



## **MEADOWS SCHOOL OF THE ARTS AREAS OF STUDY**

SMU Meadows School of the Arts offers 11 areas of study within the visual, performing and communication arts. Outstanding conservatory training with a solid, interdisciplinary liberal arts curriculum is designed to build upon students' potential and prepare them for the arts marketplace. Meadows' innovative curriculum encourages talent, entrepreneurship and community impact.

### **Advertising**

The Temerlin Advertising Institute for Education and Research (TAI) trains students to search for unique solutions in advertising, preparing them for work in advertising agencies, media firms, corporate marketing departments and design studios. TAI offers a general B.A. in Advertising and a B.A. in Advertising – Creative Emphasis as well as an M.A. in Advertising. The M.A. program includes a 15-week executive internship and an opportunity to study abroad in India or China.

### **Art**

The Division of Art provides a challenging environment for the study of studio art within a multi-faceted arts school at a major liberal arts university. The Division offers a B.F.A., B.A. and M.F.A. in studio art and a B.F.A./Master of Interactive Technology in Digital Game Development. Each degree is based in an innovative program of foundation studies and broad experiences in ways of seeing, ways of making and ways of thinking. Equal emphasis is placed on the development of students' formal, conceptual and critical knowledge in painting, printmaking, drawing, sculpture, photography, ceramics and intermedia.

### **Art History**

The Art History Department takes an interdisciplinary and intercultural approach to learning. Classes draw from fields such as anthropology, sociology, music, dance, literature, science and engineering. Students study buildings, monuments, paintings, sculptures, prints, and photographs, as well as maps, jewelry, fashion, movies, advertising and digital media.

Art History students benefit from small classes taught by a dynamic department of scholars, a vibrant internship program, many opportunities for international study and close proximity to world-class art institutions such as the Kimbell Art Museum, Amon Carter Museum, Nasher Sculpture Center, Dallas Museum of Art and the renowned Meadows Museum. Art History majors and graduate students go on to Ph.D. programs in addition to careers in museums, galleries, conservation, publishing, art law, cultural policy, urban design, teaching and non-profit management.

## **Arts Management and Arts Entrepreneurship**

As arts organizations today face a changing environment that presents both unprecedented opportunities and increased financial and competitive pressures, there is a need for skilled and resourceful administrators, managers and leaders in the arts.

The Division of Arts Management and Arts Entrepreneurship offers two undergraduate minors. The minor in arts entrepreneurship provides an overview of how to develop and launch a new arts venture, either for-profit or nonprofit. The minor in arts management provides an overview of how professional arts organizations are managed, with an emphasis on understanding the practical issues facing today's arts manager.

The SMU M.A./M.B.A. program in business and arts administration is designed to address this need for skilled and resourceful administrators, managers and leaders in the arts. It is based on the philosophy that a successful career in arts management requires a thorough knowledge of contemporary business practices coupled with both a deep understanding of the arts and the ability to recognize and seize opportunities. The joint degree program combines courses in business and the arts with internships and intensive experience with arts organizations to produce graduates who are well-prepared to hold leadership positions in arts, entertainment and nonprofit organizations around the world.

Also offered is a new Master of Management in International Arts Management degree in collaboration with HEC Montréal and Bocconi University Graduate School of Management in Milan. The one-year program includes four months at each university, and is the first degree to focus on issues unique to international arts management and to approach arts management from a global perspective. A prestigious International Advisory Committee of directors and CEOs from world-renowned cultural organizations helps guide and inspire the MM-IAM program.

## **Communication Studies**

Encompassing public relations, strategic communications, international advocacy, debate and mock trial, the Communication Studies program builds solid leadership and strategic communication skills. Communication Studies offers students a foundational understanding of the theories, methods and history of communication, its relationship to liberal arts education and its disciplinary and professional applications. The curriculum emphasizes ethical and philosophical relationships of the individual to society. A broad review of advocacy, political communication, organizational communication, research, critical thinking, writing, public relations and contemporary studies of communication undergird the program.

## **Creative Computation**

Creative Computation is a highly interdisciplinary program combining theory and methodology from computer science and engineering with aesthetic principles and creative practice from the arts. The program is rigorous in its interdisciplinary integration, requiring students to pursue core coursework in both the Lyle School of Engineering and Meadows School of the Arts. An underlying principle of the Creative Computation department is the integration of creative and analytical study and practice – championing an integrated “whole brain” approach.

## **Dance**

The Division of Dance offers professional dance training within the context of a comprehensive liberal arts education. The goal is to develop the disciplined, versatile dance artist through a balanced study of ballet, modern dance and jazz dance techniques, complemented and reinforced by a broad range of theoretical studies and performance opportunities both on and off campus. The program provides an atmosphere in which students are nurtured and stimulated in their quest for artistic achievement, technical mastery and scholarly excellence.

## **Film and Media Arts**

Students pursue a film curriculum that provides a well-rounded program of technical, scholarly and aesthetic training in the fields of film, television and emerging media. The degree programs are designed to prepare students for careers in professional film, television, new media production and/or writing, and to develop students' creative abilities in the art form. A wide variety of courses in cinema and television history, theory, criticism and production provide a basic and necessary knowledge of these media as art forms and as vibrant social and cultural institutions. The Division's undergraduate studies include a B.A. and a B.F.A. in Film and Media Arts.

## **Journalism**

The Division of Journalism provides students with the intellectual, interpretive and practical skills they need to function as professional journalists. With state-of-the-art technology and highly skilled faculty, the Division of Journalism promotes an environment of hands-on teaching and learning while also remaining true to its mission to train young journalists who can think clearly, write well and make ethical distinctions in a rapidly changing media environment. The curriculum is built on a foundation of basic skills: writing, reporting, ethics, law and critical thinking. Students work across broadcast, print and Internet media and are also encouraged to develop their own area of focus. Specialized programs include the William J. O'Neil Program in Business Journalism and a new B.A. in Fashion Media.

## **Music**

The Division of Music is made up of an extraordinary team of artists, scholars, teachers and students who find joy and satisfaction in the performance and study of great music. The Division of Music is internationally recognized for its award-winning students, renowned performing ensembles and distinguished faculty of performers, composers and scholars – including renowned violinists Chee-Yun Kim and Emanuel Borok, cellist Andrés Díaz, pianist Joaquín Achúcarro, classical guitarist Robert Guthrie and members of the Dallas Symphony Orchestra. Students also interact with an extensive slate of guest artists. Students take private lessons, explore music history and theory, perform in ensembles for a full season of orchestral, wind, chamber and choral concerts, travel to concerts and festivals, and study abroad. Annual performances include an opera production, a student concerto concert with the Meadows Symphony Orchestra, and a gala performance at the Morton H. Meyerson Symphony Center or Winspear Opera House.

Accredited by the National Association of Schools of Music, the Division of Music offers degrees, majors and concentrations in performance, composition, conducting, sacred music,

music history, piano pedagogy, music education and music therapy to undergraduate and graduate students.

### **Theatre**

The Division of Theatre offers students the knowledge, skills and critical perspective necessary for building the strongest foundation possible – in body, mind and spirit – for a lifelong engagement with their art and their world. The Division’s faculty makes and teaches theatre that celebrates the human spirit and is deeply engaged with the larger world.

The theatre program at SMU is one of the most highly regarded training programs in the country. Each year between 20 and 25 undergraduate students are admitted from over 300 scheduled auditions across the country. The Division of Theatre’s students represent the very highest standards of excellence and creativity, reflect the diversity of the Meadows School culture, and exhibit intelligence, imagination, talent and passion.