

## ROSKI FAQs for prospective students

### What is the difference between the BA Art, BFA Art and the BFA Design?

First, the similarities! They are all 4-year degrees and allow you to choose your own custom mix of art and/or design classes across the different art areas: 2D/3D Design, Photography/Video, Painting/Drawing and Sculpture/Ceramics.

Now the differences! **The BFA in Art and the BFA in Design** are immersive, focused art/design programs that aside from the USC-mandated General Education core courses, concentrate entirely on art or design classes. Can you add a minor? Yes, a choice of minor outside of art is included.

The **BA Art** is a humanities degree and allows for the selection of a wider variety of courses across the university, including the study of a foreign language of your choice and room for a minor, all in four years! Double majors are possible with the BA; you usually graduate in five years.

### Does Roski have required foundation courses?

Yes, we want all incoming art and design students to be familiar with a variety of media. So, unless you've already taken an equivalent course elsewhere and can demonstrate specific competencies, we do require one semester of Drawing, and a two-semester sequence of Art and Design studios that introduces you to a variety of media and methodologies. Those are the **only** required studio courses for art majors. So, you can start choosing your own customized mix of art and design classes as early as the second semester in your first year!

### What about the other requirements?

All USC students are held to the same core GE classes, regardless of their major, and students start taking them along with their major classes in their first year at USC. See a listing of GE requirements here: <http://dornsife.usc.edu/2015ge/2015ge-requirements/>. If you are in the BA Art program, you need to take three semesters of a foreign language, unless you can prove competency in a language by taking a test or submitting a score of 4 or 5 in AP foreign language. Note: all USC students planning to study abroad in Italy in junior year need to take at least one semester of Italian before their travel.

Art and Design majors are also required to take 3-4 critical studies courses that supplement their studio practice and inform their abilities to critique and give context to their own work.

### What makes a Roski art education different from other schools?

1. We take a more individual approach to a student's art education than other art schools; we do not have structured, cookie-cutter curriculum where one size fits all. With guidance from our advisors, each student explores and chooses the courses that are right for them, according to their personal interests and/or career goals.
2. We do not offer specific majors in individual art areas so there is no need to pigeon-hole art students and force them to focus in one dominant art area: all students, regardless whether their chosen emphasis is in photography, painting or design, are free to move from one medium to another.
3. USC features an interdisciplinary approach to education where art and design students take courses in the social sciences, physical and biological science, the humanities, as well as art and design. Again, all of these disciplines enrich and inspire the artist and the designer.

### **Studio Access**

Unless there is dangerous equipment (like table saws for instance) or expensive equipment (like cameras and computers) most Roski studios are accessible to art majors 24/7 with a swipe of their USC ID card. Painters are assigned semesterly to specific small-group painting studios. Studios manned by technicians, such as the digital labs, photo darkrooms, and wood shop are usually open 7 days a week until at least 5pm.

### **What about minors or double majors?**

YES to both! See #1 above. The choice for double majors or minors is endless. They are usually added in your second year. They can help give you a competitive edge in the job market, expand your scope of interest in a subject or enhance your career options after graduation.

### **Do AP or IB scores count?**

Scores on AP tests of 4 and 5 award 4 units of credit toward your BA or BFA degree. Some AP/IB tests can waive GEs or the foreign language requirement.

<http://arr.usc.edu/services/articulation/examcredit.html>

Note: A score of 4 or 5 in AP Art will not automatically waive you out of a beginning drawing course, but it is possible if you can demonstrate significant skills in drawing. Ask us for more details.

### **Study Abroad Opportunities**

Each major at USC offers a range of different programs in different countries for study abroad semesters, that offer coursework for credit toward an undergraduate degree. Roski offers programs for art students in the following cities and countries: London, England; Canberra, Australia; Capetown, South Africa, and Florence, Italy. We also offer faculty-led Study Tours to London and Berlin in the fall and spring semesters respectively, for 10 days each.

### **What about Jobs/Careers?**

Professionalization for artists and designers begins in the junior year with our ambitious Arts Internship program, where the skills and techniques learned in art and design classes are applied to real-world settings. The Roski School has partnered with over 400 art and design-related companies in and around Los Angeles (and some in NYC) to offer internships in a variety of professional venues for qualified students, from museums, galleries, advertising firms, fashion companies, sports franchises, entertainment companies, animation and game design companies, start-ups and established big name companies. Our students tell us that it's an experience of a lifetime to be mentored by a professional in their chosen field, and to participate in client meetings and presentations. Meaningful connections are made, and significant resume-building experiences are achieved.

### **Virtual Introductions to USC <https://admission.usc.edu/>**

Virtual programs are designed to introduce prospective students and their families to USC. Learn about our application and admission process, financial aid and campus life. We encourage you and your family to sign up for these virtual events:

<https://admission.usc.edu/meet-us/>. USC Admission Regional Weekend Events are also available for students in different regions of the United States and the world at large: <https://admission.usc.edu/meet-us/virtual-tour-programs/#/regional-virtual-event>.

**More Questions?** Please contact Antonio Bartolome in the Roski admission office  
213-740-9153 or [anbartol@usc.edu](mailto:anbartol@usc.edu)

## Selected Alumni List

Condé Nast, Formerly the Producer at Vogue.com

Formerly with Interview Magazine

Formerly Lead Designer and Project Manager for American Apparel

UI Designer for CloudOn, San Francisco

TBWA There Might Be Dragons, The Hammer Museum

Formerly with The Branding Farm and Hammer Museum

Product Designer at Pinterest

Designing for Beats

Formerly the Senior Art Director at Ant Farm

Art Director, Moving Colour

Graphic Designer, American Express

Guest Lecturer, Harvard Graduate School of Design

Workshop Lecturer at Harvard Graduate School of Design

Designed for CNN Money, MicroSoft, Reuters, Revlon iPad + iPhone apps, Sony, Harley Davidson, Time Warner, Paramount, Universal,

Electronic Art (EA), Fox Searchlight, Miramax

Projects include web designs for Juno, I Am Legend, No Country for Old Men, Milk, The Hangover, Get Him to the Greek, Funny People...  
more

Designer/Print Coordinator NBCUniversal

Formerly with Paramount Pictures, Oliver Peoples

Senior Web Designer H2 Wellness

Formerly with Skechers, Modern Multiples

Graphic Designer/Web Designer, BCBGMAXAZRIAGROUP

Assistant Producer – Creative Interactive, Disney Imagineering

Vice President of Creative / Integrated Marketing at MTV Networks, NY

Formerly with CBS Radio

Owner, Graphic Design/Brand Consultant, SaYouDesign

Senior Manager, Content Programming & Editorial, Disney Interactive

Marketing Specialist, SkyOne Federal Credit Union

Senior Designer and Partners & Spade

Print Magazine's 20 Under 30 New Visual Artists

Art Director's Club Young Gun

Designer, TBWA\Chiat\Day

UI/UX Designer, FiveStars

Executive Development Program, Macy's

Designer for 20th Century Fox

Formerly with Trailer Park, The Walt Disney Company and The Branding Farm

Marketing and Design at the Pasadena Museum of California Art

Art Director at Fandango, NBC Universal

Formerly the Art Director at Fox Broadcasting Company

Formerly with Disney Interactive, Walt Disney Internet Group

Junior Project Manager & Executive Assistant, Marvel Studios

Associate Producer J Crew, NY

Photo Editor and Producer for Los Angeles Magazine

Formerly with Photo Editor for Pasadena Magazine and Harper's Bazaar Magazine

Assistant Producer at Walt Disney Imagineering

Formerly Teaching Assistant at Art Center College of Design and Otis College of Art and Design

Art Director at The Walt Disney Company

Graphic Designer & Social Media Marketing, emberghost

Social Media Coordinator and Graphic Designer for PETA

Jr. Designer at Syndctd

Designer for 72 and Sunny

Interactive Designer, Warner Bros.

Jr. Graphic Designer at MGM Studio

Jr. Art Director for L'Oreal, NYC

Art Department Coordinator at Fox Television // Modern Family

Consumer Products Designer, DreamWorks Animation

Design and Strategy Consultant for Kiehl's Since 1851

Formerly Designer/Strategist Consultant for MTV, ViaCom

Formerly with QuikSilver, Interscope Records, and Wyde Projects

Fox International

Web Designer at Cisco SF

Art Director for FOX Sports

Formerly Senior Interface Designer, DIRECTV

Surfacing Artist at DreamWorks Animation (Kung Fu Panda 2)

Formerly with Walt Disney Animation (Tangled, Bolt, Meet the Robinsons), Rhythm + Hue Studios, Universal Music Publishing Group

# USC Roski

## School of Art and Design

\*62% of 2017 BA and BFA candidates completed an internship  
with an art- or design-related organization  
during their time at the Roski School of Art and Design.

internship type	company	position/project	
<b>Advertising/ Design</b>	BCBG Max Azria	Print production assistant	
	Fox Networks	Distribution Marketing	
	Harper's Bazaar	Design Intern	
	MGM Studios	Marketing Design	
	Rachael Zoe Inc.	Design Department	
	TBWA\Chiat\Day	Advertising and Design	
	Volcom	Product Styling	
	Walt Disney Imagineering	Disney theme park projects	
	Warner Bros. Records	Promotional Design	
<b>Artists' Studios</b>	Guy Dill	Studio Assistant, sculpture	
	Haas Brothers	Ceramics and Sculpting assistant	
	John Eden Studios	Studio Assistant, painting	
	Mindy Shapero Studios	Studio Assistant, sculpture	
<b>Film/Animation/ Props/Graphics</b>	Dooctoons Productions	Digital Artist for short films	
	DreamWorks Animation	Consumer Products	
	Fox Broadcasting Co.	Creative Services Assistant, "American Idol"	
	Hyperion Media Group	Production Assistant	
	Marvel Studios	Production Assistant	
	Material Pictures	Script analyst and research assistant	
	MTV	Series Development assistant	
	Nickelodeon Studios	Art Production Intern	
	Paramount Studios	Wardrobe Department	
<b>Photography</b>	Marie Claire Magazine	Shoot production assistant	
	NBC Universal Studios	Imaging Tech	
	Oprah Magazine	Photo Intern	
	Trailer Park	Photo Intern	
	Patrick Hoelck	Celebrity Photographer Assistant	
	Vogue Magazine	Photography Assistant	
	Wasteland	Photography Assistant	
<b>Museum/ Gallery</b>	J. Paul Getty Museum	Operations Assistant	
	Japanese American Museum	Education Department	
	L.A. Louver Gallery	Gallery Assistant	
	LACMA	Registrar Department	
	MOCA	Curatorial Department	
	Robert Berman Gallery	Gallery Assistant	
	Williams Art Conservation, Inc.	Conservation assistant	
<b>General</b> (Arts Administration, Teaching, Misc.)	Children's Hospital of Los Angeles	Art Therapy Program	
	ESPN ABC Sports Network	Client Management	
	Free Arts for Abused Children	Program Assistant	
	Free People	Los Angeles Showroom Intern	
	John Paul Mitchell Systems	Creative Department	
	Venice Arts	Children's Art Mentor	

Internships are available to all qualified USC Art and Design Majors.  
For further questions, please call Antonio Bartolome at 213.740.9153

## PORTFOLIO WORKSHEET – Q AND A WITH THE ROSKI FACULTY

### 10-15 IMAGES UPLOADED TO THE SLIDEROOM PORTAL

**INSTRUCTIONS ON THE WEB SITE:** Your portfolio should represent your personal visual statement, in either a single medium, or across a variety of media, that demonstrates the development of a unique set of ideas or concepts that have inspired the work as a whole. You can include work produced from class assignments, work you did on your own, or both, as long as it has been done within the past two years. We do not accept images in PDF format.

#### 1. WHAT SETS ONE PORTFOLIO ABOVE THE OTHER?

- a. Work that moves beyond a simple rendering of the world
- b. Work that is part of a series of works that coalesces around a central motif or idea
- c. Evidence of creative thinking – unusual use of materials, strong conceptual approach, awareness of art history or contemporary artists and designers.
- d. Note: Technical skills alone do not make up for a lack of concept.

#### 2. WHAT MAKES A SUCCESSFUL PORTFOLIO?

- a. Work that stands out and grabs the viewer: unusual use of color palette, for instance, or humor, or a certain quirkiness; something unexpected
- b. Bodies of work, work presented in a series that develops an idea that informs and inspires the work as a whole
- c. Include work that is outside of class assignments; the art you produce on your own may be more interesting than assigned projects
- d. Look at contemporary art, art magazines, design journals, catalogues and web sites: think about contemporary culture and influences, to give the work a context beyond simply “nice pictures”

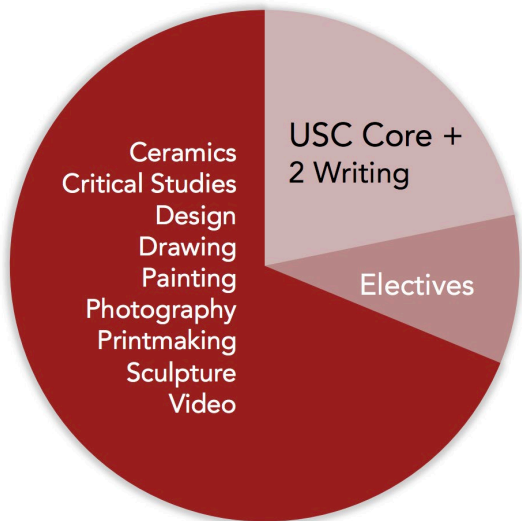
#### 3. WHAT IMPRESSES YOU?

- a. An ability to articulate interesting things about the work: their thoughts, influences and ideas.
- b. Strong concepts, excellent execution, unique and personal point of view
- c. Have you heard the phrase “If an artist could say what he/she had to say in words, then why bother trying to say it with art?” Strive for ideas and imagery that go beyond a strictly literal depiction.

#### 4. HOW COULD THE CONCENTRATION SECTION OF AP ART BECOME A WINNING PORTFOLIO?

- a. Don't make it random; think about a concept as opposed to content
- b. Many students choose vague concepts, like world peace or poverty, or standard artistic genres such as still life, or landscape or portraiture. Using a standard kind of art genre is fine, but make it personal to you specifically, and relatable.
- c. Look at good contemporary artists for hints on selecting a concentration

## BFA Art



## BFA Design



## BA Art

