

Fine Arts and Design

Advertising
Apparel, Merchandising, and
Design
Architecture

Art and Design
Community and Regional Planning
Computer Engineering
Craft Design

Drawing, Painting, Printmaking
Graphic Design
Integrated Studio Arts
Interior Design

Landscape Architecture
Visual Studies

Iowa State University has more than 100 majors that provide virtually unlimited academic opportunities. In this brochure you'll find information about your specific area of interest and a family of related majors that you may want to explore during your adventure here at Iowa State. Please use the contact information listed inside and let us help you discover your passions, unlock your potential, and **enjoy the adventure.**

Create your future

When you imagine the future, do you see your signature on a painting or a blueprint? Are you the community planner or the cartoonist?

Regardless of what art- or design-related field you pursue, your studies at Iowa State prepare you to meet professional challenges by providing professional opportunities.

Your education includes classroom instruction with practicing professionals, hands-on internships, studio production, and technical training.

This strong education foundation is why Iowa State students enjoy a high career placement rate—as high as 99 percent in some design fields.

Often students form long-term work relationships as a result of their experience in one of Iowa State's many internship programs. Or, in the process of completing a real-world studio project, students develop a portfolio that is essential in fine arts and environmental design professions.

Master your craft

Even DaVinci had a teacher. Several of them, actually.

At Iowa State, you will find teachers with a diverse range of educational, professional, and cultural backgrounds. Their experience translates to a creative and rich variety of art and design techniques, approaches, and philosophies.

Many programs feature national award-winning faculty, National Fellows for the Arts, and Distinguished Professors. What better way to master your craft than to study with the masters?

Design a program that best supports your goals

In this brochure, you'll read about Iowa State's many design- and art-related programs. We encourage you to explore a wide range of educational possibilities. Note that many programs require similar first-year course work, which means you can investigate program options early in your academic career. Your adviser will work with you to design a curriculum and make certain you take advantage of the opportunities Iowa State offers you—specialized courses, cooperative learning programs, internships, student support groups, and learning communities.

For more information, please contact the person listed for each department, or phone the Iowa State University Office of Admissions at 800 262-3810.

Architecture

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The professional five-year bachelor of architecture degree consists of a one-year preprofessional program followed by a four-year professional segment. Entry into the professional program is competitive. The heart of the program is the “studio,” which stimulates design by promoting your understanding of space, materials, structures, mechanical systems, history, and theory. Students are encouraged to exhibit their work locally, regionally, and nationally.

Your program also integrates opportunities for service, providing hands-on design and renovation opportunities to redesign and develop space.

We value experimental design and support your efforts with learning environments that introduce historic hand-drawing and modeling techniques alongside the latest in digital design and representation media.

Landscape Architecture

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The professional five-year bachelor of landscape architecture consists of a one-year preprofessional program, followed by a four-year professional segment. Entry is competitive. The landscape architecture curriculum focuses on environmental stewardship, wise planning, and artful design of urban, suburban, rural, and wilderness landscapes. The curriculum includes courses in technologies, plant communities, ecology,

and history. In addition, you gain design studio experience, which provides you with an in-depth understanding of the way natural, social, and cultural systems influence design. As a landscape architecture student, you have access to video imaging equipment and design graphics computers as you work on projects in image editing, three-dimensional modeling, and animation.

Interior Design

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When you study interior design, you will learn how to program, design, analyze, plan, and construct environments. Aside from creating beautiful and resourceful space for working and living, interior designers also are concerned with health, safety, and public welfare. Entry into this program is competitive and requires one year of study at Iowa State. As part of Iowa

State’s accredited program, you will complete an eight-week work experience internship in a professional studio or office. Many students also choose to participate in the program’s Fall Semester in Rome as a way of broadening their academic experience.

Community and Regional Planning

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Planning is the profession that is dedicated to helping society manage change. Planners help to evaluate and seize opportunities and to understand and solve problems. Most planners work at the local level, but they are concerned with issues that affect the world—the preservation and enhancement of the quality of life in a community, the protection of the environment, the promotion of equitable economic opportunity and the management of growth and change of all kinds.

Within this broad context, urban and regional planning is a systematic, creative approach to influence and manage the social, economic and physical change of neighborhoods, small towns, cities, suburbs, metropolitan areas, regions, and states. If you are interested in a career helping your community (or region, state, nation, or civic organization), influence change or build a better future, a planning education can prepare you for that career.

Apparel, Merchandising, and Design

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The apparel, merchandising, and design program is one of only 13 programs in the nation approved by the American Apparel and Footwear Association. When you major in this field, you study fashion design, product development, merchandising and marketing strategies, production processes, business practices, and consumer behavior. Your work with industry-related software and your classroom experiences prepare you for a career in one of the largest industries in the world—textiles and apparel.

You will design, produce, and market apparel in new colors, fabrics, and patterns. Use your creativity as you participate in annual design and fashion competitions. Iowa State features a production technology and product development laboratory where you can test fabrics, conduct research, and design apparel. You will participate in a field study in major market areas such as Chicago or New York, or participate in international study programs in Europe. You may work for Gap, Lands’ End, Saks Fifth Avenue, or a multitude of other companies. Or you might create your own label!

Advertising

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Communicate ... the world will respond.

Iowa State University offers one of only 15 accredited advertising majors nationally.

As an advertising major you can expect to study news writing and copy writing, visual principals, multimedia production, media planning and advertising sales. These unique courses will put you in the best position to conduct research, prepare strategic communication plans and create effective advertising campaigns. As an advertising major you may also have the opportunity to participate in extracurricular

activities such as student clubs and organizations and regional and national advertising case study competitions. The program prepares students for internships with a wide variety of media outlets. These experiences will allow you to apply the material you've learned in class and give you an excellent foundation for your future career.

Art and Design

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The art and design program offers two degree programs, depending on your professional interests and abilities. Both degrees require completion of one year in prescribed courses.

A *bachelor of arts degree* requires that you combine your study of studio and art history with a second major or minor which supports your career goals. If you are considering a career in art administration, art conservation, or art therapy, this program will prepare you for the graduate degree required for those fields. In addition to taking some of the studio courses

described below, you will also take courses in communications, the sciences, mathematics, and general design education.

If you are interested in a career in art education or as a professional artist, you will need to earn a *bachelor of fine arts degree*. The B.F.A. degree requires a studio concentration, which means that you will select an emphasis in one of three areas of studio art: craft design; drawing, painting, printmaking; or visual studies.

Integrated Studio Arts

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If you are interested in a career as a professional artist you will need to earn a bachelor of fine arts degree in integrated studio arts. Entry to the program requires one year of study at Iowa State University and is competitive. The B.F.A. in integrated studio arts requires students to take courses from all the studio arts areas: ceramics, photography, wood design, metal and

jewelry design, fibers, computer modeling and animation, painting and printmaking. After students have taken introductory courses from all these areas they are free to focus on the areas they are most interested in for their advanced requirements.

Graphic Design

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When you study graphic design you will learn how to artistically display type and image in order to interest, inform, persuade, or sell. As a planner and producer, the designer will analyze a client's objectives, study the market and existing design in the same field, and use art to create visual products that enhance or define a client's image. Entry to the program is competitive and

requires one year of study at Iowa State. The program provides you with experience in printed and electronic media and includes course work in design education, communication, and studio art. This will prepare you to work in publishing groups, art departments, design, or advertising firms.

Computer Engineering

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Computer engineering deals with all aspects of computer systems, including design, construction, operation, and testing. Ground-breaking research in fields such as information infrastructure, computer networking, bioinformatics, real-time systems, and virtual reality are just a few examples of what the Iowa State University faculty are doing and teaching.

Your course work is designed to fascinate, inspire, and prepare you for learning in a variety of professional capacities. Your learning options include *computer architecture*, where you'll learn about the components in a system and their properties, such as speed and reliability; *networking and security*, to transfer information efficiently and securely by learning how to model,

design, and analyze systems; *software engineering* studies, which include designing new software or improving its scope and capabilities; and *VLSI (very large scale integrated) circuits*, where you'll develop circuits that include high-speed or low-power parts.

Iowa State's computer engineering program offers unique educational support, including labs for hands-on learning, collaborative problem solving in the Active Learning Complex, learning communities, an optional internship program, professional engineering societies, and honor programs. Undergraduate students benefit from Iowa State's practical, hands-on approach to education.

Fine Arts and Design

Honors and awards

Several of Iowa State's undergraduate programs have earned national ranking for their uniquely developed curricula targeted for undergraduates.

Iowa State's community and regional planning program is one of only 12 accredited in the country.

The textiles and clothing program is the first in the nation to receive the prestigious American Textile Manufacturers Institute Award for Program Excellence and one of only 11 programs approved by the American Apparel Manufacturers Association Education Committee.

The College of Design was chosen to participate in Save Outdoor Sculpture, a federal program to inventory and assess the condition of the nation's outdoor sculptures.

Unique opportunities

As an Iowa State undergraduate, you will have the option of participating in a wide variety of professional, social, academic, and outside-of-the-classroom activities. Often it's these activities that create lasting professional and personal support systems. These activities may include:

- **Study abroad programs**—study in Europe, Mexico, Canada, Italy, or Australia to gain a global perspective
- **Community and regional planning studio courses**—work with faculty and planning professionals to develop urban or rural plans to be used in the real world
- **Design Café**—grab a tasty bite and a latte and take a few minutes to view student and faculty work in the College of Design eatery
- **College of Design atrium and exhibition gallery**—display your work in this public forum or spend an afternoon viewing the work of your colleagues
- **Animation software**—industry-standard software providing animation, image editing, and three-dimensional modeling, used in both design studios and computer labs
- **Honors programs**—take advantage of short courses specifically designed for honors students
- **In-house art supply store**—buy supplies right where you take your design classes
- **Service opportunities**—participate in developing environments for nonprofit organizations such as Habitat for Humanity, homeless shelters, and transitional housing
- **Apparel production, quality assurance, and product development laboratories**—work with industrial production technology, software, and testing equipment in textiles and clothing
- **Historic textiles and costume collection**—view more than 5,000 pieces from more than 50 countries as you study the history of textiles and costumes, textile conservation, apparel design, and theater costume
- **Annual textiles and clothing fashion show**—help produce this event featuring selected student designs
- **Summer studio course**—explore architecture, graphic design, and landscape architecture by investigating the design of places through this five-week studio and field experience
- **National advertising competitions**—work with a team of students to create an advertising campaign for a national client
- **Semester in Rome**—study architecture, community and regional planning, fine arts, interior design, or landscape architecture in Rome for class credit
- **Iowa State Memorial Union Gallery**—display your work for public viewing
- **Design studio courses**—work in close contact with faculty in workshops of 15 to 18 students, and have your work professionally critiqued
- **Internships and cooperative learning opportunities**—work with professionals to gain invaluable experience

Student organizations

Students are encouraged to join student clubs and professional organizations to support their academic pursuits. Organizations include:

- Advertising Club
- American Institute of Architects
- American Planning Association—Student Chapter
- Association of Medical Illustrators
- Biological/Premedical Illustration Club
- Community and Regional Planning Club
- Design College Multicultural Alliance
- *Ethos Magazine*
- Graphic Design Student Association
- Guild of National Science Illustrators
- Human Development and Family Studies Club
- Institute of Electronic and Electrical Engineers
- Interior Design Student Association
- *Iowa State Daily*
- Student Art Club
- Student Society of Landscape Architects
- MODA fashion club

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Questions about admission

In addition to writing us at the address at left, we encourage you to visit our Web site, which features a course catalog, online application, and campus information.

Also, you can follow us on:



Preparing to do your best while in school

The best preparation continues to be a strong college preparatory program of study, which includes courses in English, mathematics, laboratory science, social studies, and foreign languages. If you intend to transfer credits from another institution, you may contact our Office of Admissions for assistance in selecting the best courses for your program of study.

Material in this brochure was accurate at the time of printing. For the most up-to-date information, visit our Web site at www.iastate.edu.

Iowa State University does not discriminate on the basis of race, color, age, religion, national origin, sexual orientation, gender identity, sex, marital status, disability, or status as a U.S. veteran. Inquiries can be directed to the Director of Equal Opportunity and Diversity, 3280 Beardshear Hall, 515 294-7612.

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