



Animation & Visual Effects
 Architecture
 Art History
 Arts Administration
 Dance
 Design & Merchandising
 Design Research
 Digital Media
 Entertainment & Arts Management
 Fashion Design
 Film & Video
 Game Design & Production
 Graphic Design
 Interactive Digital Media
 Interior Design
 Interior Architecture & Design
 Music Industry
 Museum Leadership
 Photography
 Product Design
 Screenwriting & Playwriting
 Television Production & Media Management
 Television Management

DREXEL.EDU/WESTPHAL

Cover image: Nathan Cluss, Photography, Class of 2016



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A Message from the Dean

At Drexel's Antoinette Westphal College of Media Arts & Design, we go about teaching design, media and the performing arts in a different way. Our seventeen undergraduate and seven graduate degree programs empower students with the knowledge, skills and confidence to succeed in highly competitive creative fields. Our programs are largely studio based, which means small classes and hands-on learning, and are accredited by the National Association of Schools of Art & Design (NASAD). We start with a very special faculty – teachers who have worked at the top of their fields... winning Emmy Awards... designing for top fashion houses... creating art that's exhibited in the world's great museums... and as leaders of major cultural organizations and media companies. They bring real life know-how and industry contacts to the classroom but, most importantly, they bring a passion for teaching.

We encourage students to build upon what they're learning in classes by participating in college enterprise – working with bands signed to our MAD Dragon Records label; creating our lifestyle magazine D&M; staging a fashion show with top professional models; producing for our television station; tackling interior design projects that serve our neighboring communities; doing research on a government or industry sponsored Digital Media project; collaborating with award-winning theater and dance artists-in-residence; or working for our student-run Graphic Design firm.

Drexel University is one of two universities

in Philadelphia to be ranked in the top 100 by US News & World Report, and we believe in a well-rounded education in the humanities and sciences beyond the rigorous course of studies offered in our nationally ranked and accredited programs. We're an urban school in a great American city, and our faculty and students are actively engaged in Philadelphia's rich cultural and civic life.

And, since 1919 Drexel University has been a co-operative educational institution, an amazing program you may not be familiar with. Co-op means all of our undergraduates work six months at a job in their chosen field as part of their Drexel education.

We hope this publication, illustrated with students' creative work, will tell you more about the Westphal College of Media Arts & Design. We extend to you an invitation to visit Drexel to learn more about how we send our graduates out in the world with tremendous portfolios and impressive resumes reflecting real work experience, and often with jobs lined up well before graduation. When you visit, you'll tour the URBN Center at 3501 Market Street, home to all of Westphal's design, digital media, and arts & entertainment industry programs, a 140,000 square foot building furnished with tons of technology, innovative teaching spaces and state-of-the-art design labs and studios, providing more resources to create than ever before and unprecedented opportunities for interdisciplinary collaboration.

Allen Sabina



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@drexelwestphal



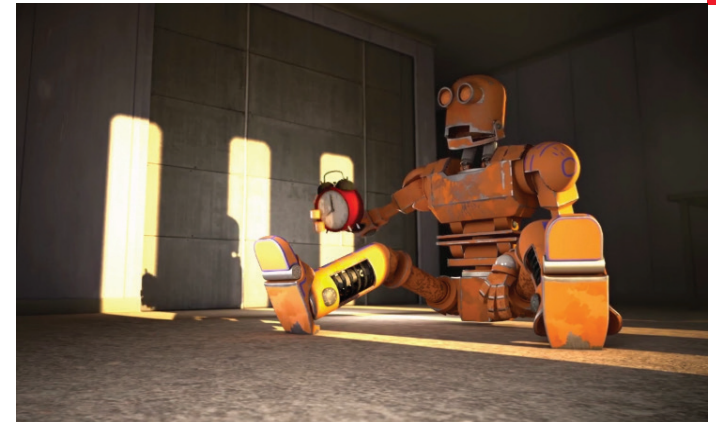
@drexelwestphal

The Animation & Visual Effects Major provides students with the design and technological skills needed to tell visually compelling stories for entertainment, gaming, simulations, and scientific visualization. No longer just for major theatrical features, animation and visual effects are now essential components of film and video productions of all budgets. With the use of animation in non-entertainment fields also on the rise, the major provides students with the opportunity to explore applications in historical recreation, medical visualization and simulations for science and industry. Our curriculum combines an understanding of the many aspects of digital media with an in-depth and rigorous course of study specifically focused on animation and visual effects.

To best prepare themselves for careers in these cutting-edge disciplines, students pursue a foundation of art, design and technology, take core courses in all aspects of digital media, complete a six month Co-op, and delve into many areas of specialization. Guided by award-winning industry-trained faculty, students learn the principles of animation along with industry-standard software technologies. The entire creative pipeline from storyboarding through modeling and animation is covered, allowing students to develop experience and skills in all aspects of production.



Animation & Visual Effects





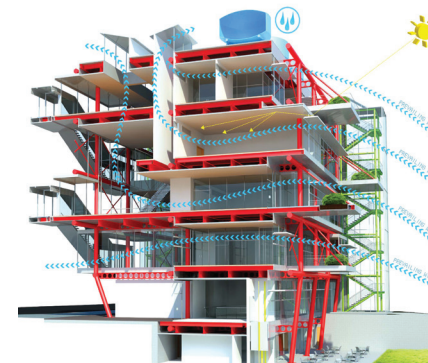
Architecture

The Drexel Architecture Program prepares future architects for professional practice by combining an outstanding university education with the an in-depth study of contemporary architectural practice. The program provides a strong, broadly based curriculum in the arts, humanities, social and applied sciences, coupled with professional courses taught by an outstanding faculty who reflect the broad diversity of architectural practice today. Drexel's work-study program is an experiential based learning model that compliments and provides an alternative to more traditional architecture programs. The Drexel model provides a practical, high quality education to those students who seek early exposure to daily architectural practice as well as an affordable alternative to students who would not otherwise be able to enter the profession. At Drexel there are two paths to the professional accredited Bachelor of Architecture degree:

- The Two + Four Option is a course of study where students take two years of full-time coursework that addresses the basic principles of architectural design while also satisfying university core requirements in the arts and sciences. In the remaining four years students find full-time employment while continuing their academic program part-time in the evening.
- The Part-Time Evening Program is one of only two part-time evening architectural programs in the United States leading to an accredited Bachelor of Architecture degree. This program offers all courses in the evening, enabling students to work full-time during the day. The Evening Program sequence is seven years, but transfer students with university-level architecture and general education credits may be able to reduce its length by meeting specific program requirements through transcript and portfolio review.

At the end of their second year in the 2 + 4 Program and during the third year of the Evening Program, students are encouraged to find work in architectural offices or construction related fields with assistance from the faculty of the program.

All Drexel architecture students working under a licensed architect before graduation can receive credit in the Architectural Experience Program (AXP) which is part of most state licensure requirements. The Bachelor of Architecture program is accredited by the National Architectural Accrediting Board (NAAB).





Art History

The history of art focuses upon the study of works of fine and applied arts and forms of mass communication in their aesthetic, social, economic, religious and political contexts.

It explores the meanings and purposes of the visual arts, their historical development, their role in society, and their relationships to other disciplines.

The study of art history encourages the development of critical observation and visual analysis; it introduces scholarly research and provides knowledge of a variety of artistic works. As the field of art history is inherently cross-cultural and interdisciplinary, its study illuminates the diverse and global world we inhabit and makes apparent the integral relationships between art and culture.

The Art History major is based on a thorough curriculum in the history of art and is very flexible to enable students to tailor their coursework to fit their personal career aspirations. The program

incorporates Drexel's nationally known co-op experience through which students, while pursuing their degree, can work for 6 months in museums, galleries, auction houses, and publishers. The goal of the Art History major is to provide an excellent interdisciplinary liberal arts education with a sound foundation in the history of visual arts and a strong competence in writing, research and critical thinking. The major will foster a hands-on approach, and will involve students in the close study of art objects from many museums in Philadelphia and from our own Drexel collection of art and artifacts, the well-known Fox Historic Costume Collection, and the rotating exhibitions in the Leonard Pearlstein Gallery.



Art History as a Major - BA

The undergraduate degree prepares students for a variety of art related careers, graduate studies in the humanities and professional programs such as law, architecture or medicine. The BA degree requires a strong component of Arts and Humanities courses in order to prepare students to enter the professional world of art historians by exposing them to critical reasoning, philosophy, anthropology, literature, world culture and foreign languages.

Art History as a dual Major - BS

The curriculum is designed with great flexibility to enable students to pursue an additional degree in one of the University's more than 80 majors without extending their time at the University.

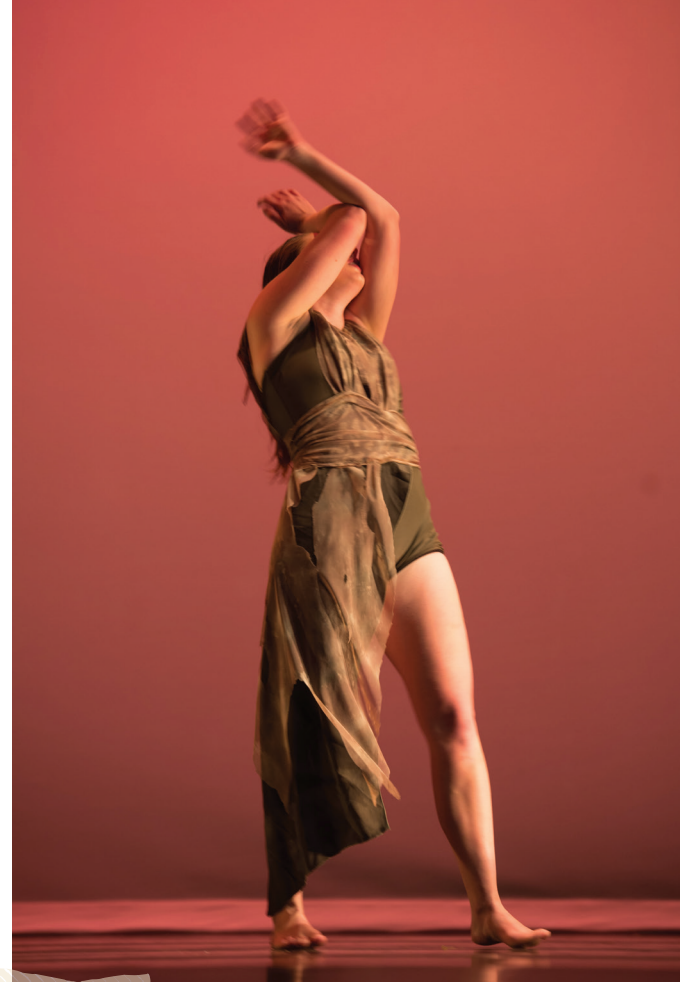


Dance

The student who enters the Dance major at Drexel University is an academically achieving student with a passion for dance. He or she is looking for extensive experiences to improve as a dancer, choreographer, and performer, while being interested in other areas of study offered by an outstanding university. This student wants to study dance—both physically and cognitively - while preparing for gainful employment after graduation.

The Dance major combines rigorous academic coursework with extensive stage and studio dance experiences to prepare students for career paths: dance/movement therapy, dance in education, physical therapy and performance/choreography. Students focused on dance/movement therapy prepare for jobs as dance/movement therapists—these students earn a BS degree in Dance at the Westphal College during their first four years of study. They then are eligible for two additional years of study to earn an MA in Creative Arts in Therapy from the Hahnemann Creative Arts in Therapy program, through Drexel's College of Nursing and Health Professions, in order to become a registered dance/movement therapist.

A second career focus, dance in education, prepares students for jobs as elementary school teachers (grades kindergarten through 4) who may also serve as school dance specialists. Students choosing this option will earn a BS degree in Dance and may qualify to continue for a fifth year of study to earn an MS in the Science of Instruction through the Drexel School of Education. A third career focus, physical therapy, prepares students to work as physical therapists in a variety of settings, including hospitals, treatment centers, schools, and private practice. Students interested in the physical therapy option will complete the four-year BS degree in Dance, along with a series of recommended electives in the physical sciences. After completion of the BS degree, eligible students may opt to continue their education for an additional



three years in the College of Nursing and Health Professions to earn a Doctor of Physical Therapy and become a licensed physical therapist.

Students interested in performance/choreography earn a BS degree in Dance while refining skills in choreography and performance through two professional caliber dance companies. Through these ensembles students are able to network with some of the region's most gifted dancers and choreographers while building strong connections to Philadelphia's extremely vibrant dance community.





Design & Merchandising

The Design & Merchandising program educates and prepares students to be leaders in the fashion, lifestyle, and retailing industries. Through an interdisciplinary approach, with an emphasis on creative problem solving, design, and extensive exposure to real world industries, we graduate adaptable, creative, confident and passionate professionals who are technologically savvy and globally aware. Combining the pursuit of aesthetic excellence with a strong business foundation, the program concentrates on the retail apparel and lifestyle industries, and the product development and manufacturing sectors with a

particular focus on all areas of merchandising, buying, ecommerce, social media, special events marketing, and lifestyle design. Students stage Drexel's outstanding Fashion Show, produce an award-winning lifestyle magazine, and run an online and pop-up retail business. They also gain the experience and leadership skills to make merchandising and marketing decisions through Drexel's renowned co-operative work experience in which all students work for six months in the fashion and retail centers of the U.S and around the world.

D&M
MAGAZINE



STAGE TO SCREEN AND BACK AGAIN

AN EVENING WITH PULITZER PRIZE WINNING AUTHOR

Doug Wright



Film, television and streaming media. Performing Arts. Sports and theme parks. These creative industries, and others like them, belong to one of the fastest-growing economic sectors in the United States and around the world. The tremendous growth in these industries has created a need for professionals who can combine both management and leadership skills with a thorough understanding of the art, entertainment and media. Drexel's Entertainment & Arts Management (EAM) program prepares students for this challenge by providing both a specialized curriculum - through which students choose an arts, entertainment, sports, or media concentration - with a nationally-ranked co-operative education component. Students choose concentrations based on their passions - Cinema/TV, Theatre,



Entertainment & Arts Management

Dance, Digital Media, Visual Arts, Performing Arts, or Sports Entertainment, and can delve into the for profit or non-profit aspects of these fields. This allows for increased flexibility when choosing their career paths, and a distinct professional advantage in today's ever-changing arts and entertainment industries.



Drexel's top flight Fashion Design program enjoys top national rankings and a growing international reputation. The rigorous curriculum consists of a unique six-month co-op experience in the US or abroad that complements coursework in conceptual design, presentation skills, CAD, and manufacturing methods. The program covers all facets of fashion design,

Fashion Design



from men's, women's, and children's wear to knitwear, swimwear, lingerie and couture. Students are prepared for careers in fashion design, print design, technical (CAD) design, styling and marketing for today's global economy. Small studio classes mirror the professional environment encompassing the core of a student's education including critiques by top industry professionals.

In addition to coursework, students explore and participate in the vibrant fashion industry. Each year, Fashion Design students submit their designs to national and international competitions. Study abroad programs at the London College of Fashion and the Accademia Italiana in Florence offer an international perspective of the fashion world. Students conclude their senior year studies with the presentation of their collection in the Drexel Fashion Show.





Film & Video

The entertainment and multimedia industries are exploding with new and exciting opportunities and Drexel's Film & Video Program graduates filmmakers ready to secure these opportunities and leverage their skills and talent to realize their artistic visions. Our faculty are working filmmakers who provide hands-on learning in film production. Students begin working in production their freshmen year, and throughout their time at Drexel they explore documentary and narrative filmmaking, culminating in highly accomplished, professional quality senior projects. A balance of film studies and craft courses expands minds, provides know-how, and cultivates the voices of the newest generation of filmmakers. This highly competitive program, with only sixty-four freshmen accepted annually, features small classes that foster student-faculty interaction and mentoring, as well as access to state-of-the-art equipment. Students also have the opportunity to spend an entire term in Los Angeles interning and attending classes focusing on the industry. The unique Drexel Co-op further enhances education by providing students with six months of professional employment experience and the program offers multiple Study Abroad options including a program in Cuba.

UNDERGRADUATE



The Game Design & Production major prepares students for cutting-edge careers in the expanding field of game design, which encompasses an enormous segment of the entertainment industry, but is also a vital component for education and training in the corporate, academic, and real world. The Game Design & Production major and a sister concentration in the Computer Science Major, Game Programming and Development, work together to form Drexel Game Design. This joint approach allows students to create games within multi-disciplinary teams, a standard for the industry. The BS in Game Design & Production combines a strong foundation in animation and interactivity, along with an understanding of design and programming. Students are taught all aspects of digital media, complete a six month Co-op working in industry, and delve into rigorous coursework in many areas of specialization and research such as motion capture for games. A capstone senior design project permits exploration of new game design concepts including brain interfaces for games, multiplayer games for our theme park quality motion simulation platform, educational games, and mobile experiences.

Game Design & Production



Teaching industry practices including project management, agile development, and working in multidisciplinary teams of up to thirty people have given Drexel students a reputation exemplified by comments from Kudo Tsunoda, Microsoft Hololens team leader and former Creative Director of Kinect: “Drexel has one of the best Game Design and Digital Media programs I have seen. The work they do is innovative and top quality. Drexel interns and graduates I’ve worked with are well prepared to deliver results in a team environment.” The Princeton Review has consistently ranked Drexel Game Design as one of the top 10 programs in North America, and Drexel Game Design teams have won numerous awards including 1st place at the 2016 Intel World University Games, 1st Place in the 2012 Microsoft Imagine Cup World Championship, and 1st Place in the Adobe Achievement Award World Championship.



Graphic Design

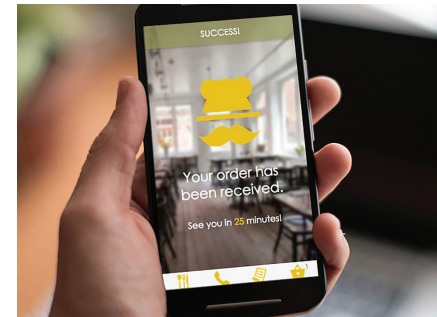
UNDERGRADUATE

The Graphic Design program prepares students to inform, persuade, educate, and entertain through the creative use of word and image. Graphic Design students learn to conceptualize, design, and produce visual communication in a wide variety of media, including packaging, websites, interactive media, motion graphics, books, magazines, posters, ads, information systems, exhibition design, and more. Students use this work to develop an expansive portfolio, an invaluable tool for our graduates as they seek future employment. Graphic Design students are widely sought for diverse co-op opportunities, which have them working for 6 months in industry. Top design studios, corporate design departments, online and print publishers, advertising agencies and creative departments around the country employ our graduates.

The curriculum provides a balance of traditional and technical artistic studies enhanced by coursework in the humanities and the physical and social sciences at a top 100 University. Our students develop a sophisticated approach to creative problem-solving and hone skills in typography, image generation, corporate identity, information graphics, three dimensional design, and motion graphics. Working on both two and three-dimensional projects, students utilize the latest electronic applications and emerging technologies to stay current with the industry.



Today, the need for mobile applications and cloud computing solutions is exploding exponentially. To meet the market's insatiable needs, employers around the world are looking for people with the skill sets to design, build, test, and maintain interactive communications systems. Young web development talent is in high-demand to create fully dynamic online experiences that involve touch-based interaction, gestural technology, and other technological advances. The Interactive Digital Media major provides students with a comprehensive understanding of the aesthetics of visual design in creating user interfaces, as well as the technical knowledge to program both the front- and back-end systems that bring the content to



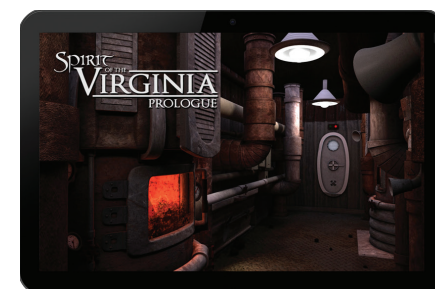
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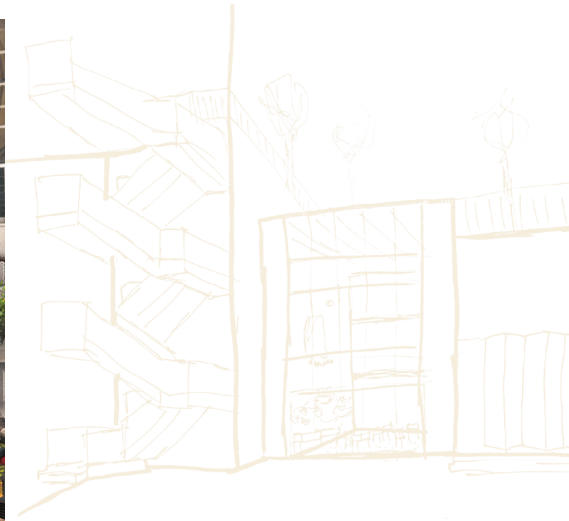
life. Our curriculum includes virtual and augmented reality and we prepare web developers to be in charge of the entire process: design, development, and the implementation of online content. Students develop applications for mobile devices, explore content management systems, build rich Internet applications, harness server technologies that drive aesthetic content, create multi-faceted web sites, and innovate with emerging technologies.

Interactive Digital Media professionals are in high-demand with growth rate and job opportunities in the industry increasing every year. Drexel University averages 150 web and interactive related Co-op opportunities per year. Upon graduation, our students work as interactive designers, web designers, multimedia artists, web masters, programmers, and digital strategists for companies like Big Spaceship, Comcast Interactive, Cubist Post, Digitas, Electronic Ink, Happy Cog, Lockheed Martin, The Smithsonian, U.S. Navy Research Center, the FBI, and Microsoft Xbox Live.

Interactive Digital Media



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Interior Design

Drexel's BS Interior Design program offers exciting opportunities for the study of interior design within the multidisciplinary learning environment of the Westphal College of Media Arts & Design. The Interior Design program explores behavioral, technological, environmental and aesthetic aspects of interior design within the context of increasingly more complex design projects. Combined with Art & Art History and general education requirements, a core of interior design courses creates a unique education at the forefront of design, where students are afforded countless opportunities to explore interests in sustainability, design thinking, high tech fabrication, and interdisciplinary collaborations.

Through academics grounded in problem-solving design studios, a six-month full time Co-op employment and dedicated faculty, students gain real world experience and build valuable professional networks, preparing them for leadership positions in the interior design profession. The BS program in Interior Design is accredited by the Council for Interior Design Accreditation (CIDA) and the National Association of Schools of Art and Design (NASAD), and is ranked in the Top 10 in Design Intelligence-America's Best Design Schools.



The BS/MS accelerated degree is an opportunity for academically qualified students who wish to earn both a bachelor's and an advanced degree, to pursue an MS degree in Interior Architecture & Design, or an MS in Design Research, graduating sooner than they would in traditional programs.



Music Industry

Success in the music industry requires the ability to innovate, integrate and adapt in an ever-evolving global industry. Drexel's Music Industry program offers comprehensive learning experiences in both the production and business components of the industry and exposes our students to the multi-faceted careers in the music business. The program has a dual focus on cutting edge production techniques and the most current business and legal developments. These, coupled with a basic music education, make it an exceptional experience for the student who has a passion for recorded music.

Starting on the first day of classes, each student receives hands-on instruction using the latest equipment in our state-of-the-art recording studios and digital audio labs - all accessible 24/7. Students gain real-world experience by integrating a practicum-based learning model through the operation of several music business enterprises both inside and outside of the classroom. The Mad Dragon Music Group enterprises include: music publishing, booking, concert promotion, a la carte music marketing services and MAD Dragon Records, Drexel's award-winning student-run record label.

The Music Industry Program includes a rigorous course of academic study and a minor in Business Administration and awards a Bachelor of Science degree. For our business-focused students, we also offer an accelerated BS/MBA program in partnership with Drexel's LeBow College of Business. Our highly competitive program is enhanced by Drexel's co-operative education system that provides experiential learning with industry partners. Music Industry students spend two summers working for industry employers such as a record labels, music venues, recording studios, radio

stations, and booking agents.

Since 2003, our program has prepared students for careers in the music industry such as: record label executive, music marketing director, radio station/broadcast industry executive, music producer, recording engineer, press relations and publicity director, music publisher, music supervisor for film and TV, venue owner/manager, sound editor for film and TV, entertainment attorney, artist manager, concert promoter, tour manager, live sound engineer...and many more.

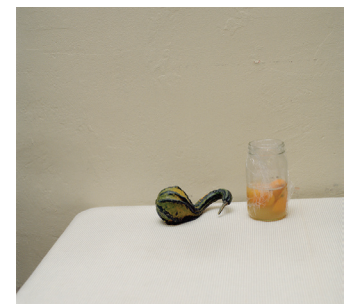


The Drexel University Photography program teaches students how to develop a unique photographic vision using a combination of aesthetics and technology.

Photography

Using both applied and theoretical teaching methods and blending traditional processes with current digital technologies, the photography curriculum provides aspiring photographers with the breadth of experience and knowledge required to succeed in today's marketplace. The Photography foundation courses are the same for each student until their third year, at which point they design a custom path of study that culminates in their senior thesis portfolio.

All Photography majors work in industry for six months when they're juniors, gaining invaluable experience, and many participate in our Study Abroad opportunities. Our alumni's achievements reflect the diversity built into our program. They own successful photography studios, serve as curators, work as magazine photo editors, and operate their own digital illustration firms.

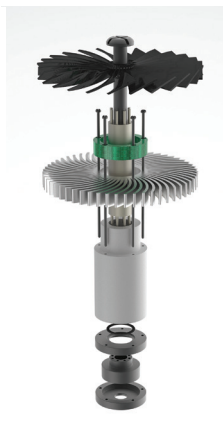


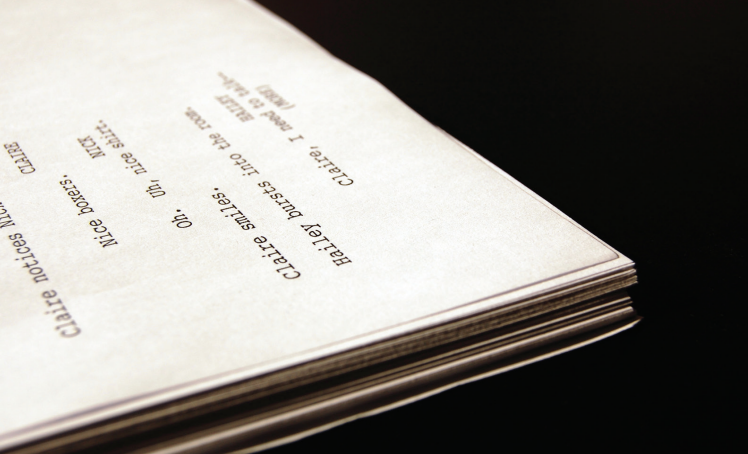


Product Design

The Product Design program prepares students to become designers through extensive learning in hands-on studio settings to further skill development and design thinking. Drexel's BS in Product Design specializes in a multidisciplinary design approach focused on product development and commercialization. It also encourages collaboration in green design, sustainability and innovation in product development, facilitating and combining the fields of art, business, engineering and technology. Product designers work in a wide range of industries including consumer electronics, housewares and furniture, medical devices, toys, automotive, transportation and fashion accessories.

More than ever, the world needs people who can bring meaningful ideas to life. With a curriculum that encourages experimentation, making and learning, the Product Design program believes that a design education is the process of discovery. This education activates experiential learning and empowers the mind to make new connections, synthesize new meanings and create novel solutions to difficult problems. The Product Design program lets you discover and follow your passions while offering a first-rate education that includes the co-op experience. Students are encouraged to pursue their own design passions and to make a difference in the world.





Screenwriting & Playwriting

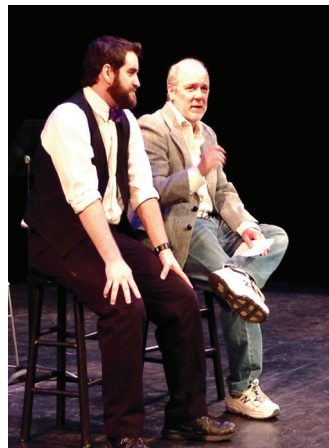
The Westphal College's Screenwriting & Playwriting program is designed to guide and prepare students in their pursuit of writing careers for the stage or the screen. Emphasizing both the principles of dramatic writing and a practical, hands-on approach to instruction, Drexel's program arms its graduates

with the skills, experience, and confidence they'll need to gain an edge in an ever-growing, yet ever-competitive field.

In their course of study, students first acquire the essential skills of dramatic storytelling, then learn how to apply this knowledge to the creation of scripts displaying the highest professional standards.

Students meet and interact

with successful working artists in the entertainment industry, and gain real-world employment experience through our pioneering Drexel in L.A. Program and our six-month Co-op Program. A Drexel education marks the beginning of a life-long journey to develop a writer's eye and the artistic ability to tell uniquely compelling stories.



NICK

About...what?

CLAIRE

The song! What'd you think about the song! I've been working on it for, like, a month now. I'm not sure if it's really there yet--

NICK

Oh! The song! Yeah, it was...catchy.

Claire notices Nick's STAR WARS BOXERS.

CLAIRE

Nice boxers.

NICK

Oh. Uh, nice shirt.

Claire smiles.

Hailey bursts into the room.

HAILEY

Claire, I need to talk--
(MORE)



The TV Production & Media Management program at Drexel University is committed to preparing students for a professional career in the dynamic and changing world of television. With the advantage of being in Philadelphia, America's fourth-largest television market, the program combines a comprehensive academic program with the resources of DUTV, Drexel's fully-equipped television station. Students are provided with extensive experiences in the development, writing, production, editing, programming, multi-platform distribution, management, and promotion of television content. Each year, students in the program create professional-quality TV shows, including a multi-episode comedy series produced to prime time network standards and an award-winning news show that gives students experience in both the studio and the field. The program fully integrates Drexel's signature Co-op experience to reinforce the connection between what's learned in the classroom and what's expected in the professional world.



UNDERGRADUATE

TV Production & Media Management



The major offers a course of study of 188 credits with courses in comedy & drama production, news & non-fiction production, and industry & enterprise. Students are taught by a notable faculty of industry professionals whose experience, passion and contacts help prepare them to enter and navigate the competitive world of the convergent television industry.



Arts Administration

In Drexel's Arts Administration program we work with your strengths, expand your capabilities, and give you the tools, resources, and experiences you need to fulfill your passion for arts and culture. We believe that successful leaders are adaptive, resourceful, strategic, and connected, and our arts administration programs build those capacities in you.

Through integrating management theory and practice, organizational case studies, exposure to leading arts executives and

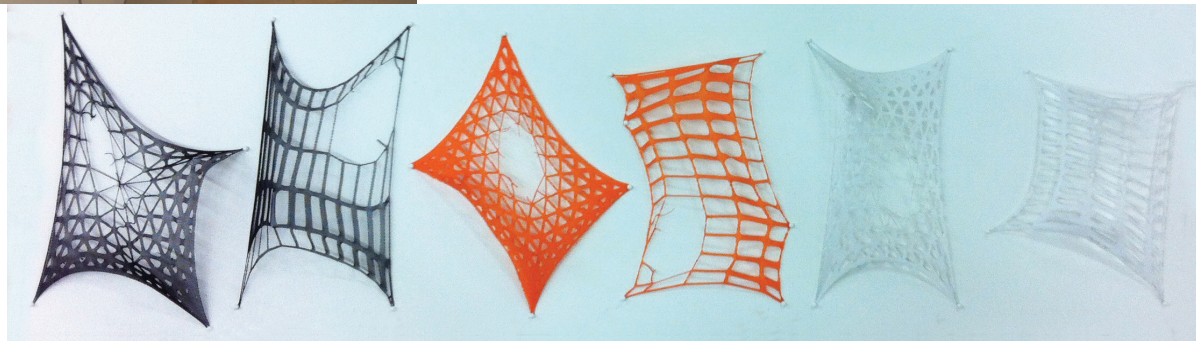
thinkers, self-study, and academic research, the programs prepare you for leadership in the field. The campus program, one of the oldest in the nation, draws on Philadelphia, and the region's rich tapestry of arts and culture organizations, to build your professional network and provide hands-on learning experiences, while the online program draws upon some of the country's smartest arts leaders as mentors, teachers, and guides. Each program shares the same curriculum, with classes that address arts, commerce, research, and technology in a multi-disciplinary course of study. At Drexel, you'll develop skills in marketing, fundraising, management, and policy in preparation for a career as a leader in arts and culture.

By interacting with your colleagues, faculty, and our extensive network of alumni, you'll also build a network that serves you throughout your career. Graduates of the program have gone on to leadership roles across the country and around the world in positions from development to marketing to executive leadership, in cultural and civic organizations of all disciplines, sizes, and stripes. Drexel alumni can be found at Lincoln Center for the Performing Arts, Philadelphia Museum of Art, the Mann Center for the Performing Arts, The Memphis Ballet, The Pew Charitable Trusts, the Philadelphia Foundation, the City of Philadelphia, the Pennsylvania Academy of Fine Arts, and many more.

Together, we work to make communities better by building and leading strong, resilient, high-impact arts and cultural organizations.



Photo: Design Futures Lab



Design Research

The Master of Science in Design Research considers complex multidisciplinary problems beyond the scope of traditional boundaries within individual design disciplines. This ethical, human-centered, and international perspective on 21st century design enables you to explore and develop a critical understanding of design as theory, concept, and practice in service to current and future challenges.

This 46-credit program offers two concentrated paths of study: Design and Technology or Environmental Design and Health. You can tailor a unique educational pathway engaging with Drexel's multiple colleges to suit your academic needs. Working alongside Drexel's world-class faculty you will practice design research and apply solutions that are in demand to drive your long-term career growth and success.

Drexel's graduate program in Digital Media is an exciting degree available for students and professionals who are interested in exploring, researching and building advanced media design and production careers in the 21st century. The MS in Digital Media combines cutting edge academic research with the experiential learning approach for which Drexel is known. Through studio based instruction and highly individualized research and development projects, the program reflects this fast paced, constantly evolving field in which art, technology and science intersect. While the program is well known for its work on digital games, which has earned it a consistent top 10 ranking in video game design by The Princeton Review, the program embraces all forms of digital media, including animation and visual effects, virtual and augmented reality, and interactivity and mobile applications. The curriculum is innovative, interdisciplinary and project-oriented. 45 credits are required in such advanced digital design disciplines as 3D modeling, animation, interactivity, gaming and digital media history, theory and methods. Students may participate in government-funded grant research opportunities, industry-sponsored studies, or independent student-generated and faculty-led projects.



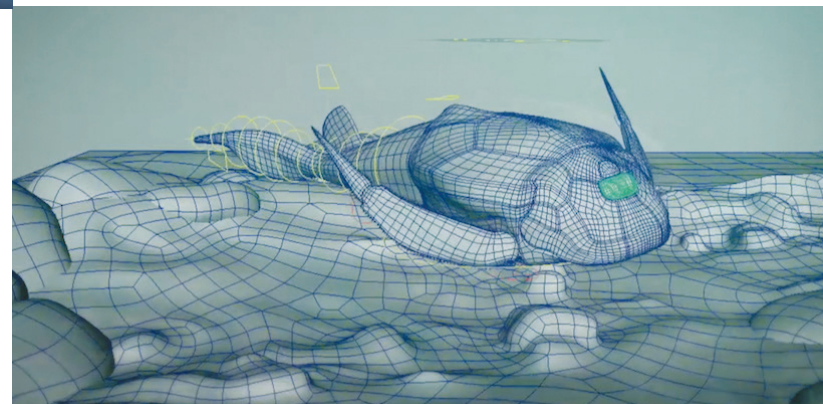
Digital Media



MASTER OF SCIENCE IN BIOMEDICINE AND DIGITAL MEDIA
In addition to the MS in Digital Media, the Department of Digital Media also offers an MS in Biomedicine and Digital Media in collaboration with the Drexel University College of Medicine. The program is a graduate degree program that intersects science, technology, art and entrepreneurship. This skills-based program is for individuals interested in media design and production careers with an emphasis in health and science.

PHD PROGRAM

The Digital Media PhD program focuses on translational research in digital media within an experiential learning environment. It studies the application of digital media towards solving research problems in various disciplines including but not limited to engineering, education, cultural heritage, health, or business. This doctoral program is built on a fundamentally interdisciplinary course structure and emphasizes an iterative and design based research philosophy.



fashion. The fusion of art, design, science and technology represents a trans-disciplinary approach and serves as a springboard for the production of unique apparel for the 21st century. Within an individualized studio environment, students gain knowledge about industrial production, advanced digital design technology, and the marketing and merchandising of clothing. This approach provides a well-rounded foundation for a broad range of employment in the fashion industry as well as in related areas such as education, retailing, costume design and curatorial work with historic clothing and textiles.



Fashion Design

The Masters program in Fashion Design welcomes students who have a passion for personal creative expression and who have bachelor's degrees in academic disciplines from fine arts, sciences, liberal arts and business. The curriculum aims to train visionary designers to use an integrated approach towards the creation of contemporary



The MS Interior Architecture & Design program is an internationally renowned first professional MS degree that prepares students with diverse undergraduate backgrounds to enter the field of interior design. Through an integrated studio approach, graduate students apply



Interior Architecture & Design

design concepts, technical information and hands-on skills to the design of a range of public, commercial, residential and institutional spaces. Students learn to design interiors that answer aesthetic, social, physical, environmental and psychological needs. In conjunction with the integrated studio, the program puts an emphasis on independent research that culminates in a graduate thesis.

Our Master of Science program in Interior Architecture & Design is accredited by the Council for Interior Design Accreditation (CIDA) and the National Association of Schools of Art and Design (NASAD), and is ranked in the Top 10 in Design Intelligence-America's Best Design Schools.





Drexel's graduate program in Museum Leadership prepares students for leadership roles in museums across the country and internationally, providing a curriculum that will give students a strong base of skills, knowledge, and practical experiences. Museums of the future will need leaders who are capable of managing large complex organizations, which are entrepreneurial in spirit and practice, who understand and can respond to the needs of changing communities, and who understand the role of technology as a marketing and management tool. Westphal College's MS in Museum Leadership offers students the skills they will need to meet the challenges of today and tomorrow.

Museum Leadership

Students will be exposed to issues raised by various types of museums including science, history, and cultural museums, as well as historical houses and sites, and living collections such as zoos, arboreta and aquariums. The interdisciplinary curriculum was created in collaboration with faculty from Drexel's College of Computing and Informatics, the School of Education, and the College of Arts and Sciences, as well as colleagues from the Academy of Natural Sciences of Drexel University, which will serve as a learning laboratory for students, along with other cultural institutions in Philadelphia.



THE PAUL F. HARRON GRADUATE
PROGRAM IN TELEVISION
MANAGEMENT

Television Management

Today's television and media industries are some of the most competitive and fastest growing in the world. This has created new opportunities for those who can manage, market, and create for convergent media across all platforms.

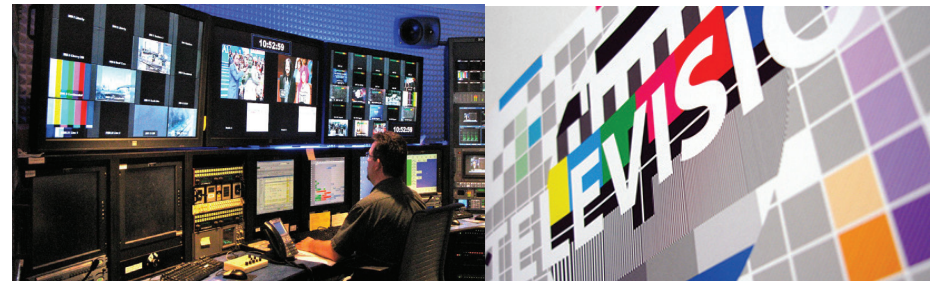
The Paul F. Harron Graduate Program in Television Management offers three graduate study options that prepare students for demanding positions in television and other media industries: the MS in Television Management and the dual MS/ MBA. The MS degree, which is offered either on campus or online, offers a solid grounding in business management and specialized courses focused on television and evolving media hybrids. The dual MS/ MBA option allows students to integrate and extend fundamental business course content with the practice of television and new media industries and gives them the advantage of also earning a Drexel MBA.

All programs combine practical and academic experience in courses such as TV Programming, Audience Measurement, Media Law, Broadcast and Cable Sales, Money and the Media, Emerging TV Technology, and Media Ethics. All students develop and write a thesis, which serves as



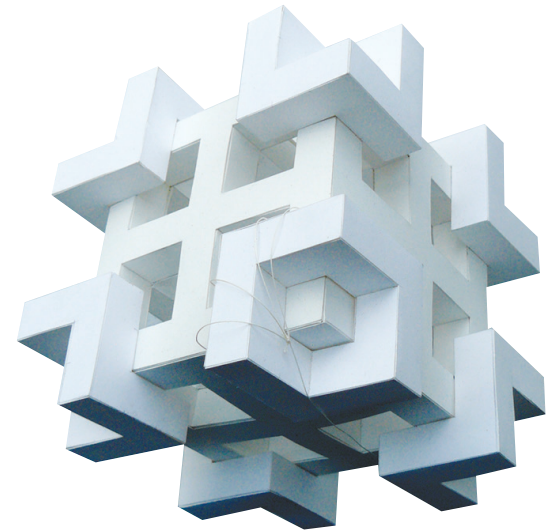
the capstone to their academic experience and which is published online so that it may contribute to the literature in the field.

Graduates of the program hold positions at leading media companies around the world, including Comcast Networks, QVC, NBC Sports Channel, PBS Sprout, Raycom Media, National Geographic Channel, the Discovery Channel, China Central Television, Viacom, NBC Universal, Disney China, Harmelin Media, Telemundo, CBS Network, Univision, Katz Media, Hubei Satellite Television, NBC10, CBS3/CW, WYBE, and FOX29 to name a few.





Studio Art



The Art & Art History Department provides Westphal students majoring in design and media with freshman foundation courses in design and art, as well as a more advanced studio art courses in drawing, painting, printmaking, sculpture and more. We also provide a studio art minor that is open to all Drexel students.

The vision of the Art & Art History Department is to develop a sophisticated awareness of art through the rigors of traditional and contemporary studio practice and the study of art history. Students will acquire the visual acumen to make and to evaluate art as well as understand and articulate its importance in past and present cultures. A large number of courses are offered in painting, drawing, print-making, sculpture, performance & multi-media, as well as art history courses focusing on the diverse traditions of Western Europe, America, Africa, and Asia.



Every term hundreds of Drexel students participate in performing groups through our programs in dance, theatre, and music. These student-performers come from every College on the Drexel campus.

Students interested in acting, or the technical and administrative aspects of theatre, have many opportunities to explore. We present three Mainstage shows at our professionally equipped Mandell Theater each year. One is a co-production with top Philadelphia theatre companies that gives our students the chance to work alongside professional artists. We also do numerous smaller productions in our new Black Box Theater in order to afford students the opportunity to handle all aspects of the production and we support a successful Late Night Series—a weekly open mic run by students. We also offer a minor open to all Drexel students.

Dancers can participate in one of the Dance program's two large dance companies, each of which does two major productions in the Mandell Theater every year,

Performing Arts



as well as a small, selective touring dance ensemble which performs and does workshops in the public schools. Interested students can also take a Dance minor.

Musicians have a wide array of options to showcase their musical talents in one of our five choral groups, an orchestra, two large bands, a jazz orchestra and a string orchestra, as well as a wide range of smaller instrumental groups working in every musical style. Students from any program on the Drexel campus can earn minors in Theatre, Dance or Music, and there are more specialized minors available in Music Performance, Music Theory and Composition, and Jazz and African-American Music.



About The College

Accreditation

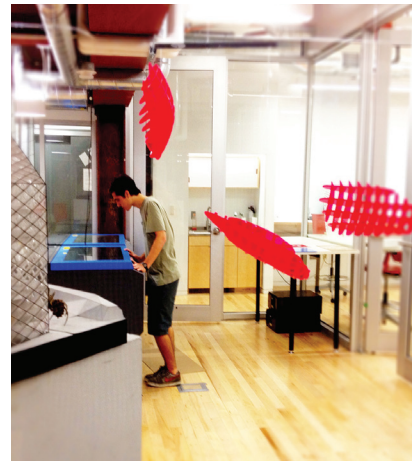
Fifteen of the College's programs are accredited by the National Association of Schools of Art and Design (NASAD). We have recently been reaccredited for ten years.

The undergraduate Interior Design and graduate Interior Architecture programs are accredited by the Council for Interior Design Accreditation and the Architecture program is accredited by the National Architectural Accrediting Board.

The URBN Center

Called "a buzzing, creative hive" and "one of Philadelphia's most thrilling new designs" by Philadelphia Inquirer architecture critic Inga Saffron, Westphal College's URBN Center serves as a collaborative hub for its design, digital media, and arts and entertainment industry programs. Located at 35th and Market Streets, the famed Robert Venturi-designed building was completely re-envisioned by award-winning architectural firm MS&R to feature open-plan floors linked by catwalks through a center atrium. While the building's façade was kept virtually untouched, its interior classrooms, faculty offices, design labs, and studios now spill freely into walkways, fostering an innovative, interdisciplinary environment for sharing and showcasing work. Furnished throughout with hi-tech resources that allow students to

professionally create anything they can dream of, the URBN Center features an all-college Hybrid Making Lab, a motion capture studio, CAD labs, a computerized knit prototyping studio, 24-hour access labs, printing and plotting facilities, and numerous other technology-infused research labs. The URBN Center fosters boundless possibilities to create and present world-class design, media, and performing arts, while enhancing students' reimagining of the world around them.



Hybrid Making Lab

The Hybrid Making Lab is a college-wide resource, giving both students and faculty access to fabrication equipment and a production space in a multidisciplinary setting. The lab has a variety of micro and small-scale tools geared toward model making and prototyping, as well as two Universal Laser Cutters, CNC routers and 3D printing capabilities. The Hybrid Making Lab is open to all Westphal students who have been properly trained on the equipment and hosts a number of college-wide workshops throughout the year, actively promoting interdisciplinary design collaborations.

Animation, Capture & Effects Lab

The Animation Capture & Effects Lab (ACE-Lab) operated by Westphal's Digital Media Department is a large, multi-use studio space housing a Vicon Vantage Motion Capture System, capable of full body performance capture at frame rates in excess of 350fps, a large green screen cyclorama for visual effects work, a variety of digital 3D scanners, studio cameras, lighting equipment and more. The ACE-Lab also hosts some of our most specialized immersive media technologies including full dome projection system, VIVE and Oculus Virtual Reality systems, Microsoft HoloLens Augmented Reality systems and an array of both commercial and custom built 360° camera systems designed for immersive live action recording.



The Fox Historic Costume Collection

Heralded as a “world-class collection of fashion and textiles” by the Wall Street Journal, the Robert and Penny Fox Historic Costume Collection (FHCC), Drexel University is a museum-quality collection of more than 14,000 garments, textiles, and accessories. The FHCC has strong holdings of Parisian haute couture and international high-style garments from the late 19th and 20th centuries. Recent acquisitions have included Alexander Wang, Prada, and Chado Ralph Rucci.

The FHCC is a vital part of the design curriculum at The Antoinette Westphal College of Media Arts & Design and is viewed by hundreds of students, faculty, and visitors annually. The objects in the FHCC serve as important educational tools for students of design, history, and culture.

The costume collection has recently presented two major exhibitions: *Immortal Beauty: Highlights from the Robert and Penny Fox Historic Costume Collection* (2015) and *Philadelphia in Style: A Century of Fashion from the Robert & Penny Fox Historic Costume Collection* (2016) at the James A. Michener Art Museum.



The Leonard Pearlstein Gallery

The Leonard Pearlstein Gallery, located in the URBN Center Annex at 3401 Filbert Street, is committed to exhibiting novel and experimental art in all contemporary mediums including painting, digital, video, sculpture, photography, graphics, and fashion design. The Pearlstein Gallery boasts 3,500 square feet of exhibition space, ample storage space, climate control, and an advanced lighting system, all made possible by a generous grant from the Pearlstein family. The Leonard Pearlstein Gallery opened its current location to the public in February 2012 with a solo show by renowned New York based Nigerian artist Wangechi Mutu and a commissioned performance by acclaimed poet Sonia Sanchez.

The Leonard Pearlstein Gallery's recent exhibitions include: Bill Walton: artist to artist, World Press Photo 2015, Chakaia Booker: Are We There Yet?, Ray Bartkus: Story Lines, A Legacy of Art, Science & Industry: Highlights from Collections Drexel University, and *Immortal Beauty: Highlights from the Robert and Penny Fox Historic Costume Collection*. The gallery has also featured performances by Leah Stein Dance Company, The Philly Pigeon, Pasión y Arte, and held collaborative projects with the Philadelphia Museum of Art, Pentimenti Gallery, The Clay Studio, and FringeArts. For more information visit: drexel.edu/pearlsteingallery.



Mandell Theater

The Mandell Theater is located at the corner of 33rd & Chestnut Streets. The 424-seat proscenium theater is the primary venue for performances by the Theatre, Music, and Dance programs here at Drexel University. Mandell is also used for Drexel University events and special presentations by outside organizations. The Mandell Theater is ADA compliant and has listening enhancement devices.

Black Box Theater

Westphal's Black Box Theater, located in the URBAN Center Annex, is a flexible state of the art performance space that is the home of Drexel's student run Co-Op Theater Company and the Drexel Theatre program. This busy space hosts a main stage performance each quarter along with performances of the Director's Lab, Winter Cabaret, NewWorks Festival, and many other theatrical events throughout the year. It offers Drexel Theatre an opportunity to create intimate cutting-edge theatrical productions, develop original work by students from Drexel's Screenwriting/Playwriting program, and host professional productions, workshops, and events, in collaboration with Philadelphia's professional theater community. The space also serves as a laboratory classroom for acting, directing, musical theater, and sound/production/lighting design.



WKDU – 91.7 FM Philadelphia

WKDU is the Philadelphia area's largest free-format radio station broadcasting on the FM dial. The station supports the local music community by playing local music, broadcasting local bands, and playing genres and styles ignored by other stations. The diverse schedule of radio programming is entirely operated by Drexel University student and alumni DJs. WKDU was named College Music Journal's College Station of the Year for two consecutive years.



DUTV

Drexel University's television station is carried throughout Metropolitan Philadelphia by both Comcast and Verizon FIOS and reaches more than 400,000 homes. The station broadcasts from The Paul F. Harron Studios, home to two fully equipped studios, and remote production and post production equipment. DUTV broadcasts on a 24-hour schedule and

provides ample opportunities for students to participate in front of and behind the camera. Those who want to gain additional professional production experience can participate in the station's professional training program and may join the production staff through co-op positions, internships, work study, and part-time work. Our students produce DNEWS – a monthly magazine show covering all things Drexel, and OFF CAMPUS – a scripted comedy series written and produced by students. Numerous Drexel events are televised including the annual Drexel Fashion Show and many Music Industry program events.

DREXEL UNIVERSITY

The Antoinette Westphal College of Media Arts & Design is the fourth largest academic unit at Drexel University, a private, nonsectarian coeducational university, founded in 1891 by financier and philanthropist Anthony J. Drexel.

LOCATION

Drexel's 74-acre University City Main Campus is located in the University City district of Philadelphia, Pennsylvania, about a 10-minute walk from Center City, Philadelphia's downtown neighborhood.

CAMPUS LIFE

At Drexel University, no matter what your interests, you'll find an organization — and a group of students — to make your time outside of the classroom exceptional and rewarding.

More than 300 student clubs, societies, and organizations bring like-minded people together for social, professional, or service activities. Our thriving fraternities and sororities have active schedules and housing in Powelton Village. Looking to stay fit? The John A. Daskalakis Athletic Center has a fully equipped wellness center, swimming pool, and basketball and squash courts. Varsity sports teams, intramural sports, and club sports provide a multitude of chances to play or cheer on a team. Want to explore things off campus? You're in luck. Philadelphia, the sixth largest city in the nation, has cultural, entertainment, historical, and recreational opportunities for any taste.

HOUSING

Living on campus means convenient access to everything Drexel offers and the chance to develop lasting friendships. Drexel students live in nine Main Campus residence halls. Each of the residence halls offers common recreation and study lounges, kitchens, and laundry facilities; and individual rooms are equipped to provide personal telephone service and cable television and Internet access.

The residence halls and floors organize regular events, activities, and study sessions with assistance from the professional residential staff and resident assistants living in each hall. All of the residence halls are close to the Urban Eatery, North Side Dining Terrace, the Handschumacher Dining Center, and Ross Commons, where you can find snacks or full meals.

LEARNING COMMUNITIES

Drexel also offers learning communities, which can enhance your academic experience at Drexel with additional enrichment opportunities. Students choosing this option live with students from the same college, making it easier to form informal study groups and work on group projects.

Learning communities organize their own social and academic activities and facilitate access to important Drexel resources, including academic advising, in-hall tutoring, review sessions, and informal gatherings with faculty, deans, and department directors.

PHILADELPHIA

The city of Philadelphia offers Drexel students plenty of places to learn, play, and experience the arts. Philadelphia encompasses Fairmount Park, the largest urban park system in the country; is

home to hundreds of neighborhoods, each with its own distinct personality and attractions; and is close to the best that the area has to offer, from farmers' markets in Lancaster County to snow sports in the Pocono Mountains. Drexel students can take advantage of Philadelphia's many attractions through region-specific courses (often including field trips), a comprehensive transportation network, and Drexel's campuses, which are all close to the heart of the city. If you do choose to live on campus, you'll have even more to look forward to with residence hall-sponsored excursions and the daily activities that take you into Philadelphia's neighborhoods and communities.

CAMPUS TOUR

The best way to find out if a Westphal major is the right choice for you is to visit us. The campus is located in Philadelphia's University City neighborhood, easily accessible by train, air, car, or public transportation. For a complete campus visit experience call 1-800-2-DREXEL to schedule a campus visit or visit the Admissions Office website at: drexel.edu/undergrad/visit.

ADMISSION

For information about admission to the Antoinette Westphal College of Media Arts & Design at Drexel University contact:

215.895.1834
westphal.admissions@drexel.edu

For information about open house events, application dates, or to apply online visit: drexel.edu/apply

