

# Westphal College of Media Arts & Design



## About the Antoinette Westphal College of Media Arts & Design

The Antoinette Westphal College of Media Arts & Design is an internationally known center dedicated to the study of design, the media, and the arts. The focus is on creative process and research with an emphasis on professional practice. Students learn to incorporate aesthetics, technologies, and the realities of the marketplace in programs that integrate ample opportunities for real world learning experiences.

The college offers five programs leading to the master of science degree. These assume varying levels of expertise and academic preparation. See the individual program descriptions for details.

Each program is fully accredited by the Board of the National Association of Schools of Art and Design (NASAD), a select group of institutions that meet high standards of curriculum, faculty expertise and accomplishment, facilities, administration, and demonstrated excellence of student work.

## Our Programs

The Antoinette Westphal College of Media Arts & Design offers the following degrees:

- Arts Administration (MS)
- Digital Media (MS)
- Fashion Design (MS)
- Interior Architecture and Design (MS)
- Television Management (MS/MBA)

## For More Information

In order to stay ahead of trends in design and media, we continuously review and update the content of programs offered. Prospective students are encouraged to visit these websites for the most current information:

Westphal College of Media Arts & Design:  
[www.drexel.edu/westphal](http://www.drexel.edu/westphal)

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

The Graduate Catalog:  
[www.drexel.edu/catalog/grad/westphal](http://www.drexel.edu/catalog/grad/westphal)





## About Drexel

Drexel University is a private, nonsectarian co-educational university, founded in 1891 by financier and philanthropist Anthony J. Drexel. Today it is a top-tier, comprehensive research university, enrolling more than 13,000 undergraduates and 7,000 graduate, professional, and certificate students on four separate campuses. The University's 13 colleges and schools offer 73 undergraduate majors, 78 master's and 32 doctoral programs. Drexel is fully accredited by the Middle States Association of Colleges and Schools, with additional programs accredited by their respective top professional accreditation bodies. Students come from 48 U.S. states and 103 foreign countries.

## Faculty

In keeping with Drexel's focus on experiential education, faculty members in the Antoinette Westphal College of Media Arts & Design are leaders in their fields, and many continue to be professionally active. This relationship to industry benefits students, providing inside knowledge, professional critiques, and useful networking contacts in the Philadelphia area and beyond.

University-wide, approximately 95 percent of full-time faculty members hold the PhD or highest degree in their field, and the student-to-faculty ratio is 9 to 1.



## Arts Administration (MS)

Drexel's graduate program in Arts Administration is one of the first of its kind. The curriculum incorporates the four branches of the discipline – art, commerce, research, and technology – with an emphasis on marketing and policy development to prepare students for careers as arts managers and leaders in the field. The program also serves as a link between the arts and the community, working closely with local and national arts and cultural organizations including Americans for the Arts, the Greater Philadelphia Cultural Alliance, the Association of Arts Administration Educators, and the Pew Charitable Trusts, to provide research and consulting opportunities.

With the help of an advisor, students design an individual program of study in accordance with their needs and career goals. Candidates for the MS in Arts Administration degree must complete 45 credits, including courses in cultural policy, strategic management, and fund development. Upon completion of their core studies, students have the opportunity to participate in an internship. The graduate program concludes with a thesis in either a research topic or a case study related to the internship experience and a presentation of the results.

## Digital Media (MS)

Drexel's graduate program in Digital Media reflects the fast-paced, constantly evolving field in which art, technology, and science intersect. It is designed for both recent college graduates and established professionals who are interested in exploring, researching, and building advanced media design and production careers.

The curriculum is innovative, interdisciplinary, and project-oriented. The master of science degree requires 63 quarter-credits in advanced digital design topics such as 3D modeling, animation, interactivity, gaming, and digital media history, theory, and methods. In addition to the core curriculum, students are required to take 12 credits of directed study in an area outside of media and design to which digital media skills may be applied. During the second year of study, each student develops and produces a master's thesis project which includes a completed media work demonstrating expertise in 3D modeling/animation and/or interactivity, a written statement to the thesis committee, and an oral presentation to the college.

Students may also participate in government-funded grant research opportunities, industry-sponsored studies, or independent student-generated and faculty-approved projects.

## Fashion Design (MS)

Drexel's acclaimed graduate program in Fashion Design prepares students from a range of academic and professional backgrounds including the liberal arts, fine arts, fashion design, and business — for careers in the fashion industry.

The curriculum combines a broad understanding of design concept, context, and theory, with hands-on technical skill in the design and construction of clothing. Students learn how to develop products that answer the physical, aesthetic, psychological, and social needs of contemporary fashion in consideration of industrial limitations. This integrative approach provides a well-rounded foundation for a range of employment opportunities in the fashion industry, as well as in related areas of education, retailing, costume design, and curatorial work with historic clothing and textiles. Prior to graduation, students produce their own collections for our nationally recognized annual fashion show.

## Interior Architecture and Design (MS)

Drexel's Master of Science in Interior Architecture and Design is a renowned first professional degree, ranked fifth in the region and 12th nationally by *Design Intelligence's* survey of America's Best Architecture and Design Schools. The program's integrated studio approach prepares students from diverse undergraduate backgrounds for careers in the industry. It develops and nurtures a factual and conceptual understanding of interior design that addresses technical and project-specific realities within the context of creative problem solving. The curricular emphasis is on independent research with a graduate thesis process that produces both design and written outcomes.

Graduates are prepared to design interiors that answer aesthetic, social, physical, and psychological needs in public, commercial, residential, and institutional environments. The opportunity for dialogue between students and professionals is provided through a process that engages industry practitioners in the critique process. Alumni have gone on to become design leaders, principals of their own firms, and project designers.

## Television Management (MS/MBA)

The Paul F. Harron graduate program in Television Management is a unique partnership between Drexel's Antoinette Westphal College of Media Arts & Design and the LeBow College of Business. Students may work toward either an MS in Television Management or an MS/MBA. Both programs prepare students for the television and new media industries by offering a solid foundation in business and specialized studies.

These two-year professional programs explore the entrepreneurial process and promise of the rapidly converging media world comprising network, local and cable television, broadband-delivered new media, and other emerging technologies for distribution. Coursework examines marketing, programming, distribution, law, promotion and public relations, audience research, and organizational structures and operations in the context of rapidly changing media industries.

Through its careful progression of media and business courses that incorporate student research, hands-on experience, and a capstone thesis, the program prepares students for a variety of professional outcomes, whether for those just entering the field or for those already in the industry seeking professional advancement.

## Facilities and Resources

Drexel graduate students make use of the Design and Imaging Studios, which provide state-of-the-art design computing, the Re-Play Gaming Lab (in collaboration with the department of Computer Science), the Paul F. Harron Studios from which Drexel University Television (DUTV) broadcasts, and the Rudman Institute for Entertainment Industry Studies.

The Westphal College of Media Arts & Design operates the Mandell Theater, a 424-seat proscenium theatre. Mandell is host to the Professionals in Residence Project, which pairs working theatre professionals with Drexel students. MAD Dragon Records, a nationally distributed, student-run record label; the Pearlstein Gallery; and Drexel's Historic Costume Collection are also housed in the college.

### Libraries

The Hagerty Library, located on the University City Main Campus, reflects the curricular strengths of the campus. It houses approximately 500,000 bound volumes, DVDs, videos, and archival resources; and it provides access to an impressive array of electronic databases and periodicals.

Audiovisual materials are available for viewing and listening at home, in fully equipped study carrels, and in group viewing rooms. Scanning; printing; and word processing, spreadsheet, presentation, and other software programs are available in the Computer Center. The Bookmark Café is open 24 hours a day for use by University students, faculty, staff, and residents.

Drexel University has three other libraries: Hahnemann Library, located on the Center City Campus, the College of Law Library, located on the University City Campus, and the Queen Lane Library, located on the College of Medicine Campus. Drexel graduate students also have access to the library resources of the University of Pennsylvania, the University of the Sciences in Philadelphia, and the Restaurant School at Walnut Hill College.



## Philadelphia

Philadelphia is the nation's sixth largest city, with a metropolitan population of nearly six million. It is renowned for its historical sites and the diversity of its neighborhoods, and as a hub of the pharmaceutical, electronics, cable, design, and finance industries.

The city offers countless arts, entertainment, and recreational attractions including museums, theatres, major league sports franchises, and the nation's largest urban park system, as well as first-class shopping, dining, and nightlife.

The Antoinette Westphal College of Media Arts & Design is located on Drexel's Main Campus in the University City neighborhood, which is also home to the University of Pennsylvania, the University of the Sciences, and the Restaurant School at Walnut Hill College.

## Admission

Acceptance for graduate study at Drexel University requires a four-year bachelor's degree from an accredited institution in the United States or an equivalent international institution. Although admission requirements vary by program, regular acceptance typically requires a minimum grade point average (GPA) of 3.0 for the last two years of undergraduate work. The GPA for any graduate work must be at least 3.0. Applicants for post-master's status must show potential for further study by having maintained at least a 3.0 GPA in their master's-level studies. (Individual departmental requirements may exceed this minimum.)

The admissions committee evaluates all credentials submitted by applicants to determine a student's ability and potential to succeed in graduate study. In addition, the committee is interested in the applicant's ability to contribute to his/her program of study and to the University community as a whole.

Applicants may only apply to one program at a time. Drexel will waive the application fee if you apply online or submit your application during a campus visit. For more information, see [www.drexel.edu/em/apply/westphal](http://www.drexel.edu/em/apply/westphal).

## Financing

Students must complete the Free Application for Federal Student Aid (FAFSA) annually to be eligible for federal, state, or institutional aid. File online at [www.fafsa.ed.gov](http://www.fafsa.ed.gov). Drexel's school code is 003256. To learn more, visit [www.drexel.edu/financialaid](http://www.drexel.edu/financialaid).

Merit-based aid in the form of teaching, research, and graduate assistantships is awarded by the graduate departments based on need and availability of funds. Questions should be directed to the graduate advisor.

## Contact Us

### *Graduate Admissions*

Drexel University  
3141 Chestnut Street  
Philadelphia, PA 19104-2876  
215-895-6700  
1-800-2-DREXEL  
[enroll@drexel.edu](mailto:enroll@drexel.edu)  
[www.drexel.edu/em](http://www.drexel.edu/em)

### *Antoinette Westphal College of Media Arts & Design*

Drexel University  
33rd and Market Streets  
Philadelphia, PA 19104  
215-895-1834  
[www.drexel.edu/westphal](http://www.drexel.edu/westphal)

Apply online at [www.drexel.edu/apply/westphal](http://www.drexel.edu/apply/westphal)



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