



DREXEL UNIVERSITY

Westphal

College of Media Arts & Design

# CATALOG

2020-2021

**GRADUATE**



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# The Antoinette Westphal College of Media Arts & Design

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## About the College

The Antoinette Westphal College of Media Arts & Design (<http://www.drexel.edu/westphal/>) (The Westphal College) offers graduate programs in Arts Administration & Museum Leadership, Design Research, Fashion Design, Interior Architecture & Design, Digital Media, Television Management, and Urban Strategy. 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 & Museum Leadership (MS) (p. 3)
- Design Research (MS) (p. 4)
- Digital Media (MS, PhD) (p. 5)
- Fashion Design (MS) (p. 10)
- **NEW:** Interior Architecture (MS)
- Interior Architecture & Design (MS) (p. 13)
- Retail & Merchandising (MS) (p. 16)
- Television and Media Management (MS, MS/MBA) (p. 17)
- Urban Strategy (MS) (p. 19)

## Minors

- Arts Administration (p. 20)
- Digital Media (p. 21)
- Museum Leadership (p. 21)
- **NEW:** Retail and Merchandising

## Full/Part-Time Options

- Graduate study in Digital Media, Fashion Design, Interior Architecture, and Interior Architecture & Design includes two years of full-time graduate study. Students may enroll in the Design Research or Urban Strategy programs on a full-time or part-time basis. There are some programs that require prerequisite coursework before entering into the graduate level studies.

- Students may enroll in the Arts Administration & Museum Leadership programs on a full-time or part-time basis. Full-time Arts Administration students may complete the degree in five terms. The Arts Administration and Retail & Merchandising graduate programs are also available as fully-online degrees through Drexel University Online (<https://online.drexel.edu/>).
- 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 should plan to take two full years to complete the program.
- The Digital Media PhD program is a full-time program. The post-MS version of the PhD program is 3-4 years and 4-5 years for the post-BS version of the PhD.

## 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. Majors that share this space include Animation & Visual Effects, Architecture, Design & Merchandising, Entertainment & Arts Management, Fashion Design, Game Design & Production, Graphic Design, Interactive Digital Media, Interior Design, Music Industry, and Product Design.

The URBN Center also provides a black box theater (<https://drexel.edu/performingarts/about/facilities/urbn-center-black-box-theater/>) for our performing arts, a 3,500 square foot Leonard Pearlstein Gallery (<http://www.drexel.edu/pearlsteingallery/>), a Motion Capture studio, a Hybrid Making Lab ([http://drexel.edu/westphal/about/overview/making\\_spaces/HybridMakingLab/](http://drexel.edu/westphal/about/overview/making_spaces/HybridMakingLab/)) featuring Universal Laser Cutters and 3-D printing and prototyping, the Robert and Penny Fox Historic Costume Collection (<https://drexel.edu/foxcollection/>), the Charles Evans Fashion Design Library, a multi-use screening and lecture room, Shima Seki high-tech knitting machines, and offices for the College's administrative functions.

The Academic 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, and digital imaging labs ([https://drexel.edu/westphal/about/overview/making\\_spaces/darkroomfacility/](https://drexel.edu/westphal/about/overview/making_spaces/darkroomfacility/)), 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 multimedia classrooms, and a well-stocked equipment room featuring state of the art cameras ARRIFLEX (Arri) Alexa XT Plus and the Amira Premiere 4K.

MacAlister Hall serves students in the Westphal College with digital audio labs and recording studios for Music Industry; The Mandell Theater (<http://drexel.edu/performingarts/about/facilities/mandell-theater/>), a 420-seat proscenium theater with scene shop and dressing rooms; the Ellen Forman Memorial Dance Studio (<http://www.drexel.edu/performingarts/about/facilities/ellen-forman-dance-studio/>); and a high-definition studio

space for our college-operated television station, DUTV, which reaches over 400,000 households.

## Arts Administration and Museum Leadership

*Major: Master of Science in Arts Administration and Museum Leadership*

*Degree Awarded: Master of Science (MS)*

*Calendar Type: Quarter*

*Total Credit Hours: 45.0*

*Co-op Option: None*

Classification of Instructional Programs (CIP) code: 50.1002

Standard Occupational Classification (SOC) code: 25-4013; 25-4012

### About the Program

The Arts Administration and Museum Leadership program provides academic preparation for leadership positions with creative enterprises, museums, foundations, corporations, and government agencies involved in the arts and culture sector. Students interested in the management of arts and cultural organizations, including museums of all types, will find a curriculum that provides them with a broad foundation of understanding the history and current trends of the sector, as well as opportunities to explore specific areas of practice in more depth.

Students will choose either an Arts Administration or a Museum Leadership concentration to complete their degree. All AAML students will complete several introductory courses appropriate to their concentration, along with seven shared core AAML courses, followed by a thesis sequence for the Arts Administration concentration, and a practicum sequence for Museum Leadership.

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 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. Online students have the option of entering the program in spring term.

### Goals and Objectives

Drexel's Arts Administration and Museum Leadership program will prepare the cultural workforce of the future to fulfill their missions of stewardship and education. These leaders will develop a knowledge and skill base to steer tomorrow's museums, cultural organizations, and cultural enterprises.

Graduates of the program will:

- Demonstrate awareness of the changing environment of the sector and use critical thinking skills to identify issues and broad-based policy solutions.
- Demonstrate knowledge of the administrative theories and practices of arts and cultural organizations, including corporate structures, business models, governance, leadership, management, planning, capitalization, evaluation, marketing, audience and community engagement, legal issues, and fund development.

- Understand the particular requirements of managing artistic and cultural disciplines and distinguish among the needs and requirements embedded in the management and leadership of various disciplines in the profession.
- Demonstrate capacity for leadership in the cultural community, having an awareness of their own leadership strengths, ethical standards, and ability to motivate and engage others.
- Identify strategies to implement the mission and vision of an organization.
- Work effectively in teams, demonstrating competence in interpersonal communication and collaboration that can be applied in a leadership role or from any position within a team or an organization.

### Admission Requirements

In addition to meeting the general requirements for admission to graduate studies at Westphal College of Media Arts and Design, applicants should provide:

- A resume demonstrating a strong affinity for the field through work, volunteer experiences, education, or special training.
- A transcript showing 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.
- An essay of approximately 500 words explaining your reasons for pursuing a degree from Drexel; your short-term and long-term career plans; and how your background, experience, interest, and/or values, when combined with a Drexel degree, will enable you to pursue these goals successfully.
- Two letters of recommendation. To electronically request recommendations, you must list your recommenders and their contact information on your application. We advise that you follow up with your recommenders to ensure they received your recommendation request — they may need to check their junk mail folder. Additionally, it is your responsibility to confirm that your recommenders will submit letters by your application deadline and follow up with recommenders who have not completed their recommendations.

No GRE required.

\* Special consideration of GPA requirement will be given for applicants with relevant work experience.

For questions, please contact:

Laura-Edythe Coleman, Ph.D.  
Program Director, Arts Administration & Museum Leadership, Online Program  
lsc64@drexel.edu

Neville Vakharia  
Program Director, Arts Administration & Museum Leadership, Campus Program  
nkv22@drexel.edu

### Degree Requirements

#### Required Core Courses

AAML 525	Legal and Ethical Issues in Arts and Culture	3.0
AAML 550	Management Techniques in Arts and Cultural Organizations	3.0

AAML 560	Marketing & Engagement in Arts and Cultural Orgs.	3.0
AAML 575	Revenue Development in Arts and Cultural Orgs.	3.0
AAML 610	Financial Accounting in Arts and Cultural Orgs.	3.0
AAML 660	Technology Tools for Arts and Cultural Managers	3.0
AAML 680	Leadership, Strategy & Planning in Arts and Cult.	3.0
<b>Concentration: Select one</b>		<b>15.0</b>
Arts Administration Concentration		
AADM 505	Overview of the Arts	
AADM 520	Creative Enterprise and Innovation	
AADM 785	Research Design in the Arts	
AADM 798	Thesis Development *	
Museum Leadership Concentration		
MUSL 500	Museum History and Philosophy	
MUSL 530	Museum Management	
MUSL 650	Governance for Museums and Non-Profit Organizations	
MUSL 750	Museum Leadership Practicum	
MUSL 755	Museum Leadership Practicum II	
<b>Electives (Choose 3)</b>		<b>9.0</b>
AADM 660	International Cultural Policy	
AADM T680	Special Topics in Arts Administration	
AADM 720	Leadership in the Arts	
AADM 731	Human Resources Management in the Arts	
AADM 741	Arts Entrepreneurship	
AADM 742	Advanced Fund Development	
AADM 745	Arts in Education	
AADM 752	Performing Arts Management	
AADM 753	Visual Arts Organization Management	
AADM 755	Community Cultural Planning	
AADM 757	Political Activism in the Arts	
AADM 759	Cultural Organizations in Transition	
AADM 780	Applied Research Methods	
MUSL 630	Exhibitions and Programming	
MUSL 640	The Museum in the Community	
MUSL 710	Bricks and Mortar	
MUSL 720	Overview of Curatorial Practices	
<b>Total Credits</b>		<b>45.0</b>

\* AADM 798 is taken two times for a total of 6.0 credits.

## Sample Plan of Study

### Sample Plan of Study - Arts Administration (AADM) Concentration

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
AADM 505	3.0 AAML 550	3.0 AADM 785	3.0 VACATION	
AADM 520	3.0 AAML 560	3.0 Electives	6.0	
AAML 525	3.0 AAML 575	3.0		
			9	0
Second Year				
Fall	Credits Winter	Credits		
AAML 610	3.0 AADM 798	3.0		
AAML 660	3.0 AAML 680	3.0		
AADM 798	3.0 Elective	3.0		
			9	9
<b>Total Credits</b>				<b>45</b>

### Sample Plan of Study - Museum Leadership (MUSL) Concentration

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
AAML 525	3.0 AAML 550	3.0 MUSL 650	3.0 VACATION	
MUSL 500	3.0 AAML 560	3.0 Electives	6.0	
MUSL 530	3.0 AAML 575	3.0		
			9	0
Second Year				
Fall	Credits Winter	Credits		
AAML 610	3.0 AAML 680	3.0		
AAML 660	3.0 MUSL 755	3.0		
MUSL 750	3.0 Elective	3.0		
			9	9
<b>Total Credits</b>				<b>45</b>

## Museum Leadership Faculty

Jacqueline Genovesi, PhD *VP, Education, The Academy of Natural Sciences of Drexel University.*

Derek Gillman, MA, LLM (*University of Oxford*) *Distinguished Visiting Professor, Visual Studies.*

Bruce Katsiff, MFA (*Oxford University*). Adjunct Professor.

Laura Lenhart, BS (*Mankato State University*). Adjunct Professor. Financial Accounting.

Danielle Rice, PhD (*Yale University*) *Program Director, Museum Leadership.* Teaching Professor. Arts education

Clare Sauro, MA (*Fashion Institute of Technology*) *Curator, Historic Costume Collection.* Assistant Professor. Costume history.

Dennis Wint, PhD (*Case Western Reserve University*). Teaching Professor.

## Design Research

*Major: Design Research*

*Degree Awarded: Master of Science in Design Research (MSDes)*

*Calendar Type: Quarter*

*Total Credit Hours: 46.0*

*Co-op Option: None*

Classification of Instructional Programs (CIP) code: 50.0499

Standard Occupational Classification (SOC) code: 04.0401

## About the Program

The Design Research program creates an arena for advanced students to explore and enhance their skills in design research areas that include technology, environmental design and health, including community-based design. Driven by the interdisciplinary nature of design, the program addresses the future in response to the emerging and complex designed environment. Designers operate in a world of increasing intricacy; this degree gives candidates a greater depth of knowledge and experience in topics relevant to present and future challenges in design.

The program focuses on providing a forum for students to pursue paths of inquiry and investigation within design, technology, social impact, community, environmental design, and health. This flexible program operates with a core curriculum that is built on, and augmented by, a

customized set of electives and the second year thesis sequence. The curriculum, though self-directed, is grounded in research, studio class work, philosophy, theory, and iterative making. Through deep cross-collaboration, our students create cutting-edge solutions and speculative environments to study culture and human-centered design.

## Admission Requirements

Undergraduate baccalaureate degree in or related to design.

For additional information, see Graduate Admissions (<http://drexel.edu/grad/>).

## Degree Requirements

### Core Requirements

ARTH 530	History of Modern Design	3.0
or VSST 501	Contemporary Art Issues	
DSRE 620	Design Problem Solving	3.0
DSRE 625	Technologies of Making	3.0
DSRE 630	Data Visualization for Design Professionals	3.0
DSRE 635	Translational Design Research	3.0
DSRE 641	Contemporary Design Theory	3.0
DSRE 645	Design Research Thesis Proposal	3.0
DSRE 650	Thesis Research and Practicum	1.0
DSRE 750	Thesis in Design Research I	3.0
DSRE 760	Thesis in Design Research II	3.0
DSRE 770	Thesis in Design Research III	3.0
Electives		15.0
<b>Total Credits</b>		<b>46.0</b>

## Sample Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
DSRE 620	3.0 DSRE 630	3.0 DSRE 641	3.0 DSRE 650	1.0
DSRE 625	3.0 DSRE 635	3.0 DSRE 645	3.0	
ARTH 530 or VSST 501	3.0 Elective	3.0 Elective	3.0	
	<b>9</b>	<b>9</b>	<b>9</b>	<b>1</b>

### Second Year

Fall	Credits Winter	Credits Spring	Credits
DSRE 750	3.0 DSRE 760	3.0 DSRE 770	3.0
Electives	6.0 Elective	3.0	
	<b>9</b>	<b>6</b>	<b>3</b>
<b>Total Credits</b>	<b>46</b>		

## Design Research Faculty

Genevieve Dion, MFA (*University of the Arts*) Director, Center for Functional Fabrics. Associate Professor. Industrial designer, wearable artist, new materials technology research.

Ann Gerondelis, AIA, IDSA (*Georgia Institute of Technology*) Design Department Head. Teaching Professor. Embodied perception and its relationship to the design of human experiences, from the scale of the built environment to objects that surround us.

Alan Greenberger, FAIA (*Rensselaer Polytechnic Institute*) Department Head, Architecture, Design & Urbanism. Distinguished Teaching Professor. Urban planning, economic development, urban governance

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

Nick Jushchyshyn, MFA (*Academy of Art University*) Program Director, VR & Immersive Media. Associate Professor. Visual effects, digital media and animation.

Jackie Kilmartin, MS (*University of the Sciences*). Assistant Professor. Owner/designer Lillian Jackson Textiles, bio-medical textile engineer, Shima Seiki Knitwear Specialist

Nicole Koltick, MArch (*University of California, Los Angeles*) Director, Design Futures Lab. Associate Professor. Researching possibilities for architecture and design through the use of unexpected and innovative interdisciplinary models; computational design, digital fabrication, contemporary form making, design research, philosophy and theory of design, speculative design

Kathi Martin, MSIS (*Drexel University*) Associate Director of the Graduate Program in Fashion Design. Professor. Fashion and textile designer; textile artist; CAD and 3D garment simulation, best practices online databases and graphic interfaces for fashion and historic costume, virtual characters for fashion design.

Alphonso McClendon, MS (*Drexel University*) Program Director, Design & Merchandising. Associate Professor. Merchandising operations, product development, sourcing, omni-channel strategies.

Diana S. Nicholas, RA, AIA, NCARB, MFA (*University of the Arts, Philadelphia*) Director of MS Design Research, Coordinator, Sustainability in the Built Environment Minor. Assistant Professor. Coordinator, Sustainability in the Built Environment Researching Health in residential urban environment and interprofessional collaboration

Debra Ruben, NCIDQ, IDEC, LEED AP, MS (*Drexel University*) Academic Associate Dean; Interim Associate Dean, Graduate Studies. Associate Professor. Interior design

## Digital Media

Major: Digital Media

Degree Awarded: Master of Science (MS) or Doctor of Philosophy (PhD)

Calendar Type: Quarter

Total Credit Hours: 45.0 (MS); 90.0 (PhD, post-bachelor's); or 45.0 (PhD, post-master's)

Co-op Option: Graduate Co-op

Classification of Instructional Programs (CIP) code: 11.0801

Standard Occupational Classification (SOC) code: 15-1134

## About the Program

As a natural extension of the Animation and Visual Effects, Game Design and Production, Interactive Digital Media, and Virtual Reality and Immersive Media undergraduate programs, both the Master of Science (MS) and PhD program challenge students to push beyond what is known and into what is possible.

Students who will excel are those who:

- Have graduated with significant skills in 3-D modeling and animation, game design, or interactive digital media and could immediately find a job in user experience (UX) design, game design, virtual and augmented reality (AR/VR), or animation—but want more. Students will build upon those skills and develop a critical understanding of

how the industry evolves, so they can forecast the future and prepare employers for what's coming.

- Are a scholar with significant knowledge in the field of digital media and want both to advance that knowledge and to apply it to research problems across disciplines. Students can expand their universe of possibilities in areas like gaming, animation, virtual and augmented reality, or immersive media in general.

Each of the programs is STEM designated.

## Master of Science Program

In this two-year program, students will combine research with applicable skills in 21st century media applications. The curriculum offers a mix of academic coursework and project-related activities in advanced digital design, including 3-D modeling, animation, interactivity, gaming and digital media history, theory, and methods.

## PhD Program

In this interdisciplinary doctoral program, students will focus on translational research with emphasis on an iterative and design-based research philosophy. They will study the application of digital media towards solving research problems in disciplines such as engineering, education, cultural heritage, health, and business.

## Additional Information

For more information, visit Drexel's Graduate Studies in Digital Media (<http://www.drexel.edu/westphal/academics/graduate/DIGM/>) web page.

## Admission Requirements

### Master of Science Program

The MS in Digital Media is an advanced 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 Bootcamp	3.0
DIGM 506	Animation and Game Design Bootcamp	3.0

### Additional Information

For more information on requirements and how to apply, visit Graduate Admissions at Drexel University (<http://www.drexel.edu/grad/programs/westphal/>).

## MS in Digital Media

### Degree Requirements

Students are required to take a Digital Media History, Theory, and Methods course and an advanced seminar for a total of 6.0 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 3-D modeling/animation and/or interactivity.

## Prerequisite Courses

Students without adequate background in digital media are required to take the following prerequisite courses, which are offered during the fall term of the first year of enrollment. These courses do not count towards the MS in Digital Media degree requirements.

Bootcamps *		
DIGM 505	Design and Interactivity Bootcamp	3.0
DIGM 506	Animation and Game Design Bootcamp	3.0
<b>Total Credits</b>		<b>6.0</b>

\* Required for students without digital media background.

## Required Courses

Digital Media Core		
DIGM 501	New Media: History, Theory and Methods	3.0
DIGM 510	Designing for Interactivity	3.0
DIGM 511	Research Methods for Digital Media	3.0
<b>Digital Media Specialization</b>		<b>18.0</b>
Select 18.0 credits from the following list:		
Game Design and Development		
DIGM 530	Game Design I	
DIGM 531	Game Design II	
GMAP 545	Game Development Foundations	
GMAP 547	Serious Games	
GMAP 548	Experimental Games	
GMAP 560	Game Design from the Player's Perspective	
Animation and Immersive Media		
ANIM 588	Spatial Data Capture	
DIGM 525	Animation I	
DIGM 526	Animation II	
DIGM 547	Organic Modeling	

DIGM 560	Advanced Concepts and Applications in Interactive 3D Environments	
DIGM 616	Immersive World Building	
UX Design and Digital Cultural Heritage		
DIGM 508	Digital Cultural Heritage	
DIGM 520	Interactivity I	
DIGM 521	Interactivity II	
General Digital Media		
DIGM 591	Digital Media Skills Intensive	
DIGM I599	Independent Study in Digital Media	
DIGM I699	Independent Study in Digital Media	
DIGM T580	Special Topics in Digital Media	
DIGM T680	Special Topics in Digital Media	
<b>New Media Project</b>		
DIGM 540	New Media Project **	6.0
<b>Thesis</b>		
DIGM 680	Thesis Development	3.0
<b>Directed Studies</b>		
		<b>9.0</b>
<b>Total Credits</b>		<b>45.0</b>

\*\* Course is taken 2 times.

## Program Requirements Overview

Students applying for admission into the Digital Media PhD program are either post-baccalaureate or post-master's students. Those who are post-master's are required to take a minimum of 45.0 credits toward their PhD degree (Research Core). Post-baccalaureate PhD students are required to take a minimum of 90.0 credits (45.0 credits Digital Media Core, and 45.0 credits Research Core).

### Prerequisite Courses

Post-baccalaureate PhD students without adequate background in digital media are required to take the following prerequisite courses, which are offered fall term of the first year of enrollment. These courses do not count towards the Digital Media degree requirements.

<b>Bootcamps *</b>		
DIGM 505	Design and Interactivity Bootcamp	3.0
DIGM 506	Animation and Game Design Bootcamp	3.0
<b>Total Credits</b>		<b>6.0</b>

\* Required for students without DIGM background

## Digital Media Core Courses

<b>Digital Media MS Core</b>		
DIGM 501	New Media: History, Theory and Methods	3.0
DIGM 510	Designing for Interactivity	3.0
DIGM 511	Research Methods for Digital Media	3.0
<b>Digital Media Specialization</b>		<b>18.0</b>
Choose 18.0 credits from the following courses:		
Game Design and Development		
DIGM 530	Game Design I	
DIGM 531	Game Design II	
GMAP 545	Game Development Foundations	
GMAP 547	Serious Games	
GMAP 548	Experimental Games	
GMAP 560	Game Design from the Player's Perspective	
Animation and Immersive Media		
ANIM 588	Spatial Data Capture	
DIGM 525	Animation I	
DIGM 526	Animation II	

DIGM 547	Organic Modeling	
DIGM 560	Advanced Concepts and Applications in Interactive 3D Environments	
DIGM 616	Immersive World Building	
UX Design and Digital Cultural Heritage		
DIGM 508	Digital Cultural Heritage	
DIGM 520	Interactivity I	
DIGM 521	Interactivity II	
General Digital Media		
DIGM 591	Digital Media Skills Intensive	
DIGM I599	Independent Study in Digital Media	
DIGM I699	Independent Study in Digital Media	
DIGM T580	Special Topics in Digital Media	
DIGM T680	Special Topics in Digital Media	
<b>New Media Project **</b>		<b>6.0</b>
DIGM 540	New Media Project	
<b>Thesis Development</b>		<b>3.0</b>
DIGM 680	Thesis Development	
<b>Directed Study</b>		<b>9.0</b>
<b>Total Credits</b>		<b>45.0</b>

\*\* Course is taken 2 times.

## Research Core Courses

<b>Digital Media Research Core</b>		
DIGM 701	Advanced New Media Topics	3.0
DIGM 710	Digital Media Research Methods I	3.0
DIGM 711	Digital Media Research Methods II	3.0
DIGM 810	Advanced Topics in Digital Media Research	3.0
DIGM 850	Public Venue Seminar	3.0
DIGM 851	Publication and Presentation	3.0
<b>Dissertation</b>		<b>9.0</b>
DIGM 998	Digital Media Ph.D. Seminar	
<b>Directed Research</b>		<b>18.0</b>
DIGM 999	Digital Media Research	
DIGM I699	Independent Study in Digital Media	
DIGM I799	Independent Study in Digital Media	
DIGM I899	Independent Study in Digital Media	
DIGM I999	Independent Study in Digital Media	
DIGM T680	Special Topics in Digital Media	
DIGM T780	Special Topics in Digital Media	
DIGM T880	Special Topics in Digital Media	
DIGM T980	Special Topics in Digital Media	
<b>Total Credits</b>		<b>45.0</b>

In addition to the course requirements, PhD students must progress through a series of steps leading to the PhD dissertation:

- Doctoral candidacy exam
- Dissertation proposal
- Written dissertation and public dissertation defense

## Dissertation Advisor

Every PhD student has to identify a dissertation advisor no later than the second term in the program. Post-master's students are expected to identify an advisor as soon as possible after joining the program or even before they are formally in the program. The expectation is that post-master's students are academically mature and have already focused on a research area and contacted potential advisors prior to their arrival. Dissertation advisors are not restricted to Digital Media faculty, but have



to be approved by the Department of Digital Media under observation of college and university rules and regulations.

## Directed Research Electives

Digital Media PhD students are required to take 18.0 PhD-level credits of directed research electives which have to be approved in advance by the dissertation advisor. It is expected that students take at least 9.0 of these elective credits from other Drexel colleges outside the Antoinette Westphal College of Media Arts & Design in areas closely related to their respective dissertation projects. No more than 12.0 of the elective research credits can be independent study credits.

## Doctoral Candidacy Committee

The Department of Digital Media has to establish a Doctoral Candidacy Committee conforming to established university and college rules for dissertation/candidacy committee membership. The purpose of this committee is to conduct and evaluate doctoral candidacy examinations.

## Doctoral Candidacy Exam

The Doctoral Candidacy Exam consists of a preliminary proposal prepared by the student outlining the dissertation research plan with an oral defense before the Doctoral Candidacy Committee. A student may schedule the preliminary proposal portion whenever they and their advisor decide they are ready but no later than the end of the fall term of the second year of study.

To be considered a doctoral candidate by the university, a student must have both passed the Doctoral Candidacy Exam and completed all 45.0 credits of master-level coursework post-baccalaureate or 15.0 credits coursework post-master's. Once the student has reached doctoral candidate status, the Department of Digital Media will review their progress annually.

## Dissertation Committee

Within six months of successful completion of the Doctoral Candidacy Examination, the Department of Digital Media has to appoint the student's Dissertation Committee based on a proposal submitted by the student and the dissertation advisor. The committee has to conform to established university and college rules for dissertation/candidacy committee membership. The committee must have at least five members, three of whom must be tenure-track faculty at Drexel. At least one member must be from outside the Antoinette Westphal College of Media Arts & Design. In addition, at least three members must be Digital Media core faculty. The chair of the committee must be a Digital Media core faculty member who is not also the dissertation advisor of the student.

Once the Dissertation Committee is established, it will continue on throughout the student's progress toward the PhD degree. The committee's function is to guide the research and to determine the student's general knowledge of the area, as well as the student's breadth and depth of the specific topic. The committee will also consider the scientific feasibility of the proposed research.

## Dissertation Proposal

The Dissertation Proposal consists of a written proposal of the dissertation research, a public presentation, and oral proposal defense before the Dissertation Committee. To ensure that students are progressing towards completion of the PhD in a timely fashion, the proposal defense must take place no later than the end of the second year of study. A formal request

for an extension of this deadline must be approved following a review of the student's progress.

The purpose of the Dissertation Proposal is to determine if the PhD student is able to initiate, organize, write, and defend a scientific idea which will lead to a PhD dissertation. The presentation will be based on the formal written proposal submitted to the Dissertation Committee at least three weeks before the presentation.

Students who elect to complete the MS in Digital Media alongside the Digital Media PhD degree can submit a revised version of the Dissertation Proposal as a Master Thesis for the partial fulfillment of the MS in Digital Media degree.

## Dissertation Defense

The written dissertation will be submitted with the dissertation advisor's approval to the Dissertation Committee. A title and abstract of the dissertation must also be provided to the Digital Media office at least three weeks prior to the defense to allow the time and place of the defense to be publicized. The PhD candidate's public defense consists of their presentation of dissertation research followed by an examination by the Dissertation Committee.

## Sample Plan of Study

Students without adequate background in digital media must complete two prerequisite courses which are offered during the fall term of the first year of enrollment: DIGM 505 *Design and Interactivity* and DIGM 506 *Animation and Game Design*.

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
DIGM 501	3.0 DIGM 510	3.0 DIGM 511	3.0 Digital Media Specialization	3.0
DIGM 505	3.0 DIGM 540	3.0 DIGM 540	3.0	
DIGM 506	3.0 Digital Media Specialization	3.0 Digital Media Specialization	3.0	
	<b>9</b>	<b>9</b>	<b>9</b>	<b>3</b>
Second Year				
Fall	Credits Winter	Credits Spring	Credits	
DIGM 680	1.0 DIGM 680	1.0 DIGM 680	1.0	
Digital Media Specialization	3.0 Digital Media Specialization	3.0 Digital Media Specialization	3.0	
Directed Elective	3.0 Directed Elective	3.0 Directed Elective	3.0	
	<b>7</b>	<b>7</b>	<b>7</b>	
<b>Total Credits 51</b>				

## Sample Plan of Study

### Post-Baccalaureate PhD Students

Students without adequate background in digital media must complete two prerequisite courses which are offered during the fall term of the first year of enrollment: DIGM 505 *Design and Interactivity* and DIGM 506 *Animation and Game Design*.

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
DIGM 501	3.0 DIGM 510	3.0 DIGM 511	3.0 DIGM 850	3.0
DIGM 505	3.0 DIGM 540	3.0 DIGM 540	3.0 Directed Elective	6.0

DIGM 506	3.0 Digital Media Specialization	3.0 Digital Media Specialization	3.0	
	9	9	9	9
<b>Second Year</b>				
<b>Fall</b>	<b>Credits</b>	<b>Winter</b>	<b>Credits</b>	<b>Spring</b>
DIGM 680	1.0 DIGM 680	1.0 DIGM 680	1.0 DIGM 701	3.0
DIGM 710	3.0 DIGM 711	3.0 Directed Elective	3.0 DIGM 998	1.0
Digital Media Specialization	5.0 Digital Media Specialization	4.0	Digital Media Specialization	3.0
	9	8	4	7
<b>Third Year</b>				
<b>Fall</b>	<b>Credits</b>	<b>Winter</b>	<b>Credits</b>	<b>Spring</b>
DIGM 998	1.0 DIGM 998	1.0 DIGM 851	3.0 DIGM 998	1.0
Directed Research Elective	3.0 Directed Research Elective	3.0 DIGM 998	1.0 Directed Research Elective	3.0
		Directed Research Elective	3.0	
	4	4	7	4
<b>Fourth Year</b>				
<b>Fall</b>	<b>Credits</b>	<b>Winter</b>	<b>Credits</b>	<b>Summer</b>
DIGM 810	3.0 DIGM 998	1.0 DIGM 998	1.0 DIGM 998	1.0
DIGM 998	1.0 Directed Research Elective	3.0 Directed Research Elective	3.0	
	4	4	4	1
<b>Total Credits 96</b>				

## Sample Plan of Study for Post-Master Ph.D. Students

<b>First Year</b>				
<b>Fall</b>	<b>Credits</b>	<b>Winter</b>	<b>Credits</b>	<b>Spring</b>
DIGM 710	3.0 DIGM 711	3.0 DIGM 998	1.0 DIGM 701	3.0
DIGM 998	1.0 DIGM 998	1.0 Directed Research Elective	3.0	
	4	4	4	3
<b>Second Year</b>				
<b>Fall</b>	<b>Credits</b>	<b>Winter</b>	<b>Credits</b>	<b>Spring</b>
DIGM 998	1.0 DIGM 998	1.0 DIGM 851	3.0 DIGM 850	3.0
Directed Research Elective	3.0 Directed Research Elective	3.0 DIGM 998	1.0 Directed Research Elective	3.0
		Directed Research Elective	3.0	
	4	4	7	6
<b>Third Year</b>				
<b>Fall</b>	<b>Credits</b>	<b>Winter</b>	<b>Credits</b>	<b>Spring</b>
DIGM 810	3.0 DIGM 998	1.0 DIGM 998	1.0	
DIGM 998	1.0 Directed Research Elective	3.0		
	4	4	1	
<b>Total Credits 45</b>				

## 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

Paul Diefenbach, PhD (*University of Pennsylvania*). Associate Professor. Game development, real-time rendering.

Troy Finamore, MS (*Drexel University*) Program Director, *Interactive Digital Media*. Associate Teaching Professor. Advertising, design and interactivity.

Aroutis N. Foster, PhD (*Michigan State University*) Associate Dean for *Academic Affairs and Graduate Studies*. Professor. Educational psychology and educational technology, especially the following: Motivation; Technological Pedagogical Content Knowledge (TPACK); Immersive Interactive Digital Environments (simulation, games, virtual realities).

Nick Jushchyshyn, MFA (*Academy of Art University*) Program Director, *VR & Immersive Media*. Associate Professor. Visual effects, digital media and animation.

Frank J. Lee, PhD (*Carnegie Mellon University*). Professor. Human-computer interaction; cognitive engineering and science; intelligent software agents for games and education.

Robert Lloyd, MFA (*Temple University*) Program Director, *Game Design & Production*. Associate Teaching Professor. Game development, themed entertainment and motion simulation.

David Mauriello, BA (*Lafayette College*). Assistant Professor. 3D modeling and animation.

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

Santiago Ontañón, PhD (*University of Barcelona*). Associate Professor. Game AI, computer games, artificial intelligence, machine learning, case-based reasoning

Stefan Rank, PhD (*Vienna University of Technology*). Associate Professor. Artificial intelligence, game design and human-computer interaction.

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

Michael Wagner, PhD (*Vienna University of Technology*) Program Director, *Digital Media*. Associate Professor. Educational use of digital media and computer games.

Jichen Zhu, PhD (*Georgia Institute of Technology*). Associate 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.

## Emeritus Faculty

Theo Artz, BFA (*Tyler School of Art, Temple University*). Associate Professor. Digital media.

## Fashion Design

*Major: Fashion Design*

*Degree Awarded: Master of Science (MS)*

*Calendar Type: Quarter*

*Total Credit Hours: 63.0*

*Co-op Option: None*

*Classification of Instructional Programs (CIP) code: 50.0407*

*Standard Occupational Classification (SOC) code: 27-1022*

## About the Program

The MS in Fashion Design is a full-time program that stresses the development of the aesthetic and philosophical concepts of fashion design and the technical skills to support research and experimentation in these concepts. 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 goal of the MS program in fashion design is to integrate 2D and 3D 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. The curriculum is structured 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; traditional and current fashion technology; the discipline of drawing; and the making of art. A required industry internship affords the graduate student direct experience in a workplace of their choice. This comprehensive approach provides the 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 Design includes art historians, CAD and 3D design specialists, designers, knit designer and programmers, fiber artists, merchandising specialists, new materials and processes researchers, 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. Drexel students can participate in the activities of the Fashion Group of Philadelphia, the local chapter of an international fashion industry organization. The Fox Historic Costume Collection, a rich resource of inspiration, is located in the URBN Center. Philadelphia has many fine museums and galleries and is an affordable bus ride to New York City. Students are encouraged to attend local and regional fashion events.

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](mailto: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 24.0 credits in design, drawing, and art history in addition to 20.0 credits in specific undergraduate fashion design professional courses, or their equivalent.

### Prerequisite Undergraduate Coursework

ARTH 101	History of Art I: Ancient to Medieval	3.0
ARTH 102	History of Art II: Renaissance to Romanticism	3.0
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 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 341	Patternmaking I	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
<b>Total Credits</b>		<b>44.0</b>

\* Or VSST 101, VSST 102, VSST 103 VSST 110, VSST 111 (18.0 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.

*Collection I and Collection II* (FASH 685 and FASH 686) 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 664) 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 699). 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 504	Materials Exploration	3.0
FASH 509	Visual Communication in Fashion	3.0
FASH 512	Surface Design for Textiles	3.0
FASH 514	Fashion Portfolio I	3.0
FASH 515	Computer Aided Design for Patternmaking	3.0
FASH 518	Technical Design for Industry	3.0
FASH 519	Fashion Design in 3-D Space	3.0
FASH 528	Patternmaking II	3.0
FASH 543	Tailoring	3.0
FASH 548	Fashion Design I: Fabric to Form	3.0
FASH 553	Fashion Design II: Knitwear	3.0
FASH 554	Fashion Design III: Sustainable Design	3.0
FASH 555	Fashion Design IV: Collection Research & Development	3.0
FASH 600	Fashion Industry Internship	0.0
FASH 633	Couture Techniques	3.0
FASH 664	Fashion Portfolio II	3.0
FASH 666	Business of Fashion	3.0
FASH 685	Collection I	3.0
FASH 686	Collection II	3.0
FASH 699	Comprehensive Examination in Fashion Design	0.0
Select two of the following:		6.0
FASH 517	Technical Design	
FASH 650	Machine Knitting	
FASH 651	Accessory Design	
FASH 752	Millinery Design	
FASH 767	Style and the Media	
FASH I599	Independent Study in Fashion Design	
FASH I699	Independent Study in Fashion Design	
FASH I799	Independent Study in Fashion Design	
FASH T580	Special Topics in Fashion Design	
FASH T680	Special Topics in Fashion Design	
FASH T780	Special Topics in Fashion Design	
<b>Total Credits</b>		<b>63.0</b>

\* The 63.0 graduate quarter credits do not include any of the required prerequisite coursework. See the Admission Requirements (p. 10) for a list of courses students are expected to have completed prior to beginning their graduate study.

## Sample Plan of Study

### First Year

	Summer	Credits
	VSST 104	2.0
	VSST 105	2.0
	VSST 106	2.0
	VSST 110	3.0
	VSST 111	3.0
		<b>12</b>

### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits	
FASH 200	3.0 ARTH 336	3.0 ARTH 335	3.0 ARTH 103	3.0	
FASH 211	3.0 FASH 212	3.0 FASH 509	3.0 ARTH 530	3.0	
FASH 241	4.0 FASH 231	3.0 FASH 528	3.0 FASH 548	3.0	
FASH 504*	3.0 FASH 341	4.0			
		<b>13</b>	<b>13</b>	<b>9</b>	<b>9</b>

### Third Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits	
FASH 518	3.0 FASH 512	3.0 ARTH 102	3.0 FASH 600	0.0	
FASH 553	3.0 FASH 514	3.0 FASH 519	3.0		
FASH 666	3.0 FASH 543	3.0 FASH 554	3.0		
		<b>9</b>	<b>9</b>	<b>9</b>	<b>0</b>

### Fourth Year

Fall	Credits Winter	Credits Spring	Credits	
FASH 555	3.0 FASH 515	3.0 FASH 686	3.0	
FASH 664	3.0 FASH 633	3.0 FASH 699	0.0	
Graduate	3.0 FASH 685	3.0 Graduate	3.0	
Elective		Elective		
		<b>9</b>	<b>9</b>	<b>6</b>

**Total Credits 107**

\* Graduate courses taken in the prerequisite year

## 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 CAD Fashion lab is equipped with digital fashion design and proprietary print design software

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://drexel.edu/performingarts/about/facilities/mandell-theater/>) 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://www.drexel.edu/westphal/resources/FHCC/>).

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 Design Faculty

Danielle Claassen, MS (*Drexel University*). Fashion Laboratory Technician and Instructor Owner/Designer Neutral States Clothing, Knitwear specialist

Kathrine Cox, BFA (*Rhode Island School of Design*). Adjunct Professor. Fashion Designer at Free People. Print Surface Design Specialist.

Genevieve Dion, MFA (*University of the Arts*) Director, Center for Functional Fabrics. Associate Professor. Industrial designer, wearable artist, new materials technology research.

Ann Gerondelis, AIA, IDSA (*Georgia Institute of Technology*) Design Department Head. Teaching Professor. Embodied perception and its relationship to the design of human experiences, from the scale of the built environment to objects that surround us.

Liz Goldberg, MFA (*Pratt Institute*). Adjunct Professor. Artist, painter and animator

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

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

Jaeyoon Jeong, MS (*Drexel University*). Assistant Teaching Professor. Owner/Designer Jaeyoon Jeong Collection, 3D garment simulation and patternmaking.

Jackie Kilmartin, MS (*University of the Sciences*). Assistant Professor. Owner/designer Lillian Jackson Textiles, bio-medical textile engineer, Shima Seiki Knitwear Specialist

Hyun-Ah Kim, BS (*Drexel University*). Adjunct Professor. Designer and design consultant, CAD pattern maker and design consultant

Kathi Martin, MSIS (*Drexel University*) Associate Director of the Graduate Program in Fashion Design. Professor. Fashion and textile designer; textile artist; CAD and 3D garment simulation, best practices online databases and graphic interfaces for fashion and historic costume, virtual characters for fashion design.

Giulia Sebring Masters Adjunct Professor. Fashion Designer.

Keturah Nunnally, MS (*Drexel University*). Adjunct Professor. Fashion Designer.

Elizabeth Quinn, MS (*Drexel University*). Adjunct Professor. Fashion designer. Sustainability specialist.

Clare Sauro, MA (*Fashion Institute of Technology*) Curator, Historic Costume Collection. Assistant Professor. Costume history.

Domenica Vinci, BS (*Philadelphia University*). Adjunct Professor. Fashion Designer at Off da Wall Graffiti

## Emeritus Faculty

Roberta Gruber, MS (*Drexel University*). Associate Professor Emeritus. Fashion designer and illustrator; wearable artist, merchandiser, special events.

## Interior Architecture

*Major: Interior Architecture*

*Degree Awarded: Master of Science (MS)*

*Calendar Type: Quarter*

*Total Credit Hours: 45.0*

*Co-op Option: None*

*Classification of Instructional Programs (CIP) code: 15.1301*

*Standard Occupational Classification (SOC) code: 27-1025*

## About the Program

The Interior Architecture program offers a post-professional degree for students with a background in interior design or architecture. The curriculum reinforces design fundamentals; advances technical skills and conceptual approaches; allows for specialization in areas such as, but not limited to health/wellness, making/fabrication, or technology/representation; and culminates in a comprehensive thesis research and design project. Comprised of 45.0 graduate credits, the program can be completed in 4-6 quarters. Students select from a range of studio, seminar, and elective courses to create a program tailored to their professional interest.

The program is closely affiliated with the graduate Design Research and Urban Strategy programs within the Department of Architecture, Design and Urbanism, and provides access to graduate programs across the University. These connections allow students to engage and collaborate with experts from a variety of disciplines, preparing them to take leadership roles in the profession.

## Admission Requirements

Admission to the program requires a first professional degree from an accredited program in interior design or architecture, and submission of a design portfolio. Applicants with degrees in related fields or unaccredited programs who have professional experience in interior design or architecture will be considered through review of transcript and portfolio. Applicants who do not meet the admission requirements may be recommended for the MS Interior Architecture & Design program.

Please see Graduate Admissions (<https://drexel.edu/grad/>) for detailed requirements.

## Degree Requirements

### Required Courses

IA Studios - Select 4		16.0
INTR 622	Graduate Studio A	
INTR 632	Graduate Studio B	
INTR 642	Graduate Studio C	
INTR 652	Graduate Studio D	
INTR 662	Graduate Studio E	
INTR 641	Furniture Design	
INTR 674	Fabrication and Making	
INTR T680	Special Topics in Interior Design (Topic Studio)	
IA Seminars - Select 4		8.0
INTR 623	Studio A Seminar	
INTR 633	Studio B Seminar	
INTR 643	Studio C Seminar	
INTR 653	Studio D Seminar	
INTR 663	Studio E Seminar	
INTR T680	Special Topics in Interior Design	
IA Electives - Select 4		12.0
INTR 624	Material Investigations	
INTR 625	Advanced Visual Methods	
INTR 634	Interior Systems I	
INTR 645	Advanced Digital Methods	
INTR 654	Interior Systems II	
DSRE 625	Technologies of Making	
DSRE 630	Data Visualization for Design Professionals	
DSRE 635	Translational Design Research	
URBS 610	Civic Engagement & Participatory Methods	
URBS 620	City of Systems	
URBS 650	Urbanism, Health & the Built Environment	
Thesis		
INTR 694	Thesis Programming	3.0
INTR 697	Thesis - Development	3.0
INTR 698	Thesis - Documentation	3.0
Comprehensive Exam		
INTR 699	Comp Exam for Interior Design *	0.0
<b>Total Credits</b>		<b>45.0</b>

\* INTR 699 consists of several components: a series of sketch problems, design competitions, professional experience and portfolio review. These must be completed during the two + graduate years.

## Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
IA Studio	4.0 IA Studio	4.0 IA Studio	4.0 Study Abroad Option	
IA Seminar	2.0 IA Seminar	2.0 IA Seminar	2.0	
IA Elective	3.0 IA Elective	3.0 IA Elective	3.0	
	<b>9</b>	<b>9</b>	<b>9</b>	<b>0</b>
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
INTR 694	3.0 INTR 697	3.0 INTR 698	3.0	
IA Studio	4.0 IA Elective	3.0 INTR 699	0.0	
		IA Seminar	2.0	
	<b>7</b>	<b>6</b>	<b>5</b>	<b>0</b>
<b>Total Credits 45</b>				

## Interior Architecture and Design

*Major: Interior Architecture and Design*

*Degree Awarded: Master of Science (MS)*

*Calendar Type: Quarter*

*Total Credit Hours: 69.0*

*Co-op Option: None*

*Classification of Instructional Programs (CIP) code: 04.0501*

*Standard Occupational Classification (SOC) code: 27-1025*

## About the Program

The graduate program in Interior Architecture & Design offers a first professional Master of Science degree that prepares students of diverse undergraduate backgrounds to become leaders in the field of interior design. We are consistently ranked among the top programs in the country, and in the survey by Design Intelligence of "America's Best Design Schools." As one of the few CIDA accredited graduate programs in the country, our students are on the fast-track to licensure and are highly prepared to enter the professional world of interior architecture and design. Our coursework teaches conceptual, technical, and hands-on approaches in designing a range of spaces. Student work includes public, commercial, residential, and institutional projects in which students learn to transform environments to address aesthetic, social, physical and psychological needs. In conjunction with our integrated studio approach, the program emphasizes independent research culminating in a master's thesis.

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, bringing rich experiences and enthusiasm. The majority of applicants have backgrounds in non-design fields, and approximately 25% are international students. Our students are characterized by their open-mindedness, with a desire and commitment to acquire knowledge through rigorous study and training.

## Professional Opportunities

Alumni are principals of their own interior design firms, hold a range of positions at major design and architectural firms, and work as facilities managers, consultants, teaching faculty, or in related industry areas. About one-third of the students obtain entry-level employment *before* graduation from the program; our students have little difficulty finding employment following graduation, and many reach senior positions within five years.

Professional exposure occurs in exchanges with practitioners through professional jurying of all major student projects and in one-on-one thesis advising. As part of the graduate comprehensive exam, students are required to gain professional experience through paid employment, service to the profession, or other professional engagement.

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 consists 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. For applicants with a background and education in design, many or all of these prerequisites may be waived. For applicants with no background in design, we offer up to 38.0 credits of prerequisite coursework in conjunction with the graduate curriculum.

The prerequisite program typically begins in the summer term with an accelerated sequence of foundational coursework and includes two quarters of undergraduate interior design courses to prepare 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 Graduate Studies in Interior Architecture & Design (<http://www.drexel.edu/westphal/academics/graduate/INTR/>) for specific information about prerequisites or to make an appointment for review and evaluation.

## 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 622	Graduate Studio A	4.0
INTR 623	Studio A Seminar	2.0
INTR 632	Graduate Studio B	4.0
INTR 633	Studio B Seminar	2.0
INTR 642	Graduate Studio C	4.0
INTR 643	Studio C Seminar	2.0
INTR 652	Graduate Studio D	4.0
INTR 653	Studio D Seminar	2.0
INTR 662	Graduate Studio E	4.0
INTR 663	Studio E Seminar	2.0

### Visual Studies

VSST 501	Contemporary Art Issues	3.0
VSST 502	Space/Time I	3.0

### Construction and Technology

INTR 624	Material Investigations	3.0
INTR 625	Advanced Visual Methods	3.0
INTR 634	Interior Systems I	3.0
INTR 645	Advanced Digital Methods	3.0
INTR 654	Interior Systems II	3.0

### Electives

3 Electives		9.0
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### Thesis

INTR 694	Thesis Programming	3.0
INTR 697	Thesis - Development	3.0
INTR 698	Thesis - Documentation	3.0

### Comprehensive Exam

INTR 699	Comp Exam for Interior Design	0.0
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Graduate Review \* INTR 699 consists of several components: a series of sketch problems, design competitions, professional experience and portfolio review. These must be completed during the two + graduate years.

**Total Credits** **69.0**

## Sample Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
VSST 502	3.0 VSST 501	3.0 INTR 622	4.0 VACATION	
		INTR 623	2.0	
		INTR 624	3.0	
		INTR 625	3.0	
	<b>3</b>	<b>3</b>	<b>12</b>	<b>0</b>

### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
INTR 632	4.0 INTR 642	4.0 INTR 652	4.0 VACATION	
INTR 633	2.0 INTR 643	2.0 INTR 653	2.0	
INTR 634	3.0 INTR 645	3.0 INTR 654	3.0	
	<b>9</b>	<b>9</b>	<b>9</b>	<b>0</b>

### Third Year

Fall	Credits Winter	Credits Spring	Credits
INTR 662	4.0 INTR 697	3.0 INTR 698	3.0
INTR 663	2.0 INTR Elective	6.0 INTR 699	0.0
INTR 694	3.0	INTR Elective	3.0
	<b>9</b>	<b>9</b>	<b>6</b>

**Total Credits 69**

## Facilities

The Interior Architecture program is housed in URBN Center, an original Venturi Scott Brown building enhanced by an award-winning retrofit by MS&R Design, including a skylight covered atrium, exposed beams and open spaces. There is a dedicated 24-hour graduate student studio, with storage space, computers, and a small lounge area. We have a materials library that is continually updated with samples from major manufacturers and local design offices and showrooms; two computer labs and in-house printing for the use of our students; a Hybrid Making Lab ([http://drexel.edu/westphal/about/overview/making\\_spaces/HybridMakingLab/](http://drexel.edu/westphal/about/overview/making_spaces/HybridMakingLab/)) with laser cutters, 3D printers, a CNC router and small-scale power tools for student use; and a larger shop facility which offers larger wood, metal, casting, CNC, and fabrication equipment.

The URBN Annex houses a black box theater, screening room and the Leonard Pearlstein Gallery (<http://www.drexel.edu/pearlsteingallery/>). Additional studio and classroom space in the Academic Building and the Design Arts Annex accommodate photography, basic design, painting, sculpture and a full woodworking shop with industrial-quality equipment.

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, as well as design centers located in Philadelphia, New York City and Washington, D.C.

## Architecture & Interiors Faculty

Ulrike Altenmuller-Lewis, AIA, Dr.-Ing. (*Bauhaus Universitat Weimar*). Associate Professor. Research on educational environments; translations of architectural theory texts.

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

Anthony Bracali, AIA, LEED A.P., BArch (*Drexel University*). Adjunct Associate Professor. President, Friday Architects; civic, non-profit and community-based architecture.

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.

Daniel Chung, RA, PE, MArch, MSE (*Yale University, Princeton University*). Associate Professor. Building performance and exterior envelope systems.

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

Rena Cumby, BArch, MS (*Drexel University*). Associate Professor. Interior designer; foundation studies and design education.

John DeFazio, AIA, BArch (*New York Institute of Technology*). Adjunct Professor. Architecture in film.

Katherine Dowdell, AIA, BS Interior Design (*Drexel University*). Adjunct Assistant Professor. Principal, Farragut Street Architects; historic preservation

Eugenia Ellis, PhD, AIA (*Virginia Polytechnic Institute and State University*). Professor. Natural and electric light sources and effects on biological rhythms and health outcomes; ecological strategies for smart, sustainable buildings of the nexus of health, energy and technology.

Dyer Alfred "Lyndsay" Falck, RA, ARCUK, ARIBA, NCARB, M.URP (*University of Capetown, South Africa*). Adjunct Professor. Building technology

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

Susan Feenan, BArch (*Temple University*). Adjunct Assistant Teaching Professor. Institutional and commercial architecture.

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

Alan Greenberger, FAIA (*Rensselaer Polytechnic Institute*) Department Head, *Architecture, Design & Urbanism*. Distinguished Teaching Professor. Urban planning, economic development, urban governance

Don Jones, FAIA, LEED DD+C, MArch (*University of Pennsylvania*). Adjunct Professor. Principal, Director of Sustainable Design, Ewing Cole; sports venues.

Tim Kearney, AIA, MArch (*University of Pennsylvania*). Adjunct Professor. Principal, CuetoKEARNEY design; sustainable design

Nicole Koltick, MArch (*University of California, Los Angeles*) Director, *Design Futures Lab*. Associate Professor. Researching possibilities for architecture and design through the use of unexpected and innovative interdisciplinary models; computational design, digital fabrication, contemporary form making, design research, philosophy and theory of design, speculative design

Jeffrey Krieger, AIA, LEED AP, MArch (*Carnegie Mellon University*). Adjunct Associate Professor. President, Krieger and Associates Architects; residential design.

Karin Kuenstler, MS (*Bank Street College of Education and Parsons*) Associate Dean for Research and Graduate Studies. Associate Professor. Interior design for corporate and commercial facilities.

Maria Kuttruff, MS (*Drexel University*). Adjunct Assistant Professor. Owner/Principal, Viola Interior Design, LLC. Residential interior design.

Robert Nalls, AIA, NCARB, MArch (*University of Pennsylvania*). Adjunct Professor. Principal, Nalls Architecture Inc.; institutional and educational buildings.

Diana S. Nicholas, RA, AIA, NCARB, MFA (*University of the Arts, Philadelphia*) Director of MS Design Research, Coordinator, *Sustainability in the Built Environment Minor*. Assistant Professor. Coordinator, Sustainability in the Built Environment Researching Health in residential urban environment and interprofessional collaboration

Jacklynn Niemiec, LEED BD+C, MArch (*University of Pennsylvania*). Assistant Teaching Professor. Graphic representation

James Rowe, AIA, MArch (*University of Pennsylvania*). Adjunct Associate Professor. Principal, Studio Agoos Lovera; institutional, recreation, corporate, civic and residential design.

Debra Ruben, NCIDQ, IDEC, LEED AP, MS (*Drexel University*) Academic Associate Dean; Interim Associate Dean, Graduate Studies. Associate Professor. Interior design

Paul Salvaggio, AIA, LEED AP, NCARB, BArch, BS Arch (*Pennsylvania State University*). Adjunct Assistant Professor. Principal, Arcus Design Group; residential architecture.

Rachel Schade, AIA, MArch (*University of Pennsylvania*) Program, *Architecture, Associate Director for Student Placement*. Associate Teaching Professor. Principal, Rachel Simmons Schade Architect. Work-study placement; residential, graphic representation.



Harris Steinberg, FAIA, MArch (*University of Pennsylvania*) Executive Director, *Lindy Institute for Urban Innovation*. Distinguished Teaching Professor. Urban design and civic engagement.

Frances Temple West, AIA, NCARB, LEED GA, MArch (*Virginia Tech*). Assistant Teaching Professor. Principal, Frances Temple-West Architect; Retail, Corporate/Commercial, and Residential design

Frances Temple-West, AIA, NCARB, LEED GA, MArch (*Virginia Tech*). Assistant Teaching Professor. Principal, Frances Temple-West Architect; retail, corporate/commercial, and residential design

Simon Tickell, AIA, MArch (*University of Pennsylvania*). Associate Teaching Professor. Principal, Simon J Tickell Architect; educational and museum buildings, residential design

Nancy Trainer, FAIA, AICP, LEED, AFAAR, MArch (*University of Pennsylvania*) Associate Vice President of Design & Planning at Drexel. Adjunct Teaching Professor. Planning, institutional design.

Ada Tremonte, NCIDQ, IDEC, IIDA, MS (*Drexel University*) Director, *BS Interior Design*. Teaching Professor. President, d a Design Associates, Inc.; educational and corporate/commercial design

## Emeritus Faculty

Judith Bing, MArch (*Yale University*). Professor Emeritus. Research on traditional architecture of the Balkans and Anatolia

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

Paul M. Hirshorn, FAIA, MArch, MCP, (*University of Pennsylvania*). Professor Emeritus.

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

## Retail & Merchandising

Major: Retail & Merchandising

Degree Awarded: Master of Science (MS)

Calendar Type: Quarter

Total Credit Hours: 45.0

Co-op Option: None

Classification of Instructional Programs (CIP) code: 52.0212

Standard Occupational Classification (SOC) code: 41-1011

## About the Program

The MS in Retail & Merchandising is designed for early to mid-career professionals in retail and merchandising and for those who are looking to make a career change into the industry. Students will develop advanced skills to think critically, consider theoretical perspectives, research and solve problems, and implement innovative solutions in a dynamic global marketplace inclusive of lifestyle areas such as home, beauty and personal care, health and wellness, prepared foods, and pet products.

The 2-year program is structured with a year of core curriculum followed by a year of in-depth research, data collection, and completion of a project or thesis. Program content will challenge and engross students in the areas of analytical and critical-thinking, retail data analysis, visual and retail communication, technological movements, social media, and merchandising and retail "future" strategies through academic and applied learning online and in the field. Graduates will pursue leadership roles

and career growth in the areas of retail, merchandising, supply-chain, and brand industries.

## Admission Requirements

- A bachelor's degree from a regionally accredited institution, with a GPA of 3.0 or above, GRE test scores may be required for applicants with less than a 3.0 cumulative undergraduate GPA.
- A completed application
- Official transcripts from all universities or colleges and other post-secondary educational institutions (including trade schools) attended
- Two letters of recommendation (professional references preferred)
- Personal statement (500 words) that addresses:
  - Why do you want to pursue a graduate degree in retail & merchandising at Drexel?
  - What do you consider to be the most important problem facing the retail industry today, and how will it affect the industry you will manage in the future?
  - What are the short-term and long-term plans for your career in the retail industry, and how will a degree in retail & merchandising at Drexel further those objectives?

## Degree Requirements

### Core Requirements

RMER 500	Retail Merchandising	3.0
RMER 510	Research Methods in Retail & Merchandising	4.0
RMER 520	Retail: Social and Cultural Issues	3.0
RMER 530	Omni-Channel Product Promotion & Retail Analytics	3.0
RMER 580	Retail & Merchandising Seminar in Leadership	3.0
RMER 540	Brand Management & Intellectual Property	3.0
RMER 550	Merchandising Technologies	3.0
RMER 560	Selling Techniques & Strategies	3.0
RMER 570	Retail Supply Chain Analysis	3.0
RMER 600	Retail Futures	3.0
RMER 697	Research & Data Collection	6.0
RMER 698	Project/Research Thesis	8.0

**Total Credits** **45.0**

## Sample Plan of Study

### First Year

Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
RMER 500	3.0	RMER 520	3.0	RMER 540	3.0	RMER 560	3.0
RMER 510	4.0	RMER 530	3.0	RMER 550	3.0	RMER 570	3.0
	<b>7</b>		<b>6</b>		<b>6</b>		<b>6</b>

### Second Year

Fall	Credits	Winter	Credits	Spring	Credits
RMER 600	3.0	RMER 697	3.0	RMER 697	3.0
RMER 580	3.0	RMER 698	4.0	RMER 698	4.0
	<b>6</b>		<b>7</b>		<b>7</b>

**Total Credits 45**

## Retail & Merchandising Faculty

Vivianna Bermudez, MA (*Johns Hopkins University*). Social media, visual communications, data visualization

Anne Cecil, MA (*University of the Arts*). Adjunct Instructor. Web designer, product designer, merchandising and artist.

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

Tsz Kwok, EdD (*Drexel University*). Adjunct Instructor. Leadership development, creative leadership, comparative and international education, qualitative research methods.

Krista Lowther, MS (*The Ohio State University*). Adjunct Instructor. Planning, Allocations, Merchandising, Trend Analysis, Scouting Services, Leadership

Joel Rodriguez, MA (*Indiana University of Pennsylvania*). Adjunct Instructor. Technology trends across industries such as education, retail and finance

## Television and Media Management

*Major: Television and Media Management*

*Degree Awarded: Master of Science (MS); Master of Science/Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Total Credit Hours: 49.0 (MS) or 83.0 (MS/MBA)*

*Calendar Type: Quarter*

*Co-op Option: None*

*Classification of Instructional Programs (CIP) code: 09.0701*

*Standard Occupational Classification (SOC) code: 27-2012*

### About the Program

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 and dynamics of media industries, scope and methods of the field, media finance, social media and television, social television, media sales models and practice, media law and ethics, telecommunications policy and public interest law, global television, 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.

### Admission Requirements

Applicants must have an undergraduate degree from an accredited college or university and must have obtained a cumulative GPA of 3.0 or better. Students with less than a 3.0 GPA may be required to take the GRE examination.

Students in good standing who have completed 49.0 required course credits for the MS are eligible to apply for the dual MS/MBA and must meet the requirements of the LeBow College of Business for enrollment.

Students in the dual MS/MBA program must complete all requirements for both degrees before either degree can be awarded.

## Degree Requirements (MS)

### Required Courses

TVMN 606	The Field of Television Management	3.0
TVMN 610	Media Law for Television Management	3.0
TVMN 621	Audience Data and Analytics	3.0
TVMN 640	Media Ethics of Television Management	3.0
TVMN 651	Media Systems and Dynamics	3.0
TVMN 710	Television Programming	3.0
TVMN 731	TV Technology and Innovation	3.0
TVMN 740	Money and the Media	3.0
TVMN 780	Media Research Laboratory	3.0
TVMN 795	Capstone Project Seminar	3.0
TVMN 796	Capstone Project Completion	1.0

Select four of the following:

12.0

TVMN 623	TV Advertising: Strategy, Planning and Analytics	
TVMN 625	Media Sales	
TVMN 631	TV Production Laboratory	
TVMN 655	Multi-Platform Strategy	
TVMN 660	The Social Impact of TV	
TVMN 671	Media Deal-Making	
TVMN 675	Global Television - London	
TVMN 680	Management of News and Sports Programming	
TVMN 685	Producing for Television	
TVMN 700	Television Practicum	
TVMN I599	Independent Study in Television Management	
TVMN I699	Independent Study in Television Management	
TVMN I799	Independent Study in Television Management	
TVMN I899	Independent Study in Television Management	
TVMN I999	Independent Study in Television Management	
TVMN T580	Special Topics in Television Management	
TVMN T680	Special Topics in Television Management	
TVMN T780	Special Topics in Television Management	
TVMN T880	Special Topics in Television Management	
TVMN T980	Special Topics in Television Management	

### Required Business Courses

BUSN 501	Measuring and Maximizing Financial Performance	3.0
ORGB 631	Leading Effective Organizations	3.0

**Total Credits**

**49.0**

\* TVMN 796 is repeatable for credit, for two quarters at .5 credits per quarter, as needed for Capstone completion.

## Degree Requirements (MS/MBA)

### Required Courses

BUSN 501	Measuring and Maximizing Financial Performance	3.0
ORGB 631	Leading Effective Organizations	3.0
TVMN 606	The Field of Television Management	3.0
TVMN 610	Media Law for Television Management	3.0
TVMN 640	Media Ethics of Television Management	3.0
TVMN 621	Audience Data and Analytics	3.0
TVMN 651	Media Systems and Dynamics	3.0
TVMN 710	Television Programming	3.0
TVMN 740	Money and the Media	3.0
TVMN 731	TV Technology and Innovation	3.0
TVMN 740	Money and the Media	3.0
TVMN 780	Media Research Laboratory	3.0
TVMN 795	Capstone Project Seminar	3.0
TVMN 796	Capstone Project Completion	1.0

Television Media & Management Electives		
Select four of the following: 12.0		
TVMN 623	TV Advertising: Strategy, Planning and Analytics	
TVMN 625	Media Sales	
TVMN 631	TV Production Laboratory	
TVMN 655	Multi-Platform Strategy	
TVMN 660	The Social Impact of TV	
TVMN 671	Media Deal-Making	
TVMN 675	Global Television - London	
TVMN 680	Management of News and Sports Programming	
TVMN 685	Producing for Television	
TVMN 700	Television Practicum	
TVMN I599	Independent Study in Television Management	
TVMN I699	Independent Study in Television Management	
TVMN I799	Independent Study in Television Management	
TVMN I899	Independent Study in Television Management	
TVMN I999	Independent Study in Television Management	
TVMN T580	Special Topics in Television Management	
TVMN T680	Special Topics in Television Management	
TVMN T780	Special Topics in Television Management	
TVMN T880	Special Topics in Television Management	
TVMN T980	Special Topics in Television Management	

Required Business Courses		
ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	1.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0
ORGB 510	Leading in Dynamic Environments	2.0
ORGB 520	Leading High-Performance Teams	1.0
ORGB 530	Career and Professional Development	1.0
POM 510	Operations and Supply Chain Management	2.0
STAT 510	Introduction to Statistics for Business Analytics	2.0
Business Elective		3.0

Suggested Business Electives:		
BLAW 620	Legal Aspects of Employment	
BUSN 615	Graduate Internship	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
MKTG 624	Channels of Distribution Management	
ORGB 640	Negotiations for Leaders	
STAT 634	Quality & Six-Sigma	
<b>Total Credits</b>		<b>83.0</b>

\* TVMN 796 is repeatable for credit, at .5 credits per quarter, as necessary for Capstone completion. Students must enroll for a minimum of 2 quarters.

## Sample Plan of Study (MS)

Master of Science Degree (Stand-alone program)

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ORGB 631	3.0	BUSN 501	3.0	TVMN 731	3.0	TVMN 640	3.0
TVMN 606	3.0	TVMN 621	3.0	TVMN 740	3.0	TVMN 795	3.0

TVMN 610	3.0	TVMN 651	3.0	TVMN 780	3.0	Television & Media Management elective	6.0
TVMN 710	3.0	Television & Media Management elective	3.0	Television & Media Management elective	3.0		
		<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>		
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
TVMN 796	0.5	TVMN 796	0.5				
		<b>0.5</b>	<b>0.5</b>				

Total Credits 49

Master of Science Degree (Online program)

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ORGB 631	3.0	BUSN 501	3.0	TVMN 621	3.0	TVMN 710	3.0
TVMN 606	3.0	TVMN 651	3.0	TVMN 731	3.0	Television & Media Management elective	3.0
		<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>		
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
TVMN 740	3.0	TVMN 640	3.0	TVMN 630	3.0	TVMN 795	3.0
Television & Media Management elective	3.0	Television & Media Management elective	3.0	TVMN 780	3.0	Television & Media Management elective	3.0
		<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>		
Third Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
TVMN 796	0.5	TVMN 796	0.5				
		<b>0.5</b>	<b>0.5</b>				

Total Credits 49

## Sample Plan of Study (MS/MBA)

First Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ORGB 631	3.0	BUSN 501	3.0	TVMN 780	3.0	TVMN 640	3.0
TVMN 606	3.0	TVMN 621	3.0	TVMN 731	3.0	TVMN 795	3.0
TVMN 610	3.0	TVMN 651	3.0	TVMN 740	3.0	Television & Media Management elective	6.0
TVMN 710	3.0	Television & Media Management elective	3.0	Television & Media Management elective	3.0		
		<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>		
Second Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
MGMT 530	2.0	FIN 601	3.0	BLAW 510	1.0	Experiential Elective	3.0
STAT 510	2.0	MGMT 510	3.0	ECON 601	3.0		
TVMN 796	0.5	ORGB 520	1.0	MGMT 520	2.0		
MKTG 510	2.0	TVMN 796	0.5	Business elective	3.0		
		<b>6.5</b>	<b>7.5</b>	<b>9</b>	<b>3</b>		
Third Year							
Fall	Credits	Winter	Credits	Spring	Credits	Summer	Credits
ORGB 530	1.0	MGMT 770	2.0				

Business Elective	6.0	
	7	2
<b>Total Credits 83</b>		

## Facilities

Facilities and opportunities for the program include:

- Field trips to broadcast stations and networks in Philadelphia, Washington, DC, and New York
- 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
- Close School of Entrepreneurship
- Professional social media groups
- Business planning courses
- Incubator competitions sponsored by the The Close School of Entrepreneurship
- Civic Engagement Outreach
- Business Plan Competitions
- The Rudman Institute for Entertainment Industry Studies
- DUTV (<https://dutv.org/>), Drexel's educational cable access channel
- The URBN Center labs and maker spaces

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.

## TV Production & Media Management Faculty

Andrew Altrichter, MBA (*Drexel University*) Program Manager, *Drexel University's television station (DUTV)*. Videography, editing, production.

Jackie Borock, LLB (*Widener University*). Adjunct Instructor. Media law, intellectual property, first amendment

Karen Curry, BA (*Fordham University*) Executive Director, *Kal and Lucille Rudman Institute for Entertainment Industry Studies*. Global media, news production and management.

Yvonne D. Leach, MFA (*Temple University*). Associate Professor. Television studies.

Joe Marsini, BS, CPA (*University of Delaware*). Adjunct Professor. Media finance, strategic planning, financial reporting, contract negotiations, collective bargaining agreements.

Andrew Susskind, BA (*Harvard University*) Program Director of *TV Production & Media Management*. Associate Teaching Professor. Producing for Television, The Sitcom, Directing Single and Multi-Camera

Martin (Marty) Zied, BA (*Penn State*). Adjunct Instructor. Speech Communications, Producer/Director Television and Film

## Urban Strategy

Major: Urban Strategy

Degree Awarded: Master of Science (MS)

Calendar Type: Quarter

Total Credit Hours: 48.0

Co-op Option: None

Classification of Instructional Programs (CIP) code: 45.1201

Standard Occupational Classification (SOC) code: 19-3051

## About the Program

Drexel University's Urban Strategy MS program prepares students to meet urban planning and public policy challenges through a 48-credit, 2-year, interdisciplinary master's degree program that brings together Drexel's expertise in design, engineering, business, policy and public health. This unique master's program empowers and prepares students for careers focused on improving the well-being of urban citizens.

## Additional Information

For more information about the MS in Urban Strategy, contact: Andrew Zitcer, PhD ([awz25@drexel.edu](mailto:awz25@drexel.edu)).

## Admission Requirements

**Transcripts:** Provide official transcripts from all colleges and universities attended

**Standardized Test Scores:** GRE/MAT test scores are accepted and appreciated, but not required. TOEFL scores are required for international applicants or applicants who earned a degree outside the U.S. (minimum scores: 100/577/233). Scores will be reviewed based on section scores and total scores. IELTS scores may be submitted in lieu of TOEFL scores.

**Essay:** Please write approximately 500 words explaining your reasons for pursuing a degree from Drexel; your short-term and long-term career plans; and how your background, experience, interest, and/or values, when combined with a Drexel degree, will enable you to pursue these goals successfully.

**Résumé:** Please submit a resume electronically

**Letters of Recommendation:** Two letters of recommendation are required. To electronically request recommendations, you must list your recommenders and their contact information on your application. We advise that you follow up with your recommenders to ensure they received your recommendation request — they may need to check their junk mail folder. Additionally, it is your responsibility to confirm that your recommenders will submit letters by your application deadline and follow up with recommenders who have not completed their recommendations.

**Academic Experience:** You must have a minimum undergraduate GPA of 3.0 in your major.

## Degree Requirements

ECON 616	Public Finance and Cost Benefit Analysis	3.0
URBS 510	History of Urban Space	3.0
URBS 520	What is a City	3.0
URBS 530	Quantitative Methods & Reasoning for Urban Strategists	3.0
URBS 610	Civic Engagement & Participatory Methods	3.0
URBS 620	City of Systems	3.0
URBS 630	Spatial Reasoning for Urbanists, Architects & Designers	3.0
URBS 650	Urbanism, Health & the Built Environment	3.0

URBS 670	Thesis I: Research Inquiry & Design	3.0
URBS 675	Thesis Seminar I	1.5
URBS 680	Thesis II: Fieldwork	3.0
URBS 685	Thesis Seminar II	1.5
URBS 690	Thesis III: Documentation	3.0
Electives		12.0
AADM 746	Creative Placemaking	
AADM 757	Political Activism in the Arts	
BUSN 502	Essentials of Economics	
CHP 671	Community Organizing and Community Assessment for Health and Wellness	
COM 575	Grant Writing	
DSRE 625	Technologies of Making	
DSRE 630	Data Visualization for Design Professionals	
ENVP 555	Cities and Climate Change	
HMP 554	Issues in United States Health Policy	
HMP 600	Public Health Advocacy and Activism	
INTR 870	Environmental Topics in Design	
PLCY 503	Theory and Practice of Policy Analysis	
PLCY 504	Methods of Policy Analysis	
SCTS 561	Mobilities Lab	
SCTS 563	Philadelphia in a Changing Climate Lab	
SCTS 640	STS Perspectives on Risk and Disaster	
URBS I599	Independent Study in Urban Strategy	
URBS I699	Independent Study in Urban Strategy	
URBS T580	Special Topics in Urban Strategy	
URBS T680	Special Topic in Urban Strategy	
<b>Total Credits</b>		<b>48.0</b>

\* Students can select additional electives with advisor approval

## Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
URBS 510	3.0 URBS 610	3.0 ECON 616	3.0 VACATION	
URBS 520	3.0 URBS 620	3.0 URBS 650	3.0	
URBS 530	3.0 URBS 530	3.0 Elective	3.0	
	<b>9</b>	<b>9</b>	<b>9</b>	<b>0</b>
Second Year				
Fall	Credits Winter	Credits Spring	Credits	
URBS 670	3.0 URBS 680	3.0 URBS 685	1.5	
Electives	6.0 URBS 675	1.5 URBS 690	3.0	
	Elective	3.0		
	<b>9</b>	<b>7.5</b>	<b>4.5</b>	
<b>Total Credits</b>				<b>48</b>

## Urban Strategy Faculty

Debjani Bhattacharyya, PhD (*Emory University*). Associate Professor. Urban history, South Asian history, environmental history, legal history, transnational history, post-colonial theory, subaltern studies, history of modern economic thought and feminist history.

Alan Greenberger, FAIA (*Rensselaer Polytechnic Institute*) Department Head, *Architecture, Design & Urbanism*. Distinguished Teaching Professor. Urban planning, economic development, urban governance

Jana Hirsch, MES, PhD (*University of Michigan*). Assistant Research Professor. . Department of Epidemiology and Biostatistics. Urban Health Collaborative. Health and place or built environment; health disparities;

mental health and behavioral health; spatial analysis or GIS; urban health; physical activity; active aging and age-friendly neighborhoods.

Katrina Johnston-Zimmerman, MA (*Portland State University*). Adjunct Instructor. Public space, placemaking

Scott G. Knowles, PhD (*Johns Hopkins University*) Department Head, *History*. Professor. Urban history, Philadelphia history, history of technology, history of disasters, modern history.

Stephen Mullin, MA (*University of Pennsylvania*). Adjunct Instructor. Urban economics, public policy

Harris Steinberg, FAIA, MArch (*University of Pennsylvania*) Executive Director, *Lindy Institute for Urban Innovation*. Distinguished Teaching Professor. Urban design and civic engagement.

Andrew Zitcer, PhD (*Rutgers University*). Assistant Professor. Urban planning, creative placemaking, cooperative practice

## Graduate Minor in Arts Administration

### About the Graduate Minor

The Graduate Minor in Arts Administration enables interested students pursuing other graduate degrees at Drexel the opportunity to learn about the business structures and policy systems of creative enterprises, and to understand the basic operations of arts and cultural organizations.

### Admission Requirements

Students must be accepted into another graduate program at Drexel University and must complete an application and interview before acceptance into the minor program. Contact the program director for Arts Administration and Museum Leadership for admission to the minor.

#### Required Courses for AADM Minor

AADM 505	Overview of the Arts	3.0
AADM 520	Creative Enterprise and Innovation	3.0
AADM 751	Management Techniques In the Arts	3.0
or AAML 550	Management Techniques in Arts and Cultural Organizations	

#### Possible Elective Courses for AADM Minor (Choose 1)

AADM 620	Legal and Ethical Issues in the Arts	3.0
or AAML 525	Legal and Ethical Issues in Arts and Culture	
AADM 650	Revenue Development in the Arts	
or AAML 575	Revenue Development in Arts and Cultural Orgs.	
AADM 660	International Cultural Policy	
AADM 675	Marketing and Engagement in the Arts	
or AAML 560	Marketing & Engagement in Arts and Cultural Orgs.	
AADM 710	Leadership, Strategy and Planning in the Arts	
or AAML 680	Leadership, Strategy & Planning in Arts and Cult.	
AADM 720	Leadership in the Arts	
AADM 731	Human Resources Management in the Arts	
AADM 741	Arts Entrepreneurship	
AADM 742	Advanced Fund Development	
AADM 745	Arts in Education	
AADM 746	Creative Placemaking	
AADM 752	Performing Arts Management	
AADM 753	Visual Arts Organization Management	
AADM 754	Museum Management	
AADM 755	Community Cultural Planning	
AADM 757	Political Activism in the Arts	

AADM 758	Ethics in Arts Organizations	
AADM 759	Cultural Organizations in Transition	
AADM 770	Technology Tools for Cultural Managers	
	or AAML 660 Technology Tools for Arts and Cultural Managers	
AADM 780	Applied Research Methods	
AADM T680	Special Topics in Arts Administration	

**Total Credits** 12.0

## Graduate Minor in Digital Media

### About the Graduate Minor

The graduate minor in Digital Media is open to all students outside the Department of Digital Media. It offers an introduction into digital design including 3-D modeling, animation, interactivity, gaming and digital media history, theory, and methods.

### Admission Requirements

Program director approval

### Program Requirements

#### Digital Media Core

DIGM 505	Design and Interactivity Bootcamp	3.0
DIGM 506	Animation and Game Design Bootcamp	3.0

#### Digital Media Specialization 6.0

ANIM 588	Spatial Data Capture	
DIGM 501	New Media: History, Theory and Methods	
DIGM 508	Digital Cultural Heritage	
DIGM 520	Interactivity I	
DIGM 521	Interactivity II	
DIGM 525	Animation I	
DIGM 526	Animation II	
DIGM 530	Game Design I	
DIGM 531	Game Design II	
GMAP 545	Game Development Foundations	
GMAP 547	Serious Games	
GMAP 548	Experimental Games	
GMAP 560	Game Design from the Player's Perspective	
DIGM T580	Special Topics in Digital Media	

**Total Credits** 12.0

## Graduate Minor in Museum Leadership

### About the Graduate Minor

Museums encompass many disciplines including art, history, science, anthropology and archaeology. The Museum Leadership graduate minor enables students pursuing an MS degree in another discipline to get a basic understanding of how museums function in contemporary society in preparation for entering a museum career.

### Admission Requirements

Students must be in good standing (3.0 grade point average) in their major field.

### Program Requirements

#### Required

MUSL 500	Museum History and Philosophy	3.0
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MUSL 510	Museum Leadership	3.0
MUSL 530	Museum Management	3.0

#### Elective (chose 1) 3.0

MUSL 630	Exhibitions and Programming	
MUSL 660	Museum in the Age of Technology	
MUSL 670	Museum Communications and Marketing	
MUSL 710	Bricks and Mortar	
MUSL 720	Overview of Curatorial Practices	

**Total Credits** 12.0

## Graduate Minor in Retail and Merchandising

### About the Graduate Minor

The minor in Retail and Merchandising has been developed to provide graduate students at Drexel University, regardless of program/college, with an understanding of the diverse retail industry and nimbleness in retail principles, merchandise management, customer relations, strategic planning, product analysis, and advanced problem solving to further academic and career goals.

### Admission Requirements

Open to current Drexel graduate students

### Program Requirements

#### Requirements

RMER 500	Retail Merchandising	3.0
RMER 520	Retail: Social and Cultural Issues	3.0

Choose any two from the following list: 6.0

RMER 530	Omni-Channel Product Promotion & Retail Analytics	
RMER 540	Brand Management & Intellectual Property	
RMER 550	Merchandising Technologies	
RMER 570	Retail Supply Chain Analysis	

**Total Credits** 12.0

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