



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, former creative director/design, SpotCo; Ed Benguiat, principal, Ed Benguiat Design; , Ivan Chermayeff, 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.



BFA COMPUTER ART, COMPUTER ANIMATION AND VISUAL EFFECTS DEPARTMENT FACT SHEET

Computer art, computer animation and visual effects students are given the technical skills necessary to enter a successful career in film, television, commercial and video-game productions. They have access to the most advanced digital applications and are guided to develop both the personal and professional capabilities expected in the top tiers of highly competitive creative industries. Using a production-based curriculum, students create professional quality portfolios each year.

The department offers concentrated studies in 3D computer animation, motion graphics, compositing and digital effects. The program is not based in technology alone: students are required to develop drawing skills, an understanding of formal narrative and storytelling, the ability to work in a collaborative environment, and a working knowledge of video and film post-production issues. Electives are offered in game design and electronic installation art as well as studio courses in fine art, film and animation, illustration, design and photography.

2011 – 2012 student population

308 matriculated students

Department chair

John McIntosh, educator, digital imaging artist, online personality, lecturer and collaborator

Some notable faculty members

Stuart Cludlitz, Katrin Eismann, Victor Fina, Seth Golub, David Hulin, Jeffrey Lerer, Eric Reinfeld, Mark Neumann

Some notable alumni

Doug Bloom (*Spiderman 3*, *X-Men*), Joe Burrascano (Nathan Love), Jeremy Butler (*The Day After Tomorrow*, *AVPR: Aliens vs. Predator - Requiem*), Joshua Cordes (*300*, *The Curious Case of Benjamin Button*), Mark Corotan (Curious Pictures), Andrew Dayton (*The Incredibles*, *WALL-E*, *Ratatouille*), Seth Gollub, John Han (*Superman Returns*, *Smallville*, *Heroes*), Joel Sevilla (*The Incredible Hulk*, *Fantastic Four*)

Student exhibitions

The department sponsors an end-of-the-year screening of thesis projects and a Portfolio Night. Representatives from interactive agencies, animation houses and VFX studios, among others, are invited to attend in search of new talent. An annual exhibition of work produced by students is held at the College's Westside Gallery.

For further information, visit our Web site at www.sva.edu.



BFA FILM, VIDEO and ANIMATION DEPARTMENT FACT SHEET

Students in this department can earn a degree in film/video or animation. From their first day of study, students are immersed in the aesthetic and technical training of the art of visual storytelling. The curriculum focuses on the essential elements of a well-crafted screenplay; techniques for working with actors and being a part of a professional production set; the visual and psychological choices for cinematography; and the structure and rhythm of editing. Students have access to state of the art facilities and equipment and may choose to specialize in directing, cinematography, editing, screenwriting or sound.

Animation students learn the fundamental skills of drawing, storytelling, character development and the history of animation, all directed toward bringing their creations and inanimate objects to life. The curriculum covers the entire range of animation professions, from traditional animation to stop motion to 3D computer modeling.

In the thesis year, each student develops and produces a project under the individual mentorship of an industry professional. Students also address the business side, learning how to protect their ideas, understand contracts, negotiate rights, promote their work, professionally approach producers and distributors, prepare for festivals, and market their talents.

2011 – 2012 student population

726 matriculated students

Department chair

Reeves Lehmann, director and producer

Some notable faculty members

Howard Beckerman (*Mighty Mouse*), Joan Brooker-Marks (*Larry Flynt: The Right to be Left Alone*, *We Got Us*), Dejan Georgevich (*Gossip Girl*), Biljana Labovic (*Hair High*), Vincent LoBrutto (*Martin Scorsese: A Biography*, *Kubrick*), Chris Newman (*The Godfather*, *The Exorcist*), Deborah Kampmeier (*Hounddog*; *Virgin*), James Strouse (*Grace is Gone*), Patrizia Von Brandenstein (*Amadeus*, *Silkwood*)

Some notable alumni

Anthony Ceglie (Italian American Network, NFL Films), Randall Emmett (*16 Blocks*, *Rambo* [2008]), Yvette Kaplan (*Ice Age*, *Beavis and Butthead*), Alex Kuperschmidt (*Lion King*, *Bolt*), Biljana LoBovic (*Hedwig and the Angry Inch*), Daniel Minahan (*True Blood*, *Grey's Anatomy*), James Muro (*Crash*, *Southland*), Andrew Rona (*Scary Movie III*, *Brothers Grimm*), Harris Savides (*American Gangster*, *Zodiac*, *Milk*), Bryan Singer (*X-Men*, *Superman*), Tom Sito (*The Lion King*, *Shrek*), Mark Ulano (*Titanic*, *Iron Man*, *Inglourious Basterds*), Ti West (*House of the Devil*, *Cabin Fever 2*)

Student exhibitions

With support from members of the film and animation industry, the BFA Film, Video and Animation Department has sponsored the Dusty Film and Animation Festival for over 20 years. This weeklong showcase includes screenings of thesis projects—from short films and videos to traditional and computer-generated animations—and culminates in an awards ceremony with prominent presenters of their craft recognizing students for outstanding achievements.

For further information, visit our Web site at www.sva.edu.



BFA FINE ARTS DEPARTMENT FACT SHEET

The BFA Fine Arts Department at SVA prepares students to meet the challenges of a rapidly changing field head on. With a faculty of approximately 90 active artists, critics and curators, a distinguished roster of guest lecturers and various exhibition opportunities, the department offers direct and multifaceted engagement with the largest art community in the world. From coursework in anatomy, figure drawing and color theory, to interdisciplinary workshops in digital and photo-based media, the curriculum provides the broadest possible means of expression. A digital lab with state-of-the art recording, editing and projection technology, fully-equipped printmaking facilities and sculpture studios with computerized (CNC) milling machines are among the department's many resources.

During their first year at SVA, students take a general survey of world art and literature along with six-hour studio classes in a variety of media, which are designed to build essential technical skills while allowing for experimentation. Class critiques develop communication skills. In the second and third years, students take up photography, sculpture, printmaking, video art and digital narrative. In the fourth year, they are given their own studio space, where they meet with a special team of faculty members for discussion, critique and weekly feedback.

2011 - 2012 student population

313 matriculated students

Department chair

Suzanne Anker, artist and theoretician

Some notable faculty members

Jan Avgikos, Alice Aycock, Beth B, Lynda Benglis, Patty Chang, Nancy Chunn, Stephen Ellis, Suzan Etkin, Andrew Ginzel, Charlotta Kotik, Tim Rollins, David Ross, Gary Simmons, Sue Williams, Jackie Winsor

Some notable alumni

Rosson Crowe, Barnaby Furnas, Rodney Alan Greenblat, Toland Grinnell, Keith Haring, Joseph Kosuth, Robert Melee, Elizabeth Peyton, Alexis Rockman, Tim Rollins, Kenny Scharf, Amy Sillman, Amy Wilson

Student exhibitions

Fine arts students have the opportunity to exhibit work at one of SVA's two on-campus galleries as well as the Visual Arts Gallery, located in the Chelsea district of Manhattan. In addition, for one evening each fall and spring, the BFA Fine Arts Department invites the public to view artists' work in their individual studio environments. Students gain experience in selecting and preparing art for installation and receive valuable feedback about their work from fellow artists, critics, collectors, dealers and other members of the city's art community.

For further information, visit our Web site at www.sva.edu.



BFA ILLUSTRATION AND CARTOONING DEPARTMENT FACT SHEET

With a commitment to excellence dating back to SVA's founding in 1947, the BFA Illustration and Cartooning Department cultivates individual voices sustained by a high degree of craft. Comic books, graphic novels, children's books, editorial illustrations, theatrical posters, movie credits and television production designs are powerful vehicles for artists' inner worlds and meaningful contributions to a public forum. As a result, students are prepared not only to excel at self-expression but also to solve problems and comment on the culture.

The curriculum helps students develop a point of view as they master the rudiments of line, color, and form in a range of media, including gouache, collage, etching and watercolor. Both the cartooning and illustration programs combine studies of art history and world cultures with painting and drawing, storytelling and pictorial problems, and culminate in a portfolio of original work. As they make their way into the commercial realm, graduating seniors have their work showcased in a cartooning or illustration portfolio books that are juried by leaders in the field and published by the College.

Additional outlets for aspiring cartoonists at SVA include Cartoon Allies, a student club that organizes an annual mini-comic convention, Freshmeat, MoCCA, and New York Comic-Con, an annual comic book convention where the College has a recognized presence.

2011 - 2012 student population

616 matriculated students

Department chair

Thomas Woodruff, painter and illustrator

Some notable faculty members

Jessica Abel, Nick Bertozzi, Steve Brodner, Chris Buzilli, Marcos Chin, Josh Cochran, Teresa Fasolino, Bill Griffith, Tom Hart, Klaus Janson, Phil Jimenez, Victoria Kann, Dave King, Peter Kuper, Travis Louie, Mathew Madden, Marvin Mattleson, Keith Mayerson, David Mazzucchelli, Gary Panter, Steven Savage, Walter Simonson, Yuko Shimizu, Jillian Tamaki, Seth Tobocman, Sam Weber.

Some notable alumni

Peter Bagge, Paul Davis, Steve Ditko, Tom Engelhardt, Bill Gallo, Harry Harrison, Yumi Heo, Dick Hodgins, Jr., James Jean, Bill Lee, Peter McCarty, Patrick McDonnell, Nick Meglin, Michael Paraskevas, Bill Plympton, Joe Quesada, Dash Shaw, David Soman, George C. Woodbridge.

Student exhibitions

Cartooning and illustration students have the opportunity to exhibit work at SVA's Visual Arts Gallery in the Chelsea district of Manhattan for a thesis exhibition for third-year students. Students gain experience in selecting and preparing art for installation and receive valuable feedback about their work from fellow artists, critics, collectors, dealers and other members of the city's art community.

For further information, visit our Web site at www.sva.edu.



BFA INTERIOR DESIGN DEPARTMENT FACT SHEET

The BFA Interior Design Department at SVA prepares students to create environments with “wow” factor that also aim to change the world. Taught by award-winning designers, architects and artists, students learn to integrate the latest technology and materials with time-tested processes and principles of design. The faculty and curriculum are guided by a commitment to sustainability, the interplay between art and design, and the responsibility of design to address social issues.

Working in an environment akin to a professional design studio, students are encouraged to think like architects and engineers as much as designers, take creative risks, and flex with changes in our culture. With 24/7 access to a 3D AutoCAD lab, students are encouraged to explore the power of both pencil and computer. Because good design begins with good thinking, required coursework deals with the humanities and sciences as well as the history of interiors and architecture.

The Department is accredited by the Council for Interior Design Accreditation (CIDA).

2011 - 2012 student population

70 matriculated students

Department chair

Jane Smith, AIA, IIDA, ASID

Some notable faculty members

Rick Ekström, AIA, LEED AP, The Oculus Group; Anthony Lee, principal, Honest Struggle Design; Neville Lewis, ASID, FIIDA, consultant; Ralph A. Ottaiano, AIA, LEED AP, Levien & Company, Inc; Mihai Radu, AIA, principal, Mihai Radu Architects, and architect of record, United Nations; Ronnette Riley, principal, Ronnette Riley Architect

Alumni are employed by: Gensler and Associates; SOM; Hellmuth, Obata & Kassabaum, Inc. (HOK); Mancini Duffy; MTV Networks; Cannon Design; Polo Ralph Lauren; Beyer Blinder Belle.

Student exhibitions

Graduating seniors present their thesis projects each spring in a gallery exhibition.

For further information, please visit our Web site at www.sva.edu.



BFA PHOTOGRAPHY DEPARTMENT FACT SHEET

Students in the BFA Photography Department are immersed in all aspects of commercial and fine art photography, giving them a better understanding of various genres, ideas and vocabularies. With access to cutting-edge facilities—as well as a 100-plus faculty of photographers, museum directors, critics, art directors, photo editors and photography collectors—students are able to cultivate their own sensibility and visual style.

In the first year, photography students enroll in the Foundation Symposium. Looking at photography as a conceptual as well as a contextual medium, students work in five-week segments, exploring video; photography and commerce; photography as a language; business fundamentals for photographers; photography as social conscience; and photography as object. Students are encouraged to challenge the conventions of photography, creating thought-provoking and persuasive images that lead to a cohesive thesis project in the senior year.

2011 – 2012 student population

556 matriculated students

Department chair

Stephen Frailey, photographer

Some notable faculty members

Josef Astor, Fia Backstrom, Tanyth Berkeley, Susan Bright, Alix Browne, Elinor Carucci, Jessica Craig-Martin, Tracy Doyle, Michael Foley, W.M. Hunt, Marcia Lippman, Joseph Maida, Lesley Martin, Jim Moffat, Carlos Motta, Laurel Nakadate, Barbara Pollack, Lyle Rexer, Jordan Schaps, Billy Sullivan, Gerry Vezzuso, Linda Yablonsky

Some notable alumni

Guy Aroch, Tracey Baran, Tom Baril, John Dugdale, Brian Finke, Simen Johan, Justine Kurland, Carrie Levy, Frank W. Ockenfels 3, Orit Raff, Reed and Rader, Lorna Simpson, Jonathan Torgovnik, Andrew Zuckerman

Student exhibitions

Each year, selected seniors participate in the Mentors program and exhibition. Each student is paired with one of the city's leading photographers, photo editors or creative professionals, based upon the mentor's area of expertise and the student's concentration. Students are offered additional opportunities to exhibit work at one of the three campus galleries operated by SVA; departmental and juried shows are held throughout the year.

For further information, visit our Web site at www.sva.edu.



BFA VISUAL & CRITICAL STUDIES DEPARTMENT FACT SHEET

The BFA Visual & Critical Studies Department at SVA is a multidisciplinary studio program designed to engage and challenge ambitious students in areas beyond a single medium of expression and creation. This dynamic course of study reflects our rapidly expanding visual culture and the increasing urgency to educate students about all aspects of visual experience. Visual & Critical Studies allows students the opportunity to shape their own multi-dimensional art education through a guided combination of studio courses and academic offerings focusing on myriad forms and venues of contemporary visual life.

The first year provides a solid foundation in basic drawing, photography, literature and writing skills and presents the opportunity to begin discovering a personal artistic voice. In the second and third years, students further explore multiple studio disciplines while simultaneously delving into critical reading and writing of philosophy, history and theory. The program culminates in a thesis project, which takes the form of a studio project with a complementary written component. The Visual & Critical Studies curriculum integrates the academic and studio offerings, with course credits evenly divided between the two throughout the program.

2011 - 2012 student population

88 matriculated students

Department chair

Tom Huhn, philosopher and critic

Some notable faculty members

Connie Beckley, Luca Buvoli, Robert Hullot-Kentor, Liz Magic Laser, Richard Rothman, Isabel Taube, Amy Wilson

Student exhibitions

The BFA Visual & Critical Studies Department presents an annual exhibition. This exhibition allows students in the program to show work in one of the College's three on-campus galleries. In addition, students have the opportunity to submit work for inclusion in numerous juried exhibitions at SVA's galleries.

For further information, visit our Web site at www.sva.edu.

Visit VCS online to view student work and learn more about the program

VCS Blog at Wordpress (Link to <http://visualandcriticalstudies.wordpress.com/>)

VCS on Vimeo (Link to <http://www.vimeo.com/vcssva>)

VCS on Flickr (Link to http://www.flickr.com/photos/vcs_sva/)