniques and large-format film exposure/development techniques including the zone system. Introduces the aesthetic of the large-format black-and-white photograph and expands the student's vision of the potential of the photographic image.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: PHTO 210 [Min Grade: D]

PHTO 234 Studio Photography 4.0 Credits

Introduces professional studio photography practices. Continues utilization of the digital camera. Examines artificial lighting techniques and provides context for exploration of the studio as a creative photographic environment.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: PHTO 231 [Min Grade: D]

PHTO 236 Photojournalism 4.0 Credits

Approaches the subject of photojournalism through lectures on its history and current practices and through application. Considers the documentary genre of photography in general.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: PHTO 210 [Min Grade: D]

PHTO 240 Digital Photography II 4.0 Credits

Explores the digital image within the context of photographic practice. Examines current capabilities and future potentials in image capture, manipulation, output, and dissemination. Projects include utilization of image-manipulation programs, direct digital cameras, and hybrid film/digital approaches. Addresses aesthetic, conceptual, and professional issues.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: PHTO 210 [Min Grade: D]

PHTO 253 Fine Black & White Printing 3.0 Credits

Explores the aesthetic of the fine black-and-white print, including issues of print scale, tonality, surface quality, toning, and archival techniques. Uses zone-system analysis to optimize the relationship of the negative and the print.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: PHTO 210 [Min Grade: D]

PHTO 275 [WI] History of Photography I 3.0 Credits

Provides an overview of the history of photography from 1839 to approximately 1930, including technological developments, aesthetic trends, theoretical and philosophical understandings, and effects on society and culture at large. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: ARTH 101 [Min Grade: D]

PHTO 276 History of Photography II 3.0 Credits

Provides an overview of the history of photography from approximately 1930 to the present, including technological developments, aesthetic trends, theoretical and philosophical understandings, and effects on society and culture at large.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PHTO 275 [Min Grade: D]

PHTO 291 Internship 0.5-12.0 Credits

Incorporates a nonpaying internship in the field of photography for academic credit. An initial informational sheet on the internship and a final paper on the experience are required. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO.

PHTO 334 Advanced Studio Photography 4.0 Credits

An advanced studio photography class that will teach the student the workflow associated with high-end digital studio capture. The class will also cover various advanced studio lighting techniques. The development of a personal portfolio of work produced in the studio will be required by all students.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO.

Prerequisites: PHTO 234 [Min Grade: D]

PHTO 335 Portraiture 3.0 Credits

This course is devoted to the development of a single project. The course will deal in depth with issues of format, lighting and composition. The course will address ethical and legal matters in photographic portraiture. An overview of the history of photographic portrait will be covered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO.

Prerequisites: PHTO 231 [Min Grade: D] and PHTO 233 [Min Grade: D] and PHTO 236 [Min Grade: D] and PHTO 253 [Min Grade: D]

PHTO 336 Assignment Photography 3.0 Credits

Assignment is simply said to be photography that supports the written word, which may be either news or advertising, article photographs, advertisements, or the cover of a magazine. The purpose of this course is to teach students how to stand out from the photographic crowd by injecting personal style.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 1 times for 6 credits

Restrictions: Can enroll if major is PHTO and classification is Junior or Pre-Junior or Senior.

Prerequisites: PHTO 234 [Min Grade: D] and PHTO 334 [Min Grade: D]

PHTO 340 Digital Photography III 4.0 Credits

This class will build on intermediate Photoshop skills while exploring the new field of building a photographic image by using more than one frame or multiple elements. Students will be expected to produce a body of work using the skills learned. Large format printing will be stressed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO and classification is Junior or Senior.

Prerequisites: PHTO 140 [Min Grade: D] and PHTO 240 [Min Grade: D]

PHTO 361 Advanced Photography 4.0 Credits

Extends study and experimentation in studio, color, and historical photography. Examines non-silver and non-traditional photographic technologies.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO.

Prerequisites: PHTO 233 [Min Grade: D] and PHTO 253 [Min Grade: D]

PHTO 392 Junior Project in Photography 3.0 Credits

Integrates the technical and conceptual understandings that the student has acquired in photography through development of a personally defined photographic project. Students will meet in weekly seminars to plan, discuss, and critique in-progress work.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO and classification is Junior.

Prerequisites: PHTO 234 [Min Grade: D]

PHTO 399 Independent Study In Photography 0.5-12.0 Credits

Provides individualized study in photography in a specialized area. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is PHTO.

PHTO 451 Photography and Business 3.0 Credits

Seminar course with invited professionals from the photographic and business fields. Helps prospective photographers understand legal aspects of photography, freelance business practices, and potential employment possibilities and expectations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PHTO 240 [Min Grade: D]

PHTO 452 [WI] History of Contemporary Photography 3.0 Credits

The course will focus on aesthetic and conceptual development in contemporary photographic practice. Through lectures, field trips and in-class discussions, students will learn concepts and visual trends employed in photography since 1970. Topics covered include 19th and 20th century influences, multi-cultural interpretation of genres, new approaches to representation of self.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PHTO 275 [Min Grade: D] and PHTO 276 [Min Grade: D]

PHTO 453 Photography Production 3.0 Credits

The objective of this course is to introduce prospective photographers to commercial production practices. Topics covered will include the definition and marketing of personal style, the varied roles of vendors and clients, interpreting layouts and concepts, and approaches to commercial production.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO and classification is Senior.

Prerequisites: PHTO 336 [Min Grade: D]

PHTO 455 Landscape Photography 3.0 Credits

This class is designed to explore the rich tradition and history of the landscape photograph and how to visually translate the contemporary landscape.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO and classification is Junior or Senior.

Prerequisites: PHTO 233 [Min Grade: D]

PHTO 456 Fashion Photography 3.0 Credits

The objective of this course is for students to become familiar with both the aesthetics and techniques involved in the production of fashion photographs. In addition, the history of fashion photography will be covered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO and classification is Junior or Senior.

Prerequisites: PHTO 234 [Min Grade: D]

PHTO 457 Palladium Printing 3.0 Credits

This class explores the technical and aesthetic aspects of the 19th century, hand-coated palladium and platinum printing processes. Students will use large format negatives to produce a body of work. This course will include hand-coating techniques, paper and chemistry options.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO and classification is Junior or Senior.

Prerequisites: PHTO 234 [Min Grade: D]

PHTO 458 Advertising Portfolio Development 3.0 Credits

This course is designed to prepare students to enter the commercial market. Topics covered will include the definition and marketing of personal visual style, identity and cohesion, and contemporary self-promotion practices.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO and classification is Senior.

Prerequisites: PHTO 340 [Min Grade: D]

PHTO 459 Marketing for Photographers 3.0 Credits

The objective of this course is to give students practical skills about marketing, design, and production of materials you will need as a photographer. Discussions and demonstrations will show you how to use print, web, and other technologies to promote your photography.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO and classification is Junior or Senior.

Prerequisites: PHTO 234 [Min Grade: D]

PHTO 465 Special Topics in Photography 0.5-12.0 Credits

Provides study in photography on a special topic or on an experimental basis. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

PHTO 492 Senior Thesis in Photography I 3.0 Credits

Integrates the technical and conceptual understandings that the student has acquired in photography through development of a personally defined photographic project. Students will meet in weekly seminars to plan, discuss, and critique in-progress work.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PHTO 392 [Min Grade: D]

PHTO 493 Senior Thesis in Photography II 3.0 Credits

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PHTO 492 [Min Grade: D]

PHTO 495 Senior Thesis in Photography III 3.0 Credits

Integrates the technical and conceptual understandings that the student has acquired in photography through development of a personally defined photographic project. Students will meet in weekly seminars to plan, discuss, and critique in-progress work.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PHTO and classification is Senior.

Prerequisites: PHTO 492 [Min Grade: D] and PHTO 493 [Min Grade: D]

Product Design

Bachelor of Science Degree: 187.0 quarter credits

About the Program

Product design combines the fields of art, business, and engineering to design the products people use every day. The program in product design focuses creativity and intellect, and prepares students for careers in a range of product design fields including corporate product design, design consulting, entrepreneurial endeavors, sustainable product development, and global design initiatives.

The major in product design is centered on teaching students the skills to develop and design products for a vast array of industries, specializing in multidisciplinary design research focused on product development and commercialization. It will also encourage collaboration in green design, sustainability and innovation in product development, facilitating and combining the fields of art, business, engineering and technology.

Students have the opportunity to create products ranging from furniture and toys to medical devices and consumer electronics in design competitions and *charrettes*. Students learn in state-of-the-art facilities that include a modeling shop and studio, laser cutters, 3D printers, rapid prototypers and molding clays and tools. The modeling shop and studio are large design-centered spaces, built to promote and sustain the studio culture students will enter upon graduation.

Students enrolled in the product design major will be expected to pursue a minor outside of product design that will allow them to apply their design capabilities toward a specific area of expertise.

For more information about this major, visit the College's Product Design (<http://www.drexel.edu/westphal/academics/undergraduate/productdesign>) page.

Degree Requirements

In addition to the following requirements for graduation, students enrolled in the Product Design major will be expected to pursue a minor outside of product design that will allow them to apply their design capabilities toward a specific area of expertise.

General education requirements

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
CHEM 201	Why Things Work: Everyday Chemistry	3.0
COM 220	Qualitative Research Methods	3.0
MATH 101	Introduction to Analysis I	4.0
PHYS 103	General Physics I	4.0
PSY 101	General Psychology I	3.0
PSY 332	Human Factors and Cognitive Engineering	3.0
CIVC 101	Introduction to Civic Engagement	1.0
UNIV A101	The Drexel Experience	1.0
Arts and humanities electives		9.0
Free electives		27.0

Visual studies requirements

ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
ARTH 300 [WI]	History of Modern Design	3.0
DIGM 100	Digital Design Tools	3.0
PHTO 110	Photography	3.0
PHTO 234	Studio Photography	4.0
VSCM 230	Visual Communication I	4.0
VSCM 240	Typography I	3.0
VSST 101	Design I	4.0
VSST 102	Design II	4.0
VSST 103	Design III	4.0
VSST 110	Introductory Drawing	3.0
VSST 111	Figure Drawing I	3.0
Select one of the following:		4.0
VSST 201	Multimedia: Performance	
VSST 202	Multimedia: Space	

VSST 203	Multimedia: Materials	
Product Design requirements		
ECON 201	Principles of Microeconomics	4.0
ENGR 220	Fundamentals of Materials	4.0
DSMR 201	Analysis of Product	3.0
MEM 201	Foundations of Computer Aided Design	3.0
MGMT 260	Introduction to Entrepreneurship	4.0
PROD 101	History and Analysis of Product Design	3.0
PROD 205	Applied Making I	3.0
PROD 210	Introduction to Product Design	3.0
PROD 220	Product Design Form Studio	4.0
PROD 225	Computer Aided Imagining in Product Design	3.0
PROD 230	Product Design Process Studio	4.0
PROD 235	Applied Design Visualization	3.0
PROD 245	Seminar Professional Landscape	3.0
PROD 255	Applied Materials in Product Design	3.0
PROD 340	Interdisciplinary Product Design Studio	4.0
PROD 345	Applied Human Centered Design	3.0
PROD 425	Applied Design Research	3.0
PROD 460	Research Synthesis Studio	4.0
PROD 470	Create Build Studio	4.0
PROD 475	Professional Practice in Product Design	3.0
PROD 480	Exhibition Studio	4.0
Optional Product Design electives		
PROD 215	Design Thinking in Product Design	
PROD 350	Sponsored Product Design Studio	
PROD 399	Independent Study in Product Design	
PROD 465	Special Topics in Product Design	
Total Credits		187.0

Sample Plan of Study

Term 1		Credits
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
PROD 101	History and Analysis of Product Design	3.0
UNIV A101	The Drexel Experience	1.0
VSST 101	Design I	4.0
VSST 110	Introductory Drawing	3.0
Term Credits		14.0
Term 2		Credits
ARTH 102	History of Art II: High Renaissance to Modern	3.0
CIVC 101	Introduction to Civic Engagement	1.0
DIGM 100	Digital Design Tools	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
VSST 102	Design II	4.0
Arts and Humanities elective		3.0
Term Credits		17.0
Term 3		Credits
ARTH 103	History of Art: Early to Late Modern	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0

MATH 101	Introduction to Analysis I	4.0
VSST 103	Design III	4.0
VSST 111	Figure Drawing I	3.0

Term Credits 17.0

Term 4

PHYS 103	General Physics I	4.0
PROD 205	Applied Making I	3.0
PROD 210	Introduction to Product Design	3.0
PROD 235	Applied Design Visualization	3.0
VSCM 240	Typography I	3.0

Term Credits 16.0

Term 5

COOP 101	Career Management and Professional Development	0.0
ECON 201	Principles of Microeconomics	4.0
MEM 201	Foundations of Computer Aided Design	3.0
PROD 220	Product Design Form Studio	4.0
VSCM 230	Visual Communication I	4.0

Term Credits 15.0

Term 6

CHEM 201	Why Things Work: Everyday Chemistry	3.0
DSMR 201	Analysis of Product	3.0
ENGR 220	Fundamentals of Materials	4.0
PROD 225	Computer Aided Imagining in Product Design	3.0
PROD 230	Product Design Process Studio	4.0

Term Credits 17.0

Term 7

PHTO 110	Photography	3.0
PROD 245	Seminar Professional Landscape	3.0
PROD 255	Applied Materials in Product Design	3.0
Select one of the following:		4.0
VSST 202	Multimedia: Space	
VSST 201	Multimedia: Performance	
VSST 203	Multimedia: Materials	
Free elective		3.0

Term Credits 16.0

Term 8

PHTO 234	Studio Photography	4.0
PROD 340	Interdisciplinary Product Design Studio	4.0
PSY 101	General Psychology I	3.0
Arts and Humanities elective		3.0
Free elective		3.0

Term Credits 17.0

Term 9

COM 220	Qualitative Research Methods	3.0
PROD 345	Applied Human Centered Design	3.0
PSY 332	Human Factors and Cognitive Engineering	3.0
Social science elective		3.0
Free elective		3.0

Term Credits 15.0

Term 10

ARTH 300	History of Modern Design [WI]	3.0
PROD 425	Applied Design Research	3.0
PROD 460	Research Synthesis Studio	4.0
Free electives		6.0

Term Credits 16.0

Term 11

MGMT 260	Introduction to Entrepreneurship	4.0
PROD 470	Create Build Studio	4.0
Free electives		6.0

Term Credits 14.0

Term 12

PROD 475	Professional Practice in Product Design	3.0
PROD 480	Exhibition Studio	4.0
Free electives		6.0

Term Credits 13.0

Total Credit: 187.0

Co-op/Career Opportunities

Product designers have careers in a wide range of industries including consumer electronics, housewares, furniture, fashion accessories, medical devices, toys, automotive and transportation. The work of product designers improves the usefulness and appearance of countless products that contribute to the quality of our work and personal lives.

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

Minor in Product Design

Students in this minor—through a combination of three studio courses and four applied lecture courses—learn to combine skills in creative problem solving with a visual product design process. Students develop product concepts and collaborate on the development of product ideas, including the creation and integration of new technologies, sustainability, health-care and socially responsible design, all of which are beneficial for design professionals.

The minor is specifically created to offer students a unique multi-disciplinary studio experience. Students will develop skills in the rapid visualization of ideas, creative problem solving, transformative design thinking and an understanding of the product development process in a collaborative setting. This minor is offered to all students having an interest in developing product ideas, including students from the College of Engineering, the LeBow College of Business, and the School of Biomedical Engineering as well as College of Media Arts and Design students who would like to add a product focus to their design degree.

Academic requirements

To be eligible for the minor in product design, a student must have completed a minimum of 30.0 undergraduate credits, have declared a major, and have a minimum GPA of 2.7. No pre-requisite courses are required. Students may be encouraged to augment or prepare for this minor. Only upon review by the faculty advisor for the minor will students with design credits from other institutions or departments be allowed to apply these to the requirements.

Required courses

PROD 101	History and Analysis of Product Design	3.0
PROD 205	Applied Making I	3.0
PROD 210	Introduction to Product Design	3.0
PROD 215	Design Thinking in Product Design	4.0
PROD 230	Product Design Process Studio	4.0
PROD 235	Applied Design Visualization	3.0
PROD 340	Interdisciplinary Product Design Studio	4.0
Total Credits		24.0

Fashion, Product Design & Merchandising Faculty

Kristen Ainscoe, BS (*Drexel University*). Assistant Teaching Professor. Visual merchandiser; merchandise management.

Catherine Byers, MA (*American University*) Program Director, *Design & Merchandising*. Assistant Teaching Professor. Journalism; marketing and communications.

Nick Cassway, BFA (*Tyler School of Art*). Assistant Teaching Professor. Curating; experimental portraiture; computer design.

Anne C. Cecil, MA (*University of the Arts*) Program Director, *Design & Merchandising*. Associate Teaching Professor. Web designer, product designer, merchandising and artist.

Renee Weiss Chase, MS (*Drexel University*). Professor. Fashion designer; computer-aided design systems for the fashion curriculum.

Anita Dennis, AST (*Art Institute of Philadelphia*) Fashion Laboratory Technician. Assistant Teaching Professor. Fashion designer and technician; construction skills.

Genevieve Dion, MFA (*University of the Arts*) Director, *Shima Seiki Haute Technology Laboratory*. Assistant Professor. Industrial designer, wearable artist, new materials technology research.

Michael Glaser, MFA (*Ohio State University*) Program Director for *Product Design*. Assistant Professor. Quantifying the designer's intuition; the interplay between digital and physical forms; human desire to shape our surroundings.

Cynthia Golebuski, MS (*Drexel University*) Associate Program Director, *Fashion Design*. Assistant Teaching Professor. Fashion designer, illustrator, computer aided design.

Roberta H. Gruber, MS (*Drexel University*) Head of the *Fashion and Product Design & Merchandising Department*. Associate Professor. Fashion designer and illustrator; wearable artist, merchandiser, special events.

Joseph H. Hancock, II, PhD (*Ohio State University*). Associate Professor. Apparel merchandising, textiles and clothing, culture and marketing strategies.

Lisa L. Hayes, BFA (*Syracuse University*) Program Director, *Fashion Design*. Associate Professor. Fashion designer, product designer, pattern design.

Jan Marshall, BA (*Long Island University*). Assistant Teaching Professor. Fashion designer, knitwear, product development, fashion analysis.

Kathi Martin, MSIS (*Drexel University*) Associate Director of the Graduate Program in *Fashion Design*. Associate Professor. Fashion and textile designer; textile artist; computer-aided design, best practices online databases and graphic interfaces for fashion and historic costume, virtual characters for fashion design.

Alphonso McClendon, MS (*Drexel University*). Assistant Professor. Fashion designer, textile designer, computer aided design.

Beth Phillips, MS (*Georgetown University*). Associate Teaching Professor. Business and international marketing, linguist, analysis of products.

Clare Sauro, MA (*Fashion Institute of Technology*) Curator of the *Robert and Penny vox Historic Costume Collection*. Assistant Teaching Professor. Curatorial studies, collection management, art history and fashion.

Courses

PROD 101 History and Analysis of Product Design 3.0 Credits

This class studies the chronological context of the development of the product design profession, relating it to the social, cultural and economic events that helped shape our modern day society. Studies are focuses on major industrial designers and innovations. This course has both a project and written analysis paper component.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

PROD 205 Applied Making I 3.0 Credits

This course introduces the development of rapid study models and mid-fidelity prototypes related to product design. Students, through a series of exercises, build study models of products to professional standards of accuracy and finish, with an emphasis on rapid development. Aspects of workshop practice and safety are emphasized.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: PROD 101 [Min Grade: D]

PROD 210 Introduction to Product Design 3.0 Credits

This course introduces students to basic product design techniques. It combines lectures, demonstrations, discussions and problem solving exercises exploring product design as a creative process in the production of simple objects. Students develop a command of product development, skills in modeling and communication of their novel solutions.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: PROD 101 [Min Grade: D]

PROD 215 Design Thinking in Product Design 4.0 Credits

This course is a studio-seminar introducing principles and theories of product design, systematic design process, problem-solving, decision making and design as authorship. The course uses design research methods, and topical design issues to explore and experience design thinking.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

PROD 220 Product Design Form Studio 4.0 Credits

This course uses principles of design in the visual organization of physical elements and analysis of form. Building on abstract relationships including additive and subtractive forms as well as gestalt. Students develop a sensitivity to form language, semantics and aesthetics of volumes and synthesize this abstract language into functional objects.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PROD.

Prerequisites: PROD 210 [Min Grade: D] and PROD 205 [Min Grade: D] and PROD 235 [Min Grade: D]

PROD 225 Computer Aided Imaging in Product Design 3.0 Credits

This is an applied computer class in which students pursue the development of design projects using current product design photo-realistic rendering software for object design and three-dimensional modeling of products applicable to rapid prototyping.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PROD.

Prerequisites: MEM 201 [Min Grade: D]

PROD 230 Product Design Process Studio 4.0 Credits

In this course students are presented complex design issues in mass-produced objects. Students develop an understanding of the product development process focusing on the designers skills and technical knowledge to formulate appropriate design solutions. Students practice collaboration of ideas with engineers, marketing, users and shareholders.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PROD 220 [Min Grade: D]

PROD 235 Applied Design Visualization 3.0 Credits

This course will provide students with schemas and strategies for using visualization as a thinking tool, as well as persuasive techniques for communicating design intent. It will put into practice the essential techniques that product designers use to think and communicate visually.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

PROD 245 Seminar Professional Landscape 3.0 Credits

In this course students explore current trends in the product design profession today. Students will research and present insights into important design issues, trends, and criticism in contemporary product design. Through extensive readings and discussions, students develop an understanding of the relationship of product design to society and culture.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PROD.

Prerequisites: PROD 220 [Min Grade: D]

PROD 255 Applied Materials in Product Design 3.0 Credits

The course emphasizes the practical relationship between product design and the manufacturing industry and the technical considerations that influence the choice of material and process for small batch and mass production.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PROD.

Prerequisites: PROD 235 [Min Grade: D] and ENGR 220 [Min Grade: D]

PROD 340 Interdisciplinary Product Design Studio 4.0 Credits

Through a focused design project, students of various backgrounds and departments collaborate on complex design issues as they seek to create an appropriate and novel solution to the assigned design problem. Bringing both the PROD majors and PROD minors together, students work as teams through the product development cycle.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PROD 230 [Min Grade: D]

PROD 345 Applied Human Centered Design 3.0 Credits

This course explores the physical, psychological, perceptual, and behavioral characteristics of humans. Through a series of lectures and projects, this information is applied to the field of product design to develop safe and effective products.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: PSY 101 [Min Grade: D]

PROD 350 Sponsored Product Design Studio 4.0 Credits

Students undertake projects that are sponsored by industry partners to investigate a broad range of design, marketing and production issues. In this course, students, working in a team environment, research user needs, human factors, aesthetic issues, manufacturing requirements, and market demands to identify user needs and product opportunities.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PROD.

Prerequisites: PROD 340 [Min Grade: D]

PROD 399 Independent Study in Product Design 3.0 Credits

Provides individualized study in product design in a specialized area of study. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

Restrictions: Can enroll if major is PROD and classification is Junior or Senior.

Prerequisites: PROD 340 [Min Grade: D]

PROD 425 Applied Design Research 3.0 Credits

This course covers diverse theories and methods for conducting product design research. Emphasis is given to understanding quantitative and qualitative research methods and the role the designer in synthesizing and applying research as a critical part of the design process. This course combines writing and short projects.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PROD.

Prerequisites: COM 220 [Min Grade: D] and PROD 345 [Min Grade: D]

PROD 460 Research Synthesis Studio 4.0 Credits

In this first of two senior studios, students apply their skills to initiate research on an opportunity of their selection. Under supervision, students demonstrate control of applied design research and synthesis. This course focuses on the information gathering, study, and analysis that product designers do to inspire and inform themselves.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PROD.

Prerequisites: PROD 340 [Min Grade: D]

PROD 465 Special Topics in Product Design 4.0 Credits

Provides study in product design on a special topic or on an experimental basis. May be repeated 2 times for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 8 credits

Restrictions: Can enroll if major is PROD and classification is Junior or Senior.

Prerequisites: PROD 340 [Min Grade: D]

PROD 470 Create Build Studio 4.0 Credits

In this second of two studios, students apply their skills to develop a solution based on the research conducted in the previous studio. Under supervision, students will demonstrate control of the product design process in the production of a novel and appropriate user-focused solution.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PROD.

Prerequisites: PROD 460 [Min Grade: D]

PROD 475 Professional Practice in Product Design 3.0 Credits

This course provides information about career planning and job seeking, including the development of cover letters, resumes, online and physical portfolios and the interview process. Practicing design professionals serve as guest speakers and conduct mock interviews to address topics relevant to the practice of product design.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PROD.

Prerequisites: PROD 460 [Min Grade: D]

PROD 480 Exhibition Studio 4.0 Credits

This final studio is a culmination of the educational experience in the production of a senior exhibition highlighting the students' accomplishments. Under supervision, students work together to demonstrate control of all aspects of the design process and visual communication in the production of a graduation exhibition.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is PROD.

Prerequisites: PROD 470 [Min Grade: D]

Screenwriting and Playwriting

Bachelor of Science Degree: 182.0 quarter credits

About the Program

The Westphal College Screenwriting & Playwriting program is designed to guide and prepare students for a writing career for the stage or screen. The program emphasizes both the principles of dramatic writing and a practical hands-on approach to instruction. Graduates are armed with the skills, experience, and confidence to gain an edge in a growing and competitive field.

Students in the Screenwriting & Playwriting program begin the lifelong process of accumulating a writer's capital: the ideas, understandings, facts, and methods of perception, as well as the technical knowledge, needed to write compellingly for performance. Students learn to create scripts that meet industry standards for theater, feature film and television and acquire hands-on experience in the techniques of stage, film and

video production. Graduates of this program are prepared to pursue careers in any of numerous fields that require dramatic writing or to enter one of the highly competitive graduate programs in the field.

For more information about this major, visit the College's Screenwriting & Playwriting (<http://www.drexel.edu/westphal/undergraduate/SCRIP>) page.

Degree Requirements

General education requirements

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 119	Mathematical Foundations for Design	4.0
UNIV A101	The Drexel Experience	2.0
Arts and Humanities electives (excluding ENGL courses)		9.0
Natural science electives		8.0
Social science electives		9.0
Electives		31.0

Visual Studies Requirements

ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
DIGM 220	Digital Still Imaging I	3.0
MUSC 130	Introduction to Music	3.0
VSST 108	Design I for Media	3.0

Screenwriting and Playwriting Requirements

Literature requirements

ENGL 315 [WI]	Shakespeare	3.0
Select one of the following Western Literature survey courses:		3.0
ENGL 200 [WI]	Classical to Medieval Literature	
ENGL 201	Renaissance to the Enlightenment	
ENGL 202 [WI]	Romanticism to Modernism	
Select one of the following Non-Western Literature survey courses:		3.0
ENGL 203 [WI]	Post-Colonial Literature I	
or ENGL 204	Post-Colonial Literature II	
Literature (ENGL) electives		6.0

Cinema studies/Theatre studies requirements

ENGL 216 [WI]	Readings in Drama	3.0
THTR 121 [WI]	Dramatic Analysis	3.0
FMST 101	Film History I: Emergence	3.0
FMST 102	Film History II: New Waves	3.0
Theatre (THTR) choice elective (any advanced acting, directing or production course)		3.0
Cinema studies (FMST Film Studies or TVST Television Studies) elective		3.0

Methods requirements

FMVD 110	Basic Shooting and Lighting	3.0
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FMVD 115	Basic Editing	3.0
FMVD 120	Basic Sound	3.0
THTR 210	Acting: Fundamentals	3.0
THTR 211	Acting: Scene Study	2.0
THTR 240	Theatre Production I	3.0
THTR 320	Play Direction	3.0
Writing requirements		
SCRP 220	Playwriting I	3.0
SCRP 225	Playwriting II	3.0
SCRP 270 [WI]	Screenwriting I	3.0
SCRP 275 [WI]	Screenwriting II	3.0
SCRP 280 [WI]	Writing the Short Film	3.0
SCRP 310	Literature for Screenwriters	3.0
SCRP 370	Screenplay Story Development	3.0
SCRP 495	Senior Project in Dramatic Writing I	3.0
SCRP 496	Senior Project in Dramatic Writing II	3.0
SCRP 497	Senior Project in Dramatic Writing III	3.0
WRIT 225 [WI]	Creative Writing	3.0
Writing Choice: select one of the following courses:		
COM 260 [WI]	Fundamentals of Journalism	
COM 280	Public Relations Principles and Theory	
WRIT 220 [WI]	Creative Nonfiction Writing	
Select one of the following two-course sequences:		
SCRP 382	Playwriting Workshop I	
& SCRP 383	and Playwriting Workshop II	6.0
SCRP 380	Screenwriting Workshop I	
& SCRP 381	and Screenwriting Workshop II	
Total Credits		182.0

CONCENTRATION OPTIONS

Concentration in Writing Comics & Graphic Novels

SCRP 260	Writing Comics	3.0
SCRP 263	Comic Book Editing	3.0
SCRP 266	Graphic Novel Art and Industry	3.0
SCRP 384	Comic/Graphic Novel Writing Workshop I	3.0
SCRP 385	Comic/Graphic Novel Writing Workshop II	3.0

Concentration in Narrative Game Writing

GMAP 260	Overview of Computer Gaming	3.0
SCRP 290	Game: Universe & Story	3.0
SCRP 295	Future of Narrative Games	3.0
GMAP 377	Game Development: Workshop I	3.0
GMAP 378	Game Development: Workshop II	3.0

Sample Plan of Study

Term 1		Credits
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
FMST 150	American Classic Cinema	3.0
SCRP 220	Playwriting I	3.0
THTR 121	Dramatic Analysis	3.0
[WI]		

UNIV A101	The Drexel Experience	1.0
Term Credits		13.0
Term 2		
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
SCRP 225	Playwriting II	3.0
VSST 108	Design I for Media	3.0
UNIV A101	The Drexel Experience	1.0
Natural science elective		4.0
Term Credits		14.0
Term 3		
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
FMVD 110	Basic Shooting and Lighting	3.0
MATH 119	Mathematical Foundations for Design	4.0
Natural science elective		4.0
Free elective		3.0
Term Credits		17.0
Term 4		
FMVD 115	Basic Editing	3.0
MUSC 130	Introduction to Music	3.0
SCRP 270	Screenwriting I	3.0
[WI]		
ENGL 204	Post-Colonial Literature II	3.0
or 203 [WI]	Post-Colonial Literature I	
Literature (ENGL) elective		3.0
Term Credits		15.0
Term 5		
ARTH 102	History of Art II: High Renaissance to Modern	3.0
COOP 101	Career Management and Professional Development	0.0
ENGL 216	Readings in Drama	3.0
[WI]		
FMST 160	European Cinema	3.0
SCRP 275	Screenwriting II	3.0
[WI]		
THTR 210	Acting: Fundamentals	3.0
Term Credits		15.0
Term 6		
ARTH 103	History of Art: Early to Late Modern	3.0
FMVD 120	Basic Sound	3.0
SCRP 370	Screenplay Story Development	3.0
THTR 211	Acting: Scene Study	2.0
Western literature survey course*		3.0
Term Credits		14.0
Term 7		
DIGM 220	Digital Still Imaging I	3.0
SCRP 280	Writing the Short Film	3.0
[WI]		
SCRP 310	Literature for Screenwriters	3.0
Film Studies/Television Studies elective*		3.0
Free elective		3.0
Term Credits		15.0

Term 8

ENGL 315	Shakespeare	3.0
[WI]		
THTR 240	Theatre Production I	3.0
THTR 320	Play Direction	3.0
SCRP 382	Playwriting Workshop I	3.0
or 380	Screenwriting Workshop I	
Arts and Humanities elective (excluding ENGL courses)		3.0
Free elective		3.0

Term Credits 18.0

Term 9

SCRP 383	Playwriting Workshop II	3.0
or 381	Screenwriting Workshop II	
Writing choice		3.0
Arts and Humanities elective (excluding ENGL courses)		3.0
Literature (ENGL) elective		3.0
Social science elective		3.0

Term Credits 15.0

Term 10

SCRP 495	Senior Project in Dramatic Writing I	3.0
WRIT 225	Creative Writing	3.0
[WI]		
Free elective		3.0
Social science elective		3.0
Arts and Humanities elective (excluding ENGL courses)		3.0

Term Credits 15.0

Term 11

SCRP 496	Senior Project in Dramatic Writing II	3.0
Free electives		6.0
Theatre elective *		3.0
Social science elective		3.0

Term Credits 15.0

Term 12

SCRP 497	Senior Project in Dramatic Writing III	3.0
Free electives		13.0

Term Credits 16.0

Total Credit: 182.0

* See degree requirements.

Co-op/Career Opportunities

Dramatic writing is writing for production — work intended for performance on the stage or screen. These days, “screen” can mean movie, TV, or computer, and the work can be anything from full three-act stage plays to 15-second commercials.

Co-Op Experiences

By working for professional writers, entertainment management companies, television stations, magazines and advertising and public relations firms, Screenwriting & Playwriting students gain valuable insights into how the entertainment industry works.

In an industry where the process of building a career often begins with a few key contacts, the co-op program gives Drexel students the chance to begin meeting people and networking.

In the Program's first few years, co-op students were placed with Disney Video Animation, several prominent Hollywood talent managers, the editor and publisher of a screenwriters' magazine, at Marvel Comics and in the production office of "Star Trek: Enterprise."

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

Cinema and Television Faculty

Glen Muschio, PhD (*Temple University*). Associate Professor. Digital media, society, communication.

Lise Raven, MFA (*New York University*). Assistant Professor. Filmmaker.

Philip W. Salas, BS (*Temple University*). Assistant Teaching Professor. Utilization of advanced set top box data to measure fragmented viewing behavior. Impact of new television distribution technologies on traditional broadcasters and multichannel program providers.

David A. Schwartz, BA (*Rider University*). Associate Teaching Professor. Steadicam operator; cameraman.

Andrew Susskind, BA (*Harvard University*) *Program Director of TV Production & Media Management*. Associate Teaching Professor. Independent television producer and director.

Albert S. Tedesco, MA (*University of Pennsylvania*) *Director of the Paul F. Harron Graduate Program in Television Management*. Associate Teaching Professor. Impact of digital media on broadcast television; broadcasters' response to the challenge of new media; management of publicly and privately held communications companies.

Jervis Thompson, BS (*Drexel University*). Associate Teaching Professor. Digital media, interactive multimedia.

Gregory S. Wolmart, MFA (*University of Pennsylvania*). Assistant Professor. Cinema studies; film history.

Jichen Zhu, PhD (*Georgia Institute of Technology*). Assistant Professor. Developing humanistic and interpretive framework of computational technology, particularly artificial intelligence (AI), and constructing AI-based cultural artifacts; interactive storytelling, games and software studies.

Interdepartmental Faculty

Lawrence Epstein, MBA (*Cornell University*) *Interim Department Head, Arts & Entertainment Enterprise*. Associate Teaching Professor.

Courses

SCRP 220 Playwriting I 3.0 Credits

Introduces the basic tenets of playwriting and their use in writing a 10-minute play.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: HUM 106 [Min Grade: D] or ENGL 101 [Min Grade: D] or ENGL 105 [Min Grade: D]

SCRP 225 Playwriting II 3.0 Credits

Builds on the writing tenets learned in Playwriting I. Requires students to write a one-act play.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: SCR 220 [Min Grade: D]

SCRP 241 Writing TV Comedy 3.0 Credits

Teaches the essentials of situation comedy writing for TV. Students will be expected to conceive and write their own thirty-minute pilot script plus a 'bible' for their show.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: SCR 270 [Min Grade: D]

SCRP 242 Writing TV Drama 3.0 Credits

Teaches the essentials of writing the one-hour television drama. Students will be expected to conceive and write their own thirty-minute pilot script plus a 'bible' for their show.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: SCR 270 [Min Grade: D]

SCRP 250 Creating Stand-up Comedy 3.0 Credits

Deals with the conception, writing and performance of a stand-up comedy routine. Includes exploration of creating a comic persona, structuring an act, construction of jokes, and aspects relating to performance. "Final exam" will be given before a live audience at a public venue.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

SCRP 260 Writing Comics 3.0 Credits

This course will introduce the student to the history, theory, language and disciplines of writing the American comic book and graphic novel. Students will be learn about comic script-writing formats, the collaborative relationship between writer and artist, and techniques to strengthen both their writing and critiquing abilities.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: SCR 270 [Min Grade: C]

SCRP 270 [WI] Screenwriting I 3.0 Credits

Workshop course that covers the fundamentals of writing scripts for film and television. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: HUM 106 [Min Grade: D] or ENGL 101 [Min Grade: D] or ENGL 105 [Min Grade: D]

SCRP 275 [WI] Screenwriting II 3.0 Credits

Workshop course that builds on the fundamentals of screenwriting learned in Screenwriting I. Each student develops and completes a short dramatic screenplay. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: SCR 270 [Min Grade: D]

SCRP 280 [WI] Writing the Short Film 3.0 Credits

This course will focus on creating scripts for films under thirty minutes in length. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: SCR 270 [Min Grade: D]

SCRP 310 Literature for Screenwriters 3.0 Credits

This course provides exposure to literary traditions from the classics to pop culture, analyzing how the selected books have affected the film industry, both in terms of direct adaptations and by influencing generations of filmmakers and screenwriters.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: SCR 270 [Min Grade: D] or FMVD 270 [Min Grade: D]

SCRP 350 Writing the TV Comedy Series 3.0 Credits

This course gives students practical experience in writing a pilot episode for an original, single-or-multiple comedic television series. Following the network primetime model and working in collaboration, students meet deadlines and operate under budget and production constraints similar to those faced by professional writers.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

SCRP 353 Writing the TV Drama Series 3.0 Credits

This course gives students practical experience in writing a pilot episode for an original dramatic television series. Following the network primetime model and working in collaboration, students meet deadlines and operate under budget and production constraints similar to those faced by professional writers.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

SCRP 370 Screenplay Story Development 3.0 Credits

This course provides a thorough understanding of methods used to develop story ideas from initial concept to complete screen story, including pitching, structuring, and creating treatments. Students pitch and develop several stories which can then be used to create full-length scripts in advanced workshops.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: SCR 275 [Min Grade: D] or FMVD 275 [Min Grade: D]

SCRP 380 Screenwriting Workshop I 3.0 Credits

The first of a two-course sequence in which students write a feature film script, telefilm, or television pilot.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: SCR 275 [Min Grade: D]

SCRP 381 Screenwriting Workshop II 3.0 Credits

The second of a two-course sequence in which students write a feature film script, telefilm, or television pilot.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: SCR 380 [Min Grade: D]

SCRP 382 Playwriting Workshop I 3.0 Credits

The first of a two-course sequence in which students write a 90-minute, two-act play.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: SCR 225 [Min Grade: D]

SCRP 383 Playwriting Workshop II 3.0 Credits

The second of a two-course sequence in which students write a 90-minute, two-act play.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: SCR 382 [Min Grade: D]

SCRP 399 Independent Study in SCR 0.5-12.0 Credits

Independent study on a topic selected by the student. Independent study is supervised by a faculty member and guided by a plan of study. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

SCRP 465 Special Topics in SCR 3.0 Credits

Examines a particular genre in dramatic writing (comedy, the thriller, etc.) or issues of particular interest to students interested in writing for the stage or screen (e.g., Literature for Screenwriters). The course, but not the same topics, may be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Cannot enroll if classification is Freshman

SCRP 495 Senior Project in Dramatic Writing I 3.0 Credits

The first of a three-course sequence in which students write a feature film script, telefilm, full-length stage play, television pilot, at least two spec episodes of an existing one-hour TV drama or four of an existing TV comedy.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: SCR 381 [Min Grade: D] or SCR 383 [Min Grade: D]

SCRP 496 Senior Project in Dramatic Writing II 3.0 Credits

The second of a three-course sequence in which students write a feature film script, telefilm, television pilot, at least two spec episodes of an existing one-hour TV drama or four of an existing TV comedy.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: SCR 495 [Min Grade: D]

SCRP 497 Senior Project in Dramatic Writing III 3.0 Credits

The third of a three-course sequence in which students write a feature film script, telefilm, full-length stage play, television pilot, at least two spec episodes of an existing one-hour TV drama or four of an existing TV comedy.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: SCR 496 [Min Grade: D]

TV Production & Media Management

Bachelor of Science Degree: 189.0 quarter credits

About the Program

The TV Production and Media Management program educates students to conceive, produce, and market entertainment and information through current and evolving television platforms. The program addresses the creative aspects, the craft, and the business of producing fictional and nonfictional content, and prepares students to work in all distribution formats.

The TV Production and Media Management program combines the resources of DUTV, Drexel's fully-equipped, high-definition television station, with a comprehensive academic program to provide students with foundational experiences in the development, writing, production, editing, programming, multi-platform distribution, management, and promotion of television content.

The major offers a course of study of 18.0 credits with tracks in Comedy & Drama Production, New & Non-Fiction Production, and Industry & Enterprise. Students are taught by and work with a faculty of notable industry professionals whose experience, passion, and contacts help prepare them to enter and navigate the competitive world of television. The major is designed as a four year, co-op program. For more information about this major, visit the College's TV Production and Media Management (<http://www.drexel.edu/westphal/academics/undergraduate/television>) page.

Degree Requirements

All TV Production & Media Management majors take the same core courses for the first five terms (through the winter term of their sophomore year). These core courses encompass production fundamentals, digital media fundamentals, an introduction to television industry and enterprise, and beginning screenwriting. Finally, there is an introductory TV studio course, TV field course, and television studies course. The core requirements build a foundation for further advanced and specialized courses, taught in the student's area of concentration.

By the spring term their sophomore year, students select one of the following concentrations:

- **TV Comedy & Drama:** Students who choose this track gain an education in fictional programming. They will further hone their production skills in lighting and editing; they will be introduced to acting so they can better understand directing actors.
- **TV Industry & Enterprise:** Students choosing this track gain an education in the business of television, completing three courses in the LeBow College of Business: business law, entrepreneurship, and

marketing. They learn about the financial aspects of television and are introduced to managing the IT area as it relates to television.

- **TV News & Non-Fiction Production:** Students who choose this track gain an education in documentary, news and nonfiction programming. They will hone their production skills in lighting and editing; they will learn how to direct TV studio programs and remote programs using multiple cameras.

Degree Requirements

Written Analysis and Communication Requirements

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0

Mathematics and Natural Sciences Requirements

MATH 101	Introduction to Analysis I	4.0
or MATH 119	Mathematical Foundations for Design	
Two natural science electives		6.0-8.0

Arts/Humanities Requirements

HIST 203	United States History since 1900	3.0
or HIST 268	Twentieth Century World II	
English (ENGL) elective		3.0
Arts and Humanities elective		3.0

Social Science Requirements

ECON 201	Principles of Microeconomics	4.0
ECON 202	Principles of Macroeconomics	4.0
Social Science elective		3.0-4.0

University Seminar Requirements

Co-op 101: Career Management/Professional Development		0.0
UNIV A101	The Drexel Experience	2.0
Free electives		24.0

Visual Studies Requirements

ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
DIGM 220	Digital Still Imaging I	3.0
VSST 108	Design I for Media	3.0
VSST 109	Design II for Media	3.0

Communications Requirements

COM 150	Mass Media and Society	3.0
COM 230	Techniques of Speaking	3.0

Television Core Requirements

DIGM 100	Digital Design Tools	3.0
FMVD 110	Basic Shooting and Lighting	3.0
FMVD 115	Basic Editing	3.0
FMVD 120	Basic Sound	3.0
SCRP 270 [WI]	Screenwriting I	3.0
TVIE 180	TV Industry Overview	3.0
TVIE 280	Research, Sales and Programming	3.0
TVIE 285	Media Law and Ethics	3.0
TVIE 480	TV Professions and Business	3.0
TVPR 100	TV Studio: Basic Operations	3.0
TVPR 212	TV Commercials and Promos	3.0

TVST 260	History of Television	3.0
WBDV 240	Web Authoring I	3.0
Select three of the following:		9.0

Students select any three DIGM, EAM, FMVD, FMST, SCRIP, TVIE, TVIT, TVPR, or TVST courses.

Concentration Requirements	51.0
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Total Credits	188.0
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TV Comedy & Drama Production Concentration Requirements

FMVD 200	Acting for the Screen	3.0
FMVD 202	Directing for the Screen	3.0
FMVD 215	Narrative Video Production	3.0
FMVD 235	Intermediate Lighting	3.0
FMVD 237	Intermediate Editing	3.0
TVPR 200	TV Studio: Live Directing	3.0
TVPR 230	Scripted TV Production	3.0
TVPR 240	Producing for Television	3.0
TVPR 315	Episodic Webisode Production	3.0
TVPR 495	Senior Project: TV Production I	3.0
TVPR 496	Senior Project: TV Production II	3.0
TVPR 497	Senior Project: TV Production III	3.0
SCRIP 241	Writing TV Comedy	3.0
or SCRIP 242	Writing TV Drama	
TVPR 201	TV Studio: Comedy	3.0
or TVPR 202	TV Studio: Drama	
TVPR 351	TV Comedy Series I	3.0
or TVPR 354	TV Drama Series I	
TVPR 352	TV Comedy Series II	3.0
or TVPR 355	TV Drama Series II	
TVST 361	Art of TV Comedy	3.0
or TVST 362	Art of TV Drama	

Total Credits	51.0
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TV Industry & Enterprise Concentration Requirements

BLAW 201	Business Law I	4.0
EAM 365	Media and Entertainment Business	3.0
EAM 211	Strategic Management for Entertainment and Arts Management	3.0
EAM 391 [WI]	Promotion, Press and Publicity	3.0
MGMT 260	Introduction to Entrepreneurship	4.0
MKTG 301	Introduction to Marketing Management	4.0
TVIE 290	Introduction to Money and the Media	3.0
TVIE 495	Senior Project: TV Enterprise I	3.0
TVIE 496	Senior Project: TV Enterprise II	3.0
TVIE 497	Senior Project: TV Enterprise III	3.0
TVIT 270	Digital Content Delivery	3.0
TVST 261	History of TV Journalism	3.0
TVST 361	Art of TV Comedy	3.0
or TVST 362	Art of TV Drama	

Practicum

Select three of the TVIE practicum courses:		9.0
TVIE 390	Practicum: Promotions (example)	
TVIE 391	Practicum: Programming (example)	

TVIE 392	Practicum: New Media Management (example)	
Total Credits		51.0
TV News & Nonfiction Production Concentration Requirements		
COM 260 [WI]	Fundamentals of Journalism	3.0
FMVD 210	Documentary Video Production	3.0
FMVD 235	Intermediate Lighting	3.0
FMVD 237	Intermediate Editing	3.0
TVPR 200	TV Studio: Live Directing	3.0
TVPR 205	TV Studio: Advanced Live Directing	3.0
TVPR 220	TV News Writing	3.0
TVPR 221	TV News Production	3.0
TVPR 236	Reality TV Production	3.0
TVPR 315	Episodic Webisode Production	3.0
TVPR 340	Remote TV Production	3.0
TVPR 356	DNews I	3.0
TVPR 357	DNews II	3.0
TVPR 495	Senior Project: TV Production I	3.0
TVPR 496	Senior Project: TV Production II	3.0
TVPR 497	Senior Project: TV Production III	3.0
TVST 261	History of TV Journalism	3.0
Total Credits		51.0

Sample Plans of Study

TV Comedy & Drama Production

		Credits
Term 1		
COM 150	Mass Media and Society	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
FMVD 110	Basic Shooting and Lighting	3.0
FMVD 120	Basic Sound	3.0
VSST 108	Design I for Media	3.0
UNIV A101	The Drexel Experience	1.0
	Term Credits	16.0
Term 2		
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
FMVD 115	Basic Editing	3.0
TVPR 100	TV Studio: Basic Operations	3.0
UNIV A101	The Drexel Experience	1.0
VSST 109	Design II for Media	3.0
	Term Credits	16.0
Term 3		
ARTH 103	History of Art: Early to Late Modern	3.0
DIGM 100	Digital Design Tools	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
TVIE 180	TV Industry Overview	3.0
Mathematics course		4.0
	Term Credits	16.0

Term 4		
DIGM 220	Digital Still Imaging I	3.0
ECON 201	Principles of Microeconomics	4.0
SCRP 270 [WI]	Screenwriting I	3.0
TVIE 280	Research, Sales and Programming	3.0
HIST 268 or 203	Twentieth Century World II United States History since 1900	3.0
	Term Credits	16.0

Term 5		
COOP 101	Career Management and Professional Development	0.0
ECON 202	Principles of Macroeconomics	4.0
TVIE 285	Media Law and Ethics	3.0
TVPR 212	TV Commercials and Promos	3.0
TVST 260	History of Television	3.0
WBDV 240	Web Authoring I	3.0
	Term Credits	16.0

Term 6		
FMVD 200	Acting for the Screen	3.0
FMVD 215	Narrative Video Production	3.0
FMVD 235	Intermediate Lighting	3.0
TVPR 200	TV Studio: Live Directing	3.0
SCRP 242 or 241	Writing TV Drama Writing TV Comedy	3.0
	Term Credits	15.0

Term 7		
FMVD 202	Directing for the Screen	3.0
FMVD 237	Intermediate Editing	3.0
TVPR 230	Scripted TV Production	3.0
TVPR 240	Producing for Television	3.0
TVPR 202 or 201	TV Studio: Drama TV Studio: Comedy	3.0
	Term Credits	15.0

Term 8		
COM 230	Techniques of Speaking	3.0
TVPR 351 or 354	TV Comedy Series I TV Drama Series I	3.0
TVST 361 or 362	Art of TV Comedy Art of TV Drama	3.0
Natural science elective		4.0
Any DIGM, EAM, FMVD, FMST, SCRIP, TVIE, TVIT, TVPR, or TVST course.		3.0
	Term Credits	16.0

Term 9		
TVPR 315	Episodic Webisode Production	3.0
TVPR 355 or 352	TV Drama Series II TV Comedy Series II	3.0
Social science elective		4.0
Natural science elective		4.0
Arts and Humanities elective		3.0
	Term Credits	17.0

Term 10

TVIE 480	TV Professions and Business	3.0
TVPR 495	Senior Project: TV Production I	3.0
Any DIGM, EAM, FMVD, FMST, SCRP, TVIE, TVIT, TVPR, or TVST course.		3.0
Free elective		3.0
English (ENGL) elective		3.0

Term Credits 15.0

Term 11

TVPR 496	Senior Project: TV Production II	3.0
Any DIGM, EAM, FMVD, FMST, SCRP, TVIE, TVIT, TVPR, or TVST course.		3.0
Free electives		9.0

Term Credits 15.0

Term 12

TVPR 497	Senior Project: TV Production III	3.0
Free electives		12.0

Term Credits 15.0

Total Credit: 188.0

TV Industry and Enterprise

Term 1

		Credits
COM 150	Mass Media and Society	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
FMVD 110	Basic Shooting and Lighting	3.0
FMVD 120	Basic Sound	3.0
UNIV A101	The Drexel Experience	1.0
VSST 108	Design I for Media	3.0

Term Credits 16.0

Term 2

ARTH 102	History of Art II: High Renaissance to Modern	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
FMVD 115	Basic Editing	3.0
TVPR 100	TV Studio: Basic Operations	3.0
UNIV A101	The Drexel Experience	1.0
VSST 109	Design II for Media	3.0

Term Credits 16.0

Term 3

ARTH 103	History of Art: Early to Late Modern	3.0
DIGM 100	Digital Design Tools	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
TVIE 180	TV Industry Overview	3.0
Mathematics course		4.0

Term Credits 16.0

Term 4

DIGM 220	Digital Still Imaging I	3.0
ECON 201	Principles of Microeconomics	4.0
SCRP 270 [WI]	Screenwriting I	3.0
TVIE 280	Research, Sales and Programming	3.0

HIST 268 or 203	Twentieth Century World II United States History since 1900	3.0
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Term Credits 16.0

Term 5

COOP 101	Career Management and Professional Development	0.0
ECON 202	Principles of Macroeconomics	4.0
TVIE 285	Media Law and Ethics	3.0
TVPR 212	TV Commercials and Promos	3.0
TVST 260	History of Television	3.0
WBDV 240	Web Authoring I	3.0

Term Credits 16.0

Term 6

EAM 211	Strategic Management for Entertainment and Arts Management	3.0
EAM 365	Media and Entertainment Business	3.0
MGMT 260	Introduction to Entrepreneurship	4.0
TVIE 290	Introduction to Money and the Media	3.0
TVST 261	History of TV Journalism	3.0

Term Credits 16.0

Term 7

BLAW 201	Business Law I	4.0
EAM 391 [WI]	Promotion, Press and Publicity	3.0
TVIT 270	Digital Content Delivery	3.0
Select one of the following:		3.0
TVIE 390	Practicum: Promotions	
TVIE 392	Practicum: New Media Management	
TVIE 391	Practicum: Programming	
Social science elective		4.0

Term Credits 17.0

Term 8

COM 230	Techniques of Speaking	3.0
Select one of the following:		3.0
TVIE 390	Practicum: Promotions	
TVIE 391	Practicum: Programming	
TVIE 392	Practicum: New Media Management	
TVST 361 or 362	Art of TV Comedy Art of TV Drama	3.0
Natural science elective		4.0
Any DIGM, EAM, FMVD, FMST, SCRP, TVIE, TVIT, TVPR, or TVST course.		3.0

Term Credits 16.0

Term 9

MKTG 301	Introduction to Marketing Management	4.0
Select one of the following:		3.0
TVIE 390	Practicum: Promotions	
TVIE 392	Practicum: New Media Management	
TVIE 391	Practicum: Programming	
Arts and Humanities elective		3.0
Natural science elective		4.0
Free elective		3.0

Term Credits 17.0

Term 10

TVIE 480	TV Professions and Business	3.0
TVIE 495	Senior Project: TV Enterprise I	3.0
Any DIGM, EAM, FMVD, FMST, SCRIP, TVIE, TVIT, TVPR, or TVST course.		3.0
Free elective		3.0
English (ENGL) elective		3.0

Term Credits **15.0**

Term 11

TVIE 496	Senior Project: TV Enterprise II	3.0
Any DIGM, EAM, FMVD, FMST, SCRIP, TVIE, TVIT, TVPR, or TVST course.		3.0
Free electives		9.0

Term Credits **15.0**

Term 12

TVIE 497	Senior Project: TV Enterprise III	3.0
Free electives		9.0

Term Credits **12.0**

Total Credit: 188.0

TV News and Nonfiction Production**Term 1**

		Credits
COM 150	Mass Media and Society	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
FMVD 110	Basic Shooting and Lighting	3.0
FMVD 120	Basic Sound	3.0
UNIV A101	The Drexel Experience	1.0
VSST 108	Design I for Media	3.0

Term Credits **16.0**

Term 2

ARTH 102	History of Art II: High Renaissance to Modern	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
FMVD 115	Basic Editing	3.0
TVPR 100	TV Studio: Basic Operations	3.0
VSST 109	Design II for Media	3.0
UNIV A101	The Drexel Experience	1.0

Term Credits **16.0**

Term 3

ARTH 103	History of Art: Early to Late Modern	3.0
DIGM 100	Digital Design Tools	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
TVIE 180	TV Industry Overview	3.0
Mathematics course		4.0

Term Credits **16.0**

Term 4

DIGM 220	Digital Still Imaging I	3.0
ECON 201	Principles of Microeconomics	4.0
SCRIP 270 [WI]	Screenwriting I	3.0
TVIE 280	Research, Sales and Programming	3.0

HIST 268 or 203	Twentieth Century World II United States History since 1900	3.0
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Term Credits **16.0**

Term 5

COOP 101	Career Management and Professional Development	0.0
ECON 202	Principles of Macroeconomics	4.0
TVIE 285	Media Law and Ethics	3.0
TVPR 212	TV Commercials and Promos	3.0
TVST 260	History of Television	3.0
WBDV 240	Web Authoring I	3.0

Term Credits **16.0**

Term 6

COM 260 [WI]	Fundamentals of Journalism	3.0
FMVD 210	Documentary Video Production	3.0
TVPR 200	TV Studio: Live Directing	3.0
TVPR 220	TV News Writing	3.0
TVST 261	History of TV Journalism	3.0

Term Credits **15.0**

Term 7

FMVD 235	Intermediate Lighting	3.0
FMVD 237	Intermediate Editing	3.0
TVPR 205	TV Studio: Advanced Live Directing	3.0
TVPR 221	TV News Production	3.0
TVPR 236	Reality TV Production	3.0

Term Credits **15.0**

Term 8

COM 230	Techniques of Speaking	3.0
TVPR 340	Remote TV Production	3.0
TVPR 356	DNews I	3.0
Natural science elective		4.0
Any DIGM, EAM, FMVD, FMST, SCRIP, TVIE, TVIT, TVPR, or TVST course.		3.0

Term Credits **16.0**

Term 9

TVPR 315	Episodic Webisode Production	3.0
TVPR 357	DNews II	3.0
Social science elective		4.0
Natural science elective		4.0
Arts and Humanities elective		3.0

Term Credits **17.0**

Term 10

TVIE 480	TV Professions and Business	3.0
TVPR 495	Senior Project: TV Production I	3.0
Any DIGM, EAM, FMVD, FMST, SCRIP, TVIE, TVIT, TVPR, or TVST course.		3.0
Free elective		3.0
English (ENGL) elective		3.0

Term Credits **15.0**

Term 11

TVPR 496	Senior Project: TV Production II	3.0
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Any DIGM, EAM, FMVD, FMST, SCRIP, TVIE, TVIT, TVPR, or TVST course.	3.0
Free electives	9.0
Term Credits	15.0
Term 12	
TVPR 497 Senior Project: TV Production III	3.0
Free electives	12.0
Term Credits	15.0
Total Credit: 188.0	

Co-op/Career Opportunities

As the fourth largest television market and home of Comcast, one of the most rapidly expanding cable companies in the United States, Philadelphia is a major national television center. The TV Production & Media Management program takes advantage of this in numerous ways, including adjunct faculty, guest speakers, scholarship possibilities, internships, co-op experiences, and joint ventures.

The major interacts with the Paul F. Harron TV Studios, which houses DUTV (<http://dutv.drexel.edu/television/Main.html>) and two television studios. Students produce projects in the TV studios as part of their course work. As for DUTV, it will provide a laboratory in which students can learn, and will also benefit from the productions that students will work on, and in some cases, produce, themselves.

Drexel also offers a graduate level program in Television Management, and some students in the undergraduate major may wish to apply to the graduate program.

Visit the Drexel Steinbright Career Development Center (<http://www.drexel.edu/scdc>) page for more detailed information on co-op and post-graduate opportunities.

Television Facilities

DUTV, an educational access channel operated by Drexel University, provides a laboratory for students majoring in Television. The Paul F. Harron TV Studios houses DUTV as well as two television studios (newly renovated with a one million dollar gift to the College) providing students with workspace as well as hands-on management experience that is so essential to the program.

Film and video facilities include a shooting studio with a green screen, large and small screening rooms, a fully equipped television studio; digital editing facilities; specially outfitted multimedia rooms for all courses; digital video camcorders; 16mm film cameras, and lighting and audio equipment.

Cinema and Television Faculty

Glen Muschio, PhD (*Temple University*). Associate Professor. Digital media, society, communication.

Lise Raven, MFA (*New York University*). Assistant Professor. Filmmaker.

Philip W. Salas, BS (*Temple University*). Assistant Teaching Professor. Utilization of advanced set top box data to measure fragmented viewing behavior. Impact of new television distribution technologies on traditional broadcasters and multichannel program providers.

David A. Schwartz, BA (*Rider University*). Associate Teaching Professor. Steadicam operator; cameraman.

Andrew Susskind, BA (*Harvard University*) Program Director of TV Production & Media Management. Associate Teaching Professor. Independent television producer and director.

Albert S. Tedesco, MA (*University of Pennsylvania*) Director of the Paul F. Harron Graduate Program in Television Management. Associate Teaching Professor. Impact of digital media on broadcast television; broadcasters' response to the challenge of new media; management of publicly and privately held communications companies.

Jervis Thompson, BS (*Drexel University*). Associate Teaching Professor. Digital media, interactive multimedia.

Gregory S. Wolmart, MFA (*University of Pennsylvania*). Assistant Professor. Cinema studies; film history.

Jichen Zhu, PhD (*Georgia Institute of Technology*). Assistant Professor. Developing humanistic and interpretive framework of computational technology, particularly artificial intelligence (AI), and constructing AI-based cultural artifacts; interactive storytelling, games and software studies.

Interdepartmental Faculty

Lawrence Epstein, MBA (*Cornell University*) Interim Department Head, Arts & Entertainment Enterprise. Associate Teaching Professor.

TV Industry Enterprise Courses

TVIE 180 TV Industry Overview 3.0 Credits

The TV industry (broadcast, cable, satellite and internet) is explored. Topics examined include station and network relations, production, support systems, sales and promotion, revenue streams (advertiser, subscriber and hybrid), financial and legal systems that control TV, and program formats including TV content distributed by Internet, Wifi and mobile.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

TVIE 280 Research, Sales and Programming 3.0 Credits

Research, sales and programming are the core of the TV industry. Students examine the selling environment; the research process; the meaning of "audience"; metrics; the sales process; market analysis; program promotion; and broadcast, cable, radio, and interactive media sales. Formats, day parts, scheduling, linkages and promotions are also explored.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: TVIE 180 [Min Grade: D]

TVIE 285 Media Law and Ethics 3.0 Credits

This course studies the intersection of media law and ethics. Included are: current legal issues in old and new media industries, the First Amendment, Congress and the FCC, licensing and regulation of media businesses, intellectual property and rights acquisition, and the foundation for ethical actions that result from multiple cross-pressures.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: TVIE 180 [Min Grade: D] or EAM 130 [Min Grade: D]

TVIE 290 Introduction to Money and the Media 3.0 Credits

This course focuses on the economics of various segments of the media business, with an emphasis on television through its past, present and future incarnations. Instruction will focus on the business models for various media, and case studies of financial decisions faced by media companies.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVIE 365 Special Topics: TVIE 3.0 Credits

This is a Special Topic course in the TV Industry & Enterprise Track that will have rotating topics that address current interests in the field.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

TVIE 390 Practicum: Promotions 3.0 Credits

Students learn the art of promotions through industry placements, including DUTV. Students will produce promos for TV shows, create on-air branding elements for stations, design promotion materials, and complete other tasks related to promotions.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D] and TVIE 180 [Min Grade: D] and TVIE 280 [Min Grade: D]

TVIE 391 Practicum: Programming 3.0 Credits

Students learn the art of programming a television station through industry placements, including DUTV. Students will aid in programming negotiation and acquisition, log and systems preparation, and other programming related duties.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D] and TVIE 180 [Min Grade: D] and TVIE 280 [Min Grade: D]

TVIE 392 Practicum: New Media Management 3.0 Credits

Students learn the operation of new media enterprises through industry placements, including DUTV. Students will develop ways to develop, promote, and disseminate new media content related to the television industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

Prerequisites: DIGM 100 [Min Grade: D] and DIGM 240 [Min Grade: D] and FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D] and TVIE 180 [Min Grade: D] and TVIE 280 [Min Grade: D]

TVIE 399 Independent Project in TV Industry and Enterprise 0.5-12.0 Credits

This course offers students the opportunity to do an Independent Project in TV Industry & Enterprise.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

TVIE 480 TV Professions and Business 3.0 Credits

An exploration of professions and opportunities for entrepreneurship in the TV industry through readings and guest lectures. After student assess their research, skills, and talents, they will research professional and business opportunities that match their future aspirations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Junior or Senior.

TVIE 495 Senior Project: TV Enterprise I 3.0 Credits

This is the first course in a 3 course sequence for senior project in the TV Industry & Enterprise Track. Students will survey market opportunities, look at the competition and design a plan for new product development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Senior.

TVIE 496 Senior Project: TV Enterprise II 3.0 Credits

This is the second course in a 3 course sequence for senior project in the TV Industry & Enterprise Track. Students will survey market opportunities, look at the competition and design a plan for new product development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Senior.

TVIE 497 Senior Project: TV Enterprise III 3.0 Credits

This is the third course in a 3 course sequence for senior project in the TV Industry & Enterprise Track. Students will survey market opportunities, look at the competition and design a plan for new product development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Senior.

TV Information Technology Courses**TVIT 270 Digital Content Delivery 3.0 Credits**

Business models, technologies and opportunities defining digital content creation and delivery are presented as are content creation for mobile devices and electronic signage. Digital cinema and user interfaces that characterize the "N-Screen" environment are examined including revenue generation in Video on Demand, Pay Per View, and Pay Per Click platforms.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVIT 275 Introduction to Information Technology for TV 3.0 Credits

Functions of IT in broadcast, cable, satellite and network operations and re-purposing of TV content through web-streaming and mobile devices are studied. Digital Asset Management, legal, technical and revenue implications of IT for traffic and station management are evaluated. IT is studied as a potential profit center in TV operations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVIT 365 Special Topics: TVIT 3.0 Credits

This is a Special Topic course in the TV Industry and TVPR Track that will have rotating topics that address current interests in the field.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

TVIT 370 Monetizing TV Web Content 3.0 Credits

The course addresses streaming TV & digital media businesses, start-up funding, and venture capital firms, as well as, digital TV content delivery networks, platforms and metrics. Further topics include project management rights acquisition, intellectual property, encryption, pricing models, enterprise web casting, viral video, product placement, niche content, and user-generated video.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: TVIT 270 [Min Grade: D] and TVIT 275 [Min Grade: D]

TVIT 375 Web Streaming Project 3.0 Credits

Students create a web-streaming product and the plan to monetize it. Development strategy, objectives, methodologies, project management, video, web and workflow design are central. Design and implementation of a delivery plan and a short term version of the content complete the project.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: TVIT 370 [Min Grade: D]

TVIT 399 Independent Project in TV Information and Technology 0.5-12.0 Credits

This course offers students the opportunity to do an Independent Project in Information Technology (IT) for Television.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

TV Production Courses**TVPR 100 TV Studio: Basic Operations 3.0 Credits**

This course will focus on developing operational skills for all studio production facilities including camera operations and composition, microphones and audio mixers, basic lighting, teleprompter, video switcher and graphics playback.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVPR 200 TV Studio: Live Directing 3.0 Credits

This course is an Introduction to directing live and taped multi-camera television productions in a studio setting. The emphasis will be on developing solid, basic directing technique that will be built upon in subsequent additional directing courses. Students will direct simple programs in almost every class.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: TVPR 100 [Min Grade: D]

TVPR 201 TV Studio: Comedy 3.0 Credits

This course gives students instruction and experience in producing, interpreting, staging, directing, shooting, and live-cutting scenes in a studio. Students also experience the challenge of managing a cast and crew while simultaneously dealing with the kind of time, resource, and technical limitations that exist in the professional world.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: TVPR 100 [Min Grade: D] and TVPR 200 [Min Grade: D]

TVPR 202 TV Studio: Drama 3.0 Credits

This course gives students instruction and experience in producing, interpreting, staging, directing, shooting, and live-cutting and producing dramatic scenes in a studio. Students also experience the challenge of managing a cast and crew while simultaneously dealing with the kind of time, resource, and technical limitations that exist in the professional world.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: TVPR 100 [Min Grade: D] and TVPR 200 [Min Grade: D]

TVPR 205 TV Studio: Advanced Live Directing 3.0 Credits

This course is designed to build on skills acquired in TVPR 200 TV Studio: Live Directing. Students will direct increasingly more complex programs, primarily news and information shows. Additional directing opportunities for the production of programming for DUTV will be offered to students taking this course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: TVPR 100 [Min Grade: D] and TVPR 200 [Min Grade: D]

TVPR 212 TV Commercials and Promos 3.0 Credits

Students will analyze and produce a wide variety of television commercials and promos. Fundamental concepts of brand marketing will be presented and utilized in the production of student's own script-to-screen commercials and promos. This history of commercials, both in the United States and worldwide, will also be studied.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

TVPR 220 TV News Writing 3.0 Credits

This is a basic introduction to writing for television news broadcasts. Students will learn to conceptualize, confirm and write stories on deadline, and develop basic interviewing skills. Issue of journalistic ethics will be presented and discussed. Weekly story assignments will be given to augment classroom work.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVPR 221 TV News Production 3.0 Credits

This course is an introduction to single camera field production for TV news, exposing students to the basics of writing, shooting, field lighting and remote news production logistics. Students will learn techniques of video and audio acquisition as well as satellite, microwave and STL type operations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D] and TVPR 220 [Min Grade: D]

TVPR 230 TV Field: Drama 3.0 Credits

This course gives students instruction and experience in scouting, prepping, producing, interpreting, staging, directing, and shooting dramatic scenes on location. Students also experience the challenge of managing a cast and crew while simultaneously dealing with the kind of time, resource and technical limitations that exist in the professional world.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

TVPR 232 TV Field: Industrials 3.0 Credits

Students will learn to write, produce, and direct industrials, marketing, point of purchase and sales presentation video presentations.

Strategizing, writing, shooting and editing skills will all be utilized as students produce 2 finished productions over the course of 10 weeks.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

TVPR 236 TV Field: Nonfiction 3.0 Credits

This course gives students instruction and experience in doing non-fiction TV shows in the field. This includes TV documentaries, reality TV shows, news stories, and field segments for magazine shows.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

TVPR 240 Producing for Television 3.0 Credits

This course introduces students to the art and craft of producing for television and examines every aspect of the producer's role in the developing, selling, pre-production, production, post-production, delivery, and marketing of a show. Students will also learn the functions of all other jobs involved in a production.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVPR 242 TV On-Camera Performance 3.0 Credits

Students will receive practical experience in all aspects of television performance, including anchoring, reporting, announcing, hosting, and acting. This class is designed specifically for those production students with little or no acting or on-camera experience, but who will benefit from a greater understanding of the performance process.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVPR 315 Episodic Webisode Production 3.0 Credits

The students will experiment with many options for developing programming for streaming on the web. They will then create finished episodes that can run on Drexel's website, other on-line outlets or podcasts. The students will also develop viral marketing strategies to promote their work.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

TVPR 340 Remote TV Production 3.0 Credits

Students will learn all of the skills necessary to become effective crewmembers on remote multi-camera shoots produced by the Paul F. Harron Studios and DUTV. Relevant electrical, electronic and video engineering subjects will also be covered. Safety procedures will be taught, stressed and required of all class participants.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: TVPR 100 [Min Grade: D]

TVPR 347 Advanced TV Lighting 3.0 Credits

This course is designed to build on lighting skills presented in TVPR 100 TV Studio: Basic Operations. Students will design and execute progressively more complex and demanding lighting plots and participate in lighting setups. Remote lighting concepts for both single and multi-cam production will also be presented.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: TVPR 100 [Min Grade: D]

TVPR 348 TV Directing Workshop 3.0 Credits

This course provides real world experience directing television programming in both studio and remote multi-camera environments. Students will be assigned to direct a wide variety of program and promotional material for DUTV, including talk shows, news broadcasts, sports coverage, musical production, narrative programs, theater and dance.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 9 credits

Prerequisites: TVPR 205 [Min Grade: D]

TVPR 351 TV Comedy Series I 3.0 Credits

Students will start with scripts for multiple episodes written in SCRP 350. They will do all pre-production including casting, location, scouting, budgeting, scheduling, and production design. They will then shoot every page of script, getting all the coverage needed to produce finished episodes for DUTV.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

TVPR 352 TV Comedy Series II 3.0 Credits

This course is a continuation of "TV Comedy Series I" and will focus on post-production of the episodes. The students will log, organize, and prep the raw footage for editing. Teams of students will then work together to edit each episode. Completed episodes will be broadcast on DUTV.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

TVPR 354 TV Drama Series I 3.0 Credits

Students will start with scripts for multiple episodes written in SCRP 353. They will do all pre-production including casting, location scouting, budgeting, scheduling, and production design. They will then shoot every page of script, getting all the coverage needed to produce finished episodes for DUTV.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D]

TVPR 355 TV Drama Series II 3.0 Credits

This course is a continuation of "TV Drama Series I" and will focus on post-production of the episodes. The students will log, organize, and prep the raw footage for editing. Teams of students will then work together to edit each episode. Completed episodes will be broadcast on DUTV.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

TVPR 356 TV Magazine Show I 3.0 Credits

TV Magazine Show I" takes students through the experience of producing a 30 minute version of "60 Minutes" style magazine program, including studio segments, bumpers, field pieces, and final assembly. Special emphasis will be given to aspects of time management. This is a two quarter course, continued in TV Magazine Show II.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

Prerequisites: TVPR 205 [Min Grade: D] and TVPR 221 [Min Grade: D] and TVPR 236 [Min Grade: D]

TVPR 357 TV Magazine Show II 3.0 Credits

TV Magazine Show II" continues the production of the TV magazine program begun in TV Magazine I. This is the "final production" quarter of the class, with students completing packages for the show and putting together field and studio transitional elements. Selected programs may be shown on DUTV.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

TVPR 365 Special Topics: TVPR 3.0 Credits

This is a Special Topic course in TV Production that will have rotating topics that address current interests in the field.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

TVPR 399 Independent Project in TV Production 0.5-12.0 Credits

This course offers students the opportunity to do an Independent Project in TV Production.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

TVPR 495 Senior Project: TV Production I 3.0 Credits

Both production tracks in the Television major, TV Comedy & Drama Production and TV News & Nonfiction Production, take this first course in a 3-course sequence for senior project. Students will take on significant roles, such as producer, writer, director, videographer, or editor in the production of television programs.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Senior.

TVPR 496 Senior Project: TV Production II 3.0 Credits

Both production tracks in the Television major, TV Comedy & Drama Production and TV News & Nonfiction Production, take this second course in a 3-course sequence for senior project. Students will take on significant roles, such as producer, writer, director, videographer, or editor in the production of television programs.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Senior.

TVPR 497 Senior Project: TV Production III 3.0 Credits

Both production tracks in the Television major, TV Comedy & Drama Production and TV News & Nonfiction Production, take this third course in a 3-course sequence for senior project. Students will take on significant roles, such as producer, writer, director, videographer, or editor in the production of television programs.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Senior.

TV Studies Courses**TVST 260 History of Television 3.0 Credits**

This course explores the history of television as art and communication. Topics include: the origins and development of television programming, the regulatory environment and the history of the business of television. Television programs, both fictional and non-fictional, will be viewed from the fifties through the present time.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVST 261 History of TV Journalism 3.0 Credits

This course presents a history of broadcast introduction in the United States. It includes an introduction to the origins, portocals, and principles of journalism on television. It also acquaints students with the prominent trends, programs, and reporting styles through the decades leading to present-day norms and motivations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVST 361 Art of TV Comedy 3.0 Credits

This course explores the history of television comedy and examines its role as both programming staple and artistic form. By examining how sitcoms reflect our society and its most important social issues, the course seeks to enable students to gauge where both culture and the sitcom are headed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVST 362 Art of TV Drama 3.0 Credits

Students will view and analyze prime-time, hour-long, dramatic TV shows, starting with television's golden age of the fifties and moving to television's "second golden age" starting in the eighties. Students will examine the relationship of the series to other programs, contemporary culture, and television history.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVST 363 Science Fiction Television 3.0 Credits

Students will view a progression of science fiction television shows from the fifties to the present time. Students will examine how each show uses an imagined world as a vehicle for exploring facets of our own world. The concepts and the production values will be discussed for each show.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

TVST 365 Special Topics: TVST 3.0 Credits

This is a Special Topic course in television studies that will have rotating topics that address current interests in the field.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated 6 times for 18 credits

TVST 399 Independent Project: TVST 0.5-12.0 Credits

This course offers students the opportunity to do an Independent Project in Television Studies.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit

Television Management Courses**Interactive Digital Media**

Bachelor of Science Degree: 186.0 quarter credits

About the Major

The field of web development has expanded beyond a simple online presence to fully dynamic experiences; from solely mouse-based interfaces, to touch, gestural and beyond. The major in interactive digital media prepares students for positions in an ever-changing field that requires an understanding of both the aesthetics of visual design for user interfaces as well as the technical knowledge to program both the front- and back-end system that brings the content to life. Students hone and apply their strategic and creative skills to all aspects of the field. At Drexel, the methodology coincides with the direction of the industry, where web developers are often in charge of design, development and the implementation of online content.

The Internet's explosive rise as the dominant communications medium has been accompanied by an ever-increasing level of sophistication in the content and applications used by individuals and businesses. To best prepare themselves for careers in these cutting-edge disciplines, students pursue a foundation of design and technology, take core courses in all aspects of digital media, complete a six month co-op, and delve into rigorous coursework in many areas of specialization. Within their coursework, students develop engaging modern web sites, create web based and native applications for mobile devices, explore content management systems, build rich Internet applications, harness server technologies that drive aesthetic content, and experiment with emerging technologies.

Additional Information

To find out more, visit the Westphal College's Interactive Digital Media Major (<http://www.drexel.edu/westphal/academics/undergraduate/web>) web page.

Degree Requirements**General Education Requirements**

CIVC 101	Introduction to Civic Engagement	1.0
COM 230	Techniques of Speaking	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
MATH 101	Introduction to Analysis I	4.0
PHYS 121	Physical Science for Design I	4.0
PHYS 122	Physical Science for Design II	4.0
UNIV A101	The Drexel Experience	2.0
Arts and humanities elective		3.0
History (HIST) elective		3.0
Literature (ENGL) elective		3.0
Social science electives		9.0
Free electives		23.0

Art and Art History Requirements

ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0
ARTH 300 [WI]	History of Modern Design	3.0
VSST 108	Design I for Media	3.0
VSST 109	Design II for Media	3.0
VSST 110	Introductory Drawing	3.0

Media and Information Science Requirements

DIGM 220	Digital Still Imaging I	3.0
INFO 110	Human-Computer Interaction I	3.0
INFO 151	Web Systems and Services I	3.0
INFO 152	Web Systems and Services II	3.0
FMVD 110	Basic Shooting and Lighting	3.0
FMVD 206	Audio Production and Post	3.0
VSCM 240	Typography I	3.0
VSCM 247	On Screen Typography	3.0
WMGD 220	Web Graphics I	4.0

Digital Media Core Requirements

ANIM 140	Computer Graphics Imagery I	3.0
ANIM 152	Multimedia Timeline Design	3.0
DIGM 100	Digital Design Tools	3.0
DIGM 105	Overview of Digital Media	3.0
DIGM 223	Creative Concept Design	3.0
DIGM 250	Professional Practices	3.0
DIGM 350 [WI]	Digital Storytelling	3.0
DIGM 451 [WI]	Explorations in New Media	3.0
DIGM 475 [WI]	Seminar: The Future of Digital Media	3.0
DIGM 492	Senior Project in Digital Media I	3.0
DIGM 493	Senior Project in Digital Media II	3.0
DIGM 494	Senior Project in Digital Media III	3.0
GMAP 260	Overview of Computer Gaming	3.0
WBDV 240	Web Authoring I	3.0
WBDV 241	Vector Authoring I	3.0

Web Development Requirements

WBDV 216	History of Web Development	3.0
WBDV 220	User Experience	3.0
WBDV 242	Dynamic Vector Graphics	3.0
WBDV 243	Content Management Systems	3.0
WBDV 265	Web Game Design	3.0
WBDV 370	Mobile Interactive Design I	3.0
WBDV 448	Interactive Digital Media Workshop I	3.0
Select two of the following:		6.0
WBDV 332	Rich Internet Applications	
WBDV 371	Mobile Interactive Design II	
WBDV 449	Interactive Digital Media Workshop II	
WBDV 452	Web Information Database Applications	
WBDV 460	Experimental Web Technologies	
Total Credits		186.0

Sample Plan of Study

Term 1		Credits
DIGM 100	Digital Design Tools	3.0
DIGM 105	Overview of Digital Media	3.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
PHYS 121	Physical Science for Design I	4.0
UNIV A101	The Drexel Experience	1.0
VSST 110	Introductory Drawing	3.0
Term Credits		17.0
Term 2		
ANIM 140	Computer Graphics Imagery I	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
FMVD 110	Basic Shooting and Lighting	3.0
PHYS 122	Physical Science for Design II	4.0
UNIV A101	The Drexel Experience	1.0
VSST 108	Design I for Media	3.0
Term Credits		17.0
Term 3		
ANIM 152	Multimedia Timeline Design	3.0
CIVC 101	Introduction to Civic Engagement	1.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
INFO 110	Human-Computer Interaction I	3.0
MATH 101	Introduction to Analysis I	4.0
VSST 109	Design II for Media	3.0
Term Credits		17.0
Term 4		
DIGM 223	Creative Concept Design	3.0
GMAP 260	Overview of Computer Gaming	3.0
INFO 151	Web Systems and Services I	3.0
WBDV 220	User Experience	3.0
WBDV 240	Web Authoring I	3.0
Term Credits		15.0

Term 5

ARTH 102	History of Art II: High Renaissance to Modern	3.0
COOP 101	Career Management and Professional Development	0.0
INFO 152	Web Systems and Services II	3.0
VSCM 240	Typography I	3.0
WBDV 216	History of Web Development	3.0
WBDV 241	Vector Authoring I	3.0
Term Credits		15.0

Term 6

ARTH 103	History of Art: Early to Late Modern	3.0
DIGM 220	Digital Still Imaging I	3.0
FMVD 206	Audio Production and Post	3.0
VSCM 247	On Screen Typography	3.0
WBDV 242	Dynamic Vector Graphics	3.0
Term Credits		15.0

Term 7

COM 230	Techniques of Speaking	3.0
DIGM 250	Professional Practices	3.0
WBDV 243	Content Management Systems	3.0
WBDV 265	Web Game Design	3.0
WMGD 220	Web Graphics I	4.0
Term Credits		16.0

Term 8

ARTH 300	History of Modern Design [WI]	3.0
DIGM 451	Explorations in New Media [WI]	3.0
WBDV 448	Interactive Digital Media Workshop I	3.0
	Arts and Humanities elective	3.0
	Free elective	3.0
Term Credits		15.0

Term 9

DIGM 350	Digital Storytelling [WI]	3.0
WBDV 370	Mobile Interactive Design I	3.0
	Social science elective	3.0
	Free elective	3.0
	Web development elective	3.0
Term Credits		15.0

Term 10

DIGM 492	Senior Project in Digital Media I	3.0
	Social science elective	3.0
	Web development elective	3.0
	Arts and Humanities elective	3.0
	Free elective	3.0
Term Credits		15.0

Term 11

DIGM 493	Senior Project in Digital Media II	3.0
	Social science elective	3.0
	Free electives	9.0
Term Credits		15.0

Term 12

DIGM 494	Senior Project in Digital Media III	3.0
DIGM 475	Seminar: The Future of Digital Media [WI]	3.0
Arts and Humanities elective		3.0
Free electives		5.0
Term Credits		14.0

Total Credit: 186.0

Co-op/Career Opportunities

Students who study interactive digital media can move on to careers as web designers, graphic designers, digital media designers, user research & experience specialists, multimedia artists, interactive designers, web programmers, and web user interface designers.

Co-op Experiences

Some past co-op employers of film and video students include:

- Electronic Ink
- eCity Interactive
- Comcast
- Digitas Health
- Happy Cog

Visit the Drexel Steinbright Career Development Center (<http://drexel.edu/sdc>) web page for more detailed information on co-op and post-graduate opportunities.

Dual Accelerated Degree

The accelerated degree program enables academically qualified students to earn both their bachelor's degree and a master's degree in digital media — graduating sooner than they would in traditional programs.

Current Drexel digital media students may apply for the accelerated BS/MS degree through the Office of Graduate Studies after completing 90.0 credits, but no more than 120.0 credits. Contact the Office of Graduate Studies (<http://www.drexel.edu/provost/graduatestudies>) for further information.

Minor in Interactive Digital Media

The Interactive Digital Media Minor requires the completion of eight courses (minimum 24 credits). The minor provides basic foundations in interactivity, including: design and development of websites and mobile applications with the opportunity for individualized tailoring according to the student's interests. It is open to all University students and is administered and advised by the Digital Media program.

Required Courses

DIGM 100	Digital Design Tools	3.0
INFO 110	Human-Computer Interaction I	3.0
or CS 337	The Psychology of Human-Computer Interaction	
WBDV 240	Web Authoring I	3.0
Select five of the following:		15.0
INFO 153	Applied Data Management	
INFO 310	Human-Computer Interaction II	
VSCM 247	On Screen Typography	
WBDV 216	History of Web Development	

WBDV 220	User Experience
WBDV 241	Vector Authoring I
WBDV 242	Dynamic Vector Graphics
WBDV 243	Content Management Systems
WBDV 265	Web Game Design
WBDV 332	Rich Internet Applications
WBDV 370	Mobile Interactive Design I
WBDV 371	Mobile Interactive Design II
WBDV 448	Interactive Digital Media Workshop I
WBDV 449	Interactive Digital Media Workshop II
WBDV 460	Experimental Web Technologies
WBDV 452	Web Information Database Applications
WMGD 220	Web Graphics I
WMGD 330	Web Graphics II

Total Credits 24.0

Facilities

Digital media program facilities include a motion capture and green screen studio, a screening room, DSLR digital still cameras, HD video cameras and lighting equipment, triple boot PowerMac stations (Mac / Windows / Unix) with dual monitors, wacom tablets, game consoles, mobile devices, and 2 undergraduate open labs with 24/7 access.

Additionally, the program houses the RePlay Lab (<http://replay.drexel.edu/facilities.html>) in the URBN Center which is a collaborative effort between the Digital Media program and the Computer Science department (in the College of Engineering). At Drexel University, game development does not "live" in solely one department, and so mirrors the true nature of game development in commercial settings.

Cinema and Television Faculty

Glen Muschio, PhD (*Temple University*). Associate Professor. Digital media, society, communication.

Lise Raven, MFA (*New York University*). Assistant Professor. Filmmaker.

Philip W. Salas, BS (*Temple University*). Assistant Teaching Professor. Utilization of advanced set top box data to measure fragmented viewing behavior. Impact of new television distribution technologies on traditional broadcasters and multichannel program providers.

David A. Schwartz, BA (*Rider University*). Associate Teaching Professor. Steadicam operator; cameraman.

Andrew Susskind, BA (*Harvard University*) *Program Director of TV Production & Media Management*. Associate Teaching Professor. Independent television producer and director.

Albert S. Tedesco, MA (*University of Pennsylvania*) *Director of the Paul F. Harron Graduate Program in Television Management*. Associate Teaching Professor. Impact of digital media on broadcast television; broadcasters' response to the challenge of new media; management of publicly and privately held communications companies.

Jervis Thompson, BS (*Drexel University*). Associate Teaching Professor. Digital media, interactive multimedia.

Gregory S. Wolmart, MFA (*University of Pennsylvania*). Assistant Professor. Cinema studies; film history.

Jichen Zhu, PhD (*Georgia Institute of Technology*). Assistant Professor. Developing humanistic and interpretive framework of computational technology, particularly artificial intelligence (AI), and constructing AI-based cultural artifacts; interactive storytelling, games and software studies.

Interdepartmental Faculty

Lawrence Epstein, MBA (*Cornell University*) *Interim Department Head, Arts & Entertainment Enterprise*. Associate Teaching Professor.

Courses

WBDV 216 History of Web Development 3.0 Credits

This course explores all aspects of web development including the foundations of web technologies, formulation of web standards and how the individual web surfer's wants and needs have changed over time. Also discussed will be ground-breaking websites and the evolution of interface design for the web.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

WBDV 220 User Experience 3.0 Credits

In this course, students learn to identify and implement the elements required to create incredible digital experiences. Through the application of user-centered design practices, students will develop predictive and enjoyable designs based on a holistic consideration of users' experience. Topics covered in this course include brand personality, content strategy, information architecture, and usability.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: DIGM 100 [Min Grade: D]

WBDV 240 Web Authoring I 3.0 Credits

This course explores principles and techniques for creating effective interactive media-rich websites. It includes aesthetics of human-computer interaction; bandwidth; project planning, budgeting and management; prototyping; testing and revision management.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: DIGM 100 [Min Grade: D]

WBDV 241 Vector Authoring I 3.0 Credits

Focuses attention on learning multimedia-authoring tools to create self-contained delivery programs, includes consideration and discussion of social impacts on digital technology.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Restrictions: Cannot enroll if classification is Freshman
Prerequisites: WBDV 240 [Min Grade: D] or DIGM 240 [Min Grade: D]

WBDV 242 Dynamic Vector Graphics 3.0 Credits

Students work with concepts and software for better integration of Internet multimedia-authoring programs with assorted browsers and server side databases.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: (WBDV 240 [Min Grade: D] or DIGM 240 [Min Grade: D]) and (INFO 152 [Min Grade: D] or CS 143 [Min Grade: D] or CS 171 [Min Grade: D])

WBDV 243 Content Management Systems 3.0 Credits

Students set up a content management system and develop a custom theme. Also includes project planning, organizing and maintaining effective stylesheets and recognizing common browser bugs.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: (WBDV 240 [Min Grade: D] or DIGM 240 [Min Grade: D]) or (INFO 151 [Min Grade: D] or CS 143 [Min Grade: D] or CS 171 [Min Grade: D])

WBDV 265 Web Game Design 3.0 Credits

Examines multimedia authoring tools used to create self-contained interactive games. Students address real world production as they master advanced game design concepts.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Restrictions: Cannot enroll if classification is Freshman
Prerequisites: WBDV 242 [Min Grade: D] or DIGM 242 [Min Grade: D]

WBDV 332 Rich Internet Applications 3.0 Credits

This course explores web development techniques used within the local web browser to create applications capable of retrieving data from an online server asynchronously in the background without interfering with the display and or behavior of the existing page.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Restrictions: Cannot enroll if classification is Freshman or Sophomore
Prerequisites: INFO 152 [Min Grade: D] and (WBDV 243 [Min Grade: D] or DIGM 243 [Min Grade: D])

WBDV 370 Mobile Interactive Design I 3.0 Credits

Focuses on creating user experience optimized for mobile devices. Students learn to build unique applications that take advantage of gestures and accelerometers. Special consideration is given to limited screen real estate, low bandwidth internet access, no internet access, and touch screen devices.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: WBDV 242 [Min Grade: D] or DIGM 242 [Min Grade: D]

WBDV 371 Mobile Interactive Design II 3.0 Credits

In this course, students learn how to convert web-based applications into cross-platform native applications for mobile devices (i.e. Smart Phones and Tablets). Special consideration is given to incorporating functionality that is currently unavailable to web-based applications (i.e. Device accelerometer, camera, geolocation, etc).

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: WBDV 370 [Min Grade: D]

WBDV 399 Independent Project in Interactive Digital Media 0.5-12.0 Credits

Supervised planning and execution of a project in the area of Interactive Digital Media.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit
Restrictions: Cannot enroll if classification is Freshman
Prerequisites: WBDV 243 [Min Grade: D]

WBDV 445 Advanced Hybrid Interactivity 3.0 Credits

This course focuses on the integration of PC potential to access high bandwidth objects including video, audio, 3D animations and other dynamic content from the Internet.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Cannot enroll if classification is Freshman

Prerequisites: WBDV 242 [Min Grade: D] or DIGM 242 [Min Grade: D]

WBDV 447 Vector Authoring III 3.0 Credits

this class teaches advanced Flash authoring concepts and explores online applications for entertainment, streaming video, simulations and e-commerce. Projects will use role-playing, group, and individual instruction in the concepts, tools and social concepts for the creation of vector based media.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: WBDV 243 [Min Grade: D] or (DIGM 243 [Min Grade: D] and CS 131 [Min Grade: D])

WBDV 448 Interactive Digital Media Workshop I 3.0 Credits

This course explores the management process of developing or redesigning a successful interactive digital experience. Students work in team environments to analyze project requirements; define steps towards development and focus on audience, usability and testing.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: WBDV 243 [Min Grade: D] or DIGM 243 [Min Grade: D]

WBDV 449 Interactive Digital Media Workshop II 3.0 Credits

In this course, students work in a team environment to convert a digital media prototype into production quality product utilizing collaboration software, Gantt charts, and distributed revision control and source code management (SCM) systems.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: WBDV 448 [Min Grade: D]

WBDV 452 Web Information Database Applications 3.0 Credits

Database and the server technology that accesses them are central to all dynamic web sites. This course will use PHP and MySQL to provide students with the tools for the creation of database driven sites.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: WBDV 243 [Min Grade: D]

WBDV 460 Experimental Web Technologies 3.0 Credits

This course focuses on researching new innovations in experimental digital media technologies.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: WBDV 370 [Min Grade: D]

WBDV 465 Special Topics in Interactive Digital Media 3.0 Credits

Addresses current topics in a rapidly changing field. Possible offerings include; multimedia databases, virtual and augmented reality, 3-D XML, interactive art in virtual space, and multi-threaded narrative, etc... May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Westphal Studies Program

Bachelor of Science Degree: 180.0 quarter credits

About the Program

The Westphal Studies program provides an individualized course of study initiated by a student. The student must have completed two terms of the junior year in an Antoinette Westphal College of Media Arts and Design major to be eligible for admission into this major.

A small number of students in the Antoinette Westphal College of Media Arts and Design decide that their goals lie at the periphery of the major or the intersection between several majors and would be served by more latitude than offered in the highly specified courses in their major. For these students, the Westphal Studies program major broadens future career goals and allows exploration combined with a focused exposure to a second field. It acknowledges the specialization that is characteristic of the majors in the College and the expectations of the professional fields for which our students are being prepared. Simultaneously, it recognizes the breadth and rapidly changing nature of many disciplines and permits a student who has acquired a basic working knowledge of a specific aspect of media arts and design to investigate a clearly defined alternative.

Admission to the program is limited to currently matriculated College of Media Arts and Design students who have completed the major-intensive sophomore year and experienced a co-op placement or completed their junior-year courses. The following items are required as part of the application:

- A student-generated, individualized plan of study, developed with and signed by a member of the Westphal Studies Program Advisors Committee
- A statement in writing of the student's goals in applying to the major and the rationale of how the proposed plan of study addresses those goals
- A definition of appropriate co-operative education placement if the student has not completed a six-month employment in the field of his or her major
- A letter from the student's current program director

Approval by the Westphal Studies Program Advisors Committee is required for admission to the major; it is not automatic upon request. The committee must be convinced by the validity of the applicant's reasons for applying, the proposed study plan, and accompanying documentation. Details about the application procedure may be obtained from the director of Westphal Studies Program.

Recommended Plan of Study

This program requires an individualized plan of study. Students sign off on this agreed-upon plan with the Director of the Studies of the Westphal Studies program. A student must have completed two terms of junior year in a College of Media Arts and Design major to be eligible for admission into this major.

The student, in consultation with her/his advisor and the director of the program, devises a personalized interdisciplinary study plan. The approved plan of study provides a rationale for the concentration and how the elective credits are to be used. This plan of study must be completed and approved before admission into the major.

Degree Requirements

General Education Requirements

General Education Requirements

ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
ENGL 102	Composition and Rhetoric II: The Craft of Persuasion	3.0
ENGL 103	Composition and Rhetoric III: Thematic Analysis Across Genres	3.0
UNIV A101	The Drexel Experience	2.0
Arts and humanities electives		9.0
Mathematics and natural science electives **		12.0
Social science electives		9.0
Co-operative education ***		0.0
Total Credits		41.0

* Students taking the Architecture Part-Time Evening program do not have this requirement.

** At least one course in mathematics and one course in natural science are required.

*** Not required if prior major did not require co-operative education experience.

Other Requirements

Requirements	Hours
Unrestricted electives	max of 75.0
Professional requirements*	min of 51.0
Concentration or minor**	min of 24.0

* All professional and visual studies courses required in prior major through winter term of junior year must be successfully completed.

** Up to 9 credits of general education and professional requirements may be included in this minimum.

Courses

WEST 210 Innovative Problem Solving 4.0 Credits

A seminar course that examines different methods of problem solving and its role across disciplines. The intention is to give the student a basis with which interdisciplinary projects can be approached in an innovative way and problem solving can be examined from multiple viewpoints.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

WEST 220 Multimodal Research 4.0 Credits

This course will develop student's critical thinking skills through examining research and information gathering models. The topics around which students will gather, analyze and synthesize information include: Systems and the Environment, Community Interaction, Technology and Problem Solving.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

WEST 310 Active Learning and Exploration 4.0 Credits

Provides faculty guidance to enable students to identify and investigate an aspect of an interdisciplinary problem that they have identified. May include establishment of philosophical base, data collection, study of comparable or similar problems, writing of a project program, and preliminary project development. Includes interdisciplinary panel presentation.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

Prerequisites: WEST 210 [Min Grade: D] and WEST 220 [Min Grade: C]

WEST 320 Active Engagement Projects 4.0 Credits

Students will explore, with faculty guidance an interdisciplinary problem solving based project that will be related to an area of interest and broader goals that they have identified as part of WEST 310 Active Learning and Exploration. The students will thoroughly explore the subject and execute the project through a variety of media and platforms.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

Prerequisites: WEST 315 [Min Grade: C]

WEST 399 Independent Study Westphal 0.5-12.0 Credits

Provides individualized study in an area related to a major within the Antoinette Westphal College of Media Arts & Design.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated 7 times for 21 credits

WEST 465 Special Topics in Media, Arts and Design 0.5-12.0 Credits

Interdisciplinary course involving topics that cross department boundaries in the College of Media Arts & Design.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated 7 times for 21 credits

Minor in Art History

The history of art focuses upon the study of works of fine and applied arts and forms of mass communication in their aesthetic, social, economic, religious and political contexts. It explores the meanings and purposes of the visual arts, their historical development, their role in society, and their relationships to other disciplines. The study of art history encourages the development of critical observation and visual analysis; it introduces scholarly research and provides a working knowledge of a variety of monuments. As the field of art history is inherently cross-cultural and interdisciplinary, its study illuminates the diverse and global world we inhabit and makes apparent the integral relationships between art and culture.

The minor in art history provides a broad humanistic background not only for students planning to attend graduate and professional schools in the fields of applied, media and design arts, social and information sciences, education, business and medicine, but also for those entering a more general job market. The minor is designed to be flexible enough to appeal both to Antoinette Westphal College of Media Arts and Design majors and majors from the other colleges.

Required Courses

ARTH 101	History of Art I: Ancient to Medieval	3.0
ARTH 102	History of Art II: High Renaissance to Modern	3.0
ARTH 103	History of Art: Early to Late Modern	3.0

Select five of the following: * 15.0

Art History

ARTH 300 [WI]	History of Modern Design
ARTH 301	Asian Art and Culture
ARTH 302	Art of India
ARTH 303	Art of China
ARTH 304	Art of Japan
ARTH 320	Art in the Age of Technology
ARTH 335 [WI]	History of Costume I: Preclassical to Directoire
ARTH 336 [WI]	History of Costume II: Directoire to World War I
ARTH 337	History of Costume: Post World War I to Present
ARTH 340	Women in Art
ARTH 399	Independent Study In Art His
ARTH 465 [WI]	Special Topics in Art History
ARTH 477	Art History Seminar

History of Architecture

ARCH 141	Architecture and Society I
ARCH 142	Architecture and Society II
ARCH 143	Architecture and Society III
ARCH 341 [WI]	Theories of Architecture I
ARCH 342 [WI]	Theories of Architecture II
ARCH 343	Theories of Architecture III
ARCH 344 [WI]	American Architecture & Urbanism
ARCH 345 [WI]	Contemporary Architecture
ARCH 346 [WI]	History of Philadelphia Architecture
ARCH 347 [WI]	Architectural Study Tour
ARCH 348 [WI]	Studies in Vernacular Architecture
ARCH 399	Independent Study in Architecture
ARCH 421 [WI]	Environmental Psychology and Design Theory
ARCH 441	Urban Design Seminar
ARCH 442	Urban Design Seminar II
ARCH 499 [WI]	Special Topics in Architecture

History of Film

FMST 150	American Classic Cinema
FMST 250	The Documentary Tradition
FMST 255	Hitchcock
FMST 260	The Western
FMST 265	Special Topics in Cinema Studies
FMVD 335	The 16mm Film Project

History of Interior Design

INTR 200	History of Modern Architecture and Interiors
INTR 300 [WI]	Visual Culture: Interiors

INTR 305 [WI] Visual Culture: Furniture

History of Graphic Design

VSCM 350 Graphic Design: 20th Century and Beyond [WI]

History of Theatre

THTR 221 [WI] Theatre History I

THTR 222 [WI] Theatre History II

History of Photography

PHTO 275 History of Photography I [WI]

PHTO 276 History of Photography II

PHTO 452 History of Contemporary Photography [WI]

Total Credits**24.0****Art & Art History Faculty**

Jennifer Blazina, MFA (*Cranbrook Academy of Art, Bloomfield Hills, MI*). Associate Professor. Printmaking, fine arts.

Joseph F. Gregory, PhD (*SUNY at Binghamton*) Chair, Department of Art and Art History. Associate Professor. Modern art, interdisciplinary studies, art theory, contemporary photography, Northern Renaissance, Baroque, nineteenth century, and the iconography of Bruegel's religious narratives.

Lydia Hunn, MFA (*University of Pennsylvania*). Professor. Multi-media performance, sculpture, media design.

Bruce W. Pollock, MFA (*Tyler School of Art, Philadelphia*) Studio Head of *Painting*. Assistant Professor. Abstract painting and drawing.

Sara Steinwachs, MFA (*Yale University*). Assistant Professor. Visual studies, the urban environment and nature within the man-made world.

Mark Stockton, MFA (*Syracuse University*). Assistant Teaching Professor. Drawing, painting, and design.

Blaise J. Tobia, MFA (*University of California, San Diego*) Director of the *Digital Media Program*. Professor. Photography, digital imaging.

William Weiss, MFA (*Yale University*). Assistant Teaching Professor. Drawing, design.

Interdepartmental Faculty

Andrew Susskind, BA (*Harvard University*) Program Director of *TV Production & Media Management*. Associate Teaching Professor. Independent television producer and director.

Emeritus Faculty

Dennis C. Will, MFA (*University of Wisconsin*). Professor Emeritus. Visual studies; sculpture and painting; visual language.

Minor in Digital Media

The Digital Media Minor requires the completion of eight courses (minimum 24.0 credits). The minor provides basic foundations in digital media, including; 3D animation, game art, and interactivity with the opportunity for individualized tailoring according to the student's interests.

It will be administered and advised by the Digital Media program. The Digital Media Minor is open to all University students.

Required Courses:

DIGM 100	Digital Design Tools	3.0
DIGM 105	Overview of Digital Media	3.0
ANIM 140	Computer Graphics Imagery I	3.0
GMAP 260	Overview of Computer Gaming	3.0
WBDV 240	Web Authoring I	3.0
Select any three courses in ANIM, DIGM, GMAP or WBDV		9.0
Total Credits		24.0

Post-Baccalaureate Certificate in Digital Media

Certificate Level: Graduate

Admission Requirements: Bachelor's degree

Certificate Type: Post-Baccalaureate Certificate

Number of Credits to Completion: 33.0 - 36.0

Instructional Delivery: Campus

Calendar Type: Quarter

Expected Time to Completion: 2 years

Financial Aid Eligibility: Not aid eligible

Note: Effective Fall 2014, students are no longer being accepted into this certificate program.

The certificate program is designed to provide proficiency in digital media production. The program includes courses that develop conceptual and technical foundations, a sequence in 3D modeling and animation, as well as at least two courses in interactivity.

Upon transcript and portfolio review, up to 12.0 credits may be transferred into the program. For additional information on requirements and how to apply, visit the Drexel Admissions page for Digital Media (<http://www.drexel.edu/grad/programs/westphal/digital-media>).

Required Courses

ANIM 141	Computer Graphic Imagery II	3.0
ANIM 211	Animation I	3.0
ANIM 212	Animation II	3.0
DIGM 100	Digital Design Tools	3.0
DIGM 110	Digital Spatial Visualization	3.0
DIGM 252	Multimedia Timeline Design	3.0
WBDV 240	Web Authoring I	3.0
WBDV 241	Vector Authoring I	3.0
Select one the following courses:		3.0
ANIM 219	Digital Compositing	
DIGM 350 [WI]	Digital Storytelling	
DIGM 451 [WI]	Explorations in New Media	
GMAP 260	Overview of Computer Gaming	
WBDV 242	Dynamic Vector Graphics	
Select one of the following computer programming sequences:		6.0-9.0
CS 171 & CS 172	Computer Programming I and Computer Programming II	

CS 131 & CS 132 & CS 133	Computer Programming A and Computer Programming B and Computer Programming C
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Total Credits **33.0-36.0**

Minor in Fine Art

To be eligible for the minor in fine art, a student must have completed 30.0 undergraduate credits, have a declared major, and have a minimum GPA of 2.7. The academic credit requirements for the minor must be completed at or before the time of graduation.

Basic design pre-requisite courses are required for most visual studies courses, and some of these may have already been taken for a student's major. However, only nine credits of major-related coursework can be applied to the credits required for the minor in fine arts. Students with design credits from other schools or departments may be allowed to apply them to their pre-requisite requirements only upon review by the fine art minor faculty advisor.

Required Courses

VSST 101	Design I	4.0
or VSST 108	Design I for Media	
VSST 110	Introductory Drawing	3.0
Select a minimum of an additional 17.0 credits from the following:		17.0
VSST 102	Design II	
VSST 103	Design III	
VSST 111	Figure Drawing I	
VSST 109	Design II for Media	
VSST 112	Figure Drawing II	
VSST 201	Multimedia: Performance	
VSST 202	Multimedia: Space	
VSST 203	Multimedia: Materials	
VSST 204	Materials Exploration	
VSST 301	Painting I	
VSST 302	Painting 2	
VSST 303	Painting 3	
VSST 310	Sculpture: Metal Fabrication	
VSST 311	Sculpture I	
VSST 312	Sculpture II	
VSST 313	Sculpture III	
VSST 321	Screenprint I	
VSST 322	Printmaking I	
VSST 323	Printmaking II	
VSST 324	Advanced Printmaking	
VSST 325	Screenprint II	
VSST 399	Independent Study: Visual Studies	
VSST 465	Special Topics in Visual Studies	
PHTO 110	Photography	
PHTO 115	Photographic Principles	
PHTO 210	Intermediate Photography	
PHTO 233	Large Format Photography	
PHTO 253	Fine Black & White Printing	
Total Credits		24.0

Minor in Interdisciplinary Smart Initiatives

The Interdisciplinary Smart Initiatives Minor (INSI) will provide students across the University an experience of both breadth and depth through multi-disciplinary practices and learning. Students will develop skills and knowledge in the topics associated with problem solving, innovative technology, leadership and immersive participatory experiences. Skills and knowledge will be delivered through collaborative teaching and coursework, skill building, experimentation, experiential learning, and engaging research initiatives.

This minor will provide the opportunities to engage in a variety of University venues and initiatives that will place students on the leading edge of their chosen paths. INSI is intended to build on experiential learning that is the foundation of a Drexel education.

Admission Requirements

INSI will be open to all University students that meet the criteria for acceptance. Because of the nature of the minor, success is dependent upon students showing self-discipline, being highly motivated and self-reliant. All applications for the minor will be submitted to the director of the minor.

The following are the requirements that students must meet to be considered:

- Required Essay: Student statement of interest and desired goals
- Required Recommendation: Two letters of recommendation from faculty that speaks to the student's ability to be collegial and collaborative, exhibit initiative and resourcefulness and ability to work independently.

Required Courses

WEST 210	Innovative Problem Solving	4.0
WEST 310	Active Learning and Exploration	4.0
WEST 220	Multimodal Research	4.0
WEST 320	Active Engagement Projects	4.0
Electives*		9.0

Choose 9 credits from the following subject areas:

Antoinette Westphal College of Media Arts & Design		
INTR 310	Sustainability: History, Theory and Critic	
PROD 215	Design Thinking in Product Design	
College of Engineering		
CAEE 201	Introduction to Infrastructure Engineering	
CIVE 240 [WI]	Engineering Economic Analysis	
College of Computing & Informatics		
INFO 101	Introduction to Information Technology	
INFO 105	Introduction to Informatics	
LeBow College of Business		
BUSN 103	Advanced First Year Business Seminar	
MIS 200	Management Information Systems	
MGMT 260	Introduction to Entrepreneurship	
MGMT 364	Technology Management	
College of Arts and Sciences		
COM 111	Principles of Communication	
COM 317 [WI]	Environmental Communication	

COM 220	Qualitative Research Methods	
ENVS 260	Environmental Science and Society	
PSY 352	Environmental Psychology	
BIO 264	Ethnobotany	
SOC 341	Environmental Movements in America	
School of Biomedical Engineering, Science and Health Systems		
BMES 130	Problem Solving in Biomedical Engineering	
Total Credits		25.0

* Other courses may be substituted with the approval of the minor director.

Minor in Jazz and African-American Music

The minor in jazz and African-American music takes advantage of Drexel faculty expertise in those areas. This minor can include course work in jazz history, African-American music, jazz theory, private study in jazz performance, and ensemble work in several ensembles devoted to jazz.

MUSC 121	Music Theory I	3.0
MUSC 125	Ear Training I	1.0
MUSC 126	Ear Training II	1.0
MUSC 190	Class Piano I	2.0
MUSC 241	Private Lesson (3 terms)	6.0
MUSC 300	Improvisation	3.0
MUSC 331	World Musics	3.0
MUSC 333	Afro-American Music USA	3.0
MUSC 336	History of Jazz	3.0
Ensembles*		
Total Credits		25.0

* 6 terms of MUSC 107 and/or MUSC 115

Performing Arts Faculty

Luke Abruzzo, MM (*Rutgers University, Mason Gross School of the Arts*) *Music Program Director*. Assistant Teaching Professor. Music theory, electronic music, guitar.

Nicholas Anselmo, MFA (*University of California*) *Theater Program Director; Director of the Mandell Professionals in Residence Project (MPIRP)*. Associate Teaching Professor. Directing, acting, musical theater and scene study.

Scott Bacon, MS (*Drexel University*) *Ensemble Coordinator*. Assistant Teaching Professor. Rock music, introduction to music, piano class and private percussion instruction.

Karen Banos, BFA (*University of Pennsylvania*). Adjunct Instructor. Violin and viola.

Mark Beecher Adjunct Instructor. Percussion ensemble and instruction.

Angela Bilger, MA (*Julliard School of Music*). Adjunct Instructor. French horn.

Bobbi Block, MA (*Villanova University*). Adjunct Instructor. Theatrical improvisation.

Damon Bonetti, MFA (*Florida State University*). Adjunct Instructor. Acting fundamentals, scene study and play direction.

Jenna Simone Boyes, DPT (*Drexel University*). Adjunct Professor. Kinesiology for dance.

Perry Brisbon, MM (*Temple University*). Adjunct Instructor. Voice.

Wesley Broadnax, DMA (*Michigan State*) *Director of Concert Band and Pep Band*. Assistant Professor. An active guest conductor, clinician and adjudicator; conducted several All-State and honors bands both nationally and internationally.

Wanda Canfield, MA (*Temple University*). Adjunct Instructor. Piano.

Jose-Antonio (Dom) Chacon, MFA (*Temple University*). Adjunct Instructor. Theater production; lighting design.

Miriam Giguere, PhD (*Temple University*) *Program Director, Dance*. Associate Professor. Professional modern dancer, choreographer and dance educator whose research centers on cognition during the creative process. She has published nationally and internationally and is a frequent presenter on the integration of dance and academics at national and international conferences.

Tania Isaac, MFA (*Temple University*). Assistant Teaching Professor. Caribbean-American dancer/choreographer; fusion of choreography with personal documentary and social commentary to grapple with identity, post-colonial issues, feminism and juxtapositions of European and African influences.

Lucinda Lea, BA (*Indiana University*). Adjunct Assistant Professor. Ballet.

Jennifer Morley, MFA (*Temple University*). Adjunct Assistant Professor. Master Pilates instructor and director of the Drexel Pilates Teaching Training program; modern dance, choreography.

Carl Paris, PhD (*Temple University*). Adjunct Associate Professor. Interdisciplinary approach to dance studies, cultural studies and issues around black dance and performance.

Steven Powell, DMus (*Indiana University*). Professor. Successful composer and the author of articles on sound synthesis and choral performance techniques. He owns his own music publishing company, does professional music engraving, is the author of music publication software, and is an expert in desktop publishing.

Olive Prince, MFA (*Temple University*). Adjunct Assistant Professor. Choreography, creative process and improvisation; Director of Olive Prince Dance.

Meredith Rainey Adjunct Assistant Professor. Former soloist with Pennsylvania Ballet and director of Carbon Dance Theater. Ballet, choreography.

Heather Smalley, BS (*Drexel University*) *Assistant Director, Dance Ensemble*. Adjunct Assistant Professor. Arts administration.

George L. Starks, Jr., PhD (*Wesleyan*). Professor. Jazz and classical saxophonist who has received recognition from Downbeat magazine,

and is a nationally respected scholar and ethnomusicologist who has published on many aspects of the African-American musical tradition.

Courses

MUSC 101 University Chorus 1.0 Credit

A large chorus that studies and performs music of many styles; performs each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 102 Chamber Singers 1.0 Credit

A select choir that performs advanced choral repertoire; performs frequently on and off campus. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 103 Naturally Sharp (Vocal Jazz Ensemble) 1.0 Credit

Naturally Sharp is a select group of singers, chosen by audition in the fall from the University Chorus. Naturally Sharp performs vocal jazz repertoire from the past hundred years with a three-piece backup band. Singers must also be able to do solos.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 101

MUSC 104 All-College Choir 1.0 Credit

All-College Choir is a non-auditioned, mixed voice ensemble that performs repertoire of various styles, genres and eras - including music of the classical tradition, jazz, spirituals, American musical theater, folk and pop.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 105 Concert Band 1.0 Credit

Performs a wide variety of music written for a large band; concerts given each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 106 Guitar Ensembles 1.0 Credit

Performs a wide variety of music written for a small guitar ensemble; concerts given at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 107 Jazz Ensembles 1.0 Credit

Offers rehearsal, study, and performance of jazz compositions for both large and small ensembles; concerts given on and off campus, sometimes with guest soloists. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 108 Jazztet 1.0 Credit

Jazztet is a subset of the larger Jazz Orchestra. Its size can vary based upon the availability of instrumentation and the desire of the director.

Its purpose is to present jazz music in a small instrumentation format.

Performances are typically part of the greater Jazz Orchestra concerts at the end of each term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 107

MUSC 109 University Orchestra 1.0 Credit

This is a full orchestra that performs concert repertoire of various periods from the 18th century to the present day. Wind, brass, and percussionists must be in the concert band in order to participate.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 110 Keyboard Ensembles 1.0 Credit

Performs a wide variety of music written for a small keyboard ensemble; concerts given at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 111 Chamber Music Ensemble 1.0 Credit

Various small ensembles performing a variety of music of many periods and styles. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 112 Fusion Band 1.0 Credit

Performs a wide variety of music written for a small fusion ensemble. The Fusion Band gives concerts at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 113 Percussion Ensembles 1.0 Credit

Performs a wide variety of music written for a small percussion ensemble. The ensemble gives concerts at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 114 Mediterranean Ensemble 1.0 Credit

The Drexel University Mediterranean Ensemble is open to any student with an interest in performing traditional music from the Balkans, the Middle East and Northern Africa. All instruments are welcomed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 115 Gospel Choir 1.0 Credit

Performs gospel music drawn from both traditional and contemporary sources. Performance opportunities for both singers and instrumentalists. Concerts given on and off campus each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 116 Pep Band 1.0 Credit

Pep Band is a group of roughly forty-five student musicians primarily from the concert band. The purpose of the Pep Band is to support the Drexel Dragons basketball team and play from the bleachers at home games as well as travel to tournaments.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 105

MUSC 117 Rock Ensemble 1.0 Credit

Rock Ensemble is an ensemble where students have the opportunity to gain experience working as a group rehearsing, arranging, organizing, recording, and ultimately performing songs in the rock/pop/contemporary genres. By choosing music that is both of high quality and varied, students have a unique opportunity to develop a strong work ethic while being exposed to various musical challenges.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 118 Chamber Music: Strings 1.0 Credit

MUSC 118 forms its participants into various sized string groups from trios and quartets to octets. The repertoire spans music of the classical tradition and beyond, from the modern day back to the 17th century.

These small groups will perform as part of a larger chamber recital at the end of each term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 120 Music Fundamentals 3.0 Credits

Music Fundamentals teaches students essential skills and knowledge relating to Western music. Focus is placed on ear training and core music theory concepts. This course perfectly compliments any student's musical playing ability, beginning to advanced, and is essential to further musical development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 121 Music Theory I 3.0 Credits

Covers basics in the materials of music, its structures, and grammar, including chords, melodic lines, and elementary rhythm.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 122 Music Theory II 3.0 Credits

Covers organization of pitch in Western and non-Western music. Covers the major-minor key system, medieval and ethnic modes, the 12-tone system, and tuning.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 123 Music Theory III 3.0 Credits

Covers a variety of musical forms from binary and rondo to sonata-allegro, including both sectional and continuous forms, to gain an understanding of the relationship between form and the materials of music. Studies form both in relation to its historical evolution and in terms of its generative role in the creation of music.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 124 Jazz Theory 3.0 Credits

Jazz Theory introduces musical concepts and skills as they pertain to this specific style of music. The material discussed is foundational knowledge for jazz composition, arranging, and improvisation. Therefore, this course is suitable for students interested in jazz performance or composition.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 125 Ear Training I 1.0 Credit

Introduces the basics of ear training and sight singing.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 126 Ear Training II 1.0 Credit

Continues MUSC 125.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 125 [Min Grade: D]

MUSC 127 Ear Training III 1.0 Credit

Continues MUSC 126.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 126 [Min Grade: D]

MUSC 130 Introduction to Music 3.0 Credits

Provides an introduction to music in the European classical tradition, including elements of melody, harmony, rhythm, texture, structure, history, and principal composers. Emphasizes listening with understanding.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 134 Mambo, Samba, Salsa, and More 3.0 Credits

This course introduces the various Latin American musical traditions, as well as their historical contexts, evolution, inter-connectivity and current importance.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 152 Survey of Songwriting 3.0 Credits

This course will examine the art and craft of songwriting. Students will listen to and analyze many examples from folk and popular music, from the 1930's through to the present day. Students will use this knowledge, as well as that of basic music fundamentals, to compose a song at the end of the term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 190 Class Piano I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on piano.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 191 Class Guitar I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on guitar.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 192 Class Percussion I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on percussion.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 193 Class Voice I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction in voice.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 194 Class Bass I 2.0 Credits

Class Bass I uses group instruction to teach basic performance skills and techniques on electric bass guitar and upright bass.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

MUSC 195 Class Bass II 2.0 Credits

Class Bass II uses group instruction to teach advanced performance skills and techniques on electric bass guitar and upright bass.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

MUSC 229 Modern Arranging Techniques 3.0 Credits

Modern Arranging Techniques. Discusses the capabilities and ranges of varying instruments. Students study modern arranging techniques utilizing strategies and standard music material.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 231 [WI] Music History I 3.0 Credits

Surveys and analyzes compositions from antiquity through the Baroque period in European music history. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 232 [WI] Music History II 3.0 Credits

Surveys and analyzes compositions from the classical and romantic periods in European music history as well as the development of music in the 20th century. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 234 The Beatles 3.0 Credits

This course will examine the cultural phenomena of The Beatles from their early history as a band through the end of their regular collaboration in 1970. While The Beatles have been examined in many different ways, this course will concentrate on their productivity as a rock band through the single pop song, the pop album, and film. It will also serve to provide a more in depth study of the group and their influence on other popular culture.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 236 Rock Music Through the Mid-60s 3.0 Credits

Surveys rock music from its roots through the mid-60s.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 238 Rock Music Since the Mid-60s 3.0 Credits

Surveys rock music from the mid-60s through the mid-90s.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 241 Private Lesson 2.0 Credits

Weekly private music lessons on an instrument or voice as indicated by the section number. Lessons are fifty minutes per week. The specific day and time is mutually agreed upon by the instructor and the student. Musical style, level of ability, and learning objectives are individually based. Students are encouraged to contact the instructor if they have questions. Students are charged a lab fee every term they register.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit

MUSC 242 Applied Music V 2.0 Credits

Continuation of MUSC 242. Weekly private applied music instruction at the sophomore level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit
Prerequisites: MUSC 241 [Min Grade: D]

MUSC 243 Applied Music VI 2.0 Credits

Continuation of MUSC 242. Weekly private applied music instruction at the sophomore level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit
Prerequisites: MUSC 242 [Min Grade: D]

MUSC 249 Digital Music Composition 3.0 Credits

Digital Music Composition teaches students how to compose music intended to be produced by a computer and related to software, opposed to composing for acoustic instruments. Students will learn how to use specific music software and explore contemporary compositional techniques.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: MUSC 121 [Min Grade: D]

MUSC 252 Music Composition 3.0 Credits

Music Composition engages students in writing music for ensembles ranging from solo performer to large ensemble. Techniques of the common practice period as well as modernist harmonic techniques will be introduced and applied. Live performance of student projects will be provided and is an important feature of the course.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: MUSC 229 [Min Grade: D]

MUSC 290 Advanced Class Piano 2.0 Credits

Uses a group situation to teach performance skills on piano. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit
Prerequisites: MUSC 190 [Min Grade: D]

MUSC 291 Class Guitar II 2.0 Credits

Class Guitar II is a continuation of Class Guitar I. In this course students continue to work on note reading in first position, develop rhythmic skills and reading ability in different keys, learn movable barred chords and power chords, and learn basic finger picking technique.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: MUSC 191 [Min Grade: D]

MUSC 292 Advanced Class Percussion 2.0 Credits

Uses a group situation to teach performance skills on percussion. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit
Prerequisites: MUSC 192 [Min Grade: D]

MUSC 300 Improvisation 3.0 Credits

Provides study and practice of various improvisatory styles in music. Includes classroom lectures, listening, and solo and ensemble performance.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

MUSC 323 Songwriting 3.0 Credits

Addresses basic songwriting techniques including form, melody, rhythm, lyrics, and production. Projects are required.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: MUSC 122 [Min Grade: D]

MUSC 331 World Musics 3.0 Credits

Surveys various musical traditions from around the world in their cultural contexts. Includes selected music from Africa, the Americas, Europe, South Asia, Southeast Asia, Northeast Asia, West Asia, and Oceania.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

MUSC 333 Afro-American Music USA 3.0 Credits

Examines the African heritage and related New World forms outside the United States. Covers work songs, spirituals, blues, folk music, ragtime, gospel, rhythm and blues, jazz, etc.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

MUSC 336 History of Jazz 3.0 Credits

Surveys the music popularly known as jazz from before 1900 through the stylistic changes and trends of the 20th century. Covers precursors, early jazz, big bands, bebop, the new music, etc.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

MUSC 338 [WI] American Popular Music 3.0 Credits

Examines popular music (dances, marches, ragtime, jazz, musical comedy, movie music, swing, rock, etc.) from Colonial times to the present, with cultural-historical contexts. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

MUSC 341 Advanced Applied Music 2.0 Credits

Weekly private applied music instruction at the advanced level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit
Prerequisites: MUSC 243 [Min Grade: D]

MUSC 342 Applied Music-Recital 2.0 Credits

Students will present a public recital featuring significant solo repertoire. Repertoire choices for recital must be made through the Applied Music instructor.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 241 [Min Grade: D]

MUSC 380 Special Topics in Music 0.5-12.0 Credits

Covers selected topics in music. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 381 MADKo Concert Promotions 1.0-3.0 Credit

Students participate in organizing, advancing, booking, promoting and implementing concerts at venues both on and off -campus.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 9 times for 9 credits

Restrictions: Can enroll if major is EAM or major is MUSI.

Prerequisites: MUSC 262 [Min Grade: D] or MUSC 265 [Min Grade: D] or THTR 132 [Min Grade: D]

MUSC 470 Advanced Seminar in Music 3.0 Credits

Covers selected topics in music-theoretical, historical, technical, or commercial. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is MUSC or major is MUSI and classification is Junior or Senior.

MUSC 495 Directed Studies in Music 0.5-12.0 Credits

Provides supervised individual study of special subjects in music. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Minor in Music

The minor in music requires 26.0 credits, including work in music theory, history, applied music (class or private lessons), and ensemble performance, and 9.0 credits of music electives.

MUSC 121	Music Theory I	3.0
MUSC 125	Ear Training I	1.0
MUSC 126	Ear Training II	1.0
MUSC 130	Introduction to Music	3.0
MUSC 331	World Musics	3.0
MUSC 241	Private Lesson (Students take 3 terms)	6.0
	Music electives	9.0
	Ensembles (Six terms from MUSC 101 to MUSC 115)	0.0
Total Credits		26.0

Performing Arts Faculty

Luke Abruzzo, MM (*Rutgers University, Mason Gross School of the Arts*) *Music Program Director*. Assistant Teaching Professor. Music theory, electronic music, guitar.

Nicholas Anselmo, MFA (*University of California*) *Theater Program Director; Director of the Mandell Professionals in Residence Project*

(*MPIRP*). Associate Teaching Professor. Directing, acting, musical theater and scene study.

Scott Bacon, MS (*Drexel University*) *Ensemble Coordinator*. Assistant Teaching Professor. Rock music, introduction to music, piano class and private percussion instruction.

Karen Banos, BFA (*University of Pennsylvania*). Adjunct Instructor. Violin and viola.

Mark Beecher Adjunct Instructor. Percussion ensemble and instruction.

Angela Bilger, MA (*Julliard School of Music*). Adjunct Instructor. French horn.

Bobbi Block, MA (*Villanova University*). Adjunct Instructor. Theatrical improvisation.

Damon Bonetti, MFA (*Florida State University*). Adjunct Instructor. Acting fundamentals, scene study and play direction.

Jenna Simone Boyes, DPT (*Drexel University*). Adjunct Professor. Kinesiology for dance.

Perry Brisbon, MM (*Temple University*). Adjunct Instructor. Voice.

Wesley Broadnax, DMA (*Michigan State*) *Director of Concert Band and Pep Band*. Assistant Professor. An active guest conductor, clinician and adjudicator; conducted several All-State and honors bands both nationally and internationally.

Wanda Canfield, MA (*Temple University*). Adjunct Instructor. Piano.

Jose-Antonio (Dom) Chacon, MFA (*Temple University*). Adjunct Instructor. Theater production; lighting design.

Miriam Giguere, PhD (*Temple University*) *Program Director, Dance*. Associate Professor. Professional modern dancer, choreographer and dance educator whose research centers on cognition during the creative process. She has published nationally and internationally and is a frequent presenter on the integration of dance and academics at national and international conferences.

Tania Isaac, MFA (*Temple University*). Assistant Teaching Professor. Caribbean-American dancer/choreographer; fusion of choreography with personal documentary and social commentary to grapple with identity, post-colonial issues, feminism and juxtapositions of European and African influences.

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Carl Paris, PhD (*Temple University*). Adjunct Associate Professor. Interdisciplinary approach to dance studies, cultural studies and issues around black dance and performance.

Steven Powell, DMus (*Indiana University*). Professor. Successful composer and the author of articles on sound synthesis and choral performance techniques. He owns his own music publishing company, does professional music engraving, is the author of music publication software, and is an expert in desktop publishing.

Olive Prince, MFA (*Temple University*). Adjunct Assistant Professor. Choreography, creative process and improvisation; Director of Olive Prince Dance.

Meredith Rainey Adjunct Assistant Professor. Former soloist with Pennsylvania Ballet and director of Carbon Dance Theater. Ballet, choreography.

Heather Smalley, BS (*Drexel University*) *Assistant Director, Dance Ensemble*. Adjunct Assistant Professor. Arts administration.

George L. Starks, Jr., PhD (*Wesleyan*). Professor. Jazz and classical saxophonist who has received recognition from *Downbeat* magazine, and is a nationally respected scholar and ethnomusicologist who has published on many aspects of the African-American musical tradition.

Courses

MUSC 101 University Chorus 1.0 Credit

A large chorus that studies and performs music of many styles; performs each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 102 Chamber Singers 1.0 Credit

A select choir that performs advanced choral repertoire; performs frequently on and off campus. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 103 Naturally Sharp (Vocal Jazz Ensemble) 1.0 Credit

Naturally Sharp is a select group of singers, chosen by audition in the fall from the University Chorus. Naturally Sharp performs vocal jazz repertoire from the past hundred years with a three-piece backup band. Singers must also be able to do solos.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 101

MUSC 104 All-College Choir 1.0 Credit

All-College Choir is a non-auditioned, mixed voice ensemble that performs repertoire of various styles, genres and eras - including music of the classical tradition, jazz, spirituals, American musical theater, folk and pop.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 105 Concert Band 1.0 Credit

Performs a wide variety of music written for a large band; concerts given each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 106 Guitar Ensembles 1.0 Credit

Performs a wide variety of music written for a small guitar ensemble; concerts given at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 107 Jazz Ensembles 1.0 Credit

Offers rehearsal, study, and performance of jazz compositions for both large and small ensembles; concerts given on and off campus, sometimes with guest soloists. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 108 Jazztet 1.0 Credit

Jazztet is a subset of the larger Jazz Orchestra. Its size can vary based upon the availability of instrumentation and the desire of the director.

Its purpose is to present jazz music in a small instrumentation format.

Performances are typically part of the greater Jazz Orchestra concerts at the end of each term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 107

MUSC 109 University Orchestra 1.0 Credit

This is a full orchestra that performs concert repertoire of various periods from the 18th century to the present day. Wind, brass, and percussionists must be in the concert band in order to participate.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 110 Keyboard Ensembles 1.0 Credit

Performs a wide variety of music written for a small keyboard ensemble; concerts given at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 111 Chamber Music Ensemble 1.0 Credit

Various small ensembles performing a variety of music of many periods and styles. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 112 Fusion Band 1.0 Credit

Performs a wide variety of music written for a small fusion ensemble. The Fusion Band gives concerts at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 113 Percussion Ensembles 1.0 Credit

Performs a wide variety of music written for a small percussion ensemble. The ensemble gives concerts at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 114 Mediterranean Ensemble 1.0 Credit

The Drexel University Mediterranean Ensemble is open to any student with an interest in performing traditional music from the Balkans, the Middle East and Northern Africa. All instruments are welcomed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 115 Gospel Choir 1.0 Credit

Performs gospel music drawn from both traditional and contemporary sources. Performance opportunities for both singers and instrumentalists. Concerts given on and off campus each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 116 Pep Band 1.0 Credit

Pep Band is a group of roughly forty-five student musicians primarily from the concert band. The purpose of the Pep Band is to support the Drexel Dragons basketball team and play from the bleachers at home games as well as travel to tournaments.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 105

MUSC 117 Rock Ensemble 1.0 Credit

Rock Ensemble is an ensemble where students have the opportunity to gain experience working as a group rehearsing, arranging, organizing, recording, and ultimately performing songs in the rock/pop/contemporary genres. By choosing music that is both of high quality and varied, students have a unique opportunity to develop a strong work ethic while being exposed to various musical challenges.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 118 Chamber Music: Strings 1.0 Credit

MUSC 118 forms its participants into various sized string groups from trios and quartets to octets. The repertoire spans music of the classical tradition and beyond, from the modern day back to the 17th century. These small groups will perform as part of a larger chamber recital at the end of each term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 120 Music Fundamentals 3.0 Credits

Music Fundamentals teaches students essential skills and knowledge relating to Western music. Focus is placed on ear training and core music theory concepts. This course perfectly compliments any student's musical playing ability, beginning to advanced, and is essential to further musical development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 121 Music Theory I 3.0 Credits

Covers basics in the materials of music, its structures, and grammar, including chords, melodic lines, and elementary rhythm.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 122 Music Theory II 3.0 Credits

Covers organization of pitch in Western and non-Western music. Covers the major-minor key system, medieval and ethnic modes, the 12-tone system, and tuning.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 123 Music Theory III 3.0 Credits

Covers a variety of musical forms from binary and rondo to sonata-allegro, including both sectional and continuous forms, to gain an understanding of the relationship between form and the materials of music. Studies form both in relation to its historical evolution and in terms of its generative role in the creation of music.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 124 Jazz Theory 3.0 Credits

Jazz Theory introduces musical concepts and skills as they pertain to this specific style of music. The material discussed is foundational knowledge for jazz composition, arranging, and improvisation. Therefore, this course is suitable for students interested in jazz performance or composition.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 125 Ear Training I 1.0 Credit

Introduces the basics of ear training and sight singing.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 126 Ear Training II 1.0 Credit

Continues MUSC 125.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 125 [Min Grade: D]

MUSC 127 Ear Training III 1.0 Credit

Continues MUSC 126.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 126 [Min Grade: D]

MUSC 130 Introduction to Music 3.0 Credits

Provides an introduction to music in the European classical tradition, including elements of melody, harmony, rhythm, texture, structure, history, and principal composers. Emphasizes listening with understanding.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 134 Mambo, Samba, Salsa, and More 3.0 Credits

This course introduces the various Latin American musical traditions, as well as their historical contexts, evolution, inter-connectivity and current importance.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 152 Survey of Songwriting 3.0 Credits

This course will examine the art and craft of songwriting. Students will listen to and analyze many examples from folk and popular music, from the 1930's through to the present day. Students will use this knowledge, as well as that of basic music fundamentals, to compose a song at the end of the term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 190 Class Piano I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on piano.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 191 Class Guitar I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on guitar.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 192 Class Percussion I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on percussion.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 193 Class Voice I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction in voice.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 194 Class Bass I 2.0 Credits

Class Bass I uses group instruction to teach basic performance skills and techniques on electric bass guitar and upright bass.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

MUSC 195 Class Bass II 2.0 Credits

Class Bass II uses group instruction to teach advanced performance skills and techniques on electric bass guitar and upright bass.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

MUSC 229 Modern Arranging Techniques 3.0 Credits

Modern Arranging Techniques. Discusses the capabilities and ranges of varying instruments. Students study modern arranging techniques utilizing strategies and standard music material.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 231 [WI] Music History I 3.0 Credits

Surveys and analyzes compositions from antiquity through the Baroque period in European music history. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 232 [WI] Music History II 3.0 Credits

Surveys and analyzes compositions from the classical and romantic periods in European music history as well as the development of music in the 20th century. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 234 The Beatles 3.0 Credits

This course will examine the cultural phenomena of The Beatles from their early history as a band through the end of their regular collaboration in 1970. While The Beatles have been examined in many different ways, this course will concentrate on their productivity as a rock band through the single pop song, the pop album, and film. It will also serve to provide a more in depth study of the group and their influence on other popular culture.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 236 Rock Music Through the Mid-60s 3.0 Credits

Surveys rock music from its roots through the mid-60s.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 238 Rock Music Since the Mid-60s 3.0 Credits

Surveys rock music from the mid-60s through the mid-90s.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 241 Private Lesson 2.0 Credits

Weekly private music lessons on an instrument or voice as indicated by the section number. Lessons are fifty minutes per week. The specific day and time is mutually agreed upon by the instructor and the student. Musical style, level of ability, and learning objectives are individually based. Students are encouraged to contact the instructor if they have questions. Students are charged a lab fee every term they register.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 242 Applied Music V 2.0 Credits

Continuation of MUSC 242. Weekly private applied music instruction at the sophomore level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 241 [Min Grade: D]

MUSC 243 Applied Music VI 2.0 Credits

Continuation of MUSC 242. Weekly private applied music instruction at the sophomore level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 242 [Min Grade: D]

MUSC 249 Digital Music Composition 3.0 Credits

Digital Music Composition teaches students how to compose music intended to be produced by a computer and related to software, opposed to composing for acoustic instruments. Students will learn how to use specific music software and explore contemporary compositional techniques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 252 Music Composition 3.0 Credits

Music Composition engages students in writing music for ensembles ranging from solo performer to large ensemble. Techniques of the common practice period as well as modernist harmonic techniques will be introduced and applied. Live performance of student projects will be provided and is an important feature of the course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 229 [Min Grade: D]

MUSC 290 Advanced Class Piano 2.0 Credits

Uses a group situation to teach performance skills on piano. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 190 [Min Grade: D]

MUSC 291 Class Guitar II 2.0 Credits

Class Guitar II is a continuation of Class Guitar I. In this course students continue to work on note reading in first position, develop rhythmic skills and reading ability in different keys, learn movable barred chords and power chords, and learn basic finger picking technique.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 191 [Min Grade: D]

MUSC 292 Advanced Class Percussion 2.0 Credits

Uses a group situation to teach performance skills on percussion. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 192 [Min Grade: D]

MUSC 300 Improvisation 3.0 Credits

Provides study and practice of various improvisatory styles in music. Includes classroom lectures, listening, and solo and ensemble performance.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 323 Songwriting 3.0 Credits

Addresses basic songwriting techniques including form, melody, rhythm, lyrics, and production. Projects are required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 331 World Musics 3.0 Credits

Surveys various musical traditions from around the world in their cultural contexts. Includes selected music from Africa, the Americas, Europe, South Asia, Southeast Asia, Northeast Asia, West Asia, and Oceania.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 333 Afro-American Music USA 3.0 Credits

Examines the African heritage and related New World forms outside the United States. Covers work songs, spirituals, blues, folk music, ragtime, gospel, rhythm and blues, jazz, etc.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 336 History of Jazz 3.0 Credits

Surveys the music popularly known as jazz from before 1900 through the stylistic changes and trends of the 20th century. Covers precursors, early jazz, big bands, bebop, the new music, etc.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 338 [WI] American Popular Music 3.0 Credits

Examines popular music (dances, marches, ragtime, jazz, musical comedy, movie music, swing, rock, etc.) from Colonial times to the present, with cultural-historical contexts. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 341 Advanced Applied Music 2.0 Credits

Weekly private applied music instruction at the advanced level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 243 [Min Grade: D]

MUSC 342 Applied Music-Recital 2.0 Credits

Students will present a public recital featuring significant solo repertoire. Repertoire choices for recital must be made through the Applied Music instructor.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 241 [Min Grade: D]

MUSC 380 Special Topics in Music 0.5-12.0 Credits

Covers selected topics in music. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 381 MADKo Concert Promotions 1.0-3.0 Credit

Students participate in organizing, advancing, booking, promoting and implementing concerts at venues both on and off -campus.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 9 times for 9 credits

Restrictions: Can enroll if major is EAM or major is MUSI.

Prerequisites: MUSC 262 [Min Grade: D] or MUSC 265 [Min Grade: D] or THTR 132 [Min Grade: D]

MUSC 470 Advanced Seminar in Music 3.0 Credits

Covers selected topics in music-theoretical, historical, technical, or commercial. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is MUSC or major is MUSI and classification is Junior or Senior.

MUSC 495 Directed Studies in Music 0.5-12.0 Credits

Provides supervised individual study of special subjects in music. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Minor in Music Performance

The minor in music performance requires two years of private lessons study with our artist faculty, culminating in a recital. The Music Program will provide support for the recital venue and accompanist.

Required Courses

MUSC 121	Music Theory I	3.0
MUSC 125	Ear Training I	1.0
MUSC 126	Ear Training II	1.0
MUSC 130	Introduction to Music	3.0
MUSC 241	Private Lesson (5 terms)	10.0
MUSC 331	World Musics	3.0
MUSC 342	Applied Music-Recital	2.0
Music elective		3.0
Ensembles (six terms from MUSC 101 to MUSC 115)		0.0
Total Credits		26.0

Performing Arts Faculty

Luke Abruzzo, MM (*Rutgers University, Mason Gross School of the Arts*) *Music Program Director*. Assistant Teaching Professor. Music theory, electronic music, guitar.

Nicholas Anselmo, MFA (*University of California*) *Theater Program Director; Director of the Mandell Professionals in Residence Project (MPiRP)*. Associate Teaching Professor. Directing, acting, musical theater and scene study.

Scott Bacon, MS (*Drexel University*) *Ensemble Coordinator*. Assistant Teaching Professor. Rock music, introduction to music, piano class and private percussion instruction.

Karen Banos, BFA (*University of Pennsylvania*). Adjunct Instructor. Violin and viola.

Mark Beecher Adjunct Instructor. Percussion ensemble and instruction.

Angela Bilger, MA (*Julliard School of Music*). Adjunct Instructor. French horn.

Bobbi Block, MA (*Villanova University*). Adjunct Instructor. Theatrical improvisation.

Damon Bonetti, MFA (*Florida State University*). Adjunct Instructor. Acting fundamentals, scene study and play direction.

Jenna Simone Boyes, DPT (*Drexel University*). Adjunct Professor. Kinesiology for dance.

Perry Brisbon, MM (*Temple University*). Adjunct Instructor. Voice.

Wesley Broadnax, DMA (*Michigan State*) *Director of Concert Band and Pep Band*. Assistant Professor. An active guest conductor, clinician and adjudicator; conducted several All-State and honors bands both nationally and internationally.

Wanda Canfield, MA (*Temple University*). Adjunct Instructor. Piano.

Jose-Antonio (Dom) Chacon, MFA (*Temple University*). Adjunct Instructor. Theater production; lighting design.

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Jennifer Morley, MFA (*Temple University*). Adjunct Assistant Professor. Master Pilates instructor and director of the Drexel Pilates Teaching Training program; modern dance, choreography.

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Meredith Rainey Adjunct Assistant Professor. Former soloist with Pennsylvania Ballet and director of Carbon Dance Theater. Ballet, choreography.

Heather Smalley, BS (*Drexel University*) *Assistant Director, Dance Ensemble*. Adjunct Assistant Professor. Arts administration.

George L. Starks, Jr., PhD (*Wesleyan*). Professor. Jazz and classical saxophonist who has received recognition from *Downbeat* magazine, and is a nationally respected scholar and ethnomusicologist who has published on many aspects of the African-American musical tradition.

Courses

MUSC 101 University Chorus 1.0 Credit

A large chorus that studies and performs music of many styles; performs each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit

MUSC 102 Chamber Singers 1.0 Credit

A select choir that performs advanced choral repertoire; performs frequently on and off campus. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Can be repeated multiple times for credit

MUSC 103 Naturally Sharp (Vocal Jazz Ensemble) 1.0 Credit

Naturally Sharp is a select group of singers, chosen by audition in the fall from the University Chorus. Naturally Sharp performs vocal jazz repertoire from the past hundred years with a three-piece backup band. Singers must also be able to do solos.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 101

MUSC 104 All-College Choir 1.0 Credit

All-College Choir is a non-auditioned, mixed voice ensemble that performs repertoire of various styles, genres and eras - including music of the classical tradition, jazz, spirituals, American musical theater, folk and pop.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 105 Concert Band 1.0 Credit

Performs a wide variety of music written for a large band; concerts given each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 106 Guitar Ensembles 1.0 Credit

Performs a wide variety of music written for a small guitar ensemble; concerts given at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 107 Jazz Ensembles 1.0 Credit

Offers rehearsal, study, and performance of jazz compositions for both large and small ensembles; concerts given on and off campus, sometimes with guest soloists. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 108 Jazztet 1.0 Credit

Jazztet is a subset of the larger Jazz Orchestra. Its size can vary based upon the availability of instrumentation and the desire of the director. Its purpose is to present jazz music in a small instrumentation format. Performances are typically part of the greater Jazz Orchestra concerts at the end of each term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 107

MUSC 109 University Orchestra 1.0 Credit

This is a full orchestra that performs concert repertoire of various periods from the 18th century to the present day. Wind, brass, and percussionists must be in the concert band in order to participate.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 110 Keyboard Ensembles 1.0 Credit

Performs a wide variety of music written for a small keyboard ensemble; concerts given at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 111 Chamber Music Ensemble 1.0 Credit

Various small ensembles performing a variety of music of many periods and styles. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 112 Fusion Band 1.0 Credit

Performs a wide variety of music written for a small fusion ensemble. The Fusion Band gives concerts at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 113 Percussion Ensembles 1.0 Credit

Performs a wide variety of music written for a small percussion ensemble. The ensemble gives concerts at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 114 Mediterranean Ensemble 1.0 Credit

The Drexel University Mediterranean Ensemble is open to any student with an interest in performing traditional music from the Balkans, the Middle East and Northern Africa. All instruments are welcomed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 115 Gospel Choir 1.0 Credit

Performs gospel music drawn from both traditional and contemporary sources. Performance opportunities for both singers and instrumentalists. Concerts given on and off campus each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 116 Pep Band 1.0 Credit

Pep Band is a group of roughly forty-five student musicians primarily from the concert band. The purpose of the Pep Band is to support the Drexel Dragons basketball team and play from the bleachers at home games as well as travel to tournaments.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 105

MUSC 117 Rock Ensemble 1.0 Credit

Rock Ensemble is an ensemble where students have the opportunity to gain experience working as a group rehearsing, arranging, organizing, recording, and ultimately performing songs in the rock/pop/contemporary genres. By choosing music that is both of high quality and varied, students have a unique opportunity to develop a strong work ethic while being exposed to various musical challenges.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 118 Chamber Music: Strings 1.0 Credit

MUSC 118 forms its participants into various sized string groups from trios and quartets to octets. The repertoire spans music of the classical tradition and beyond, from the modern day back to the 17th century. These small groups will perform as part of a larger chamber recital at the end of each term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 120 Music Fundamentals 3.0 Credits

Music Fundamentals teaches students essential skills and knowledge relating to Western music. Focus is placed on ear training and core music theory concepts. This course perfectly compliments any student's musical playing ability, beginning to advanced, and is essential to further musical development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 121 Music Theory I 3.0 Credits

Covers basics in the materials of music, its structures, and grammar, including chords, melodic lines, and elementary rhythm.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 122 Music Theory II 3.0 Credits

Covers organization of pitch in Western and non-Western music. Covers the major-minor key system, medieval and ethnic modes, the 12-tone system, and tuning.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 123 Music Theory III 3.0 Credits

Covers a variety of musical forms from binary and rondo to sonata-allegro, including both sectional and continuous forms, to gain an understanding of the relationship between form and the materials of music. Studies form both in relation to its historical evolution and in terms of its generative role in the creation of music.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 124 Jazz Theory 3.0 Credits

Jazz Theory introduces musical concepts and skills as they pertain to this specific style of music. The material discussed is foundational knowledge for jazz composition, arranging, and improvisation. Therefore, this course is suitable for students interested in jazz performance or composition.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 125 Ear Training I 1.0 Credit

Introduces the basics of ear training and sight singing.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 126 Ear Training II 1.0 Credit

Continues MUSC 125.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 125 [Min Grade: D]

MUSC 127 Ear Training III 1.0 Credit

Continues MUSC 126.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 126 [Min Grade: D]

MUSC 130 Introduction to Music 3.0 Credits

Provides an introduction to music in the European classical tradition, including elements of melody, harmony, rhythm, texture, structure, history, and principal composers. Emphasizes listening with understanding.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 134 Mambo, Samba, Salsa, and More 3.0 Credits

This course introduces the various Latin American musical traditions, as well as their historical contexts, evolution, inter-connectivity and current importance.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 152 Survey of Songwriting 3.0 Credits

This course will examine the art and craft of songwriting. Students will listen to and analyze many examples from folk and popular music, from the 1930's through to the present day. Students will use this knowledge, as well as that of basic music fundamentals, to compose a song at the end of the term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 190 Class Piano I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on piano.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 191 Class Guitar I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on guitar.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 192 Class Percussion I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on percussion.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 193 Class Voice I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction in voice.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 194 Class Bass I 2.0 Credits

Class Bass I uses group instruction to teach basic performance skills and techniques on electric bass guitar and upright bass.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

MUSC 195 Class Bass II 2.0 Credits

Class Bass II uses group instruction to teach advanced performance skills and techniques on electric bass guitar and upright bass.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

MUSC 229 Modern Arranging Techniques 3.0 Credits

Modern Arranging Techniques. Discusses the capabilities and ranges of varying instruments. Students study modern arranging techniques utilizing strategies and standard music material.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 231 [WI] Music History I 3.0 Credits

Surveys and analyzes compositions from antiquity through the Baroque period in European music history. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 232 [WI] Music History II 3.0 Credits

Surveys and analyzes compositions from the classical and romantic periods in European music history as well as the development of music in the 20th century. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 234 The Beatles 3.0 Credits

This course will examine the cultural phenomena of The Beatles from their early history as a band through the end of their regular collaboration in 1970. While The Beatles have been examined in many different ways, this course will concentrate on their productivity as a rock band through the single pop song, the pop album, and film. It will also serve to provide a more in depth study of the group and their influence on other popular culture.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 236 Rock Music Through the Mid-60s 3.0 Credits

Surveys rock music from its roots through the mid-60s.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 238 Rock Music Since the Mid-60s 3.0 Credits

Surveys rock music from the mid-60s through the mid-90s.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 241 Private Lesson 2.0 Credits

Weekly private music lessons on an instrument or voice as indicated by the section number. Lessons are fifty minutes per week. The specific day and time is mutually agreed upon by the instructor and the student. Musical style, level of ability, and learning objectives are individually based. Students are encouraged to contact the instructor if they have questions. Students are charged a lab fee every term they register.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 242 Applied Music V 2.0 Credits

Continuation of MUSC 242. Weekly private applied music instruction at the sophomore level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 241 [Min Grade: D]

MUSC 243 Applied Music VI 2.0 Credits

Continuation of MUSC 242. Weekly private applied music instruction at the sophomore level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 242 [Min Grade: D]

MUSC 249 Digital Music Composition 3.0 Credits

Digital Music Composition teaches students how to compose music intended to be produced by a computer and related to software, opposed to composing for acoustic instruments. Students will learn how to use specific music software and explore contemporary compositional techniques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 252 Music Composition 3.0 Credits

Music Composition engages students in writing music for ensembles ranging from solo performer to large ensemble. Techniques of the common practice period as well as modernist harmonic techniques will be introduced and applied. Live performance of student projects will be provided and is an important feature of the course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 229 [Min Grade: D]

MUSC 290 Advanced Class Piano 2.0 Credits

Uses a group situation to teach performance skills on piano. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 190 [Min Grade: D]

MUSC 291 Class Guitar II 2.0 Credits

Class Guitar II is a continuation of Class Guitar I. In this course students continue to work on note reading in first position, develop rhythmic skills and reading ability in different keys, learn movable barred chords and power chords, and learn basic finger picking technique.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 191 [Min Grade: D]

MUSC 292 Advanced Class Percussion 2.0 Credits

Uses a group situation to teach performance skills on percussion. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 192 [Min Grade: D]

MUSC 300 Improvisation 3.0 Credits

Provides study and practice of various improvisatory styles in music.

Includes classroom lectures, listening, and solo and ensemble performance.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 323 Songwriting 3.0 Credits

Addresses basic songwriting techniques including form, melody, rhythm, lyrics, and production. Projects are required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 331 World Musics 3.0 Credits

Surveys various musical traditions from around the world in their cultural contexts. Includes selected music from Africa, the Americas, Europe, South Asia, Southeast Asia, Northeast Asia, West Asia, and Oceania.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 333 Afro-American Music USA 3.0 Credits

Examines the African heritage and related New World forms outside the United States. Covers work songs, spirituals, blues, folk music, ragtime, gospel, rhythm and blues, jazz, etc.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 336 History of Jazz 3.0 Credits

Surveys the music popularly known as jazz from before 1900 through the stylistic changes and trends of the 20th century. Covers precursors, early jazz, big bands, bebop, the new music, etc.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 338 [WI] American Popular Music 3.0 Credits

Examines popular music (dances, marches, ragtime, jazz, musical comedy, movie music, swing, rock, etc.) from Colonial times to the present, with cultural-historical contexts. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 341 Advanced Applied Music 2.0 Credits

Weekly private applied music instruction at the advanced level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 243 [Min Grade: D]

MUSC 342 Applied Music-Recital 2.0 Credits

Students will present a public recital featuring significant solo repertoire. Repertoire choices for recital must be made through the Applied Music instructor.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 241 [Min Grade: D]

MUSC 380 Special Topics in Music 0.5-12.0 Credits

Covers selected topics in music. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 381 MADKo Concert Promotions 1.0-3.0 Credit

Students participate in organizing, advancing, booking, promoting and implementing concerts at venues both on and off -campus.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 9 times for 9 credits

Restrictions: Can enroll if major is EAM or major is MUSI.

Prerequisites: MUSC 262 [Min Grade: D] or MUSC 265 [Min Grade: D] or THTR 132 [Min Grade: D]

MUSC 470 Advanced Seminar in Music 3.0 Credits

Covers selected topics in music-theoretical, historical, technical, or commercial. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is MUSC or major is MUSI and classification is Junior or Senior.

MUSC 495 Directed Studies in Music 0.5-12.0 Credits

Provides supervised individual study of special subjects in music. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Music Theory and Composition

The minor in music theory and composition is aimed at people who are writing their own music or who would like to begin doing so. Students will take courses in music theory, arranging, composition, and digital composition, and end with a portfolio of several completed pieces.

Requirements

MUSC 121	Music Theory I	3.0
MUSC 122	Music Theory II	3.0
MUSC 229	Modern Arranging Techniques	3.0
MUSC 125	Ear Training I	1.0
MUSC 130	Introduction to Music	3.0
MUSC 249	Digital Music Composition	3.0
MUSC 252	Music Composition	3.0
MUSC 331	World Musics	3.0
MUSC 241	Private Lesson (*)	2.0

Ensembles (**)

Music Elective	3.0
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Total Credits	27.0
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* Students are strongly encouraged to register for the section designated for composition.

** Ensembles (6 terms from MUSC 101 to MUSC 115)

Performing Arts Faculty

Luke Abruzzo, MM (*Rutgers University, Mason Gross School of the Arts*)
Music Program Director. Assistant Teaching Professor. Music theory,
electronic music, guitar.

Nicholas Anselmo, MFA (*University of California*) *Theater Program
Director; Director of the Mandell Professionals in Residence Project
(MPIRP)*. Associate Teaching Professor. Directing, acting, musical theater
and scene study.

Scott Bacon, MS (*Drexel University*) *Ensemble Coordinator*. Assistant
Teaching Professor. Rock music, introduction to music, piano class and
private percussion instruction.

Karen Banos, BFA (*University of Pennsylvania*). Adjunct Instructor. Violin
and viola.

Mark Beecher Adjunct Instructor. Percussion ensemble and instruction.

Angela Bilger, MA (*Julliard School of Music*). Adjunct Instructor. French
horn.

Bobbi Block, MA (*Villanova University*). Adjunct Instructor. Theatrical
improvisation.

Damon Bonetti, MFA (*Florida State University*). Adjunct Instructor. Acting
fundamentals, scene study and play direction.

Jenna Simone Boyes, DPT (*Drexel University*). Adjunct Professor.
Kinesiology for dance.

Perry Brisbon, MM (*Temple University*). Adjunct Instructor. Voice.

Wesley Broadnax, DMA (*Michigan State*) *Director of Concert Band and
Pep Band*. Assistant Professor. An active guest conductor, clinician and
adjudicator; conducted several All-State and honors bands both nationally
and internationally.

Wanda Canfield, MA (*Temple University*). Adjunct Instructor. Piano.

Jose-Antonio (Dom) Chacon, MFA (*Temple University*). Adjunct Instructor.
Theater production; lighting design.

Miriam Giguere, PhD (*Temple University*) *Program Director, Dance*.
Associate Professor. Professional modern dancer, choreographer and
dance educator whose research centers on cognition during the creative
process. She has published nationally and internationally and is a
frequent presenter on the integration of dance and academics at national
and international conferences.

Tania Isaac, MFA (*Temple University*). Assistant Teaching Professor.
Caribbean-American dancer/choreographer; fusion of choreography with
personal documentary and social commentary to grapple with identity,
post-colonial issues, feminism and juxtapositions of European and African
influences.

Lucinda Lea, BA (*Indiana University*). Adjunct Assistant Professor. Ballet.

Jennifer Morley, MFA (*Temple University*). Adjunct Assistant Professor.
Master Pilates instructor and director of the Drexel Pilates Teaching
Training program; modern dance, choreography.

Carl Paris, PhD (*Temple University*). Adjunct Associate Professor.
Interdisciplinary approach to dance studies, cultural studies and issues
around black dance and performance.

Steven Powell, DMus (*Indiana University*). Professor. Successful
composer and the author of articles on sound synthesis and choral
performance techniques. He owns his own music publishing company,
does professional music engraving, is the author of music publication
software, and is an expert in desktop publishing.

Olive Prince, MFA (*Temple University*). Adjunct Assistant Professor.
Choreography, creative process and improvisation; Director of Olive
Prince Dance.

Meredith Rainey Adjunct Assistant Professor. Former soloist with
Pennsylvania Ballet and director of Carbon Dance Theater. Ballet,
choreography.

Heather Smalley, BS (*Drexel University*) *Assistant Director, Dance
Ensemble*. Adjunct Assistant Professor. Arts administration.

George L. Starks, Jr., PhD (*Wesleyan*). Professor. Jazz and classical
saxophonist who has received recognition from *Downbeat* magazine,
and is a nationally respected scholar and ethnomusicologist who has
published on many aspects of the African-American musical tradition.

Courses

MUSC 101 University Chorus 1.0 Credit

A large chorus that studies and performs music of many styles; performs
each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 102 Chamber Singers 1.0 Credit

A select choir that performs advanced choral repertoire; performs
frequently on and off campus. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 103 Naturally Sharp (Vocal Jazz Ensemble) 1.0 Credit

Naturally Sharp is a select group of singers, chosen by audition in the fall
from the University Chorus. Naturally Sharp performs vocal jazz repertoire
from the past hundred years with a three-piece backup band. Singers
must also be able to do solos.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 101

MUSC 104 All-College Choir 1.0 Credit

All-College Choir is a non-auditioned, mixed voice ensemble that performs
repertoire of various styles, genres and eras - including music of the
classical tradition, jazz, spirituals, American musical theater, folk and pop.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 105 Concert Band 1.0 Credit

Performs a wide variety of music written for a large band; concerts given each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 106 Guitar Ensembles 1.0 Credit

Performs a wide variety of music written for a small guitar ensemble; concerts given at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 107 Jazz Ensembles 1.0 Credit

Offers rehearsal, study, and performance of jazz compositions for both large and small ensembles; concerts given on and off campus, sometimes with guest soloists. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 108 Jazztet 1.0 Credit

Jazztet is a subset of the larger Jazz Orchestra. Its size can vary based upon the availability of instrumentation and the desire of the director. Its purpose is to present jazz music in a small instrumentation format. Performances are typically part of the greater Jazz Orchestra concerts at the end of each term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 107

MUSC 109 University Orchestra 1.0 Credit

This is a full orchestra that performs concert repertoire of various periods from the 18th century to the present day. Wind, brass, and percussionists must be in the concert band in order to participate.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 110 Keyboard Ensembles 1.0 Credit

Performs a wide variety of music written for a small keyboard ensemble; concerts given at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 111 Chamber Music Ensemble 1.0 Credit

Various small ensembles performing a variety of music of many periods and styles. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 112 Fusion Band 1.0 Credit

Performs a wide variety of music written for a small fusion ensemble. The Fusion Band gives concerts at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 113 Percussion Ensembles 1.0 Credit

Performs a wide variety of music written for a small percussion ensemble. The ensemble gives concerts at least twice a year. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 114 Mediterranean Ensemble 1.0 Credit

The Drexel University Mediterranean Ensemble is open to any student with an interest in performing traditional music from the Balkans, the Middle East and Northern Africa. All instruments are welcomed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 115 Gospel Choir 1.0 Credit

Performs gospel music drawn from both traditional and contemporary sources. Performance opportunities for both singers and instrumentalists. Concerts given on and off campus each term. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 116 Pep Band 1.0 Credit

Pep Band is a group of roughly forty-five student musicians primarily from the concert band. The purpose of the Pep Band is to support the Drexel Dragons basketball team and play from the bleachers at home games as well as travel to tournaments.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Corequisite: MUSC 105

MUSC 117 Rock Ensemble 1.0 Credit

Rock Ensemble is an ensemble where students have the opportunity to gain experience working as a group rehearsing, arranging, organizing, recording, and ultimately performing songs in the rock/pop/contemporary genres. By choosing music that is both of high quality and varied, students have a unique opportunity to develop a strong work ethic while being exposed to various musical challenges.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 118 Chamber Music: Strings 1.0 Credit

MUSC 118 forms its participants into various sized string groups from trios and quartets to octets. The repertoire spans music of the classical tradition and beyond, from the modern day back to the 17th century. These small groups will perform as part of a larger chamber recital at the end of each term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 120 Music Fundamentals 3.0 Credits

Music Fundamentals teaches students essential skills and knowledge relating to Western music. Focus is placed on ear training and core music theory concepts. This course perfectly compliments any student's musical playing ability, beginning to advanced, and is essential to further musical development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 121 Music Theory I 3.0 Credits

Covers basics in the materials of music, its structures, and grammar, including chords, melodic lines, and elementary rhythm.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 122 Music Theory II 3.0 Credits

Covers organization of pitch in Western and non-Western music. Covers the major-minor key system, medieval and ethnic modes, the 12-tone system, and tuning.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 123 Music Theory III 3.0 Credits

Covers a variety of musical forms from binary and rondo to sonata-allegro, including both sectional and continuous forms, to gain an understanding of the relationship between form and the materials of music. Studies form both in relation to its historical evolution and in terms of its generative role in the creation of music.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 124 Jazz Theory 3.0 Credits

Jazz Theory introduces musical concepts and skills as they pertain to this specific style of music. The material discussed is foundational knowledge for jazz composition, arranging, and improvisation. Therefore, this course is suitable for students interested in jazz performance or composition.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 125 Ear Training I 1.0 Credit

Introduces the basics of ear training and sight singing.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 126 Ear Training II 1.0 Credit

Continues MUSC 125.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 125 [Min Grade: D]

MUSC 127 Ear Training III 1.0 Credit

Continues MUSC 126.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 126 [Min Grade: D]

MUSC 130 Introduction to Music 3.0 Credits

Provides an introduction to music in the European classical tradition, including elements of melody, harmony, rhythm, texture, structure, history, and principal composers. Emphasizes listening with understanding.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 134 Mambo, Samba, Salsa, and More 3.0 Credits

This course introduces the various Latin American musical traditions, as well as their historical contexts, evolution, inter-connectivity and current importance.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 152 Survey of Songwriting 3.0 Credits

This course will examine the art and craft of songwriting. Students will listen to and analyze many examples from folk and popular music, from the 1930's through to the present day. Students will use this knowledge, as well as that of basic music fundamentals, to compose a song at the end of the term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 190 Class Piano I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on piano.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 191 Class Guitar I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on guitar.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 192 Class Percussion I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction on percussion.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 193 Class Voice I 2.0 Credits

Uses a group situation to teach basic performance skills and beginning instruction in voice.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 194 Class Bass I 2.0 Credits

Class Bass I uses group instruction to teach basic performance skills and techniques on electric bass guitar and upright bass.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

MUSC 195 Class Bass II 2.0 Credits

Class Bass II uses group instruction to teach advanced performance skills and techniques on electric bass guitar and upright bass.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

MUSC 229 Modern Arranging Techniques 3.0 Credits

Modern Arranging Techniques. Discusses the capabilities and ranges of varying instruments. Students study modern arranging techniques utilizing strategies and standard music material.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 231 [WI] Music History I 3.0 Credits

Surveys and analyzes compositions from antiquity through the Baroque period in European music history. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 232 [WI] Music History II 3.0 Credits

Surveys and analyzes compositions from the classical and romantic periods in European music history as well as the development of music in the 20th century. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 234 The Beatles 3.0 Credits

This course will examine the cultural phenomena of The Beatles from their early history as a band through the end of their regular collaboration in 1970. While The Beatles have been examined in many different ways, this course will concentrate on their productivity as a rock band through the single pop song, the pop album, and film. It will also serve to provide a more in depth study of the group and their influence on other popular culture.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 236 Rock Music Through the Mid-60s 3.0 Credits

Surveys rock music from its roots through the mid-60s.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 238 Rock Music Since the Mid-60s 3.0 Credits

Surveys rock music from the mid-60s through the mid-90s.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 241 Private Lesson 2.0 Credits

Weekly private music lessons on an instrument or voice as indicated by the section number. Lessons are fifty minutes per week. The specific day and time is mutually agreed upon by the instructor and the student. Musical style, level of ability, and learning objectives are individually based. Students are encouraged to contact the instructor if they have questions. Students are charged a lab fee every term they register.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 242 Applied Music V 2.0 Credits

Continuation of MUSC 242. Weekly private applied music instruction at the sophomore level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 241 [Min Grade: D]

MUSC 243 Applied Music VI 2.0 Credits

Continuation of MUSC 242. Weekly private applied music instruction at the sophomore level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 242 [Min Grade: D]

MUSC 249 Digital Music Composition 3.0 Credits

Digital Music Composition teaches students how to compose music intended to be produced by a computer and related to software, opposed to composing for acoustic instruments. Students will learn how to use specific music software and explore contemporary compositional techniques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 121 [Min Grade: D]

MUSC 252 Music Composition 3.0 Credits

Music Composition engages students in writing music for ensembles ranging from solo performer to large ensemble. Techniques of the common practice period as well as modernist harmonic techniques will be introduced and applied. Live performance of student projects will be provided and is an important feature of the course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 229 [Min Grade: D]

MUSC 290 Advanced Class Piano 2.0 Credits

Uses a group situation to teach performance skills on piano. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 190 [Min Grade: D]

MUSC 291 Class Guitar II 2.0 Credits

Class Guitar II is a continuation of Class Guitar I. In this course students continue to work on note reading in first position, develop rhythmic skills and reading ability in different keys, learn movable barred chords and power chords, and learn basic finger picking technique.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 191 [Min Grade: D]

MUSC 292 Advanced Class Percussion 2.0 Credits

Uses a group situation to teach performance skills on percussion. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 192 [Min Grade: D]

MUSC 300 Improvisation 3.0 Credits

Provides study and practice of various improvisatory styles in music. Includes classroom lectures, listening, and solo and ensemble performance.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 323 Songwriting 3.0 Credits

Addresses basic songwriting techniques including form, melody, rhythm, lyrics, and production. Projects are required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 122 [Min Grade: D]

MUSC 331 World Musics 3.0 Credits

Surveys various musical traditions from around the world in their cultural contexts. Includes selected music from Africa, the Americas, Europe, South Asia, Southeast Asia, Northeast Asia, West Asia, and Oceania.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 333 Afro-American Music USA 3.0 Credits

Examines the African heritage and related New World forms outside the United States. Covers work songs, spirituals, blues, folk music, ragtime, gospel, rhythm and blues, jazz, etc.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 336 History of Jazz 3.0 Credits

Surveys the music popularly known as jazz from before 1900 through the stylistic changes and trends of the 20th century. Covers precursors, early jazz, big bands, bebop, the new music, etc.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 338 [WI] American Popular Music 3.0 Credits

Examines popular music (dances, marches, ragtime, jazz, musical comedy, movie music, swing, rock, etc.) from Colonial times to the present, with cultural-historical contexts. This is a writing intensive course.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSC 341 Advanced Applied Music 2.0 Credits

Weekly private applied music instruction at the advanced level. Fee requirement. May be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: MUSC 243 [Min Grade: D]

MUSC 342 Applied Music-Recital 2.0 Credits

Students will present a public recital featuring significant solo repertoire. Repertoire choices for recital must be made through the Applied Music instructor.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSC 241 [Min Grade: D]

MUSC 380 Special Topics in Music 0.5-12.0 Credits

Covers selected topics in music. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

MUSC 381 MADKo Concert Promotions 1.0-3.0 Credit

Students participate in organizing, advancing, booking, promoting and implementing concerts at venues both on and off -campus.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 9 times for 9 credits

Restrictions: Can enroll if major is EAM or major is MUSI.

Prerequisites: MUSC 262 [Min Grade: D] or MUSC 265 [Min Grade: D] or THTR 132 [Min Grade: D]

MUSC 470 Advanced Seminar in Music 3.0 Credits

Covers selected topics in music-theoretical, historical, technical, or commercial. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is MUSC or major is MUSI and classification is Junior or Senior.

MUSC 495 Directed Studies in Music 0.5-12.0 Credits

Provides supervised individual study of special subjects in music. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Minor in Performing Arts

Designed for the student who wishes to explore the fields of dance, music and theater rather than specialize in one area, the minor in performing arts provides motivated students the opportunity to learn about all three areas while performing for two years in one or more of the department's performing groups.

Required Courses

DANC 210	Introduction to Dance	3.0
MUSC 130	Introduction to Music	3.0
Applied music (two terms selected from MUSC 241/242)		4.0
THTR 115	Theatrical Experience	3.0
Theatre Elective		3.0
Dance Elective		3.0
Performing Arts Electives		7.0
Performing Arts Practicum *		0.0
Total Credits		26.0

* Performing arts practicum (6 terms from MUSC 101 - MUSC 115, THTR 130, and/or DANC 131 - DANC 133).

Performing Arts Faculty

Luke Abruzzo, MM (*Rutgers University, Mason Gross School of the Arts*) *Music Program Director*. Assistant Teaching Professor. Music theory, electronic music, guitar.

Nicholas Anselmo, MFA (*University of California*) *Theater Program Director; Director of the Mandell Professionals in Residence Project (MPIRP)*. Associate Teaching Professor. Directing, acting, musical theater and scene study.

Scott Bacon, MS (*Drexel University*) *Ensemble Coordinator*. Assistant Teaching Professor. Rock music, introduction to music, piano class and private percussion instruction.

Karen Banos, BFA (*University of Pennsylvania*). Adjunct Instructor. Violin and viola.

Mark Beecher Adjunct Instructor. Percussion ensemble and instruction.

Angela Bilger, MA (*Julliard School of Music*). Adjunct Instructor. French horn.

Bobbi Block, MA (*Villanova University*). Adjunct Instructor. Theatrical improvisation.

Damon Bonetti, MFA (*Florida State University*). Adjunct Instructor. Acting fundamentals, scene study and play direction.

Jenna Simone Boyes, DPT (*Drexel University*). Adjunct Professor. Kinesiology for dance.

Perry Brisbon, MM (*Temple University*). Adjunct Instructor. Voice.

Wesley Broadnax, DMA (*Michigan State*) *Director of Concert Band and Pep Band*. Assistant Professor. An active guest conductor, clinician and adjudicator; conducted several All-State and honors bands both nationally and internationally.

Wanda Canfield, MA (*Temple University*). Adjunct Instructor. Piano.

Jose-Antonio (Dom) Chacon, MFA (*Temple University*). Adjunct Instructor. Theater production; lighting design.

Miriam Giguere, PhD (*Temple University*) *Program Director, Dance*. Associate Professor. Professional modern dancer, choreographer and dance educator whose research centers on cognition during the creative process. She has published nationally and internationally and is a frequent presenter on the integration of dance and academics at national and international conferences.

Tania Isaac, MFA (*Temple University*). Assistant Teaching Professor. Caribbean-American dancer/choreographer; fusion of choreography with personal documentary and social commentary to grapple with identity, post-colonial issues, feminism and juxtapositions of European and African influences.

Lucinda Lea, BA (*Indiana University*). Adjunct Assistant Professor. Ballet.

Jennifer Morley, MFA (*Temple University*). Adjunct Assistant Professor. Master Pilates instructor and director of the Drexel Pilates Teaching Training program; modern dance, choreography.

Carl Paris, PhD (*Temple University*). Adjunct Associate Professor. Interdisciplinary approach to dance studies, cultural studies and issues around black dance and performance.

Steven Powell, DMus (*Indiana University*). Professor. Successful composer and the author of articles on sound synthesis and choral performance techniques. He owns his own music publishing company, does professional music engraving, is the author of music publication software, and is an expert in desktop publishing.

Olive Prince, MFA (*Temple University*). Adjunct Assistant Professor. Choreography, creative process and improvisation; Director of Olive Prince Dance.

Meredith Rainey Adjunct Assistant Professor. Former soloist with Pennsylvania Ballet and director of Carbon Dance Theater. Ballet, choreography.

Heather Smalley, BS (*Drexel University*) *Assistant Director, Dance Ensemble*. Adjunct Assistant Professor. Arts administration.

George L. Starks, Jr., PhD (*Wesleyan*). Professor. Jazz and classical saxophonist who has received recognition from *Downbeat* magazine, and is a nationally respected scholar and ethnomusicologist who has published on many aspects of the African-American musical tradition.

Certificate in Retail Leadership

Certificate Level: Undergraduate

Admission Requirements: High school diploma, GED, retail experience

Certificate Type: Certificate

Number of Credits of Completion: 19.0-21.0

Instructional Delivery: Online, Campus, Hybrid

Calendar Type: Quarter

Expected Time to Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Note: Effective Fall 2014, students are no longer being accepted into this certificate program.

In the increasingly competitive world of retailing, retail managers need to gain knowledge and skills necessary to lead in this field. The Certificate in Retail Leadership develops professional leaders, introducing the concept of the product and/or corporate brand, analyzing best practices in retail, and developing appropriate strategies for success for various organizational models.

Students will also discover various stakeholders that impact a retail organization's ability to build and maintain its reputation, analyze the in-store environment to create and maintain a desired image, create strong retail positioning strategy, and develop and maintain a positive perception of the brand.

Program content combines leadership, style, trends, and strategy to focus on key areas of the retail industry including:

- Retail store management
- Retail operations and strategy
- In-store visual merchandising
- Retail store leadership

Drexel's Certificate in Retail Leadership provides a program for those working in retail interested in either enriching their undergraduate education or those without a bachelor's degree who are interested in returning to a university setting for professional development and perhaps a degree.

The program requires two core courses, and 12.0 - 14.0 credits of electives chosen from a list of courses.

Required Courses

DSMR 231	Retail Principles	3.0
DSMR 232	Retail Merchandise Planning	4.0
Select four of the following:		12.0-14.0
CAT 302	Customer Service Theory and Practice	
CRTV 301	Foundations in Creativity	
MGMT 260	Introduction to Entrepreneurship	
MKTG 301	Introduction to Marketing Management	
PRST 212	Creative Studies in the World Wide Web	
PRST 330	Career & Professional Development	
RETL 315	Power of Retail Brands	
RETL 325	Applied In-Store Visual Strategies	
RETL 400	Retail Leadership Capstone	

Total Credits **19.0-21.0**

Contact Joseph H. Hancock, II at jhh33@drexel.edu for more information.

Minor in Retail

The retail minor, administered by the Design & Merchandising Program, provides basic foundations in retail operations, buying and merchandise planning and e-commerce. The curriculum allows the opportunity for individualized tailoring according to a student's interests. The minor is open to all Drexel University students, and requires the completion of eight or nine courses for a minimum of 24.0 credits.

Required Courses:

DSMR 231	Retail Principles *	3.0
DSMR 232	Retail Merchandise Planning *	4.0
DSMR 305	eTailing	3.0
DSMR 324	Retail Directions	3.0
DSMR 325	Retail Buying and Assortment Strategies	4.0
Select 2-3 courses (minimum 7.0 credits):		7.0-9.0
DSMR 205	eFashion Promotion	
DSMR 233 [WI]	Retail Image Analysis	
DSMR 313	International Fashion Merchandising	
DSMR 326	Fashion Product Promotion	

Total Credits **24.0-26.0**

* All courses are currently open to all DSMR students. DSMR 231 and DSMR 232 are required for all students enrolled in DSMR and the retail leadership certificate. The three elective courses can be delivered during other quarters as required. All courses will be restricted to appropriately include the students enrolled in the retail minor. As the industry and curriculum change courses will be added and adapted accordingly.

Screenwriting

Minor in Screenwriting

The minor in screenwriting is intended to guide the student from the acquisition of basic screenwriting skills through the completion of a full-length feature screenplay. Fifteen of the credits are directly craft-oriented, teaching the student what she needs to know to translate her ideas into a format suitable for production; the other nine credits are dedicated to background knowledge intended to inform her creative thinking.

Film & video majors should note that they will be taking half of the courses in the screenwriting minor as part of their degree requirements, making this minor a relatively simple addition to their education.

Required courses

FMST 150	American Classic Cinema	3.0
FMST 160	European Cinema	3.0
SCRP 270 [WI]	Screenwriting I	3.0
SCRP 275 [WI]	Screenwriting II	3.0
SCRP 310	Literature for Screenwriters	3.0
SCRP 370	Screenplay Story Development	3.0
SCRP 380	Screenwriting Workshop I	3.0

SCRP 381	Screenwriting Workshop II	3.0
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Total Credits **24.0**

Minor in Television Industry and Enterprise

Students with a 3.0 or higher G.P.A. may apply for the TV Industry & Enterprise minor program. Once accepted, they take 21.0 credits of required courses that provide a basic foundation in the historical, financial, and programming elements of the television industry. The remaining 6.0 credits of study provide students the opportunity to have more hands-on production experience and/or to delve more deeply into the academic study of a specific area of interest.

Required Courses

TVIE 180	TV Industry Overview	3.0
TVIE 280	Research, Sales and Programming	3.0
TVIE 285	Media Law and Ethics	3.0
TVIE 290	Introduction to Money and the Media	3.0
TVST 260	History of Television	3.0
One of the following courses:		3.0

TVST 261	History of TV Journalism	
TVST 361	Art of TV Comedy	
TVST 362	Art of TV Drama	

Three of the following courses: 9.0

EAM 211	Strategic Management for Entertainment and Arts Management	
EAM 365	Media and Entertainment Business	
EAM 391 [WI]	Promotion, Press and Publicity	
FMVD 110	Basic Shooting and Lighting	
FMVD 115	Basic Editing	
FMVD 120	Basic Sound	
SCRP 270 [WI]	Screenwriting I	
TVIE 365	Special Topics: TVIE	
TVPR 100	TV Studio: Basic Operations	
TVPR 200	TV Studio: Live Directing	
TVPR 201	TV Studio: Comedy	
TVPR 202	TV Studio: Drama	
TVPR 205	TV Studio: Advanced Live Directing	
TVPR 240	Producing for Television	

Total Credits **27.0**

Courses

TVIE 180 TV Industry Overview 3.0 Credits

The TV industry (broadcast, cable, satellite and internet) is explored. Topics examined include station and network relations, production, support systems, sales and promotion, revenue streams (advertiser, subscriber and hybrid), financial and legal systems that control TV, and program formats including TV content distributed by Internet, Wifi and mobile.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

TVIE 280 Research, Sales and Programming 3.0 Credits

Research, sales and programming are the core of the TV industry. Students examine the selling environment; the research process; the meaning of "audience"; metrics; the sales process; market analysis; program promotion; and broadcast, cable, radio, and interactive media sales. Formats, day parts, scheduling, linkages and promotions are also explored.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: TVIE 180 [Min Grade: D]

TVIE 285 Media Law and Ethics 3.0 Credits

This course studies the intersection of media law and ethics. Included are: current legal issues in old and new media industries, the First Amendment, Congress and the FCC, licensing and regulation of media businesses, intellectual property and rights acquisition, and the foundation for ethical actions that result from multiple cross-pressures.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: TVIE 180 [Min Grade: D] or EAM 130 [Min Grade: D]

TVIE 290 Introduction to Money and the Media 3.0 Credits

This course focuses on the economics of various segments of the media business, with an emphasis on television through its past, present and future incarnations. Instruction will focus on the business models for various media, and case studies of financial decisions faced by media companies.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVIE 365 Special Topics: TVIE 3.0 Credits

This is a Special Topic course in the TV Industry & Enterprise Track that will have rotating topics that address current interests in the field.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

TVIE 390 Practicum: Promotions 3.0 Credits

Students learn the art of promotions through industry placements, including DUTV. Students will produce promos for TV shows, create on-air branding elements for stations, design promotion materials, and complete other tasks related to promotions.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D] and TVIE 180 [Min Grade: D] and TVIE 280 [Min Grade: D]

TVIE 391 Practicum: Programming 3.0 Credits

Students learn the art of programming a television station through industry placements, including DUTV. Students will aid in programming negotiation and acquisition, log and systems preparation, and other programming related duties.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

Prerequisites: FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D] and TVIE 180 [Min Grade: D] and TVIE 280 [Min Grade: D]

TVIE 392 Practicum: New Media Management 3.0 Credits

Students learn the operation of new media enterprises through industry placements, including DUTV. Students will develop ways to develop, promote, and disseminate new media content related to the television industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

Prerequisites: DIGM 100 [Min Grade: D] and DIGM 240 [Min Grade: D] and FMVD 110 [Min Grade: D] and FMVD 115 [Min Grade: D] and FMVD 120 [Min Grade: D] and TVIE 180 [Min Grade: D] and TVIE 280 [Min Grade: D]

TVIE 399 Independent Project in TV Industry and Enterprise 0.5-12.0 Credits

This course offers students the opportunity to do an Independent Project in TV Industry & Enterprise.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 6 times for 18 credits

TVIE 480 TV Professions and Business 3.0 Credits

An exploration of professions and opportunities for entrepreneurship in the TV industry through readings and guest lectures. After student assess their research, skills, and talents, they will research professional and business opportunities that match their future aspirations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Junior or Senior.

TVIE 495 Senior Project: TV Enterprise I 3.0 Credits

This is the first course in a 3 course sequence for senior project in the TV Industry & Enterprise Track. Students will survey market opportunities, look at the competition and design a plan for new product development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Senior.

TVIE 496 Senior Project: TV Enterprise II 3.0 Credits

This is the second course in a 3 course sequence for senior project in the TV Industry & Enterprise Track. Students will survey market opportunities, look at the competition and design a plan for new product development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Senior.

TVIE 497 Senior Project: TV Enterprise III 3.0 Credits

This is the third course in a 3 course sequence for senior project in the TV Industry & Enterprise Track. Students will survey market opportunities, look at the competition and design a plan for new product development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is TELE and classification is Senior.

Minor in TV Production & Media Management

Students with a 3.0 or higher G.P.A. may apply for the TV Production & Media Management minor program. Once accepted, they take 21.0 credits of required courses that provide a basic foundation in the technical, historical, and creative elements of television production. The

remaining 6.0 credits of study provide students the opportunity to have more hands-on production experience and/or to delve more deeply into the academic study of a specific area of interest.

Required Courses

FMVD 110	Basic Shooting and Lighting	3.0
FMVD 115	Basic Editing	3.0
FMVD 120	Basic Sound	3.0
SCRP 270 [WI]	Screenwriting I	3.0
TVPR 100	TV Studio: Basic Operations	3.0
TVPR 212	TV Commercials and Promos	3.0
TVST 260	History of Television	3.0
Two of the following courses:		6.0

SCRP 241	Writing TV Comedy	
SCRP 242	Writing TV Drama	
TVPR 200	TV Studio: Live Directing	
TVPR 201	TV Studio: Comedy	
TVPR 202	TV Studio: Drama	
TVPR 205	TV Studio: Advanced Live Directing	
TVPR 220	TV News Writing	
TVPR 221	TV News Production	
TVPR 230	Scripted TV Production	
TVPR 232	TV Field: Industrials	
TVPR 236	Reality TV Production	
TVPR 240	Producing for Television	
TVPR 242	TV On-Camera Performance	
TVPR 365	Special Topics: TVPR	
TVST 361	Art of TV Comedy	
TVST 362	Art of TV Drama	
TVST 365	Special Topics: TVST	

Total Credits **27.0**

Minor in Theatre

The minor in theatre consists of two distinct, yet closely integrated components: academics and performance. The intertwining of foundation studies and practical application empowers students to discover and develop their own voice and style in their art.

Required Courses

THTR 121 [WI]	Dramatic Analysis	3.0
THTR 221 [WI]	Theatre History I	3.0
THTR 222 [WI]	Theatre History II	3.0
Select three of the following:		3.0
THTR 130	Introduction to Theater Production Practicum	
THTR 131	Theatre Performance Practicum	
THTR 132	Theatre Production Practicum	
Select 12 credits from the following:		12.0
THTR 110	Voice and Articulation	
THTR 115	Theatrical Experience	
THTR 116	Philadelphia Theatre Let's Go!	
THTR 131	Theatre Performance Practicum	
THTR 132	Theatre Production Practicum	
THTR 209	Improvisation for the Theatre	

THTR 210	Acting: Fundamentals	
THTR 211	Acting: Scene Study	
THTR 212	Sketch Comedy	
THTR 231	Introduction to Musical Theatre	
THTR 232	Contemporary Musical Theatre	
THTR 240	Theatre Production I	
THTR 241	Theatre Production II	
THTR 260	Production Design	
THTR 320	Play Direction	
THTR 360	Lighting Design	
THTR 380	Special Topics in Theatre	
THTR 495	Directed Studies in Theatre	

Total Credits **24.0**

Minor in Video Production

Professors in the Film & Video program are working filmmakers and writers who provide hands-on learning in film and video production.

Required Courses

FMVD 110	Basic Shooting and Lighting	3.0
FMVD 115	Basic Editing	3.0
FMVD 120	Basic Sound	3.0
SCRP 270 [WI]	Screenwriting I	3.0

Four of the following courses: **12.0**

FMVD 210	Documentary Video Production	
FMVD 215	Narrative Video Production	
FMVD 220	Experimental Video Production	
FMVD 235	Intermediate Lighting	
FMVD 305	Special Effects Make-up	
FMVD 365	Special Topics in Production	
SCRP 280 [WI]	Writing the Short Film	
TVPR 100	TV Studio: Basic Operations	
TVPR 200	TV Studio: Live Directing	

Total Credits **24.0**

Dance Studies

Professional Dance Certificate Program

Certificate Level: Undergraduate

Admission Requirements: High school diploma or GED equivalency

Certificate Type: Certificate

Number of Credits of Completion: 18.0

Instructional Delivery: Campus

Calendar Type: Quarter

Expected Time to Completion: 1 year

Financial Aid Eligibility: Not aid eligible

The certificate in dance studies is a 1-year option for any qualified professional dancer to assess whether they have the interest and aptitude for entering an undergraduate dance program. The certificate program has no entrance requirement beyond possession of a high school diploma

or GED equivalency. All credits earned in the certificate of study in dance will be transferable into the part-time or full time BS degree in Dance .

General Requirements

DANC 100	Survey of Dance Studies	3.0
DANC 260	Injury Prevention for Dance	3.0
DANC 201 [WI]	Dance Appreciation	3.0
DANC 210	Introduction to Dance	3.0
DANC 330	Introduction to Laban Movement Analysis	3.0
DANC 355	Rhythmic Study for Dance	3.0
Total Credits		18.0

The Antoinette Westphal College of Media Arts and Design

About the College

The Antoinette Westphal College of Media Arts & Design (The Westphal College) offers graduate programs in Arts Administration, Fashion Design, Interior Architecture & Design, Digital Media, Museum Leadership, and Television Management. The programs are distinctive in content and professionally oriented.

The Westphal College is a community of learning within the areas of media, design, the fine arts, the performing arts, and the management of creative enterprise that values experiential and immersive education; it is a place where students are encouraged to give form to ideas by learning to negotiate change in an ever-changing world. Through creative, critical, and collaborative approaches, the Westphal College's diverse programs seek to foster innovation and leadership in progressively interconnected professional disciplines and areas of study.

The academic programs are rigorous, and provide the appropriate balance of a solid foundation with individual creative direction, cultural awareness, strong technical skills, and an understanding of management and professional practice. The College is committed to a continual review of our curricula, processes and outcomes in order make those improvements and refinements necessary to further enrich our students' education, and to continue to foster independent thinkers, astute leaders, and creative problem solvers.

Majors

- Arts Administration (MS)
- Digital Media (MS)
- Fashion Design (MS)
- Interior Architecture & Design (MS)
- Museum Leadership (MS)
- Television Management (MS and MS/MBA)

Full/Part-Time Options

- Graduate study in and digital media, fashion design, interior architecture + design includes two years of full-time graduate study. There are some programs that require pre-requisite coursework before entering into the graduate level studies.
- Students may enroll in the arts administration program on a full-time or part-time basis. Full-time arts administration students may complete the degree in five terms. The arts administration graduate program is also available as a fully-online degree through Drexel Online .
- Students may enroll in the Paul F. Harron Graduate Program in Television Management program on a full-time or part-time basis. Television management students enrolled full-time in either option should plan to take two full years to complete the program.

Master of Science in Arts Administration

Master of Science: 45.0 quarter credits

About the Program

The MS in Arts Administration program is designed to provide academic preparation for leadership positions with nonprofit organizations, foundations, corporations, and government agencies involved in the arts and culture sector.

Students may enroll in the program on a full- or part-time basis. The program is designed to accommodate working students, so all classes are offered in the evening or online. Students must matriculate in either the campus or online program, but students in either program may take some courses in the other program.

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, and part-time students typically take seven to eight terms to complete the degree.

Professional Opportunities

Graduates of the program serve in various administrative capacities with museums, galleries, historical societies, government agencies, performing arts organizations, arts centers, and philanthropic and corporate foundations.

Admission Requirements

Requirements for Admission

In addition to meeting the general requirements for admission to graduate studies, applicants should present a résumé demonstrating a strong affinity for the field through work, volunteer experiences, education, or special training. Undergraduate preparation must include at least one course in financial accounting, two courses in the history or literature of an art form, and/or two courses in the practical or creative aspects of an art. Applicants who lack this preparation (or the equivalent) must complete work in the above areas during the first two terms in the program.

An important part of the admissions process is a personal interview with the Program Director. Potential applicants will be contacted to schedule an interview through the Department of Arts & Entertainment Enterprise 215.895.2453 once the application is processed through Graduate Admissions.

Financial Assistance

A limited number of assistantships are available to students in the campus program. Students should have experience in gallery management, public relations or newsletter writing/editing, and should indicate their interest in these positions in their initial letters of inquiry. Students are also encouraged to explore other assistantships available across the University. In the past, arts administration students have held positions in the honors program, the Greek Life Office, the Leadership Program, and the College of Evening and Professional Studies. Awards are made annually on a competitive basis.

Students in the online program only may qualify for a tuition discount through Drexel's partnership with Americans for the Arts.

Dean's Fellowship

In addition to teaching and research assistantships, the College of Arts and Sciences also awards 10 Dean's Fellowships per year to full-time students in the campus program. These highly competitive awards are granted across the College, and come with a \$5,000 stipend supplement for each of the first two years of study in addition to any other support a student receives.

For additional information on requirements and how to apply, visit Graduate Admissions (<http://www.drexel.edu/grad/programs/westphal/arts-administration>) at Drexel University.

Degree 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 MS 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

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 and the Arts	3.0
AADM 650	Fund Development for the Arts	3.0
AADM 670	Audience Development	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 Development	1.5
AADM 799	Thesis Completion	1.5
Electives *		12.0

Sample Elective Offerings

AADM 660	International Cultural Policy
AADM 680	Trends in Fund Development
AADM 720	Leadership in the Arts
AADM 731	Human Resources Management in the Arts
AADM 740	Production Laboratory in the Arts
AADM 752	Performing Arts Management
AADM 753	Visual Arts Organization Management
AADM 755	Community Cultural Planning
AADM 757	Political Activism in the Arts
AADM 760	Special Problems in Arts Management

AADM 775	Technology Management in the Arts
HRMT 622	Human Resource Administration
MGMT 680	Leading for Innovation
VSST 501	Contemporary Art Issues
Total Credits	45.0

* All Business electives must be approved by advisor and require registration through the MBA office. Additional Electives not on the pre-approved list must be at the 600 level or above and require advisor approval.

Arts & Entertainment Enterprise Faculty

Xela Batchelder, PhD (*Ohio State University*). Assistant Professor. Entertainment and arts management; theater management, touring, presenting and booking.

Jean Brody, DFA (*Yale School of Drama*) Program Director, *Online MS in Arts Administration*. Associate Teaching Professor. Arts administration.

Lawrence Epstein, MBA (*Cornell University*) *Interim Department Head, Arts & Entertainment Enterprise*. Associate Teaching Professor.

Julie Goodman Hawkins, MFA (*Temple University*) Program Director, *MS in Arts Administration*. Assistant Professor. Cultural policy, political activism in the arts, changes in economic and social policy, arts sector changes.

James L. Klein, BA (*Oberlin College*) Program Director, *Music Industry*. Associate Professor. Music technologist, sound and recording engineer, songwriter for film, TV and radio music.

Michelle Manghise, BS (*St. John's University*). Assistant Teaching Professor. 25-year veteran of music industry; music publishing, copyright, artist management, entrepreneurship, entertainment marketing.

Brian Moore, MS, MFA (*Drexel University; Louisiana State University*) Program Director, *BS in Entertainment and Arts Management*. Assistant Teaching Professor. Nonprofit organizations: fund development; strategic planning; communications and marketing; and executive management.

Toby Seay, MS (*Drexel University*). Associate Professor. Sound and recording engineer, music technologist, music producer and studio technician.

Cyrille Taillandier Associate Teaching Professor. Recording engineer, music producer and digital editor.

Neville Vakharia, MS (*Drexel University*) *Research Director*. Assistant Professor. Technology in the arts, strategic planning and evaluation, management and leadership, innovation and entrepreneurship.

Darren Walters, BA (*University of Delaware*). Associate Teaching Professor. General Manager of Mad Dragon Records and co-owner and President of Jade Tree, an independent record label.

Andrew Zitcer, MCP (*University of Pennsylvania*). Assistant Teaching Professor. Arts and community development, community based organizations, governance modes, organizational planning, narrative and social theory.

Courses

AADM 505 Overview Of Arts Administration 3.0 Credits

Provides a survey of the field of arts administration and introduces nonprofit governance including incorporation, mission development, and roles and responsibilities of boards of directors.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 510 Writing for the Arts 3.0 Credits

Covers strategies for writing non-marketing materials in the arts such as funding proposals, advocacy letters, board communications, and persuasive speeches.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 540 Production Procedures In the Arts 3.0 Credits

Surveys organizational, administrative, and technical aspects of artistic productions, concerts, exhibits, showcases, readings, showings, and fairs.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 610 Financial Accounting for Non-Profit Arts Organizations 3.0 Credits

Covers accounting principles, accounting procedures and internal control, forecasting, balance sheet analysis, budgeting procedures, and financial reporting for non-profit arts organizations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: ACCT 111 [Min Grade: D] or ACCT 115 [Min Grade: D]

AADM 620 Law and the Arts 3.0 Credits

Examines the relationship between the arts and law, including contracts, license fees, copyrights, intellectual property, royalties, labor-management agreements, liability, immigration law, and use fees. Each class is conducted by an area legal expert on a specialty as it relates to the arts.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is MUSL.

AADM 650 Fund Development for the Arts 3.0 Credits

Provides an in-depth examination of techniques in researching, procuring, and retaining contributed funds for cultural organizations. Covers techniques and strategies for individual, corporate, governmental, and foundation grants and gifts.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is HE or major is MUSL.

AADM 660 International Cultural Policy 3.0 Credits

The course explores some of the major themes in international cultural policy today: globalization, culture and development, diversity and identity, and cultural diplomacy, in five different regions of the world (Western Europe, Eastern Europe, Latin America, Asia and Africa).

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 670 Audience Development 3.0 Credits

Overview of organizational practices and theory related to audience development non-profit arts organizations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 680 Trends in Fund Development 3.0 Credits

Examines current trends in the area of major gifts, capital and endowment campaigns, planned giving, venture philanthropy, and internet strategies.

The class will look to real-world examples demonstrating unique or inventive strategies that utilize current or emerging technologies and social and economic trends.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM.

Prerequisites: AADM 650 [Min Grade: C]

AADM 710 Strategic Planning and Evaluation 3.0 Credits

Provides a survey of the theory and practice of planning and evaluation as it relates to arts programs. Includes development of critical issues, goals, strategies, outcomes research planning, and protocol development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 720 Leadership in the Arts 3.0 Credits

Explores the concepts of leadership and examines leadership experiences and potential as they relate to the field of non-profit arts and culture.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 731 Human Resources Management in the Arts 3.0 Credits

Examines human resource management and labor relations specific to non-profit arts and cultural organizations. Students will learn about labor union contract negotiations when working with performing and visual arts institutions.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 740 Production Laboratory in the Arts 3.0 Credits

Provides practical experience in artistic production or management. This course may be used for a student's individual exploration of any area of arts production or management, as approved by the program director.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

AADM 741 Arts Entrepreneurship 3.0 Credits

This course focuses on the development and creation of new arts enterprises. Coursework incorporates literature regarding creativity, entrepreneurship theory and practice and other relevant interdisciplinary inquiry. The instructor and students will develop concepts for new arts initiatives, examine whether those concepts are viable, and develop a new arts business idea. The goal is to understand the process of developing new business ideas in the arts, both for-profit and nonprofit, and to gain experience in arts entrepreneurship through the design of new creative ventures.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM or major is MUSL.

AADM 742 Advanced Fund Development 3.0 Credits

This course covers an advanced level of fundraising and development topics, including major gifts, planned giving, and capital campaigns. Building upon knowledge gained from the program's two core courses in development and fundraising, this is an elective for students who wish to gain a deeper knowledge of development policies and practices in order to further focus their education, and possibly their master's thesis and/or careers, on this aspect of arts administration.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM.

AADM 750 Arts Administration Seminar 3.0 Credits

Examines issues affecting the development of cultural policy in America, including demographic change; leisure preferences; and trends in education, social policy, politics, and economic development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 751 Management Techniques In the Arts 3.0 Credits

Examines approaches used to manage and oversee various arts organizations, including managing change, decision-making, negotiation and presentation skills, and assessing management style.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 752 Performing Arts Management 3.0 Credits

Provides an introduction to and overview of management practices of non-profit performing arts organizations. The primary focus will be on current theory and practice in day-to-day operations, management, and associated planning for the performing arts: theatrical, dance and music organizations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM.

Prerequisites: AADM 751 [Min Grade: C]

AADM 753 Visual Arts Organization Management 3.0 Credits

Special problems and challenges related to managing visual arts organizations. The course will build on learning from foundation-level courses, discussing issues related to managing art museums, art schools, galleries, public art programs, and more.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM.

AADM 754 Museum Management 3.0 Credits

Major issues in museum management including earned income, deaccession, looting and repatriation, museum directors, staff and volunteer management, and an introduction to new museology.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM.

AADM 755 Community Cultural Planning 3.0 Credits

Examines the process of community cultural planning and local arts policy development, including trends and issues in national, state and local arts policies and external influences (economic, social and educational trends) that affect local planning.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 757 Political Activism in the Arts 3.0 Credits

Course examines the strategies, trends and dynamics of arts based issues from a variety of political perspectives. Using case studies, class will explore systems that influence activism in politics and the arts and instances when art has been politically controversial, its causes and consequences.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM.

AADM 758 Ethics in Arts Organizations 3.0 Credits

Examines ethical issues in managing arts organizations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM.

AADM 759 Cultural Organizations in Transition 3.0 Credits

Identifies issues and trends that will have an impact on cultural organizations of today and extends the examination of those impacts into the future through forecasting and scenario creation. Uses multiple disciplines such as economics, technology, and organizational development to assess influence.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM.

AADM 760 Special Problems in Arts Management 3.0 Credits

Allows the student to select topical management problems in the arts and study approaches appropriate to their solution. May include data-gathering techniques, interviewing, developmental procedures, etc., as required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 765 Special Topics 0.5-9.0 Credits

Covers topics of current interest to faculty and students; specific topics for each term will be announced prior to registration. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

AADM 770 Technology and the Marketing of the Arts 3.0 Credits

Covers digital recording, videocassettes, satellite transmission, cable television, holography and other technological developments, and their implications for the marketing of the arts.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 775 Technology Management in the Arts 3.0 Credits

Examines the function and strategic use of technology tailored to the future arts and cultural leader. Through an interactive learning process, students gain an understanding of the role and impact of technology in the non-profit arts and cultural organization. A prior technology course or background in technology is not required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 780 Applied Research Methods 3.0 Credits

This course provides students with an overarching understanding of many of the applied research methodologies that are relevant to scholars and practitioners in the arts administration field. This course stresses the identification of and the advantages and disadvantages of each appropriate research methodology.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

AADM 798 Thesis Development 1.5 Credit

Enables students to begin work on original research related to the thesis, a scholarly work related to the student's individual research interest. Students identify and shape a research question related to the arts and culture field, then conduct an in-depth literature review, shape a methodology for researching questions, and report the findings in a thesis document.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM.

Prerequisites: AADM 750 [Min Grade: C-]

AADM 799 Thesis Completion 0.5-1.5 Credits

This repeatable course allows the student to work with a thesis advisor in completing the research, writing and revision of the required thesis which began during AADM 798.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Restrictions: Can enroll if major is AADM.

Master of Science in Digital Media

About the Program

Master of Science: 63.0 quarter credits

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 MS in digital media is a hybrid course of study created to offer students research and career opportunities in 21st century media applications. This two-year program offers comprehensive studies in advanced digital design including 3D modeling, animation, interactivity, gaming and digital media history, theory and methods.

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.

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 (<http://www.drexel.edu/westphal/academics/graduate/digitalmedia>) web page.

Admission Requirements

The MS in Digital Media is an advance course of study. A successful applicant for admission will have a baccalaureate degree, a minimum 3.2 undergraduate GPA and assumed production skills in 3-D modeling, animation and interactivity.

Proof of basic competencies is demonstrated by undergraduate transcript and/or portfolio review. For qualified candidates lacking production skills, we offer a series of pre-graduate classes. Satisfactory completion of the classes qualifies one to apply for graduate admission. Pre-graduate classes may include some or all for the following:

CS 171	Computer Programming I	3.0
CS 172	Computer Programming II	3.0
DIGM 100	Digital Design Tools	3.0
DIGM 505	Design and Interactivity	3.0
DIGM 506	Animation and Game Design	3.0

For additional information on requirements and how to apply, visit Graduate Admissions at Drexel University (<http://www.drexel.edu/grad/programs/westphal>) .

Degree Requirements

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 (9.0 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 12.0 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.

Summer Prerequisite Courses

DIGM 505	Design and Interactivity
DIGM 506	Animation and Game Design

Required Courses

DIGM 501	New Media: History, Theory and Methods	3.0
DIGM 502	Advanced New Media Topics	3.0
DIGM 520	Advanced Interactivity I	3.0
DIGM 525	Advanced Animation I	3.0
DIGM 526	Advanced Animation II	3.0
DIGM 530	Advanced Game Design I	3.0
DIGM 531	Advanced Game Design II	3.0
DIGM 580	Thesis Preparation	3.0
DIGM 540	New Media Project (3.0 credits, taken 3 terms)	9.0
DIGM 620	Digital Media Workshop	3.0
DIGM 630	Digital Media Group Workshop	3.0
DIGM 650	Public Venue Seminar	3.0
DIGM 651	Publication and Presentation	3.0
Thesis		9.0
Directed Studies		9.0
Total Credits		63.0

Sample Plan of Study

Students must complete two prerequisite courses in the summer, prior to beginning the graduate program: DIGM 505 Design and Interactivity and DIGM 506 Animation and Game Design.

First Year

		Credits
Fall		
DIGM 501	New Media: History, Theory and Methods	3.0
DIGM 520	Advanced Interactivity I	3.0
DIGM 525	Advanced Animation I	3.0
	Term Credits	9.0
Winter		
DIGM 526	Advanced Animation II	3.0
DIGM 530	Advanced Game Design I	3.0
DIGM 540	New Media Project	3.0
	Term Credits	9.0
Spring		
DIGM 502	Advanced New Media Topics	3.0
DIGM 531	Advanced Game Design II	3.0
DIGM 540	New Media Project	3.0
	Term Credits	9.0
Summer		
DIGM 540	New Media Project	3.0
DIGM 580	Thesis Preparation	3.0

Directed studies	3.0
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Term Credits	9.0
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Second Year

Fall

DIGM 620	Digital Media Workshop	3.0
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DIGM 680	Thesis Development	3.0
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Directed studies	3.0
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Term Credits	9.0
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Winter

DIGM 630	Digital Media Group Workshop	3.0
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DIGM 680	Thesis Development	3.0
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Directed studies	3.0
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Term Credits	9.0
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Spring

DIGM 650	Public Venue Seminar	3.0
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DIGM 651	Publication and Presentation	3.0
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DIGM 630	Digital Media Group Workshop	3.0
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Term Credits	9.0
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Total Credit: 63.0

Facilities

The Digital Media Program operates several labs including a state of the art combined green screen/motion capture studio as well as 2.5 ton 3-degree-of-freedom motion platform. All labs and classrooms are equipped with powerful Dell and Boxx Technologies Workstations running Windows and Unix operating systems and Mac computers running OS X. Software includes a host of Adobe products and Autodesk 3ds Max and Combustion; Alias Maya; Softimage XSI and Behavior, Pixar RenderMan Pro Server along with RenderMan Artist Tools for Maya and RenderMan for Maya; Pixologic Z-Brush; Apple Shake; MotionBuilder; GarageGames; NextLimit RealFlow, and SideEffect's Houdini.

Digital Media Faculty

Ian N. Abrams, BA (*Duke University*) Program Director, Screenwriting and Playwriting Program. Associate Professor. Movies, film, TV, screenwriting, Hollywood.

Ted Artz, BFA (*Tyler School of Art, Temple University*). Associate Professor. Digital media.

John Avarese, BS (*Drexel University*). Assistant Teaching Professor. Composer, film and video scores, mixing and sound design.

David Culver, AS (*Graham Junior College*) Manager of the Paul F. Harron Studios/DUTV. Associate Teaching Professor. Film and video.

David Deneen, BFA (*Philadelphia College of Art*). Assistant Teaching Professor. Film & video.

Paul Diefenbach, PhD (*University of Pennsylvania*). Associate Professor. Game development, real-time rendering.

Jeremy Fernsler, BA (*Pennsylvania State University*) Associate Program Director, Game Art & Production. Assistant Teaching Professor. Digital effects artist; compositor and animator for the feature film visual effects industry.

Troy Finamore, MS (*Drexel University*) Program Director, *Interactive Digital Media*. Assistant Teaching Professor. Advertising, design and interactivity.

Bruce Graham, BA (*Indiana University of Pennsylvania*). Teaching Professor. Playwright.

Gerard M. Hooper, MFA (*Temple University*). Teaching Professor. Film and video; European and non-western cinema.

D. B. Jones, PhD (*Stanford University*) Dean, *Pennoni Honors College*. Professor. Film and video; cinema studies.

Nick Jushchyshyn, MFA (*Academy of Art University*) Program Director, *Animation and Visual Effects*. Assistant Teaching Professor. Visual effects, digital media and animation.

Matthew J. Kaufhold, MA (*University of North Carolina*) Interim Program Director, *Screenwriting and Playwriting*. Assistant Teaching Professor. Screenwriting.

Karin P. Kelly, MFA (*New York University*) Program Director, *Film and Video*. Associate Professor. Film and video; filmmaker and author.

Yvonne D. Leach, MFA (*Temple University*). Associate Professor. Television studies.

Frank J. Lee, PhD (*Carnegie Mellon University*). Associate Professor. Human-computer interaction; cognitive engineering and science; intelligent software agents for games and education.

David Mauriello, BA (*Lafayette College*). Assistant Professor. 3D modeling and animation.

Michael Wagner, PhD (*Vienna University of Technology*) Interim Department Head, *Digital Media*. Associate Professor. Educational use of digital media and computer games.

Interdepartmental Faculty

Glen Muschio, PhD (*Temple University*). Associate Professor. Digital media, society, communication.

Jervis Thompson, BS (*Drexel University*). Associate Teaching Professor. Digital media, interactive multimedia.

Jichen Zhu, PhD (*Georgia Institute of Technology*). Assistant Professor. Developing humanistic and interpretive framework of computational technology, particularly artificial intelligence (AI), and constructing AI-based cultural artifacts; interactive storytelling, games and software studies.

Courses

DIGM 501 New Media: History, Theory and Methods 3.0 Credits

New Media: History, Theory and Methods. This advanced seminar class examines parallel developments in modern art and computer technology beginning in World War II to the present. It will survey writings and works of major contributors to the field.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit

DIGM 502 Advanced New Media Topics 3.0 Credits

Advanced Seminar in New Media Topics. This Seminar is dedicated to topical readings and in-depth discussions in Digital Media ranging from virtual reality to digital art and the socio-cultural impact of the Internet.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: DIGM 501 [Min Grade: C]

DIGM 505 Design and Interactivity 3.0 Credits

This course focuses on the understanding and comprehension of the basic tools and strategies for design within a two-dimensional environment. In addition to design, web development and interactivity will be covered, including a discussion of various display platforms, including mobile development.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Restrictions: Can enroll if major is DIGM and program is MS.

DIGM 506 Animation and Game Design 3.0 Credits

This course focuses on the understanding and comprehension of the basic tools and strategies for animation and game production. This course will focus on the production of digital assets using standard modeling and animation software, along with their integration into a game engine.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Restrictions: Can enroll if major is DIGM and program is MS.

DIGM 512 Shader Writing and Programming 3.0 Credits

Shader Writing and Programming. Development of custom output shaders allows for the use and manipulation of materials for use in production render engines. This course focuses on the basic components of shaders including reflective, translucency, and illumination models.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: DIGM 501 [Min Grade: C] (Can be taken Concurrently)

DIGM 515 Digital Matte Painting 3.0 Credits

Digital Matte Painting. Digital matte painting and set extension are methods of integrating live action footage into lush and believable CG environments. By using physical construction as a basis for a digital environment, greater integration between live and CG plates can be achieved.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: DIGM 512 [Min Grade: C]

DIGM 518 Particle Systems and Artificial Intelligence for Visual Effects 3.0 Credits

Particle Systems/Artificial Intelligence for Visual Effects. Particle systems can be used to stimulate natural phenomena as well as create ethereal effects through the use of scripting and mathematical expressions. In the same way, digital crowds can be created to populate a scene with autonomous characters. This hybrid course addresses software applications and trigonometric functions for advanced animation by digital media designers.

College/Department: Antoinette Westphal College of Media Arts Design
Repeat Status: Not repeatable for credit
Prerequisites: DIGM 515 [Min Grade: C]

DIGM 520 Advanced Interactivity I 3.0 Credits

This course focuses on the development of interactive media across a variety of platforms. Human-Computer interaction and layout are discussed along with implementations on mobile and PC based platforms. Dynamically created web content and integration with databases, as a server-side component, will also be covered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

DIGM 525 Advanced Animation I 3.0 Credits

This course delves into advanced topics in animation, including procedural modeling and dynamics. Emphasis will be placed on the development of natural phenomena in a simulated environment and physically accurate movement of characters.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

DIGM 526 Advanced Animation II 3.0 Credits

This course delves into advanced topics in animation, including light transport and crowd simulation. Also discussed will be integration of acquired data, specifically from motion capture sources. Multi-layer rendering output and shaders for production will be discussed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

Prerequisites: DIGM 525 [Min Grade: C]

DIGM 530 Advanced Game Design I 3.0 Credits

This course sequence covers advanced gaming topics, including mobile games, motion capture, artificial intelligence, real-time effects and shaders, and advanced user interfaces.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

Prerequisites: DIGM 525 [Min Grade: C]

DIGM 531 Advanced Game Design II 3.0 Credits

This course sequence covers advanced gaming topics, including mobile games, motion capture, artificial intelligence, real-time effects and shaders, and advanced user interfaces. The group project will follow an Agile software development methodology with weekly Scrum sprints for iterative project development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

Prerequisites: DIGM 530 [Min Grade: C]

DIGM 540 New Media Project 3.0 Credits

New Media Project. Students work on funded and unfunded research and industrial projects. With faculty approval, students may work on personally designed projects relevant to problem solving in a student's area of interest. Each student is required to complete it three times. This course may be repeated up to four times for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 4 times for 12 credits

Prerequisites: DIGM 520 [Min Grade: C] (Can be taken Concurrently)

DIGM 547 Organic Modeling 3.0 Credits

This course will be an intensive exploration of organic modeling. Through lectures, demonstrations, class critiques and individual feedback from the instructor, the best approaches to modeling organic forms will be explored.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

Prerequisites: DIGM 526 [Min Grade: C]

DIGM 560 Advanced Concepts and Applications in Interactive 3D Environments 3.0 Credits

Advanced Concepts/Applications in Interactive 3D Environments.

Advanced concepts/applications on adding interactivity to 3D environments via an assortment of software packages including 3D Max, Director and Flash. This course focuses on the optimized integration of 3D objects in environments with interactive authoring tools.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 501 [Min Grade: C]

DIGM 580 Thesis Preparation 3.0 Credits

This course instructs on Thesis proposal writing within a Digital Media context, covering style, performing research, assigning credit and reference, and topic exploration and expansion.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

DIGM 605 Advanced Techniques in Computer Generated Imagery 3.0 Credits

Advanced Techniques in Computer Generated Imagery. Students create electronic media assets that effect the stimuli, bearings, and responses of human cognition to phenomena of light and sound. Student works explore integrations of visual and aural illusions to affect alterations in audience-perceived realities.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 518 [Min Grade: C] (Can be taken Concurrently)

DIGM 616 Immersive World Building 3.0 Credits

Immersive World Building. Students investigate various emerging technologies for immersive content creation. Focus is on the production of 3D animated environments. Special production issues and concerns to dome planetaria and theatrical (IMAX) venues are considered. Interdisciplinary activities are strongly encouraged.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 605 [Min Grade: C]

DIGM 620 Digital Media Workshop 3.0 Credits

This course addresses issues in the field of Digital Media, with emphasis on a single, comprehensive project. Examples of topics include stereoscopic production, mobile game development or training through game development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

Prerequisites: DIGM 531 [Min Grade: C]

DIGM 630 Digital Media Group Workshop 3.0 Credits

The course addresses topical issues in the field of Digital Media, with emphasis placed on a single, comprehensive group project. Examples of topics include stereoscopic production, mobile game development or training through game development.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

Prerequisites: DIGM 531 [Min Grade: C]

DIGM 641 Interactive TV DVD-ROM 3.0 Credits

Interactive TV DVD-ROM. Students work to develop strategies for meaningful retrieval of mass amounts of media (video, still images, sounds, and text) for television DVD-ROM players. This course will cover basic and advance forms of digital information storage and retrieval to and from TV DVD-ROM media.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 501 [Min Grade: C]

DIGM 650 Public Venue Seminar 3.0 Credits

This group project course is focused on creating public venue works, either performance-based, interactive or web-distributed. The distinguishing mark of graduate research is an original contribution to knowledge and this course is intended to design and implement a media piece to be viewed by a large group of people.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

Prerequisites: DIGM 531 [Min Grade: C]

DIGM 651 Publication and Presentation 3.0 Credits

This course instructs on the submission of portfolio and thesis work including journal publication, conference presentations, contests and competition and public performance venues.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is DIGM.

DIGM 670 Gaming I 3.0 Credits

Gaming I. Students learn to solve 3D game design problems working with game programming techniques and leading cross platform software.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 518 [Min Grade: C] and DIGM 560 [Min Grade: C]

DIGM 671 Gaming II 3.0 Credits

Gaming II. Building upon skills developed in Gaming I, students form small teams and work to develop and implement original 3D game designs.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 670 [Min Grade: C]

DIGM 680 Thesis Development 3.0 Credits

Thesis Development results in a project including the production of original media assets, a written paper to the Graduate Committee, an oral presentation and demonstration delivered to the general College, and submission of a copy of the thesis project including all media assets to the Digital Media Graduate Program Archive.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 4 times for 12 credits

Prerequisites: DIGM 670 [Min Grade: C] (Can be taken Concurrently)DIGM 605 [Min Grade: C] and DIGM 641 [Min Grade: C]

DIGM 690 Advanced Special Topics in Digital Media 3.0 Credits

Advanced Special Topics in Digital Media. This class is reserved for occasional special topics in Graduate Digital Media Studies. It may include seminars, studio and classes taught by visiting faculty.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: DIGM 502 [Min Grade: C]

DIGM 699 Independent Study 0.5-6.0 Credits

Provides faculty guidance in subject matter not covered in standard courses offered.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 3 times for 6 credits

Restrictions: Can enroll if major is DIGM.

Master of Science in Fashion Design

Master of Science: 63.0 quarter credits

About the Program

The MS 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 seven terms of graduate courses and five 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. Students learn to integrate design's aesthetic, psychological, and social needs with the construction of clothing.

The goal of the MS 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 Department of Fashion, Product and Design & Merchandising includes art historians, CAD specialists, designers, fiber artists, merchandising specialists, 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 completing the first year.

The Fashion and Design & Merchandising programs produce a professionally juried annual fashion show which provides competitive fashion industry and department awards and excellent exposure for the graduate students' design thesis. 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 Fashion and Design Student Organization and attend trips to fashion events in New York City.

The 63.0 graduate quarter credits does not include any of the required prerequisite coursework. See the Admission Requirements for a list of courses students are expected to have completed prior to beginning their graduate study.

Additional Information

For more information about this program, please contact the Program Director:

Kathi Martin
martink@drexel.edu

Admission Requirements

Students enter the program from diverse backgrounds, including liberal arts, fine arts, and business. A personal interview is required. The admission criteria for the graduate program consist of the requirements of the University for graduate admission plus satisfaction of undergraduate coursework in basic fashion design skills and concepts. These prerequisites comprise 31.0 credits in design, drawing, and art history in addition to 32.0 credits in specific undergraduate fashion design professional courses, or their equivalent.

Prerequisite Undergraduate Coursework

ARTH 335 [WI]	History of Costume I: Preclassical to Directoire	3.0
ARTH 336 [WI]	History of Costume II: Directoire to World War I	3.0
FASH 201	Survey of the Fashion Industry	3.0
FASH 210	Presentation Techniques in Fashion	3.0
FASH 211	Fashion Drawing I	3.0
FASH 212	Fashion Drawing II	3.0
FASH 230	Textiles for Fashion Design	3.0
FASH 241	Construction Skills	4.0
FASH 251	Fashion Design I	4.0
FASH 341	Flat Pattern Design	4.0
FASH 342	Draping Design	4.0
FASH 343	Tailoring and Design	4.0
VSST 104	Accelerated Design I *	2.0
VSST 105	Accelerated Design II *	2.0
VSST 106	Accelerated Design III *	2.0
VSST 110	Introductory Drawing	3.0
VSST 111	Figure Drawing I	3.0
VSST 204	Materials Exploration	4.0
Select two of the following:		6.0
ARTH 101	History of Art I: Ancient to Medieval	
ARTH 102	History of Art II: High Renaissance to Modern	

ARTH 103 History of Art: Early to Late Modern

Total Credits **63.0**

* Or VSST 101, VSST 102, VSST 103 (Design I, II, III; 12.0 credits).

Beginning in the summer term, the department offers a four-term prerequisite year to prepare candidates for the graduate coursework. A portfolio review and departmental evaluation determine what prerequisites have been satisfied. Contact the graduate advisor for specific information about prerequisites or to make an appointment for evaluation.

For additional information on requirements and how to apply, visit Graduate Admissions at Drexel University (<http://www.drexel.edu/grad/programs/westphal>) .

Degree Requirements

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 864) 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.

Required Courses

Fashion Design Studios		
ARTH 530	History of Modern Design	3.0
FASH 600	Fashion Industry Internship	0.0
FASH 604	Materials Exploration	3.0
FASH 610	Presentation Techniques	3.0
FASH 611	Textile Design	3.0
FASH 615	Computer Aided Design for Patternmaking	3.0
FASH 616	Computer Aided Design for Fashion Design	3.0
FASH 628	Draping Design	3.0
FASH 629	Fashion Design I	3.0
FASH 630	Fashion Design A	3.0
FASH 631	Fashion Design B	3.0
FASH 632	Drawing for Industry	3.0
FASH 643	Tailoring	3.0

FASH 730	Fashion Design C	3.0
FASH 731	Fashion Design D	3.0
FASH 765	Fashion Presentation	3.0
FASH 766	Fashion Business Topics	3.0
FASH 864	Professional Portfolio	3.0
FASH 865	Problems in Fashion Design Phase I	3.0
FASH 866	Problems in Fashion Design Phase II	3.0
FASH 899	Comprehensive Examination in Fashion Design	0.0
Select two of the following:		6.0
FASH 617	Technical Design	
FASH 625	Principles of Flat Pattern and Draping	
FASH 750	Machine Knitting	
FASH 751	Accessory Design	
FASH 752	Millinery Design	
FASH 754	Advanced Fashion Drawing	
FASH 767	Style and the Media	
FASH 799	Special Topics in Fashion Design	
Total Credits		63.0

Facilities

The open design of the URBN Center studio spaces fosters collaboration across our diverse design, media and art disciplines. It provides spaces where students can see what their classmates are creating; where making labs can be shared by students from many majors; and where creative connections can be made.

All majors in the college integrate use of discipline-specific and general use software in the 35 computer labs at Drexel's Westphal College of Media Arts & Design which house over 550 computers (Apple iMacs, Apple MacPros, BoxxTech, Dell, and HP). Also available within our college are five premier Music Industry recording studios and a motion capture/green screen compositing space. The Hybrid Lab contains traditional metal and woodworking machines as well as a rapid prototyper, a laser cutter, and access to a 3D router for multi-disciplinary design and product making. In The Shima Seiki Haute Technology Laboratory students experiment with production methods that advance the field of wearable technology using sixteen SDS-ONE APEX3 workstations, three state-of-the-art knitting machines.

The Robert and Penny Fox Historic Costume Collection (<http://www.drexel.edu/westphal/resources/FHCC>) (FHCC), one of the finest teaching collections in the United States, is an educational resource for the students of Drexel University. Our mission as a University-based collection is to educate and inspire, while providing a significant resource for an ever-expanding community of historians, scholars, artists, and designers. Westphal College's new URBN Center facility has greatly improved the accessibility and visibility of the FHCC and allowed us to honor A. J. Drexel's original educational intent in taking a leadership role in research and scholarship, while preserving the collection for future generations. The Charles Evans Library contains books, periodicals, DVDs and other sources of inspiration for the fashion student.

The fourth floor of the Academic Building is occupied by a 10,000-square-foot photography lab, lighting studios, and two digital imaging labs. It offers professional-quality equipment in a comfortable working environment.

Film and video facilities include two fully equipped television studios; digital editing facilities; video-editing suites; film editors; and specially

outfitted multimedia rooms for all courses. Loan equipment available to students includes digital video cameras; Bolex, Gizmo and Arriflex film cameras; and field lighting and audio equipment. Additionally, the college operates a cable television station reaching over 400,000 households.

The music industry major's digital audio labs and recording studios in MacAlister Hall and University Crossings offer opportunities for the creation, modification, analysis, and recording of sound and music using analog and digital media.

The Mandell Theater (<http://www.drexel.edu/westphal/resources/MandellTheater/Facilities>) provides a 420-seat proscenium theater with scene shop, dressing rooms, and costume shop. Costume is taught with primary source material from Drexel's 7,000-piece Historic Costume Collection (<http://digimuse.cis.drexel.edu/home.html>).

The Ellen Forman Memorial Dance Studio, adjacent to the Mandell Theater is the primary studio for the Dance major.

In University Crossings, a 25,000 square foot space houses offices for film, video, screenwriting, and playwriting faculty as well as two state-of-the-art digital editing facilities, a shooting and motion capture studio with special effects capability, two screening rooms, several multimedia classrooms, a laboratory for game development and research, laboratories for other digital media purposes and for music industry, and a well-stocked equipment room.

Fashion, Product Design & Merchandising Faculty

Kristen Ainscoe, BS (*Drexel University*). Assistant Teaching Professor. Visual merchandiser; merchandise management.

Catherine Byers, MA (*American University*) Program Director, Design & Merchandising. Assistant Teaching Professor. Journalism; marketing and communications.

Nick Cassway, BFA (*Tyler School of Art*). Assistant Teaching Professor. Curating; experimental portraiture; computer design.

Anne C. Cecil, MA (*University of the Arts*) Program Director, Design & Merchandising. Associate Teaching Professor. Web designer, product designer, merchandising and artist.

Renee Weiss Chase, MS (*Drexel University*). Professor. Fashion designer; computer-aided design systems for the fashion curriculum.

Anita Dennis, AST (*Art Institute of Philadelphia*) Fashion Laboratory Technician. Assistant Teaching Professor. Fashion designer and technician; construction skills.

Genevieve Dion, MFA (*University of the Arts*) Director, Shima Seiki Haute Technology Laboratory. Assistant Professor. Industrial designer, wearable artist, new materials technology research.

Michael Glaser, MFA (*Ohio State University*) Program Director for Product Design. Assistant Professor. Quantifying the designer's intuition; the interplay between digital and physical forms; human desire to shape our surroundings.

Cynthia Golebuski, MS (*Drexel University*) Associate Program Director, Fashion Design. Assistant Teaching Professor. Fashion designer, illustrator, computer aided design.

Roberta H. Gruber, MS (*Drexel University*) *Head of the Fashion and Product Design & Merchandising Department*. Associate Professor. Fashion designer and illustrator; wearable artist, merchandiser, special events.

Joseph H. Hancock, II, PhD (*Ohio State University*). Associate Professor. Apparel merchandising, textiles and clothing, culture and marketing strategies.

Lisa L. Hayes, BFA (*Syracuse University*) *Program Director, Fashion Design*. Associate Professor. Fashion designer, product designer, pattern design.

Jan Marshall, BA (*Long Island University*). Assistant Teaching Professor. Fashion designer, knitwear, product development, fashion analysis.

Kathi Martin, MSIS (*Drexel University*) *Associate Director of the Graduate Program in Fashion Design*. Associate Professor. Fashion and textile designer; textile artist; computer-aided design, best practices online databases and graphic interfaces for fashion and historic costume, virtual characters for fashion design.

Alphonso McClendon, MS (*Drexel University*). Assistant Professor. Fashion designer, textile designer, computer aided design.

Beth Phillips, MS (*Georgetown University*). Associate Teaching Professor. Business and international marketing, linguist, analysis of products.

Clare Sauro, MA (*Fashion Institute of Technology*) *Curator of the Robert and Penny vox Historic Costume Collection*. Assistant Teaching Professor. Curatorial studies, collection management, art history and fashion.

Courses

FASH 600 Fashion Industry Internship 0.0 Credits

Provides relevant off campus employment for students; they experience design and production processes in an industrial setting.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FASH.

FASH 604 Materials Exploration 3.0 Credits

In this course students experiment with materials, connectors, color, texture and form as they relate to the body. Students will learn how to transform and manipulate fabric by uncovering processes that allow the metamorphosis of planar materials into three-dimensional works.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: (VSST 104 [Min Grade: B] or VSST 101 [Min Grade: B]) and (VSST 105 [Min Grade: B] or VSST 102 [Min Grade: B]) and (VSST 106 [Min Grade: B] or VSST 103 [Min Grade: B]) and VSST 110 [Min Grade: B] and VSST 111 [Min Grade: B]

FASH 610 Presentation Techniques 3.0 Credits

This course is designed to introduce presentation techniques and skills used in the Fashion Industry. Students will learn to prepare presentation boards, portfolios, and brochures via traditional and digital media.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 604 [Min Grade: B]

FASH 611 Textile Design 3.0 Credits

Instructs the student in both traditional and digital techniques and Textile Design. Investigates layout, repeat and co-ordinated fabric groups.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FASH or major is INTR.

Prerequisites: VSST 102 [Min Grade: D] or VSST 105 [Min Grade: C]

FASH 615 Computer Aided Design for Patternmaking 3.0 Credits

Covers the production, storage, and retrieval of fashion patterns using computer-assisted design software and Macintosh hardware. Requires students to use previously acquired pattern-making and design skills to produce patterns on the computer and plotter.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 342 [Min Grade: C] or FASH 628 [Min Grade: B]

FASH 616 Computer Aided Design for Fashion Design 3.0 Credits

Provides an overview of computers in the fashion industry. Develops students' presentation skills using industry software and commercial graphics programs.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 611 [Min Grade: C]

FASH 617 Technical Design 3.0 Credits

Technical Design is crucial in managing technical information internally and externally within a fashion design company. The student is trained in the essential skills of creating technical packages using data programs and sketching, conducting fittings, maintaining specs, and grading patterns and how to communicate information efficiently in a global fashion industry.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FASH.

Prerequisites: FASH 342 [Min Grade: D]

FASH 625 Principles of Flat Pattern and Draping 3.0 Credits

Provides analysis of and experience in methods of developing fashion designs through exploration of flat pattern and draping methods.

Explores basic patternmaking techniques and manipulations. Establishes comparisons between drafting and draping techniques in the development of standard slopers.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 241 [Min Grade: C]

FASH 628 Draping Design 3.0 Credits

Differences in the material properties of fabric require the designer to use a variety of approaches to take a design concept to realization. Building on skills mastered in FASH 341-Flat Pattern Design, students will learn to create garments by combining those skills with draping directly on the dress form.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 341 [Min Grade: B]

FASH 629 Fashion Design I 3.0 Credits

Inspiration and research is essential to the creation of new ideas and the fulfillment of design problems. Fashion Design I examines the use of both unusual and familiar sources of inspiration to develop uniquely creative garments. Resources may include: architecture, film, furniture, historic costume (DHCC), industrial design, interior design, nature, painting, sculpture, transportation, etc. The ability to think on paper is stressed as well as the manipulation of a variety of materials and media through the conceptualization and development of both singular realizations and coordinated groups.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 628 [Min Grade: B]

FASH 630 Fashion Design A 3.0 Credits

Explores sources of inspiration and requires students to translate and develop source material into creative garments. Stresses the extension and elaboration of ideas within a specific market.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 251 [Min Grade: C] or FASH 629 [Min Grade: B]

FASH 631 Fashion Design B 3.0 Credits

Stresses industrial limitations as they apply to design and creativity. Covers fabrication, costing, market requirements, and specifications for all facets of the industry. Primary areas of concentration include sportswear and swimwear. Includes professional critiques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: or FASH 629 [Min Grade: B], FASH 251 [Min Grade: C] or FASH 629 [Min Grade: B]

FASH 632 Drawing for Industry 3.0 Credits

Offers the Fashion student the ability to generate technical renderings of garments along with associated specifications requirements as per industry expectations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FASH.

Prerequisites: FASH 342 [Min Grade: C] or FASH 628 [Min Grade: B]

FASH 643 Tailoring 3.0 Credits

In this course, building on skills mastered in FASH 341-Flat Pattern Design and FASH 628-Draping Design, the student is instructed in the complex pattern-making, draping, construction and fitting techniques necessary to produce a tailored suit or coat.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 629 [Min Grade: B]

FASH 730 Fashion Design C 3.0 Credits

Expands and broadens technical skills and lays the groundwork for development of the graduate collection. Projects include couture eveningwear techniques.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 631 [Min Grade: C]

FASH 731 Fashion Design D 3.0 Credits

Emphasizes a particular limit of time, cost, or material and expands development of technical solutions to construction and production problems.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 730 [Min Grade: C]

FASH 750 Machine Knitting 3.0 Credits

Machine Knitting is an introduction to knitwear design specialization. Students learn to style and draw knit garments to develop a professional portfolio. Technical information regarding yarn analysis, stitch construction, pattern and garment construction are the focus of this class.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 6 credits

Restrictions: Can enroll if major is FASH.

Prerequisites: FASH 241 [Min Grade: C] and VSST 112 [Min Grade: C]

FASH 751 Accessory Design 3.0 Credits

This course provides students with concepts and skills to design traditional and contemporary fashion accessories with emphasis in embroidery; applique; hand painting; and clay, plastic and ceramic work.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 241 [Min Grade: C]

FASH 752 Millinery Design 3.0 Credits

Familiarizes students with the techniques and processes involved in hat making. Emphasis will be placed on historical perspectives and materials.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 241 [Min Grade: C]

FASH 754 Advanced Fashion Drawing 3.0 Credits

Through in-class creative assignments with experimental techniques, students learn to respond rapidly, originally, and with increased focus to resolve drawing and design problems.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 212 [Min Grade: C]

FASH 765 Fashion Presentation 3.0 Credits

Requires two-dimensional presentation of original collections based on various facets of the industry. Stresses professional skill development in medium of choice.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 212 [Min Grade: C]

FASH 766 Fashion Business Topics 3.0 Credits

Presents the following topics in seminar: fashion merchandising as a link between producer and final consumer, retail distribution, interpreting consumer demand, merchandise assortment planning, unit and inventory control, and pricing; fashion marketing and manufacturing, including the marketing process, components of the fashion industry, market evaluation, demographic and psychographic factors, manufacturing components and processes, and case studies.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

FASH 767 Style and the Media 3.0 Credits

Fashion Journalism is reading and writing about all aspects of fashion, including reporting, criticism and commentary about photography related to fashion published in newspapers or magazines, displayed on websites, aired on radio and/or TV. The style of the writers and also the aspects of dress they found significant is examined.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

FASH 799 Special Topics in Fashion Design 1.0-4.0 Credit

Provides study in the field of fashion design, interdisciplinary studies, and other areas. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

FASH 864 Professional Portfolio 3.0 Credits

This course will involve preparation and execution of a finished designer portfolio for couture, 7th Avenue or the boutique American market. Included in the preparation is research of their chosen entry into the market via history, visuals and customer profile.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is FASH.

Prerequisites: FASH 765 [Min Grade: C]

FASH 865 Problems in Fashion Design Phase I 3.0 Credits

Requires proposal, design, and execution of related garments to form a collection. Emphasizes the designer's goals. Includes professional critique.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 730 [Min Grade: C]

FASH 866 Problems in Fashion Design Phase II 3.0 Credits

Continues FASH 865. Includes professional critique.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: FASH 865 [Min Grade: C]

FASH 899 Comprehensive Examination in Fashion Design 0.0 Credits

Provides a comprehensive examination in the field of fashion design. Required of candidates for the M.S. degree upon satisfactory completion of the coursework for the degree.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Master of Science in Interior Architecture and Design

Master of Science: 69.0 quarter credits

About the Program

The Master of Science program in Interior Architecture & Design at Drexel is an internationally recognized CIDA accredited First Professional MS degree that prepares students of diverse undergraduate backgrounds to become leaders in the field of interior design. Through an integrated studio approach, coursework teaches application of design concepts, technical information and hands-on skills to create a range of public,

commercial, residential and institutional spaces. Students learn to transform space to address aesthetic, social, physical and psychological needs. In conjunction with the integrated studio, the program emphasizes independent research culminating in a master's thesis. The Master of Science program in Interior Architecture & Design was recently ranked 7th in the nation by DesignIntelligence, America's Best Architecture & Design Programs 2014.

Comprised of 69.0 graduate credits, most students complete the MS Interior Architecture & Design program in two to three years, depending upon individual student backgrounds and the completion of all necessary prerequisites.

Student Background

MS Interior Architecture & Design students come to the program with undergraduate degrees in a wide variety of fields. With more than 90% of the applicants having backgrounds in a non-design related field and on average 10% being international students, the graduate student body brings rich and diverse life and cultural experiences to the Department and the College. Open mindedness and the desire and commitment to acquire knowledge through various avenues ensure that all students enrich the exchange of ideas and professional development.

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 Architecture & Design (<http://www.drexel.edu/westphal/academics/graduate/interiordesign>) web page.

Admission Requirements

Admission criteria for the graduate program consist of the requirements of the University for graduate admission plus satisfaction of basic interior design undergraduate coursework. These prerequisites include courses in design, drawing, and art history.

Prerequisite Undergraduate Coursework

ARTH 103	History of Art: Early to Late Modern	3.0
VSST 104	Accelerated Design I *	2.0
VSST 105	Accelerated Design II *	2.0
VSST 106	Accelerated Design III *	2.0
VSST 110	Introductory Drawing	3.0
INTR 160	Visualization I: Computer Imaging	3.0
INTR 200	History of Modern Architecture and Interiors	3.0
INTR 220	Visualization II: Orthographic	3.0
INTR 231	Structure	4.0
INTR 232	Interior Studio I	4.0
INTR 241	Visualization III: Digital	3.0

INTR 300 [WI]	Visual Culture: Interiors	3.0
INTR 305 [WI]	Visual Culture: Furniture	3.0

* Or VSST 101, VSST 102, VSST 103 (Design I, II, III; 12.0 credits).

The program begins in the summer term with three terms of prerequisite coursework that prepares candidates for the graduate coursework. A portfolio review or evaluation by the Associate Director of the Interior Architecture & Design program determines what prerequisites have been satisfied. Contact the Graduate Studies in Interior Architecture & Design (<http://www.drexel.edu/westphal/academics/graduate/interiordesign>) for specific information about prerequisites or to make an appointment for review and evaluation.

For additional information on requirements and how to apply, visit Graduate Admissions (<http://www.drexel.edu/grad/programs/westphal/interior-architecture-and-design>) at Drexel University.

Degree Requirements

The full-time graduate coursework combines seven terms of faculty-directed coursework in interior design, including a student-initiated thesis.

The 69.0 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

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

Visual Studies

VSST 501	Contemporary Art Issues	3.0
VSST 502	Space/Time I	3.0

IAD Seminars

INTR 861	Advanced Visual Methods	3.0
INTR 862	Interior Systems I	3.0
INTR 863	Advanced Digital Methods	3.0
INTR 864	Material Investigations	3.0
INTR 865	Interior Systems II	3.0
Electives		9.0

Thesis

INTR 894	Thesis Programming	3.0
INTR 897	Thesis - Development	3.0
INTR 898	Thesis - Documentation	3.0

Comprehensive Exam

INTR 899	Comp Exam for Interior Design *	0.0
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Graduate Review *

Total Credits **69.0**

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

Facilities

The interior design program is housed in the new URBN Center, a state of the art design and arts facility on Drexel's campus. The URBN Center officially opened in September 2012. A hub for creative minds to gather, share ideas and work together to bring those ideas from the mind to the page, and into the world of tomorrow, interiors students benefit from a wide-range of resources including interior design studios, the interior design resource library, a hybrid making lab, and state-of-the-art computer laboratories. College lab equipment includes scanners, printers, plotters, laser cutters, 3-d printers, computer/video projection systems and other peripheral devices as appropriate to each major.

The URBN Annex houses a black box theater, screening room and the Leonard Pearlstein Gallery. Additional studio and classroom space in the Peck Problem Solving and Research Center and the Design Arts Annex accommodate photography, basic design, painting, sculpture and a large woodworking shop with industrial-quality equipment. The woodshop is available for use by students for three-dimensional coursework or individual projects.

Philadelphia, one of the nation's major design centers, gives interior design students the vitality of the contemporary arts at local galleries; easy access to many museums, libraries, renowned buildings, and access to the resources of The Marketplace, as well as design centers located in New York City and Washington, D.C.

Architecture + Interiors Faculty

David Ade, AIA, BArch (*Drexel University*). Adjunct Associate Professor. Principal, SMP Architects.

Ulrike Altenmuller-Lewis, AIA, Dr.-Ing. (*Bauhaus Universitat Weimar*) *Program Director*. Assistant Professor. Research on educational environments; translations of architectural theory texts. Design studios, lectures and seminar courses.

Stephen Bonitatibus, AIA, MArch (*University of Pennsylvania*). Adjunct Professor. Principal, Bonitatibus Associates.

Mark Brack, PhD (*University of California at Berkeley*). Associate Professor. British and American architecture from 1700 to the present; Hispanic colonial architecture in the American Southwest; vernacular architecture; historic preservation.

Michael Burns, RA, BArch (*Drexel University*). Adjunct Associate Professor. Principal, Michael Burns Architects.

Jon Coddington, AIA, MArch (*University of Pennsylvania*) *Department Head, Department of Architecture + Interiors*. Professor. Architecture, urban design and planning.

Rena Cumby, BArch, MS (*Drexel University*) *Associate Department Head of the Department of Architecture + Interiors*. Associate Professor. Interior designer; foundation studies and design education.

Eugenia Ellis, PhD (*Virginia Polytechnic State University*). Associate Professor. Registered architect; interior design, extended-care facilities design, research on spatial visualization, perception and imagination.

Jeff Fama, MArch (*State University of New York at Buffalo*). Adjunct Associate Professor. Retail, entertainment, and theater design. Graduate interiors thesis advisor.

Gary Garofalo, BS Arch Eng (*Pennsylvania State University*). Adjunct Assistant Professor. Principal Lighting Design Collaborative. Lighting expert. Lighting design.

Don Jones, AIA, MArch (*University of Pennsylvania*). Adjunct Professor. Ewing Cole.

Nicole Koltick, MArch (*University of California*). Assistant Professor. Researching possibilities for architecture and design through the use of unexpected and innovative interdisciplinary models. Foundation design studios, fabrication and technology seminars.

Karin Kuenstler, MS (*Bank Street College of Education and Parsons*). Associate Professor. Interior designer; interior design for corporate and commercial facilities, history of corporate interiors, fiber art.

Maria Kuttruff, MS (*Drexel University*). Adjunct Assistant Professor. Residential interior design. Design studios.

Diana S. Nicholas, AIA, MFA (*University of the Arts, Philadelphia*). Assistant Teaching Professor. Principal of Switched on Design. Design studios, analog and digital visualization.

Karen Pelzer, BS (*Drexel University*) Associate Director of the MS in Interior Architecture and Design Program. Assistant Teaching Professor. Interior designer, hospitality design. Design studios.

Marilynne L. Rose, MS (*Drexel University*). Associate Teaching Professor. NCIDQ interior designer; residential and commercial design. Design studios, lecture and seminar courses.

Debra Ruben, MS (*Drexel University*). Associate Professor. NCIDQ, Interior designer; residential and commercial design. Research on user participation and the design process.

Paul Salvaggio, AIA, BArch (*Pennsylvania State University*). Adjunct Assistant Professor. Principal, Arcus Design Group. Foundation design studios.

Joseph Scanlon, BArch (*Drexel University*). Adjunct Professor. Foundation design studios.

Rachel Schade, AIA, MArch (*University of Pennsylvania*). Associate Teaching Professor. Principal, Schade & Bolender Architects. Work-study placement. Design studios.

Virginia Smith, MS (*Drexel University*). Adjunct Associate Professor. Exhibit/graphic design, interior design, interior and architectural visualization.

Erik Sundquist, MArch (*Florida International University*) Director of the Hybrid Making Lab of AW CoMAD. Assistant Teaching Professor. Design studios, analog and digital architectural representation and fabrication.

Feenan Susan, BArch (*Temple University*). Adjunct Instructor. Institutional and commercial. Design documentation and graduate thesis.

Simon Tickell, AIA, MArch (*University of Pennsylvania*) Associate Director of the Architecture Evening Program. Associate Teaching Professor. Design studios and professional practice/electives; educational and museum buildings.

Nancy Trainer, FAIA, MArch (*University of Pennsylvania*). Adjunct Professor. Principal, Venturi Scott Brown and Associates, Architects and Planners. Design studios.

Ada Tremonte, BS (*Drexel University*) Associate Director of the BS Program in Interior Design. Assistant Teaching Professor. NCIDQ Interior designer, corporate/commercial design. Design studios, lecture and seminar courses.

Emeritus Faculty

Judith Bing, MArch (*Yale University*). Professor Emeritus. Design studios, lecture and seminar courses.

Sylvia Clark, MArch (*University of Pennsylvania*). Professor Emeritus.

Paul M. Hirshorn, AIA, MArch, MCP, (*University of Pennsylvania*). Professor Emeritus. Design studios. Former Department Head.

Marjorie Kriebel, B.Arch (*University of Pennsylvania*). Professor Emeritus.

Courses

INTR 722 Graduate Studio A 4.0 Credits

Focuses on a given residential environment with specific architectural identity meeting the residential space requirements of particular clients and recognition of and respect for the quality of interior architecture, volume and its ornament. Develops original approaches to furniture planning, lighting, interior elaboration, furniture, color and finish selection. Professionally juried.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 232 [Min Grade: B-]

Corequisite: INTR 723

INTR 723 Studio A Seminar 2.0 Credits

Focused study on the impact of interior architectural and decorative detailing on the interior environment through the understanding of precedent studies and ornamentation.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 232 [Min Grade: B-]

Corequisite: INTR 722

INTR 732 Graduate Studio B 4.0 Credits

Investigates the manipulation of spatial volume within the context of small-scale environments. Projects build in complexity in terms of use, tectonics and structure emphasizing concept development, iterative design process and various ways of making. Professionally juried.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 722 [Min Grade: C]

Corequisite: INTR 733

INTR 733 Studio B Seminar 2.0 Credits

Focused study in digital communication and making and its role in the design of the interior environment.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 722 [Min Grade: C]

Corequisite: INTR 732

INTR 742 Graduate Studio C 4.0 Credits

Focuses on the design of an interior with emphasis on programmatic requirements and environmental behavior leading to a synthesized and identifiable environment. Emphasizes concept, pre-design research, programming, space planning and presentation. Professionally juried.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 732 [Min Grade: C]

Corequisite: INTR 743

INTR 743 Studio C Seminar 2.0 Credits

Investigation in interior detailing and the impact it has on the identity of the interior environment. Focused study and understanding of the design attributes of materials, construction systems and use of detail as a design process and generator.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 732 [Min Grade: C]

Corequisite: INTR 742

INTR 752 Graduate Studio D 4.0 Credits

Focused on design of a mid to large scale commercial interior with emphasis on programmatic requirements, parti, adjacency diagrams and office systems. Applies a design concept based on client identity through interior planning and appropriate selection of furniture, materials and finishes consistent with contract interiors. Requires building code analysis, and demonstrated understanding of building codes. Professionally juried.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 742 [Min Grade: C]

Corequisite: INTR 753

INTR 753 Studio D Seminar 2.0 Credits

Focused study and application of building codes and construction documentation of a mid-large scale commercial interior environment.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 742 [Min Grade: C]

Corequisite: INTR 752

INTR 762 Graduate Studio E 4.0 Credits

Studio context will provide for investigative study on subjects of specific environmental concern reflective of current trends, through the study of a large scale interior environment. Professionally juried.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 752 [Min Grade: C]

Corequisite: INTR 763

INTR 763 Studio E Seminar 2.0 Credits

Focused study and analysis of professional practice covering contemporary business methods, practices, and procedures in the operation of a design firm, including legal and ethical implications.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 752 [Min Grade: C]

Corequisite: INTR 762

INTR 799 Special Topics in Interior Design 1.0-4.0 Credit

Provides current, in-depth study in the field of interior design, interdisciplinary studies, and other related areas. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

INTR 860 Advanced Independent Study in Interior Design 1.0-4.0 Credit

Provides advanced individual study in interior design in a specialized area. May be repeated for credit. Department permission required.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

INTR 861 Advanced Visual Methods 3.0 Credits

An advanced course in visualization focusing on hybrid representation strategies. Specialized topics in digital and hand rendering and exploration of the visual language of presentation and rendering techniques for design development and visualization of interior spaces.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

INTR 862 Interior Systems I 3.0 Credits

Focused study in environmental systems and understanding of the impact and integration between systems and the built environment.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

INTR 863 Advanced Digital Methods 3.0 Credits

Intensive focus on advanced modeling and rendering software. Lighting, materiality, form and spatial experience are explored through realistic three-dimensional digital models.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 861 [Min Grade: C]

INTR 864 Material Investigations 3.0 Credits

This course provides for investigative study of materials that shape the interior environment. Exploration of materials through application, research, codes and hands-on presentation are addressed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is INTR.

INTR 865 Interior Systems II 3.0 Credits

Develops and deals with many dimensions of light that must be understood if natural and artificial lighting are to be incorporated in the interior design of a building. Provides a series of investigations that allow the student to predict visual effects, meet minimum sight requirements, and ensure visual comfort. Professionally juried.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 862 [Min Grade: C]

INTR 868 Presentation Seminar 3.0 Credits

Provides an opportunity for independent and investigative study in various aspects of the presentation of ideas. Encourages experimentation with fine arts media, drafting media, and digital media, with an emphasis on professionalism and craft. Professionally juried.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

INTR 869 Business Practice Seminar in Interior Design 3.0 Credits

Examines business and management issues associated with the organization and operation of a design firm. Provides an understanding of the history and organization of the interior design profession; business methods, practices, and procedures; legal and ethical obligations; and relationships with clients, related professions, and the trades.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

INTR 870 Environmental Topics in Design 3.0 Credits

Provides an opportunity for investigative study on subjects of specific environmental concern to students and faculty. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

INTR 872 Advanced Design Theories and Applications 3.0-4.0 Credits

Advanced exploration of design theories and applications. An emphasis is placed on the development and exploration of theoretical stances in text, projects and/or artifacts.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated 2 times for 12 credits

INTR 874 Fabrication and Making 3.0-4.0 Credits

Exploration into design fabrication and making methodologies. A variety of procedures, techniques and tools are utilized to design and fabricate at full scale within the built environment.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

INTR 894 Thesis Programming 3.0 Credits

Focuses on the process of defining an appropriate thesis topic, writing a succinct proposal, research methodologies and the development of a research plan.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

INTR 897 Thesis - Development 3.0 Credits

Provides faculty guidance to enable students to identify and investigate an aspect of interior design. May include establishment of philosophical base, data collection, study of comparable or similar programs and spaces, writing of a design program, building selection and measurement, and preliminary design development. Includes professionally juried presentation.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 894 [Min Grade: C]

INTR 898 Thesis - Documentation 3.0 Credits

Allows development and refinement of design responses to the program of INTR 897 through in-depth analysis of the design problem. Involves evaluation of work on the basis of the understanding of the design process, the execution of the concept and the extent of development, and the emergence of a design character appropriate both to the student as a designer and to the resolution of the specific problem. Includes professionally juried final presentation.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: INTR 897 [Min Grade: C]

INTR 899 Comp Exam for Interior Design 0.0 Credits

Required of candidates for the M.S. degree.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Master of Science in Museum Leadership

Master of Science: 45.0 quarter credits

About the Program

At the beginning of the 20th century museums were primarily keepers of things—their collections—and were thought of primarily as repositories of knowledge. Over the course of the century the American museum has changed. While collections remain at the core of their missions, museums have focused more and more on their educational roles, their communities and their audiences. The internet and digital technology are challenging museums to rethink how they operate, re-evaluate how they use their collections and the nature of their audiences.

Drexel University's MS in Museum Leadership program prepares students for a range of management and leadership roles that are essential to the integrity and health of today's museums. Students study the philosophy and history of leadership in cultural institutions, incorporating theory and practice from the museum field as well as business, government, and other non-profit organizations. The program examines the process of creating new museums as well as expanding existing museums. Students learn the variety of roles required to run the contemporary museum, including curators, conservators, registrars, educators, programmers, audience development, fundraising, board members and volunteers.

Taking advantage of various departments and programs across Drexel University, such as The Academy of Natural Sciences of Drexel University (<http://www.ansp.org>), as well as other regional museums, the program includes hands-on participation in learning laboratories during practicum experiences and other opportunities. Importantly, the program encompasses the full range of museums—art, history, science,

archaeology, zoos, aquariums, arboretums, historic houses, children's, and folklore— as well as covering both USA and international museum practices.

Goals and Objectives

Drexel's Museum Leadership program will prepare leaders who enable museums to fulfill their missions of stewardship and education. These leaders will develop a knowledge and skill base to steer tomorrow's museums.

Graduates of the program will be prepared:

- To lead museums that preserve, present and critically interpret the knowledge and heritage of diverse human societies and identities;
- To lead museums that will achieve financial security and stability;
- To address the changing nature of museums, including expanding new technologies, educational and community outreach goals, changing demographics, and a changing political and funding environment;
- To build museums that address changing public expectations of the museum experience, including responsiveness to their diverse communities as well as a more participatory visitor experience;
- To contribute to a museum workforce that is culturally rich, representing the full diversity of each museum's surrounding community;
- To engage with the full spectrum of their local communities as well as a national and international community of museums and museum-goers.

Additional Information

For additional information about this program, contact:

Dr. Danielle Rice
Director, Museum Leadership Program
URBN Center, 210G

Danielle.rice@drexel.edu

Degree Requirements

Required Courses

AADM 610	Financial Accounting for Non-Profit Arts Organizations	3.0
AADM 650	Fund Development for the Arts	3.0
INFO 748	Museum Informatics	3.0
MUSL 500	Museum History and Philosophy	3.0
MUSL 510	Museum Leadership	3.0
MUSL 530	Inside the Museum	3.0
MUSL 670	Museum Communications and Marketing	3.0
MUSL 710	Bricks and Mortar	3.0
MUSL 750	Museum Leadership Practicum I	3.0
MUSL 755	Museum Leadership Practicum II	3.0
MUSM 500	Foundations of Informal Education in Museum Settings	3.0

Select four of the following: 12.0

AADM 620	Law and the Arts
AADM 660	International Cultural Policy
AADM 670	Audience Development
AADM 680	Trends in Fund Development

AADM 710	Strategic Planning and Evaluation
AADM 731	Human Resources Management in the Arts
AADM 753	Visual Arts Organization Management
AADM 754	Museum Management
AADM 759	Cultural Organizations in Transition
INFO 643	Information Services In Organizations
INFO 552	Introduction to Web Design for Information Organizations
MUSL 630	Exhibitions and Programming
MUSL 640	The Museum in the Community
MUSL 660	Museum in the Age of Technology
MUSL 720	Overview of Curatorial Practices
MUSM 506	Technology in Museum Education
TVMN 620	Audience Measurement
Total Credits	45.0

Admission Requirements

In addition to meeting the general requirements for admission to graduate studies at Westphal College of Media Arts and Design, applicants should present a resume demonstrating a strong affinity for the field through work, volunteer experiences, education or special training.

Preparation must include at least one undergraduate level course in financial accounting, two courses in any field related to museum practice, and/or two years' professional or board level experience with a museum. Students entering the program without the required undergraduate accounting course must complete the pre-requisite within the first two terms of matriculation.

Applicants must have a minimum 3.0 GPA in their undergraduate work, and for international students whose first language is not English, the minimum TOEFL score is 90/577.

For additional information on requirements and how to apply, visit Graduate Admissions at Drexel University (<http://www.drexel.edu/grad/programs/westphal>) .

Museum Leadership Faculty

Jacqueline Genovesi, PhD (*Drexel University*) *Vice President, Education, the Academy of Natural Sciences*. Assistant Clinical Professor. Museum education, interpretive strategies and museum leadership.

Derek Gillman, LLM (*University of East Anglia, UK*). Distinguished Visiting Professor. Expert in building museums and Chinese art history.

Bruce Katsiff, MFA (*Pratt Institute*). Adjunct Professor. Museum administration, strategic planning and leadership.

Laura Lenhart, BS (*Mankato State University*). Adjunct Professor. Non-profit accounting methods.

Martha Lucy, PhD (*Institute of Fine Arts, NYU*). Assistant Teaching Professor. Curatorial studies, museum history and theory and art history.

Danielle Rice, PhD (*Yale University*) *Program Director*. Teaching Professor. Museum administration, strategic planning, marketing and leadership.

Dennis Wint, PhD (*Case Western Reserve University*). Teaching Professor. Strategic planning, governance and museum leadership.

Interdepartmental Faculty

Clare Sauro, MA (*Fashion Institute of Technology*) *Curator of the Robert and Penny vox Historic Costume Collection*. Assistant Teaching Professor. Curatorial studies, collection management, art history and fashion.

Courses

MUSL 500 Museum History and Philosophy 3.0 Credits

Through the examination of readings, case studies, and visits to local institutions, students will develop an understanding of the history and theory of the museum from the 18th century to the present, with special attention paid to major issues surrounding contemporary museum practice.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSL 510 Museum Leadership 3.0 Credits

This course will explore the philosophy and history of leadership in cultural institutions as well as in business, government, and non-profit organizations. Students will examine and understand the value of strategic planning and the core functions of a modern museum including collections management, education, marketing, communications, technology and fundraising.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM or major is MUSL.

MUSL 530 Inside the Museum 3.0 Credits

This course will cover a variety of roles required to run the contemporary museum including curators, conservators, registrars, educators, programmers, audience development, fundraising and volunteers.

This course will include an examination of how various museum roles collaborate with and interact with each other.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM or major is MUSL.

MUSL 630 Exhibitions and Programming 3.0 Credits

This course focuses on exhibition and program planning—from topic conception, to development and design, to educational programming and marketing.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM or major is MUSL.

Prerequisites: MUSL 530 [Min Grade: C]

MUSL 640 The Museum in the Community 3.0 Credits

This course examines how museums interact with their communities, creating a third place that brings communities together. Museums' roles in the political, economic, educational, social and cultural development of cities, towns and regions will be studied.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM or major is MUSL.

Prerequisites: MUSL 500 [Min Grade: C] and MUSL 510 [Min Grade: C]

MUSL 660 Museum in the Age of Technology 3.0 Credits

This course will explore the role of technology in the museum, especially the ways that technology is changing or can potentially change the ways that museums provide access to the collections, make knowledge accessible online and in person, and create multiple paths for the public to interact with museums, their exhibits and programs, and their collections.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM or major is MUSL.

Prerequisites: MUSL 500 [Min Grade: C]

MUSL 670 Museum Communications and Marketing 3.0 Credits

Provides an in-depth study of the theory and best practices in all areas of strategic communications and marketing in contemporary museums and related organizations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Restrictions: Can enroll if major is AADM or major is MUSL.

MUSL 710 Bricks and Mortar 3.0 Credits

This course will provide an intensive study of all aspects of the planning, designing, and construction of museums. The connection of capital projects to other museum functions such as master planning, strategic planning, and fundraising will be examined.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSL 510 [Min Grade: C]

MUSL 720 Overview of Curatorial Practices 3.0 Credits

This course examines the role of the curator in the contemporary museum field. Collections management, interpretation and exhibition will be addressed, along with current issues facing curators in a contemporary museum setting.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSL 740 Independent Study in Museum Leadership 1.0-4.0 Credit

Course provides an opportunity for students to conduct independent research, either applied or scholarly, under the supervision of a faculty member.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

MUSL 750 Museum Leadership Practicum I 3.0 Credits

This is the first term course of a two term required practicum for all museum leadership students. Students will work in teams at a local museum to complete a practical project that will expose them to contemporary museum practices.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSL 500 [Min Grade: C] and MUSL 530 [Min Grade: C]

MUSL 755 Museum Leadership Practicum II 3.0 Credits

This is the second term of a two-term required practicum for all museum leadership students. Students will work in teams at a local museum to complete a practical project that will expose them to contemporary museum practices.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

Prerequisites: MUSL 530 [Min Grade: C] and MUSL 750 [Min Grade: C]

MUSL 765 Special Topics in Museum Leadership 1.0-4.0 Credit

Course covers topics of current interest to faculty and students; specific topics for each term will be announced prior to registration. May be repeated for credit if topics vary.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Paul F. Harron Television Management Program

Master of Science Degree: 49.0 quarter credits

Dual MS/MBA: 79.0 quarter credits

About the Program

The Paul F. Harron Graduate Program in Television Management will celebrate its tenth anniversary in academic year (AY) 2014-2015. The program draws a global student body, and its graduates hold responsible positions in top media companies around the world.

In September 2015 we will launch the online version of the graduate on-campus program.

The Paul F. Harron Television Management program offers two approaches to graduate study: the MS in Television Management and the dual MS/MBA degree option.

The stand-alone MS degree prepares students with a solid grounding in business management and specialized courses in the management of television and converged media. The program integrates business course content with current practice in the television industry. Students interact with working professionals on campus and in the field through internships. Course content includes programming analysis and strategy, media analytics and audience measurement, structural analysis of media industries, scope and methods of the field, media finance, social media and television, media sales models and practice, media law and ethics, telecommunications policy and public interest law, field internships, and topical electives.

The dual degree option includes a full MBA. Students in both programs gain hands-on management experience through internships in broadcast television stations and networks, cable companies, independent production companies and evolving media hybrids that operate in the region and beyond. The program combines practical and academic experience, including courses designed to challenge students to discover the critical interplay between creative process and the business skills required to manage successful media companies.

About the Curriculum

The television industry is undergoing a radical transformation, the signs of which are everywhere to be found. You don't have to search the trades, academic, or popular press for very long to discover that the converged world of television has undergone a sea change in the face of new revenue models, rapidly changing telecommunications policy, transformative technology, shifting audience loyalties, dynamic delivery platforms, and a volatile national and global marketplace; Big Data, Netflix, Roku, Apple TV, Amazon Prime, the challenge of Aereo, Blufin Laboratories, traditional media transformations, social media begetting social television, broadcast TV incentive auctions, retransmission consent, net neutrality, backbone networks, edge and broadband providers, end users, neuro-marketing and biometrics, Google Glass, Oculus Rift Virtual

Reality goggles, wearable technologies, OLED screens, 4k and 8k video projection, streaming media, WiMAX and Wi-Fi...the list of change agents affecting the legacy television industry is much longer than this. But the impact is clear: television has changed, is changing and will continue to change; and our students will become the next generation of change agents.

Today's television and media industries are some of the most competitive and fastest growing in the world, and this has created new opportunities for those who can manage, market and create for the world of converged media. The Paul F. Harron Graduate Program in Television Management offers two graduate study options to prepare students for the demanding television and media industries: the MS in Television Management and the dual MS/MBA.

The stand-alone MS degree offers a solid grounding in business management and specialized courses in the management of television and evolving media hybrids. The dual MS/MBA option allows students to integrate business course content with the practices of television and new media industries, and provides graduates the advantages of also having the renowned Drexel MBA.

Ultimately, we believe the way people learn is by doing. Students engage in hands-on management experience through internships at broadcast television stations and networks, multi-channel video programming distributors, streaming media and evolving web companies, independent production companies, and emerging media hybrids in the region and beyond. The program combines practical and academic experience in courses such as Audience Measurement, TV Programming, Structure of TV Organizations, Media Law, Media Sales, Media Ethics, Money and the Medias, Social TV, Emerging TV Technologies and TV Production. Students gain hands-on management insights through simulations in retransmission consent negotiation, technology management, contract negotiation, and debate around technology assessment. These courses challenge participants to discover the critical interplay between creative process and the business skills required to manage successful media companies.

Program Features

Features of the program include the availability of Fellowships and Graduate Assistantships, flexible scheduling with part-time and full-time options, evening classes, rolling admissions (allowing students to start in any term, including summer) as well as professional internships. Philadelphia is the fourth largest television market and home to Comcast, Banyan Productions, Center City Video, Shooters, broadcast network affiliates, three public television organizations, Tierney Communications, Harmelin Media, Star Group, Domus, and innovative web-streaming and specialized digital content producers and online agencies such as 03World.

Students find internships and employment with major broadcast, multichannel, and new media companies in Philadelphia, New York, Washington, Los Angeles, London, Beijing, and beyond, including:

- CNN
- NBC/Universal
- Sony
- NBC SportsChannel
- China Central TV
- Time, Inc.
- University of Pennsylvania

- Nielsen
- Harmelin Media
- SMG Shanghai
- Disney
- Katz Media Group
- Discovery Channel
- Raycom Media
- Shanghai Media Group
- Game Show Network
- USA Networks
- Bounce TV
- Reign Deer Entertainment
- PBS/Sprout
- Philly.com
- Comcast SportsNet
- NBC Sports
- MTV Networks
- Sesame Workshop
- Pro Mobile Productions
- Sony
- PHL 17
- NBC10
- CBS3/CW
- WPVI6
- WYBE35
- Center City Video
- CCTV
- CNBC International
- Princeton University
- QVC
- National Geographic Channel
- Univision
- Nancy Glass Productions
- Telemundo
- Dreamworks
- and many others.

Additional Information

For information about Television Management students, faculty, alumni, internships and the structure and operation of the program, please visit the Graduate Television Management (<http://www.drexel.edu/westphal/graduate/TVMN>) website.

Admission Requirements

For information regarding admission to the program, contact:

Albert Tedesco
 Program Director, Paul F. Harron Television Management Graduate Program
 Antoinette Westphal College of Media Arts and Design
 Office: University Crossings 049
 (215) 895-2180
ast33@drexel.edu

or

David Miller
 Director of Recruitment
 The Antoinette Westphal College of Media Arts and Design
 Nesbitt Hall 12-503
 Philadelphia, PA 19104
 (215) 895-1675

Forms, additional application requirements, and information about application deadlines are all available on the Graduate Admissions at Drexel University (<http://www.drexel.edu/grad/programs/westphal>) website.

For more information about the program, visit Drexel's Graduate Studies in Television Management (<http://www.drexel.edu/grad/programs/westphal/television-management>) web page.

Degree Requirements

Master of Science Degree: 49.0 quarter credits

Required Courses

TVMN 605	Scope and Methods of the Field	3.0
TVMN 610	Media Law for Television Management	3.0
TVMN 620	Audience Measurement	3.0
TVMN 640	Media Ethics of Television Management	3.0
TVMN 650	Structure of Television Organizations	3.0
TVMN 710	Television Programming	3.0
TVMN 730	TV Technology	3.0
TVMN 740	Money and the Media	3.0
TVMN 790	Thesis in TV Management	3.0
TVMN 791	Thesis Completion *	1.0

Select two of the following: 6.0

TVMN 600	Television Management Colloquium	
TVMN 630	Television Production	
TVMN 660	The Social Impact of TV	
TVMN 670	The Art of Television	
TVMN 680	Management of News and Sports Programming	
TVMN 698	Special Topics in TV Mgmt	
TVMN 699	Independent Study in TV Mgmt	
TVMN 700	Television Practicum	
TVMN 720	Television Organization and Operations	
TVMN 750	Current Issues in TV Management	
TVMN 770	Promotion and PR in the Media	

Required Business Courses

ACCT 601	Managerial Accounting	3.0
MGMT 652	New Venture Planning	3.0
BUSN 505	Financial Performance of the Firm - Accounting	1.5
BUSN 506	Financial Performance of the Firm - Finance	1.5
BUSN 507	Essentials of Economics I	1.5
BUSN 508	Essentials of Economics II	1.5
MKTG 601	Marketing Strategy & Planning	3.0

Total Credits 49.0

* TVMN 791 is repeatable for credit, at .5 credits per quarter, as needed for thesis completion. Students must enroll for a minimum of 2 quarters.

Master of Science Degree (Stand-alone program)

First Year

Fall		Credits
BUSN 505	Financial Performance of the Firm - Accounting	1.5
BUSN 506	Financial Performance of the Firm - Finance	1.5
BUSN 507	Essentials of Economics I	1.5
BUSN 508	Essentials of Economics II	1.5
TVMN 605	Scope and Methods of the Field	3.0
TVMN 710	Television Programming	3.0
Term Credits		12.0

Winter

MGMT 652	New Venture Planning	3.0
MKTG 601	Marketing Strategy & Planning	3.0
TVMN 620	Audience Measurement	3.0
TVMN 650	Structure of Television Organizations	3.0
Term Credits		12.0

Spring

ACCT 601	Managerial Accounting	3.0
TVMN 730	TV Technology	3.0
TVMN 740	Money and the Media	3.0
Television Management (TVMN) elective		3.0
Term Credits		12.0

Summer

TVMN 610	Media Law for Television Management	3.0
TVMN 640	Media Ethics of Television Management	3.0
TVMN 790	Thesis in TV Management	3.0
Television Management (TVMN) elective		3.0
Term Credits		12.0

Second Year

Fall		
TVMN 791	Thesis Completion (repeatable for credit)	0.5
Term Credits		0.5

Winter

TVMN 791	Thesis Completion (repeatable for credit)	0.5
Term Credits		0.5

Total Credit: 49.0

Degree Requirements

Dual MS/MBA: 79.0 quarter credits

Required Courses

TVMN 605	Scope and Methods of the Field	3.0
TVMN 610	Media Law for Television Management	3.0
TVMN 620	Audience Measurement	3.0
TVMN 640	Media Ethics of Television Management	3.0
TVMN 650	Structure of Television Organizations	3.0
TVMN 710	Television Programming	3.0
TVMN 730	TV Technology	3.0

TVMN 740	Money and the Media	3.0
TVMN 790	Thesis in TV Management	3.0
TVMN 791	Thesis Completion *	1.0

Television Management Electives

Select two of the following:		6.0
TVMN 600	Television Management Colloquium	
TVMN 630	Television Production	
TVMN 660	The Social Impact of TV	
TVMN 670	The Art of Television	
TVMN 680	Management of News and Sports Programming	
TVMN 698	Special Topics in TV Mgmt	
TVMN 699	Independent Study in TV Mgmt	
TVMN 700	Television Practicum	
TVMN 720	Television Organization and Operations	
TVMN 750	Current Issues in TV Management	
TVMN 770	Promotion and PR in the Media	

Required Business Courses

ACCT 601	Managerial Accounting	3.0
ECON 601	Managerial Economics	3.0
BUSN 505	Financial Performance of the Firm - Accounting	1.5
BUSN 506	Financial Performance of the Firm - Finance	1.5
BUSN 507	Essentials of Economics I	1.5
BUSN 508	Essentials of Economics II	1.5
FIN 601	Corporate Financial Management	3.0
MGMT 602	Managing Technology Innovation	3.0
MGMT 652	New Venture Planning	3.0
MGMT 780	Strategic Management	3.0
MKTG 601	Marketing Strategy & Planning	3.0
MIS 611	Aligning Information Systems and Business Strategies	3.0
ORGB 625	Leadership and Professional Development	3.0
ORGB 631	Leading Effective Organizations	3.0
POM 601	Operations Management	3.0
STAT 601	Business Statistics	3.0
Business Elective		3.0

Suggested Business Electives:

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

Total Credits 79.0

* TVMN 791 is repeatable for credit, at .5 credits per quarter, as necessary for thesis completion. Students must enroll for a minimum of 2 quarters.

Dual MS/MBA Plan of Study

Facilities

Facilities and opportunities for the program include:

- Field trips to broadcast stations and networks in Philadelphia, Washington, D.C., and New York (<http://www.drexel.edu/westphal/graduate/TVMN/Curriculum/Seminars/Fall2012>)
- Civic engagement projects in Philadelphia and internationally (<http://www.drexel.edu/westphal/graduate/TVMN/civicengagement>)
- The LeBow College of Business (<http://www.lebow.drexel.edu>)
- The Laurence A. Baiada Institute for Entrepreneurship (<http://www.lebow.drexel.edu/Centers/Baiada>)
- Professional social media groups (<https://www.linkedin.com/groups?home=&gid=6613646>)
- Business planning courses
- Incubator competitions sponsored by the Baiada Center
- The Henderson Challenge (business plan competition)
- The Rudman Institute for Entertainment Industry Studies
- DUTV (<http://dutv.drexel.edu/television/Main.html>) , Drexel's educational cable access channel

As part of their MS/MBA course of study, students take full advantage of the new Gerri C. LeBow Hall and the Leonard Pearlstein Business Learning Center, which includes The George and Lois Krall Center for Executive Education, state-of-the-art classrooms, learning facilities, conference rooms, and technology upgrades to meet the needs of MBA students so they can compete aggressively in the global marketplace.

Cinema and Television Faculty

Glen Muschio, PhD (*Temple University*). Associate Professor. Digital media, society, communication.

Lise Raven, MFA (*New York University*). Assistant Professor. Filmmaker.

Philip W. Salas, BS (*Temple University*). Assistant Teaching Professor. Utilization of advanced set top box data to measure fragmented viewing behavior. Impact of new television distribution technologies on traditional broadcasters and multichannel program providers.

David A. Schwartz, BA (*Rider University*). Associate Teaching Professor. Steadicam operator; cameraman.

Andrew Susskind, BA (*Harvard University*) Program Director of TV Production & Media Management. Associate Teaching Professor. Independent television producer and director.

Albert S. Tedesco, MA (*University of Pennsylvania*) Director of the Paul F. Harron Graduate Program in Television Management. Associate Teaching Professor. Impact of digital media on broadcast television; broadcasters' response to the challenge of new media; management of publicly and privately held communications companies.

Jervis Thompson, BS (*Drexel University*). Associate Teaching Professor. Digital media, interactive multimedia.

Gregory S. Wolmart, MFA (*University of Pennsylvania*). Assistant Professor. Cinema studies; film history.

Jichen Zhu, PhD (*Georgia Institute of Technology*). Assistant Professor. Developing humanistic and interpretive framework of computational technology, particularly artificial intelligence (AI), and constructing AI-based cultural artifacts; interactive storytelling, games and software studies.

Interdepartmental Faculty

Lawrence Epstein, MBA (*Cornell University*) Interim Department Head, Arts & Entertainment Enterprise. Associate Teaching Professor.

Courses

TVMN 600 Television Management Colloquium 3.0 Credits

Practitioners and students come together for dialogue about standards and best practices. Students study tools and techniques including HR management, labor relations and contract negotiations, intellectual property and media law practice, applied convergence, and the role of business, marketing, advertising, and promotion plans in television enterprises.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 605 Foundation Seminar in TV Management 3.0 Credits

This course explores the scope and methods of study in television management including its technological and social history, evolution and convergence with new media, qualitative and quantitative methodologies, literature research strategies and proposal writing, and the production of a thesis proposal.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 610 Media Law for Television Management 3.0 Credits

Media Law for TVMN focuses on the regulatory frameworks and radio, television and converging media law. Content includes contracts, releases, negotiations, standards and best practices in HR, intellectual property, and collective bargaining in media industries. The role of in-house and function of external legal counsel is reviewed.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 620 Audience Measurement 3.0 Credits

Audience Measurement. The course addresses statistical measurement of television audiences. Students learn the basic principles of rating, share, and demographics; and understanding how this information is used in sales, marketing, and strategic planning for television stations, broadcast and cable networks.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 630 Television Production 3.0 Credits

Television Production. Television production techniques in common use at local television stations are taught including multi-camera (studio) production, single camera (film style) production, and basic editing techniques. Throughout the term, the course also examines production issues from a manager's point-of-view.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 640 Media Ethics of Television Management 3.0 Credits

Media Ethics for TVMN explores issues central to the decision-making process in which media managers engage. Case studies in television and evolving media, investigation of contemporary events that reflect ethical dilemmas, and research into the intersection of financial, regulatory, and career considerations with ethical choice are closely examined.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 650 Structure of Television Organizations 3.0 Credits

This course is a survey of the organizational structures and functions that form the work setting in which television managers operate. It is concerned with exploring the specific tasks managers confront and the analytic and decision-making tools they apply to the management of television systems.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 660 The Social Impact of TV 3.0 Credits

The Social Impact of Television. The aim of this course is to broaden awareness of how the phenomenon of television affects or may affect society. Examined are several arguments regarding television's impact. Some of these arguments are based on experimental research, some on survey research, and some on critical argument.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 670 The Art of Television 3.0 Credits

This course analyzes fictional television that can be seen as rising to the level of art. Concentrating on the prime-time hour-long series, it studies shows that go beyond the formulaic or conventional from TV's golden age (1960's) to its second gold age (1980's) and beyond to current programming.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 680 Management of News and Sports Programming 3.0 Credits

Management of News and Sports Programming. Through lectures, case studies, and individual and project work, this course explores management issues in news and sports programming. Students learn about news and sports journalism, sales/marketing/sponsorship of news and sports programming, legal and ethical issues, personnel issues, market research, technology, and how to critique new sports programming.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 698 Special Topics in TV Mgmt 3.0 Credits

Special Topics in Television Management. This course offers rotating topics in Television Management that could include a closer look at an aspect of management (e.g., contract law and negotiation as it applies to television), an examination of an issue (e.g., violence and TV), or an in-depth analysis of a particular case study (e.g., coverage of a disaster from a manager's point-of-view). The course (but not the same topic) may be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

TVMN 699 Independent Study in TV Mgmt 1.0-6.0 Credit

Independent Study in Television Management. This course offers the student the opportunity to undertake an independent student in the area of Television Management. The topic must be approved by a Program Director before the student registers for the course. The course may be repeated for credit.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

TVMN 700 Television Practicum 3.0 Credits

This course offers hands-on management experience at Drexel's television station or (with Program Director's approval) at other television stations, cable companies, or related media. The assumption is that the student will work a minimum of ten hours per week for ten weeks to receive three credits for the term.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 710 Television Programming 3.0 Credits

Through lectures, case studies and individual and team projects, this course explores the role of programming in television. Students learn about development, financial and legal issues, programming distribution, the role of ratings and advertising support in program scheduling, and career opportunities in the field.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 720 Television Organization and Operations 3.0 Credits

Television: Organization and Operations. This course studies the organization and internal operations of television stations and broadcast/cable networks.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 730 Emerging TV Technology 3.0 Credits

This course provides students with a solid grounding in the prevailing technologies in the television business, delves into the emerging new media technologies, and provides a framework for dealing with and implementing significant technological changes in television organizations.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 740 Money and the Media 3.0 Credits

This course will apply the students' required coursework in the LeBow College of Business in areas such as economics and accounting with the specific challenge of managing the finance function within television and new media industries.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 750 Current Issues in TV Management 3.0 Credits

Given the rapid pace of change in the businesses the program examines, this course will provide an important and ever-changing means of addressing the most up-to-date transactions and other business developments in the television and new media world, drawing extensively on current industry publications.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 770 Promotion and PR in the Media 3.0 Credits

How media organizations promote themselves, manage their public images, products, and services and do all of this under intense and constant public scrutiny is the focus of the course. It explores the strategies and tactics central to the process of public relations and crisis management in media industries.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 790 Thesis in TV Management 3.0 Credits

The thesis will demonstrate the competence to identify a problem or create a project germane to the evolving field on television management, and to produce a work product that is executed in a systematic manner using research and management tools. The thesis proposal must be approved by the Program Director.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Not repeatable for credit

TVMN 791 Thesis Completion 0.5 Credits

This repeatable course allows the TVMN graduate student to complete the required research, writing and revision of the TVMN thesis which is begun during TVMN 790 Thesis in Television Management.

College/Department: Antoinette Westphal College of Media Arts Design

Repeat Status: Can be repeated multiple times for credit

Prerequisites: TVMN 790 [Min Grade: C]