



BFA ADVERTISING and GRAPHIC DESIGN DEPARTMENT FACT SHEET

Advertising students at SVA work with industry leaders to learn effective concept execution through typographic expertise, digital production skill and a mastery of color, line, scale and layout. As they advance through the curriculum, students move from working on single ads to developing entire campaigns, culminating in a portfolio that demonstrates their grasp of various creative roles, from art direction and copywriting to typography and commercials.

Under the guidance of Art Directors Club Hall of Fame laureates and AIGA medalists, graphic design students focus on conceptual problem solving based on visual literacy, technology skills and aesthetic formalism. As they progress, students specialize in editorial, Web, corporate identity, poster and CD packaging, digital video or 3D design, to prepare a portfolio that is engaging and marketable.

2009 – 2010 student population

884 matriculated students

Department chair

Richard Wilde, founding partner, Wilde Design; Hall of Fame Laureate, Art Directors Club, NY

Some notable faculty members

Gail Anderson, creative director/design, SpotCo; Christopher Austopchuck, senior vice president, design, Sony Music; Ed Benguiat, principal, Ed Benguiat Design; Sal Devito, creative director, Devito Verdi; Louise Fili, president, Louise Fili Ltd; Bob Giraldi, Giraldi Media; Carin Goldberg, principal, Carin Goldberg Designs; Cheryl Heller, president, Heller Communications; Jack Mariucci, executive vice president, executive creative director, DDB Needham New York; Debbie Millman, president, design division, partner, Sterling Brands, New York; William Oberlander, executive vice president, McCann Erickson, New York; Kevin O'Callaghan, principal, O'Callaghan Design; Richard Poulin, principal, design director, Poulin + Morris; Paul Sahre, principal, Office of Paul Sahre; Paula Scher, partner, Pentagram; James Victore, principal, James Victore Design Works

Some notable alumni

Gail Anderson, creative director, SpotCo; Frank Anselmo, executive creative director, KNARF New York; Richard Baker, former art director, *Premiere*, *Vibe* and *Us*; Sal Devito, principal, creative director DeVito/Verdi; Jimmy DiResta, host, HGTV's *Hammered*; Pete Favat, chief creative officer, Arnold Communications, Boston; Genevieve Gorder, host, HGTV's *Dear Genevieve*; Drew Hodges, founder and CEO, SpotCo; Kevin O'Callaghan, principal, O'Callaghan Design, and chair, 3D Design.

Student exhibitions and publications

Each spring the Department hosts a portfolio review attended by representatives from agencies, design firms and magazines from around the country. Student work is also showcased in an annual publication entitled the Senior Library, an annual exhibition at the Art Directors Club and a screening of motion graphics projects at the Visual Arts Theater. There is a separate annual exhibition dedicated to the work of 3D design students.

For further information, visit www.sva.edu or the Department Web site at gdad.sva.edu.