



DREXEL UNIVERSITY  
Antoinette Westphal  
College of Media Arts & Design



ANTOINETTE  
WESTPHAL COLLEGE OF  
MEDIA ARTS &  
DESIGN

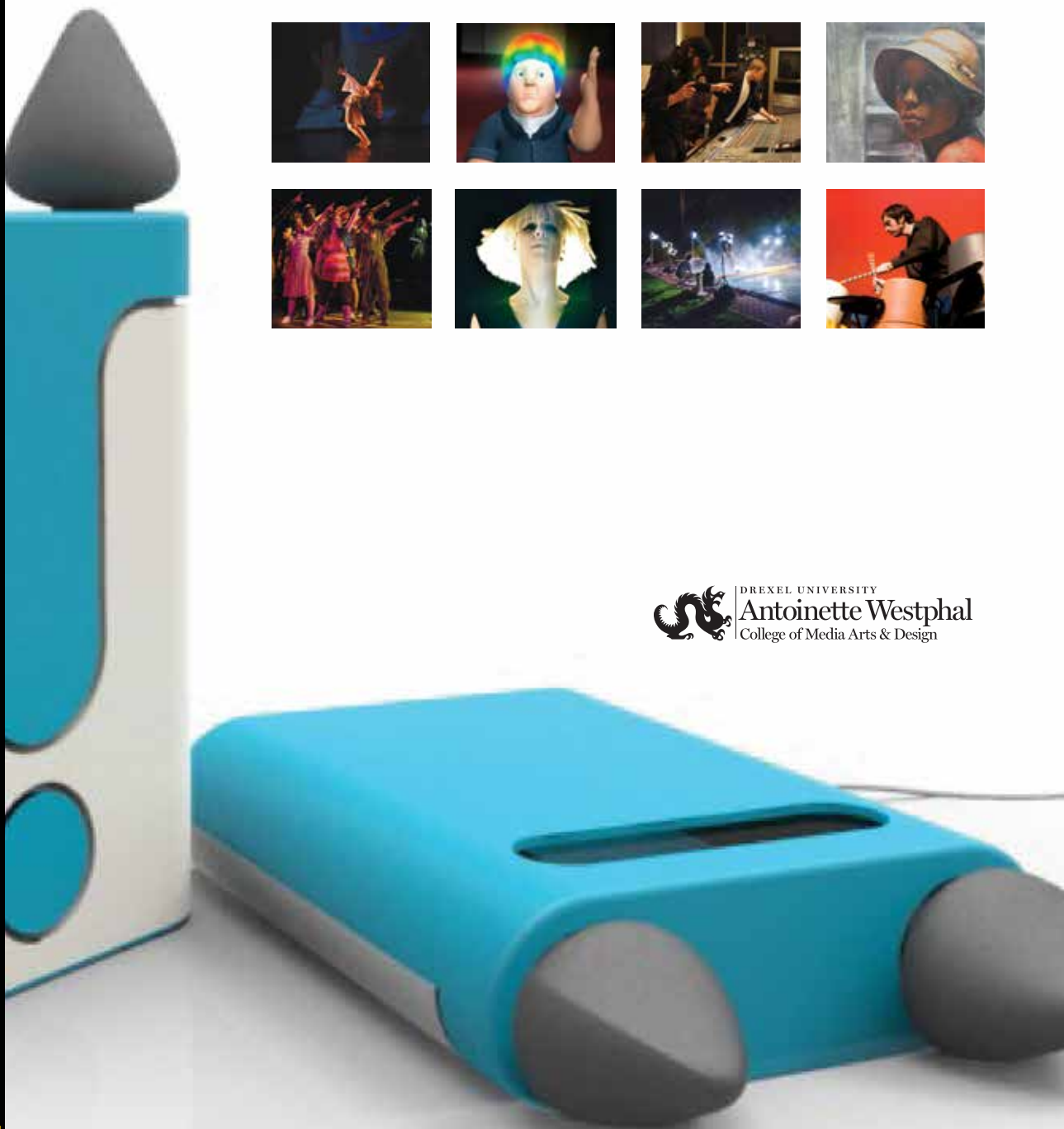
WRITE  
DESIGN  
CREATE  
COMPOSE  
EXPRESS  
PERFORM  
INVENT  
WORK  
PRODUCE  
IMAGINE

ANIMATION & VISUAL EFFECTS  
ARCHITECTURE  
ARTS ADMINISTRATION  
DANCE  
DESIGN & MERCHANDISING  
DIGITAL MEDIA  
ENTERTAINMENT & ARTS MANAGEMENT  
FASHION DESIGN  
FILM & VIDEO  
GAME ART & PRODUCTION  
GRAPHIC DESIGN  
INTERACTIVE DIGITAL MEDIA  
INTERIOR DESIGN  
INTERIOR ARCHITECTURE & DESIGN  
MUSIC INDUSTRY  
MUSEUM LEADERSHIP  
PHOTOGRAPHY  
PRODUCT DESIGN  
SCREENWRITING & PLAYWRITING  
TELEVISION  
TELEVISION MANAGEMENT

[WWW.DREXEL.EDU/WESTPHAL](http://WWW.DREXEL.EDU/WESTPHAL)



DREXEL UNIVERSITY  
**Antoinette Westphal**  
College of Media Arts & Design



THE LEADER'S FORUM FEATURING  
The 2012 Design & Merchandising Distinguished Speaker:

**MS. ANGELA AHRENDTS**  
Chief Executive Officer, BURBERRY

An Interactive Question & Answer Forum

MODERATED BY JUDITH E. GLASER  
CEO Benchmark Communications Inc. and  
the Creating WE Institute Chair

Mitchell Auditorium, Bossons Research Center  
(3140 Market St.)  
WEDNESDAY, 2 MAY, 6:00 PM  
Free and Open to the Public  
215-895-1029 or  
visit <http://www.drexel.edu/westphal>  
Join us immediately after for a wine and cheese  
reception in the lobby.

Westphal's Rankin  
Scholar in Residence  
Program Welcomes

**TODD HAYNES**  
Top Independent  
Filmmaker, actor,  
producer & director.  
"Safe", "Pilot", and  
"Far From Heaven"

Film screening and Q&A  
Thursday, April 25, 2013  
7 PM

Film screening  
DOITY GEE SPANKED (short film)  
and Discussion  
"What's Queer About Queer  
Cinema?"  
Friday, April 26, 2013  
10 AM

[www.drexel.edu/westphal](http://www.drexel.edu/westphal)

**the future  
of gaming**

FEATURING KURO TOSHIOA FORMER  
CREATIVE DIRECTOR OF NINTENDO  
AND CURRENT CO-FOUNDER  
OF NINTENDO - GET NEW  
VIEWS ON THE FUTURE OF GAMING  
EXPERIENCES MICROSOFT STUDIOS

VIDEO GAME TOURNAMENT V.P.M.  
THURSDAY, NOVEMBER 14, 6:30 P.M.  
(3140 MARKET ST.)  
FREE AND OPEN TO THE PUBLIC

HALF THE SKY  
HOW THE NEW ART OF CHINA

Unbound Women in the New Art of China  
Panel Discussion

Friday, September 23, 3 - 4:45 pm  
Room #125, Popovits Integrated Sciences Building  
Free admission - 1000+ tickets available

DOUG ELLIN  
CREATOR OF HBO'S  
ENTOURAGE  
TUESDAY OCT. 16, 6:30 PM  
MITCHELL AUDITORIUM, BOSSESS  
RESEARCH CENTER, 3140 MARKET ST.  
FREE AND OPEN TO THE PUBLIC  
[www.drexel.edu/westphal](http://www.drexel.edu/westphal)

The Kai & Lucille Rudman Institute for Entertainment Industry Studies Presents

FACES  
OF CONFLICT  
THE PHOTOGRAPHY OF SEBASTIAN RICH

Sebastian Rich photographed every major  
world conflict of the past 40 years.  
His work is a unique and powerful  
document of the human condition.

Thursday, October 4th 6:30 p.m.  
Free admission - 1000+ tickets available

Thursday, October 20, 6-9 PM  
**BEBE**  
ANALYST

The Board University Department of Performing Arts presents

THE COMPOSER AND THE CHOREOGRAPHER  
NEW MUSIC FOR DANCE

SUNDAY, APRIL 21ST, 4PM  
MANDELL THEATRE, 3180 & CHESTNUT  
FREE ADMISSION

mark kates + meredith dancy (spoken collaboration)  
luka alvarado + olive price  
chris farnell + miriam giguere

Reexamining Books  
Werner Pfeiffer

Thursday, February 28, 6PM  
1400 Locust Screening Room, Room 100  
and Paper Store

A ONE-OF-A-KIND MEET WITH  
THE WORLD'S BIGGEST AND MOST  
NILE ROOGERS  
A MEET AND GREET

THE "TWO" MAJORITY "DRAGON ROOGERS"  
"THE TWO" MAJORITY "DRAGON ROOGERS"  
"THE TWO" MAJORITY "DRAGON ROOGERS"

EXHIBITION  
OF  
WORK

WESTPHAL COLLEGE  
GRADUATING CLASS OF 2013

Westphal's Rankin  
Scholar in Residence  
Program Welcomes

**TODD SOLODZ**  
WELCOME TO  
THE DOLLHOUSE  
STORYTELLING  
DARK HORSE

WELCOME TO THE DOLLHOUSE  
STORYTELLING  
DARK HORSE  
A DISCUSSION WITH TODD SOLODZ  
THURSDAY, MAY 9, 2013  
1400 LOCUST SCREENING ROOM  
1400 FILMST 17

Advertising  
in the  
Digital Space

Lecture + Workshop

Thursday February 21st 6PM  
1400 Locust Screening Room  
1400 FILMST 17

# 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 sixteen undergraduate and six graduate degree programs empower students with the knowledge, skills and confidence to succeed in highly competitive creative fields. Our programs are predominately studio based, which means small classes and hands-on learning. 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 for major regional developers; 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. Originally designed by Robert Venturi and reimagined by MS&R architects, the 140,000 square foot building is furnished with innovative, reconfigurable 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 Sabino



WRITE  
DESIGN  
CREATE  
COMPOSE  
EXPRESS  
PERFORM  
INVENT  
WORK  
PRODUCE  
IMAGINE



## ANIMATION & VISUAL EFFECTS

The Animation & Visual Effects Major in the Digital Media Program provides students with the design and technological skills needed to tell visually compelling stories in the highly competitive fields of entertainment, design, and scientific visualization. No longer just for major theatrical features, animation and visual effects are now instrumental components of film and video productions of all budgets and scales. 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 scientific simulation. While an understanding of the multiple facets of digital media remains an important component of the program, the depth and complexity of the field necessitates a 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 design and technology, take core courses in all aspects of digital media, complete a six month Co-op, and delve into rigorous coursework in many areas of specialization. Guided by award-winning faculty, students learn the underlying principles of animation along with industry-standard software technologies. The entire creative pipeline from storyboarding through modeling and animation is covered in-depth, allowing students to develop experience and skills in all aspects of production.

# IMAGINE WORK PRODUCE ARCHITECTURE



The mission of the Drexel Architecture Program is to pursue architecture as a professional discipline by combining the rigors of the academy with the realities of contemporary architectural practice. The program does this by providing a strong, broadly based curriculum in the arts, humanities, social and applied sciences, coupled with professional courses taught by 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 part-time 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, and are assisted in this endeavor by the Program's Associate Director of Student Placement.

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



#### MS DEGREE

Here at Drexel, 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, Drexel's arts administration programs prepare you for leadership in the field. The campus program, one of the oldest in the nation, draws on the city and 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. Four full-time faculty members teach in the online and on-campus programs, and are complemented by a distinguished roster of part-time instructors, who are leading thinkers and practitioners in the field.

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 The Memphis Ballet, The Pew Charitable Trusts, the Philadelphia Foundation, Lincoln Center for the Performing Arts, the City of Philadelphia, the Philadelphia Museum of Art, 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 culture organizations.

# ARTS ADMINISTRATION





# DANCE DANCE DANCE

The student who enters the Dance major at Drexel University is an academically achieving student with a passion for dance who is not pursuing a career exclusively in performance. 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 three possible career paths: dance/movement therapy, dance in education, and physical therapy. 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 have the option to do two additional years of study to earn an MA in Creative Arts in Therapy from the Hahnemann Creative Arts in Therapy program, through the College of Nursing and Health Professions at Drexel, in order to become a registered dance/movement therapist.

The 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 elect to continue for a fifth year of study to earn an MS in the Science of Instruction through the Drexel School of Education. Students who successfully complete the five-year BS/MS option in education will then be recommended to the State for a Pennsylvania Teaching Certificate in the area of Elementary Education for K-4 certification in general education.

The third career focus, physical therapy, prepares students to work as physical therapists in a variety of settings, including hospitals, treatment centers, schools, and private practice. Students interested in the physical therapy option will complete the four-year BS degree in Dance, along with a series of recommended electives in the physical sciences. After completion of the BS degree, students 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.





INVENT  
DESIGN  
CREATE  
COMPOSE  
EXPRESS



The Design & Merchandising program at Drexel University's Westphal College of Media Arts and Design educates and prepares students to effect change via creative problem-solving in design and commerce.

## DESIGN & MERCHANDISING

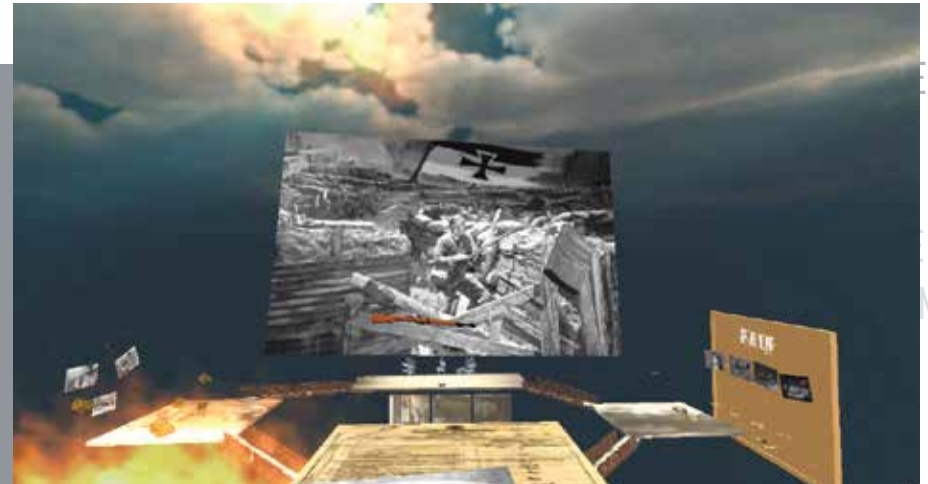
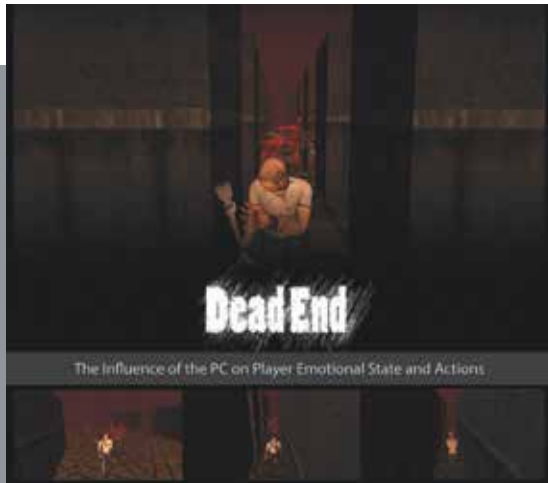
Through an interdisciplinary approach, we strive to graduate adaptable, creative, confident and passionate professionals who are technologically savvy and globally aware.

Combining the pursuit of aesthetic excellence with a strong business foundation, the program concentrates on the retail apparel industry, and the product development and manufacturing sectors with a particular focus on all areas of merchandising, buying, promotion, special events marketing, and lifestyle design. Students stage Drexel's outstanding Fashion Show, produce an award-winning lifestyle magazine and run an online retail business. They also gain the experience and leadership skills to make merchandising and marketing decisions through Drexel's renowned co-operative work experience.





DESIGN  
CREATE  
COMPOSE  
EXPRESS  
PERFORM  
INVENT



CREATE COMPOSE EXPRESS INTERPRET INVENT IMAGINE WORK

## DIGITAL MEDIA

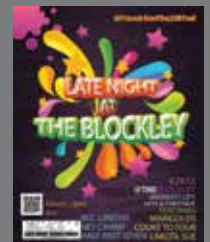
### MS DEGREE

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. Built on one of the longest running undergraduate programs in the field, 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 best 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, visual effects, web development, mobile applications, and social media. The digital media curriculum at Drexel is innovative, interdisciplinary and project-oriented. 63 credits are required in advanced digital design such 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.

# ENTERTAINMENT & ARTS MANAGEMENT

Film and Television, Performing Arts, New Media. 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 or media sectors. 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 or media concentration - with a nationally-ranked co-operative education component. Unlike other undergraduate programs in this field, students in Drexel's EAM program are not required to choose a nonprofit or for-profit focus. Rather, students choose concentrations based on their passions - Cinema/TV, Theatre, Dance, Digital Media, Visual Arts, or Sports Entertainment. 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 is nationally recognized. 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 curriculum covers all facets of fashion design, from men's, women's, and children's wear to knitwear,

# FASHION DESIGN

swimwear, lingerie and couture. Students are prepared for careers in fashion design, print design, technical (CAD) design, styling and advertising for today's global economy. Small studio classes simulating the professional environment represent the core of a student's education including final critiques by 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. And what would a fashion education be without a fashion show? Students conclude their senior year studies with the presentation of their collection in the Drexel Fashion Show, a beautifully staged event featuring professional models and prominent media coverage.

## MS 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 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.





# FILM & VIDEO



The entertainment and multimedia industries are exploding with new and exciting opportunities, and the Film & Video Program at Drexel graduates filmmakers ready to secure these opportunities and leverage their skills and talent to realize their artistic visions. Professors in the Film & Video program are working filmmakers who provide hands-on learning in film production. Students begin working in production their freshmen year, and throughout their education they explore documentary, experimental and narrative filmmaking, culminating in their 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 a term in Los Angeles interning and attending classes focusing on the industry. The unique Drexel Co-op further enhances education by providing students with professional employment experience.



The Game Art & Production Major in the Digital Media Program prepares students for cutting-edge careers in the expanding field of game design, which has grown from a source of entertainment in the home to a tool for information and training in the corporate world and in education. The Game Art & 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 Art & Production combines a strong comprehension of animation and interactivity, along with an understanding of design and programming. Students pursue a foundation in all aspects of digital media, complete a six month Co-op, 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 "motion platform simulator theme park ride," and educational mobile game experiences for the Academy of Natural Sciences at Drexel University.

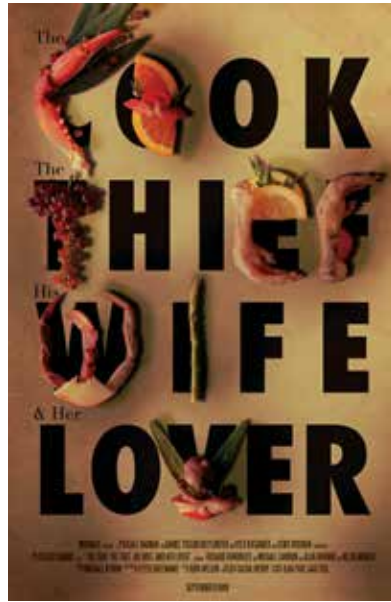


# GAME ART & PRODUCTION



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 Creative VP 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 in the 2012 Microsoft Imagine Cup World Championship, 1st Place in the Adobe Achievement Award World Championship, and 1st Place in the SIGGRAPH Game Jam and 2009-2011 Philly Game Jams.





# WRITE GRAPHIC DESIGN DESIGN CREATE COMPOSE EXPRESS

The Graphic Design program at Drexel 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 books, magazines, posters, ads, packaging, websites, interactive media, information systems, exhibition design, motion graphics, and more. Students use this work to develop an expansive portfolio, an invaluable tool for our graduates as they seek future employment.

The curriculum provides a balance of traditional and technical artistic studies enhanced by general education coursework in the humanities and the physical and social sciences. Westphal College's Graphic Design 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 in both two and three-dimensional projects, students utilize the latest electronic applications and emerging technologies to stay current with the industry.

Graphic Design students are widely sought for diverse co-op opportunities, and graduates are employed by top advertising agencies, design studios, corporate design departments and publishers.







Drexel's Interiors programs offer exciting opportunities for the study of interior design within the multidisciplinary learning environment of the Antoinette Westphal College of Media Arts & Design. Both the BS Interior Design and the MS Interior Architecture & Design are CIDA accredited (Council for Interior Design Accreditation).

#### BS INTERIOR DESIGN

The undergraduate Interior Design program explores the behavioral, technological, environmental and aesthetic aspects of interior design within the context of increasingly more complex design projects. Combined with Art & Art History and general education requirements, a core of interior design courses creates a unique education at the forefront of design.

Through academics grounded in problem-solving design studios, cooperative employment and a dedicated faculty, the Interior Design program prepares students for leadership positions in the interior design profession.

The BS Interior Design program has been nationally ranked.



# INTERIOR DESIGN



#### BS/MS INTERIORS ACCELERATED DEGREE

The BS Interior Design/MS Interior Architecture & Design Accelerated Degree program enables academically qualified students to earn both a bachelor's and an advanced degree, graduating sooner than they would in traditional programs. The accelerated program allows students to focus in an area of interest as well as complete a graduate level thesis.

#### MS INTERIOR ARCHITECTURE & DESIGN

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

The MS Interior Architecture & Design program has also been nationally ranked.





#### MS DEGREE

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 will offer students the skills they will need to meet these 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 School of Information Sciences and Technology, 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.







# 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 with the first day of classes, each student receives hands-on instruction using the latest equipment in our six state-of-the-art recording studios and two 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, and an a la carte music marketing service. The program's students also run Drexel's award winning record label, MAD Dragon Records, and produce and record the annual UNLEASHED! and Chronicle of Sound compilations.

The Music Industry Program includes a rigorous course of academic study 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. All students who apply for this option must take the GMAT entrance exam.

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 co-op employers such as a record labels, music venues, recording studios, radio stations, or 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 Music Program and MAD Dragon Records receive generous support from the Kal and Lucille Rudman Institute for Entertainment Industry Studies.



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.

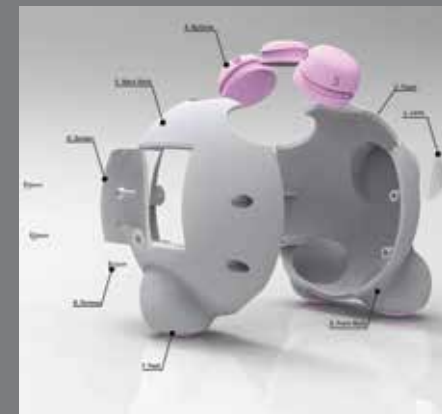
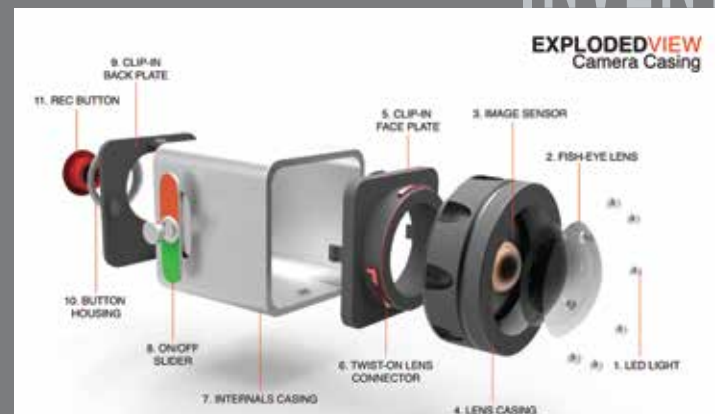
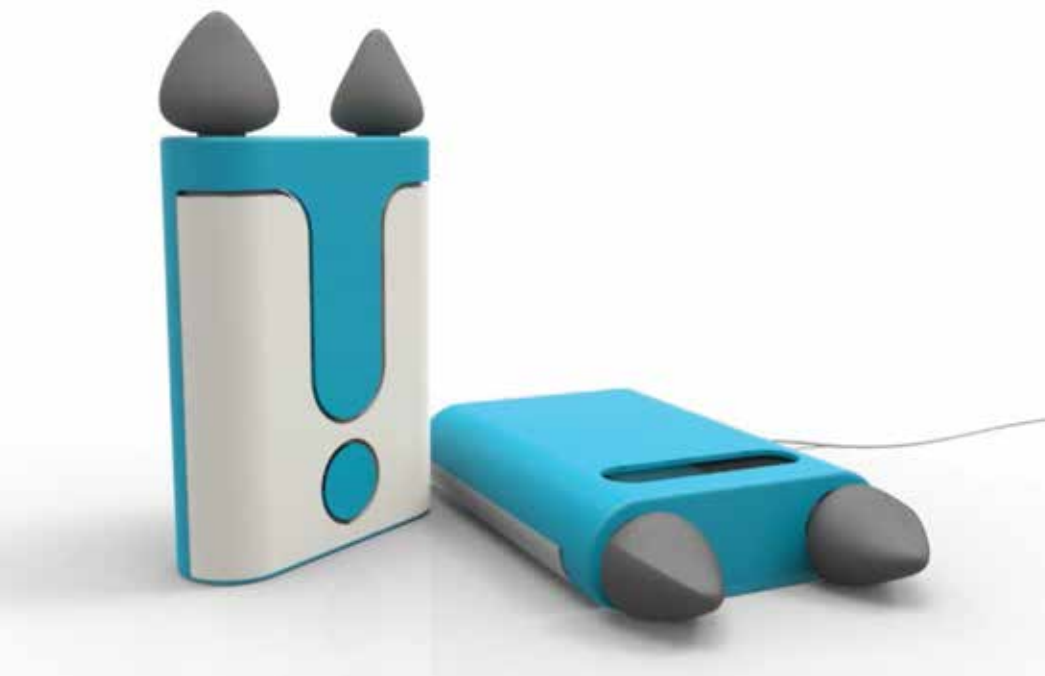
Our alumni's achievements reflect the diversity built into our program. They own successful photography studios, teach in high school and college programs, serve as curators, work as magazine photo editors and operate their own digital illustration firms.

# 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, fashion accessories, medical devices, toys, automotive and transportation.

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.

CREATE  
COMPOSE  
EXPRESS  
PERFORM  
INVENT



WORK



DESIGN CREATE COMPOSE EXPRESS INTERPRET INVENT IMAGINE WORK  
WRITE DESIGN CREATE COMPOSE EXPRESS INTERPRET INVENT IMAGINE WORK  
WRITE DESIGN CREATE COMPOSE EXPRESS INTERPRET INVENT IMAGINE WORK

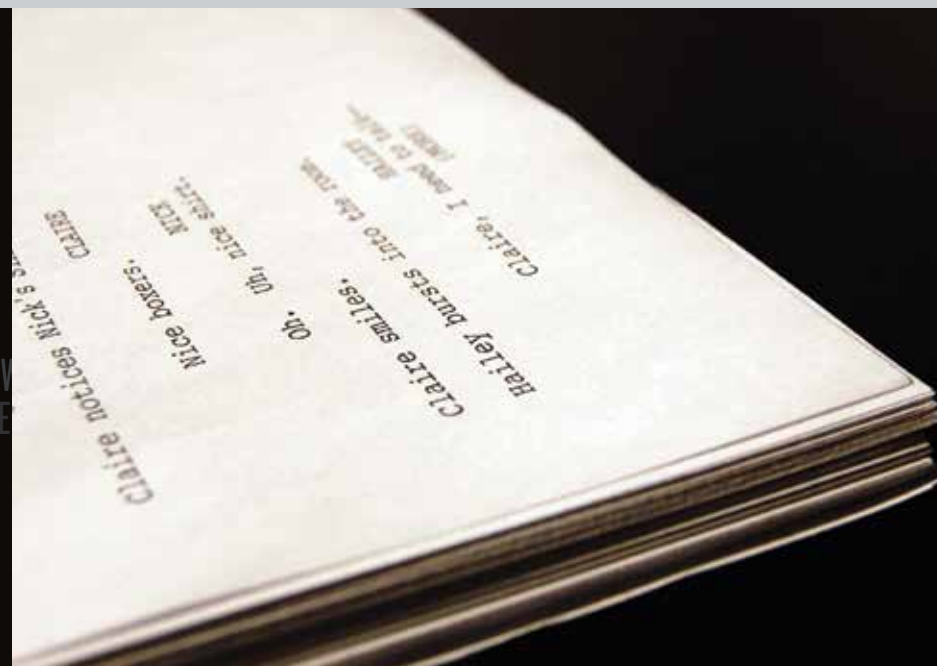
WRITE DESIGN CREATE COMPOSE EXPRESS INTERPRET INVENT IMAGINE WORK  
DESIGN CREATE COMPOSE EXPRESS INTERPRET

# 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 conforming to rigid professional standards. Students meet and interact with successful working artists in the entertainment industry, and learn first-hand about real world industry requirements. In addition, Drexel's pioneering Co-op and Drexel in L.A. Program afford hands-on experience in the field.

Perhaps the most important skill Screenwriting & Playwriting students acquire at Drexel is the life-long process of accumulating a writer's capital- the tools of the mind with which they'll see and hear the world, spin fiction from reality and imagination, and tell their own uniquely compelling stories.



NICK

out the  
for,  
re if



NICK

Oh! The song. Yeah, it was catchy.

Claire notices Nick

Nice boy

Oh. Uh

Claire smiles.

Hailey bursts into the room.

WRITE DESIGN CREATE COMPOSE EXPRESS INTERPRET INVENT IMAGINE WORK

WRITE DESIGN CREATE COMPOSE EXPRESS PERFORM INVENT IMAGINE WORK  
WRITE DESIGN CREATE COMPOSE

# TV PRODUCTION & MEDIA MANAGEMENT



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.

The major offers a course of study of 188 credits with tracks 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.





COMPOSE  
EXPRESS  
PERFORM  
INVENT  
WORK  
PRODUCE  
IMAGINE  
**TELEVISION  
MANAGEMENT**



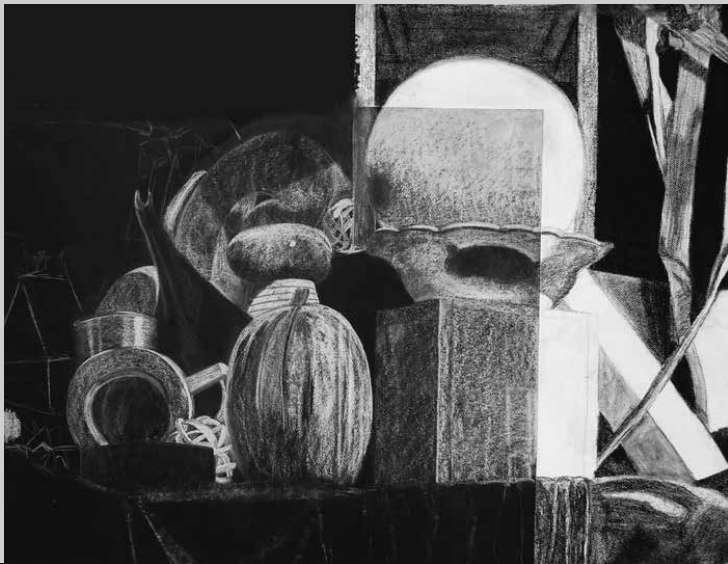
#### THE PAUL F. HARRON GRADUATE PROGRAM IN TELEVISION MANAGEMENT

##### MS DEGREE

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 two 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 offers a solid grounding in business management and specialized courses in the management of television and evolving media hybrids. The dual MS/MBA option allows students to integrate and extend fundamental business course content with the practice of television and new media industries and gives them the advantage of also earning the renowned Drexel MBA. The program combines practical and academic experience in courses such as Audience Measurement, TV Programming, The Structure of Media Organizations, 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, Harte Hanks Direct Marketing, NBC10, CBS3/CW, WYBE, and FOX29 to name a few.



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 fine art and art history education in the upper division. We also provide minors in fine art and art history that are open to all Drexel students.

## ART & ART HISTORY

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.





WRITE  
MUSIC  
THEATRE  
DANCE  
CREATE  
COMPOSE



## PERFORMING ARTS

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 order to afford students the opportunity to handle all aspects of production, and we support a successful Late Night Series – a weekly open mic run by 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, as well as a small, selective touring dance ensemble which performs and does workshops in the public schools.

Musicians have a wide array of options to showcase their musical talents in one of our five choral groups, 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.



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. The adaptable 140,000 square foot layout allows students to take ownership of the space by reconfiguring its uses to best suit the challenges of the moment.

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. Directly behind the URBN Center at 34th and Filbert Streets, the URBN Center Annex houses the greatly-expanded Leonard Pearlstein Gallery, which offers more than 4,000 square feet of reconfigurable exhibition space, as well as a 125-seat state-of-the-art Screening Room and a Black Box Theater. 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.

## THE URBN CENTER







## 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 and 3D printing capabilities.

The Hybrid Making Lab is open to all Westphal students and faculty who have been properly trained on the equipment and hosts a number of college-wide workshops throughout the year, actively promoting interdisciplinary design research and teaching.



## MOTION CAPTURE STUDIO

Our Digital Media programs use a 16 camera motion capture system in our own Mo-Cap studio. Motion capture is a digital technique used to record human movement and has revolutionized how movies and computer games create action sequences and crowd simulations. Students put on special Velcro - equipped jumpsuits with markers that serve as reference points for motion capture cameras. As the actors move in real time within a fixed space, digital information is recorded and then used by 3D animators to expedite and expand the animation process.

Vicon was the motion capture system of choice for such blockbusters as THE AVENGERS, the HARRY POTTER and LORD OF THE RINGS series and many more. In addition, the Motion Capture studio houses other video effects technologies, including green screen live video compositing.





The Drexel Historic Costume Collection (DHCC) encompasses more than 12,000 articles of fashionable dress and accessories, folk costume and traditional dress, textiles, photographs, illustrations, and other related ephemera. The objects in the collection serve as important educational tools for fashion design, interior design, theater, film, history, and library & archival studies.

Utilizing a controlled environment designed to protect clothing from damage, the DHCC preserves a wide range of fashion history - from late Renaissance velvets to Parisian haute couture to mid-20th century American garments by designers and retailers such as Norman Norell and Nan Duskin. Recent acquisitions include examples from Prada, Oscar De La Renta and Romeo Gigli. The DHCC has been featured in exhibits such as "A Legacy of Art, Science & Industry: Highlights from the Drexel Collection," "Rest Your Feet," and "Brave New World: Fashion & Freedom, 1911-1919," in conjunction with the Philadelphia International Festival of the Arts (PIFA).



## DREXEL HISTORIC COSTUME COLLECTION





# ADMISSIONS

## 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 [www.drexel.edu/undergrad/visit](http://www.drexel.edu/undergrad/visit).

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

## DIRECTOR OF RECRUITMENT

t 215-895-1675  
f 215-895- 5838

## ASSISTANT DIRECTOR

t 215-895-1834  
f 215-895-5838

To apply online visit :  
[www.drexel.edu/apply](http://www.drexel.edu/apply)

For information about application dates, go to:  
[www.drexel.edu/apply/deadlines](http://www.drexel.edu/apply/deadlines)

# RESOURCES

## 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.

## THE KAL AND LUCILLE RUDMAN INSTITUTE FOR ENTERTAINMENT INDUSTRY STUDIES

Founded in 2004 and located in the Antoinette Westphal College of Media Arts & Design, The Rudman Institute's mission is to expand knowledge of and relationships with the rapidly changing entertainment industry. Through an interdisciplinary approach, the Rudman Institute is focused on the creative, technical, business and social issues facing the film, television, music, internet, video-gaming and performing arts worlds. The Rudman Institute has supported DNEWS, the monthly student produced half-hour television show highlighting news and events happening on Drexel's campus and in the Philadelphia community. DNEWS originates from DUTV's Paul F. Harron Television Studios on Drexel's main campus.

## MANDELL PROFESSIONALS IN RESIDENCE PROJECT (MPIRP)

Philadelphia is fast becoming one of the most important places in the country for innovative and exciting theatre and dance. MPIRP provides valuable space for some of these up and coming performing arts organizations and artists. Residencies vary from a single artist (actor, playwright, director, choreographer, designer) to a full company in residence. Each unique collaboration is designed to benefit both Drexel and the professionals with the goal of giving students a unique educational experience and offering the professionals in residence the resources and diverse talents that Drexel has to offer. Professional residencies have full use of the Mandell Theater complex including rehearsal space, along with use of scene and costume shops and a 400+ seat proscenium stage with a fly system.

## WESTPHAL IT

The Westphal IT department is responsible for the imaging, installation and management of over 550 computers (Apple iMacs, Apple MacPros, BoxxTech, Dell, and HP) in 35 computer labs at Drexel's Westphal College of Media Arts & Design. Our staff includes IT Support Specialists with expertise in MAC, PC, and Linux environments, as well as network and server administration. Our primary responsibility is to maintain highly functioning computer labs throughout the college. We also assist Westphal's faculty, staff and students with their day-to-day computing needs. Each Westphal computer lab is configured according to the hardware and software needs of individual disciplines.

## WKDU – 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 the annual MAD Dragon Concert.

## THE HONORS COLLEGE

Drexel University's Pennoni Honors College deepens and enriches the University experience for students from all majors who have demonstrated academic achievement and varied intellectual interests. Members of Pennoni Honors College take part in a variety of courses that pair small groups of students with some of Drexel's best professors, creating the feeling of a small college without sacrificing the diverse academic opportunities offered by a major research university. The Pennoni Honors College helps prepare students for admission to graduate and professional schools and for seeking fellowships to further their education at home and abroad. Students are selected for admission based on multiple indicators of intellectual strength, accomplishment, and motivation. Entering freshmen are invited to apply, based upon their credentials.

# CAMPUS LIFE



## 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 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.

# CONTACT

## DREXEL UNIVERSITY CONTACT INFORMATION

Internet: [www.drexel.edu](http://www.drexel.edu)  
Telephone: 215-895-2000  
Mail: Drexel University  
3141 Chestnut Street  
Philadelphia, PA 19104

## ANTOINETTE WESTPHAL COLLEGE OF MEDIA ARTS & DESIGN CONTACT INFORMATION:

Internet: [www.drexel.edu/westphal](http://www.drexel.edu/westphal)  
Email: [westphal@drexel.edu](mailto:westphal@drexel.edu)  
Telephone: 215-895-2396  
Mail: Antoinette Westphal College of Media Arts & Design  
Drexel University  
3141 Chestnut Street  
Philadelphia, PA 19104





ANIMATION & VISUAL EFFECTS  
ARCHITECTURE  
ARTS ADMINISTRATION  
DANCE  
DESIGN & MERCHANDISING  
DIGITAL MEDIA  
ENTERTAINMENT & ARTS MANAGEMENT  
FASHION DESIGN  
FILM & VIDEO  
GAME ART & PRODUCTION  
GRAPHIC DESIGN  
INTERACTIVE DIGITAL MEDIA  
INTERIOR DESIGN  
INTERIOR ARCHITECTURE & DESIGN  
MUSIC INDUSTRY  
MUSEUM LEADERSHIP  
PHOTOGRAPHY  
PRODUCT DESIGN  
SCREENWRITING & PLAYWRITING  
TV PRODUCTION & MEDIA MANAGEMENT  
TELEVISION MANAGEMENT

[WWW.DREXEL.EDU/WESTPHAL](http://WWW.DREXEL.EDU/WESTPHAL)

Cover image: Victoria Blithe, Photography, Class of 2014