COLLEGE OF VISUAL AND PERFORMING ARTS
ART, DESIGN, AND TRANSMEDIA

SYRACUSE UNIVERSITY
Gain the vision and confidence to pursue a successful career in a creative field. Within SU:VPA’s community of active artists and scholars, you’ll be challenged to grow within your major, as well as explore new experiences on campus, the Syracuse community, and around the world.

**Majors**

**School of Art**
- Ceramics
- History of Art
- Illustration
- Jewelry and Metalsmithing
- Painting
- Printmaking
- Sculpture
- Dual Enrollment: School of Education (Art Education)

**School of Design**
- Communications Design
- Environmental and Interior Design
- Fashion Design
- Industrial and Interaction Design

**Department of Transmedia**
- Art Photography
- Art Video
- Computer Art and Animation
- Film

**Combining Majors**

Pursue a dual major or a minor within the College of Visual and Performing Arts or combine your major with one from SU’s eight other undergraduate colleges. A few examples:

- Majors: Fashion Design + Retail Management
  Career: Department store fashion buyer
- Majors: Computer Art and Animation + Television-Radio-Film
  Career: Animation director
- Majors: Painting + Marketing Management
  Career: Art gallery director
- Majors: Illustration + English and Textual Studies
  Career: Graphic novelist

*On the Cover:* Student exhibition in Smith Hall on the Syracuse University campus

admissions.syr.edu/VPA
Nancy Cantor Warehouse, home to courses in art, design, and transmedia
Why choose the College of Visual and Performing Arts?

Increase your marketability
SU:VPA is a professional school situated within a major research university, which means you can add majors, minors, and other special programs to complement your coursework.

The full college experience
Unlike some art and design schools, you’ll enjoy a classic residential campus, Division I athletics, and exposure to different academic disciplines and student organizations.

Practice for working with future clients
You’ll collaborate with all types of students, including non-arts majors, which will prepare you to relate to and meet the needs of a diverse and broad client base.

Study abroad
Consistently ranked among the top 25 international study programs in the United States, SU Abroad offers semester, summer, short-term, and yearlong options. SU:VPA students fuel their creativity in Florence, Italy; Prague, Czech Republic; and London, England, among other places.

Career support
Through networking events and the OrangeLink database, you’ll connect with alumni who hold leadership positions at Walt Disney Studios, Smithsonian, Michael Kors, Hallmark Cards, Mattel, HarperCollins Publishers, The New York Times, DKNY, and Nickelodeon Animation Studios.

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About

Via studio classes, you’ll develop skills in technique, critical thinking, and creative problem solving. Outside the classroom, you’ll engage in valuable experiential opportunities, whether working projects with local schoolchildren or fighting hunger with community artists through the Empty Bowls event. Through the Professional Practice in the Arts course, you’ll gain critical career development, while exploring job opportunities and refining your resume.

Majors

- Ceramics
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- Painting
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- Sculpture
- Dual Enrollment: School of Education (Art Education)

Related Careers

- Advertising illustrator
- Art critic
- Art teacher
- Freelance artist
- Housewares designer
- Master printer
- Museum curator
- Video game designer

> Highlights and Distinctions

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admissions.syr.edu/VPA
Students visit the CCC Strozzina in Florence.
SCHOOL OF ART
Highlights and Distinctions

Reputation
Syracuse University was the first degree-conferring university in the United States to offer a bachelor of fine arts degree. Notable alumni include folk artist Warren Kimble ’57, pioneering minimalist and conceptualist Sol LeWitt ’49, Marmaduke cartoonist Brad Anderson ’51, and Chris Renaud ’89, co-director of Despicable Me, Despicable Me 2, and executive director of Minions.

Study abroad . . . or in cities across the U.S.

Spend a semester at SU’s campus in Florence, Italy, where you’ll explore major museums and work in the University’s art studios, located in the historic art district.

Take Art in New York City, a MAYmester course that allows you to experience the diversity of classical and contemporary art in one of the greatest art cities in the world.

Learn in the best facilities

- Purpose-built northern-light artists’ painting studios
- Illustration labs featuring the latest technology
- Large print studios with a paper research lab
- Fully equipped sculpture studios in three complexes, each with a gallery space for exhibiting

admissions.syr.edu/VPA
Join an inquisitive and passionate community of students and faculty to collaborate on creative solutions to real-world concerns, from urban revitalization and green living to wearable technologies. Known for its top-ranked programs and focus on sustainable design practices, the School of Design will prepare you to succeed as a designer now—and in the rapidly evolving future.

**Majors**
- Communications Design
- Environmental and Interior Design
- Fashion Design
- Industrial and Interaction Design

**Related Careers**
- Advertising executive
- Creative director
- Fashion designer
- Green product developer
- Interior design director
- Packaging designer
- Retail store designer
- Sustainable furniture designer

> **Highlights and Distinctions**

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Supermodel and entrepreneur Emme ’85 mentors fashion design students.
Communication Design student work

A student’s thesis process sketch
SCHOOL OF DESIGN
Highlights and Distinctions

Reputation
The School of Design is home to top-ranked programs (DesignIntelligence), including industrial and interaction design, and environmental and interior design.

Notable alumni include Alan Dye ’97, Apple’s vice president of user interface design; Thom Filicia ’93, interior design expert; and Gianfranco Zaccai ’70, inventor and designer of the Swiffer.

Immersion experiences make you job-ready
Design students enjoy opportunities at a wide range of companies (many with alumni in key positions), including Smart Design, IDEO, Thom Filicia, Betty Samuel, IBM, Reebok, DKNY, Ralph Lauren, Zack Posen, Kenneth Cole, Calvin Klein, Grey Advertising, Ogilvy, Condé Nast, Giorgio Armani, and Michael Kors.

Downtown learning
All design programs are housed at SU’s Nancy Cantor Warehouse in downtown Syracuse. You’ll draw inspiration from a city atmosphere and benefit from community projects and regular interactions with local design firms.
Gain the experience and skills you need to produce technically and visually professional work. No matter which major you choose, your first year will include four core courses. This cross-disciplinary approach means you’ll develop expertise in your field(s) and have opportunities in and out of the classroom to diversify your skill set so that you can stand out to employers.

Majors

- Art Photography
- Art Video
- Computer Art and Animation
- Film

Related Careers

- Art director
- Film director
- Multimedia animator
- Photographer
- Video artist
- Video editor
- Video game designer

> Highlights and Distinctions

admissions.syr.edu/VPA
Student work comes alive on the wall of the Everson Museum of Art in downtown Syracuse.
Students have the option to study in Berlin.
DEPARTMENT OF TRANSMEDIA
Highlights and Distinctions

Reputation
Ranked #20 film program by The Hollywood Reporter.

Notable Transmedia alumni include photographer, Guggenheim Fellow, and winner of the MacArthur genius grant LaToya Ruby Frazier ‘07, and Bill Viola ‘73, H’95, internationally recognized video artist.

Immersion experiences make you job-ready
Recent student internships include Sundance, Cannes Film Festival, Museum of Modern Art, NBCUniversal, Real Simple, and Vogue.

Study abroad . . . or in cities across the U.S.
Perfect your portfolio in Berlin; attend the Cinema Ritrovato classic film festival in Bologna; or participate in the semester-long Film Studies Program in Prague, Czech Republic.

Immerse yourself in the industry in Sorkin Week, a highly competitive, all-expense-paid week in Los Angeles; or take a six-week summer class at LA Semester that includes an internship-focused experience.

admissions.syr.edu/VPA
“I wanted to be involved on campus and have opportunities that an art-only school would not have been able to provide. I have two minors outside of the arts, I’m on the executive board for the SU chapter of IDSA (Industrial Designers Society of America), and I’m a sister in Alpha Gamma Delta.”
— Tiffany SooHoo ’17, Monmouth Junction, NJ

“I decided to come to Syracuse University because of the experienced, enthusiastic professors and the network of alumni. When I’m not in the studio, I can be found at Syracuse lacrosse games, sketching in the greenhouse, or reading on the Quad.”
— Annie Schwartz ’18, Waterville Valley, NH

“I came to Syracuse because of the emphasis on diversity and the conceptual freedom that the art and design courses provide.”
— Marius Jackson ’17, Atlanta, GA
Quick Facts/Syracuse University

**Founded in 1870**

**Location:** Main campus is in Syracuse, NY, with U.S. centers in New York City, Los Angeles, and Washington, DC, and eight centers around the world.

**Undergraduate Enrollment:**
14,000+ students representing 130+ countries

**Majors:** 200+ majors/100+ minors within nine undergraduate schools and colleges

**Student-to-Faculty Ratio:** 16:1

**Average Class Size:** 25

**Research:** $67 million was awarded in 2014 for research, teaching, and other sponsored programs.

**Study Abroad:** Program consistently ranked among the top 25 in the U.S. Almost half of Syracuse students study abroad at least once.

**Career Placement:** 91 percent of 2014 seniors responding to SU’s Placement Survey are employed, interning, or attending graduate school.
About the College of Visual and Performing Arts (SU:VPA)

Majors

Combining Majors
Why choose the College of Visual and Performing Arts?
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DEPARTMENT OF
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