S V A School of VISUAL ARTS

# BFA ADVERTISING and GRAPHIC DESIGN DEPARTMENT FACT SHEET

Advertising students at SVA work with industry leaders to learn critical thinking coupled with executional skills that are supported by typographic expertise, digital production skill and a mastery of design. As they advance through the curriculum, students move from working on single ads to developing entire campaigns that would include traditional and digital formats culminating in a portfolio that demonstrates their grasp of various creative roles, from art direction and copywriting to typography and T.V. commercials.

Under the guidance of Art Directors Club Hall of Fame laureates and AIGA medalists, graphic design students focus on conceptual problem solving based on visual literacy, technology skills and aesthetic formalism. As they progress, students specialize in editorial, Web, branding, poster, interactive, motion graphics or 3D design, to prepare a portfolio that is engaging and marketable.

**2011 – 2012 student population**
850 matriculated students

**Department chair**
Richard Wilde, founding partner, Wilde Design; Hall of Fame Laureate, Art Directors Club, NY

**Some notable faculty members**
Gail Anderson, creative director/design, SpotCo; Ed Benguiat, principal, Ed Benguiat Design; , Ivan Cherymayeff, partner, Chermayeff & Geismar; Sal Devito, creative director, Devito Verdi; Rem Duplessis, Art Director, NY Times; Carla Echeverria, Executive Creative Director, R/GA, Louise Fili, president, Louise Fili Ltd; Tom Geismar, partner, Chermayeff & Geismar; Bob Giraldi, Giraldi Media; Carin Goldberg, principal, Carin Goldberg Designs; Cheryl Heller, president, Heller Communications; Jack Mariucci, executive vice president, executive creative director, DDB Needham New York; Debbie Millman, president, design division, partner, Sterling Brands, New York; Ryan Moore, Associate Creative Director, Gretel; William Oberlander, executive vice president, JWT, New York; Kevin O'Callaghan, principal, O'Callaghan Design; Richard Poulin, principal, design director, Poulin + Morris; Paul Sahre, principal, Office of Paul Sahre; Paula Scher, partner, Pentagram; James Victore, principal, James Victore Design

**Some notable alumni**
Gail Anderson, creative director, SpotCo; Frank Anselmo, executive creative director, KNARF New York; Richard Baker, former art director, *Premiere*, *Vibe* and *Us*; Sal Devito, executive creative director DeVito/Verdi; Jimmy DiResta, host, HGTV's *Hammered*; Pete Favat, chief creative officer, Arnold Worldwide Partners, Boston; Genevieve Gorder, host, HGTV's *Dear Genevieve*; Drew Hodges, founder and CEO, SpotCo; Kevin O'Callaghan, principal, O'Callaghan Design, and chair, 3D Design

**Student exhibitions and publications**
Each spring the Department hosts a portfolio review attended by representatives from ad agencies, design firms from around the country. Student work is also showcased in an annual publication entitled the Senior Library, an annual exhibition at the Art Directors Club and a screening of motion graphics projects at the SVA Theatre. There is a separate annual exhibition dedicated to the work of 3D design students.

For further information, visit www.sva.edu or the Department Web site at gdad.sva.edu.

209 East 23 Street, New York, NY 10010-3994 Tel 212.592.2010 Fax 212.929.0325