

## **School of the Arts and Communication**

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Mission Statement: The School of the Arts & Communication transforms lives and communities by fostering creativity, connections and careers.

The School offers a challenging undergraduate education through four academic departments: Art and Art Education; Communication, Journalism and Film; Design and Creative Technology; and Music. Students prepare for a wide variety of exciting careers, choosing among many majors and minors as well as concentrations within majors. Interdisciplinary programs and self-designed majors are also available.

All of our students are offered opportunities for close collaboration with faculty mentors who are respected scholars, noted artists, and dedicated teachers. Our professors are widely recognized for their commitment to students, challenging them as scholars and as citizens in the classroom as well as through collaborative research, community initiatives, and creative projects. Both faculty and students are encouraged to break down the traditional barriers between disciplines, pursuing the kind of interdisciplinary study and research that bridges divides and sparks innovation.

Supporting this rich educational experience are excellent facilities, including the Arts and Interactive Multimedia Building, a 70,000-square-foot arts education center, The Mayo Concert Hall, the home to music instruction and performance, and Kendall Hall, a home base for film and communication studies. Our school offers all the physical spaces students need—art studios, multimedia labs, rehearsal and performance spaces, film production studios, radio and television stations—to learn, create, and communicate in their disciplines. Such practical, hands-on experience—on campus and in the community, through fieldwork, internships, and service—ensures that our students connect their knowledge with the needs of the world around them.

### **Art and Art Education**

Accredited by NASAD (National Association of Schools of Art and Design), the department offers students a choice of a Bachelor of Fine Arts in Visual Arts with specializations Fine Art and Photography and Video (a third specialization of Graphic Design is offered through the Department of Design and Creative Technology), as well as a Bachelor of Arts in Art Education or Art History and Visual Culture. In addition, the department offers minor programs in Art History and Visual Culture, Arts Administration and Cultural Entrepreneurship, Fine Art, and Photography and Video. The BFA program enables students to develop a high level of conceptual and technical ability as well as a broader understanding of the arts beyond the studio.

## **Communication, Journalism and Film**

With the Bachelor of Arts in Communication Studies, students choose among five specializations: Digital Filmmaking and Television, Emerging Communication Technologies, Health and Wellness Communication, Interpersonal and Strategic Communication, and Mass Media and Social Media. The department also offers an Interdisciplinary Concentration in Health Communication as well as minors in Communication Studies and Social Media. Students often participate in a wide range of vibrant outreach activities, including the nationally top-ranked honor society chapter, Lambda Pi Eta; interdisciplinary Public Health Communication Club; WTSR radio station; Lion's TV; and the TCNJ Society for Parliamentary Debate, as well as a wide range of professional internships.

The Journalism and Professional Writing (JPW) curriculum is designed to provide intensive study in news and feature writing and editing, as well as corequisite training in ethics, media law, and multimedia/digital skills. JPW also offers minors in Journalism, Professional Writing, and Broadcast and Multimedia Journalism. Any of these programs can be meaningfully combined with majors or minors in fields including communication studies, interactive multimedia, history, international studies, psychology, and marketing, among others.

## **Design and Creative Technology**

The Department of Design and Creative Technology offers a Bachelor of Arts degree in Interactive Multimedia (IMM) as well as a minor in IMM. The department also supports an interdisciplinary minor in Music Technology. The core curriculum provides a foundation of skills and knowledge in visual storytelling and animation, game design, digital fabrication, music technology, and creative coding, coupled with an awareness of the historical and cultural forces that shape our attitudes toward technology. The ever-evolving mix of intermediate and advanced courses allows students to explore opportunities where established disciplines intersect (such as the art, storytelling, sound, and programming that weave into video games), as well as the possibilities presented by new technologies such as augmented reality. The IMM major is designed to articulate with other programs of study at TCNJ, so that students who are inspired to dig deeper into a particular subject can pursue minors or even second majors in related areas such as Graphic Design, Music, Computer Science, Communication Studies, or Business.

The department also offers a major in Visual Arts with a specialization in Graphic Design, as well as a minor in Graphic Design, and is accredited by NASAD. The Graphic Design specialization is grounded in a strong foundation of core courses, which then allows students to narrow and intensify their focus as they acquire more and diverse skills and as they mature as professional designers. It provides conceptual, theoretical, and technical problem-solving skills in the field of visual communication and prepares students to be creative, collaborative, and critical so that they can succeed in the competitive design profession.

## **Music**

Accredited by NASM (National Association for Schools of Music), the national accreditation organization for music in the United States, the department offers a Bachelor of Music with specializations in Performance or in Music Education, and a Bachelor of Arts in Music. In addition to their regular coursework, music students participate in a variety of large and small

ensembles as well as private studio. The department also offers minors in Music, Music Performance (for Music Education majors) and Theatre and supports an interdisciplinary minor in Music Technology.

### **School of the Arts and Communication Courses**

Courses with the prefixes AMM and VPA are offered under the School of the Arts and Communication in addition to those listed under their respective departments.

#### **AMM 99 ArtsComm Seminar**

All students in the School of the Arts and Communication will be enrolled in AMM 99 ArtsComm Seminar in their first semester. Internal transfer students may substitute a seminar from their previous school or department. AMM 99 ArtsComm Seminar introduces students to the offerings of the School, promotes interdisciplinary understanding of the majors, and explores how the arts and communication fields are influencing and reflecting the development of ideas in the global culture. The class also helps students within the School of the Arts and Communication understand and articulate their career goals, begin to build their professional toolkits, and prepare for post-graduation opportunities.