STUDYING ART

• What is art school exactly?

• How freaked out should my parents be?

• Aren’t all art schools the same?
MAJORS OFFERED AT ART SCHOOLS

- Animation
- Film
- Painting/Drawing
- Graphic Design
- Industrial Design
- Photography
- Interior Design
- Product Design
- Advertising Arts Direction
- Dance
- Music Performance
- Theatre Arts
- Fashion Design
- Illustration
- Sculpture
- Printmaking
- Arts Business
- Creative Writing
BA Degrees: More traditional

- The focus within a BA Degree Program leans more toward studies in theory and the liberal arts.
  - 2/3 of overall curriculum is devoted to courses in the liberal arts.
  - 1/3 of overall curriculum is devoted to courses in the studio arts.
- BA might make more sense in some fields
DIFFERENCES BETWEEN BACHELOR DEGREES

• BFA and BM Degrees: Specialized and specific

• The focus within a BFA or BM Degree Program: Hands on

  • 2/3 of overall curriculum is devoted to courses in the studio arts
  • 1/3 of overall curriculum is devoted to courses in the liberal arts.
OPTIONS OF PLACES TO STUDY

• Traditional art schools

• Art schools that focus on one or just a handful of art forms

• Art colleges within larger universities

• An art degree at a larger university

• Liberal arts colleges that offer a major in the arts
TYPES OF ART SCHOOLS

• Conservatories: Intense, professional focus, minimal academics, expensive (often generous with scholarship funding). Cut system. Limited academics.

• 4-Year Art-Focused Schools: These are what most people associate with art school. Art-focused schools are very competitive, but the focus of that school will be on you, the arts and an art focused career.
TYPES OF ART SCHOOLS

• Art Schools offering liberal arts degrees and general education. Well-rounded. Educating the student as a whole.

• Vocational Schools, Technical Schools and Proprietary Schools: The focus is on a skill, often not accredited and expensive. Non-transferrable, no graduate school options. Vary greatly in quality.
• Be aware of a school’s accreditation status
  • Schools should be accredited by one of the six regional sectors of the Council for Higher Education Accreditation

• Specific Accrediting bodies for art schools
  • National Association of Schools of Art and Design (NASAD)
  • National Association of Schools of Music (NASM)
SCHOOL CURRICULUM

- Applying directly into your major

- Foundation year: The first year is the same for all students (2-D, 3-D, art history)

- Auditioning into a performing arts major means starting right away.
  - Potential jury re-evaluation or cut system.
ART SCHOOL PHILOSOPHIES

• It is all about fit: For now and for the future
  
  • Conceptual schools (philosophy and theory)
  
  • Technical schools (common defined look)
ART SCHOOL PHILOSOPHIES

• Concept Based Schools
  • California Institute of the Arts (Cal Arts)
  • School of the Art Institute of Chicago
  • San Francisco Art Institute
  • School of the Museum of Fine Arts
ART SCHOOL PHILOSOPHIES

• Technical Based Schools
  • Art Center College of Design
  • Rhode Island School of Design
  • Maryland Institute College of Art (MICA)
  • College of Creative Studies
  • Cleveland Institute of Art
ART SCHOOL PHILOSOPHIES

• Schools with Emphasis in both Technique and Concepts
  • Emerson College
  • Columbia College Chicago
  • Otis College of Art and Design
  • California College of the Arts
  • The New School of Parson’s College of Design
  • Cornish College of the Arts
  • Syracuse University College of VPA
APPLICATIONS

• Different for each school
• Generally, art schools want to see letters of recommendation from people who know you as a creative person.
• Think of your essay as an artist statement.
• Do an interview if possible.
• If you had a rough spot with your grades make sure to address that in a separate written statement.
• Don’t be shy: Reach out!
COMMON APPLICATION

• Take care in the written portion. Include your resume.

• Highlight all relevant experience.

• If a portfolio is asked for, it matters.

• The Portfolio: Most schools are now using www.slideroom.com. Don’t forget to tell us what you did.

• You can include work not asked for, but be realistic in your expectations
FINE ART PORTFOLIOS

• Most schools will want a portfolio of some sort.

• This helps faculty determine your level of thought and ability as well as fit.

• Portfolios should also demonstrate knowledge of color theory, composition and should be cohesive in nature.

• Typical requirements:
  • Observational drawings (i.e. still life, figure drawings)
  • 2-D design work
  • 3-D design work
  • Work from a student’s area of interest

Note- Avoid drawing from photos. Include a series of three.
FINE ART PORTFOLIOS

• Portfolios: Diversity and variety
• Variety in medium (oils, photography, pastels, etc.).
• Classroom assignments are fine, but we want to know you do work on your own as well.
• Typically 10-20 pieces on Slideroom.
TIPS FOR IN PERSON FINE ART PORTFOLIO REVIEWS

- Try to make your portfolio clean and organized.
- Protect your work, but make sure the package you select is easy to handle and does not interfere with the viewing of the artwork.
- If you choose to mount or mat your work, use only neutral gray tones, black or white.
- Spray fixative over charcoal drawings.
- Label each piece with your name, address and HS.
- Your portfolio should be cohesive, giving the viewer a story of who you are as an artist.
FILM PORTFOLIO TIPS

• Follow the time guidelines
• Most schools are looking for a sense of storytelling
• If you want to write or direct submit a piece that reflects those skills
• It can be more mature subject matter, but don’t be profane or inappropriate
• Production value matters less than a good story with heart
PORTFOLIO TIPS

• At some schools you may present your portfolio on campus or at a portfolio day.
• Some schools may allow students to provide a URL.
• Current Websites
  • Highschoolportfolios
  • Slideroom for specific schools
  • Carbonmade
PERFORMING ARTS AUDITIONS

• The performing arts: Physical fields

• The audition: Skill, creative abilities, and sense of self.

• Typical requirements for an audition may include the following:
  • Dance
    • A class in ballet, modern or jazz
    • A solo presentation
  • Theatre
    • Two contrasting monologues for acting
    • Resume and portfolio of design work
  • Music
    • Performance ability
    • Understanding of major and minor scales and ear training
    • Ability to sight read.
AUDITION TIPS

• Music Auditions
  • For vocal majors: prepare at least two pieces in contrasting styles (operatic, show music or art song repertoires).

• Memorize.

• Instrumentalist should be prepared to play scales and arpeggios, at least one etude or technical study, and a solo work.

  • Not necessary to memorize as sight-reading is req.
MUSIC AUDITION TIPS

• Look over the piece you are sight reading before you start.

• Practice in front of as many folks as possible.

• Apply to at least five schools, as music programs vary in degree of competitiveness.
DANCE AUDITION TIPS

• Dance Auditions

  • Like other auditions, dance auditions will vary from institution to institution.

  • Often a class, then a solo performance

    • Faculty look for rhythm, coordination, body structure, and potential to learn and complete the curriculum.
THEATRE AUDITION TIPS

• Theatre Auditions

  • Auditions can take place throughout college (BA to BFA)
  • Two contrasting monologues that you choose.
  • Musical Theatre will require in addition to the above two musical selections, one up-tempo and one ballad, as well as a dance movement sequence.
THEATRE AUDITION TIPS

• Theatre Audition
  • Choose material suitable for your age
  • Know the whole play.
  • Select monologues that allow you to speak directly to another person; you should play only one character
  • Avoid using characterization or style, as they tend to trap you rather than tapping deeper into inner resources.
  • Memorize your selection.
  • Be prepared to take direction
IMPORTANT DATES

• National Portfolio Day
  • [www.portfolioday.net](http://www.portfolioday.net)

• Unified Auditions
  • [www.unifiedauditions.com](http://www.unifiedauditions.com)
I'M DONE...NOW WHAT???

Will I starve?
JOB GROWTH

• 773,100 Art and Design jobs in 2014 projected to grow to 789,700 jobs in 2024

• Median annual wage for Art and Design jobs was $43,100 in May 2014

• Median annual wage in all fields $35,540

• Arts related jobs expected to grow 11% in 2018, compared to 10% in all fields
TOP TEN FIELDS GROWING

- Graphic Design: up 13%
- Acting: up 13%
- Multimedia/Animation: up 14%
- Creative writing: up 15%
- Architecture: up 16%
- Interior Design: up 19%
- Landscape Architecture: up 20%
- Interpreters/Translators: up 22%
- Curators: up 23%
- Museum Conservation: up 26%
BUT I WANT MY KID TO GO INTO THE STEM FIELDS

*38% of students who start in STEM don’t finish

*In 2009, of the 56 million people age 25 and over with a bachelor’s degree, nearly **20 million** of them held a degree in a science or engineering field.

*74% of those with a STEM BA do not go into those fields
THERE IS STILL HOPE

• Out of 7.6 million STEM workers, 4.3 million don’t have a degree in STEM

• 93% of those in the STEM fields have some sort of creative background.

• But don’t hold your breath...your kids have creative things to do!
EXAMPLES OF CAREERS ACHIEVED BY AN ART SCHOOL EDUCATION

- Producer on “Good Morning America”
- Creative Director of Louis Vuitton
- Artistic Director of the Alvin Ailey American Dance Theatre
- Senior Level Artist At Sony Entertainment
- Lead Game Animator at Sony Computer Entertainment America
- Associate Professor of Digital Animation, Philadelphia University
- President, HBO Films
- President, Music, Warner Brothers Pictures
- Academy Award-winning cinematographer
- Pulitzer Prize-winning photojournalist, the New York Times