

Fine Arts and Design

Advertising
Apparel, Merchandising, and
Design

Architecture
Art and Design
Community and Regional Planning

Computer Engineering
Graphic Design
Industrial Design

Integrated Studio Arts
Interior Design
Landscape Architecture

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.

Fine Arts and Design

Advertising

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Iowa State University offers one of only 15 accredited advertising majors nationally. As an advertising major you will gain knowledge in a variety of areas including graphic and web design, multimedia production, copy writing, media planning, advertising sales, and strategic communication.

Our faculty members have industry experience and are award-winning mass communicators. You will also have opportunities outside the classroom, including

the Iowa State Daily's advertising department, the Ad Club, Cardinal and Gold Agency, national advertising competition teams, and much more.

The program prepares students for internships with a wide variety of private businesses, media outlets, advertising agencies, and marketing firms. Student organization and internship experiences also help our students secure jobs after graduation.

Apparel, Merchandising, and Design

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The apparel, merchandising, and design program is one of 13 thirteen schools with invited membership in the American Apparel Footwear Association's Education Foundation. One major featuring an integrated core with three options for study: Creative and Technical Design, Merchandising, and Product Development and Sourcing. The design option is accredited by the National Association of Schools in Art and Design.

In this major you will learn design and product development using high tech equipment – 3-D body scanner, digital printer, laser cutter, and knitting and embroidery machines and in state

of the art textile testing and apparel production labs. Learn merchandising by participating in the entrepreneurship showcase, pop-up stores, and Main Street Iowa projects.

Build your resume by participating in the nationally recognized fashion show or Trend magazine. Travel to New York, Los Angeles, South Africa, or China on a field study or study abroad in the apparel centers of Europe. Get real world experience with a summer internship.

Your education will prepare you to enter a variety of career positions in one of largest and most dynamic industries in the world—textiles and apparel.

Architecture

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The Architecture program at Iowa State consistently has a reputation of being one of the best architecture programs in the Midwest. The five-year accredited bachelor of architecture degree consists of a one-year preprofessional program and a four-year professional segment.

When you major in architecture you are encouraged to participate in interdisciplinary studio courses that will stimulate creative architectural design by promoting the understanding of design culture, space, materials, structures, and mechanical systems. You will have access to extensive,

computer-based design labs and innovative faculty research in the use of computers in design.

The program integrates opportunities for service, providing hands-on design and renovation opportunities. In addition to the community projects, students have designed and built a number of permanent presentation and services spaces in the College of Design. You are encouraged to exhibit your work locally, regionally, and nationally. Our highly respected graduates find positions throughout the United States in private practice and related fields such as historic preservation and urban planning.

Art and Design

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Art and design is a four-year degree program with two options: art and culture, or art and design history and theory.

Both options require you to complement your art coursework with study in an area outside of the College of Design. This can include a second major or minor, or an alternative program of study approved by your academic adviser. You may choose to pursue this BA degree in conjunction with majors or minors such as journalism, advertising, business, history or psychology.

The two art and design curricula provide a solid liberal arts educational experience that can be a springboard into a wide array of graduate school and career opportunities, including art criticism, art history, art sales, corporate art collections, gallery and museum studies, and art therapy.

Community and Regional Planning

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The Department of Community and Regional Planning at Iowa State is one of the nation's largest and longest-established planning programs, and one of only 16 accredited undergraduate planning programs in the United States. 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.

As a community and regional planning major you will combine classroom and studio-based instruction to learn how to use 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. Your classes will work closely with local communities or

governments to explore genuine planning problems and solutions.

You may choose to focus your studies around a specific area of planning such as Community Development and Social Policy, Ecological and Environmental Planning, Regional and International Planning, Physical Planning and Urban Design, or Transportation and Land Use. You may also choose to remain a generalist and complete a variety of courses in several areas of planning.

A degree in this major will prepare you for a career working with cities, counties, federal government agencies, consulting firms, computer software companies, and a wide variety of other career paths.

Computer Engineering

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Computer engineering deals with all aspects of computer systems, including design, construction, operation, and testing. Your coursework will fascinate, inspire, and prepare you for learning in a variety of professional capacities.

Your learning options include computer architecture, in which you will learn about the components in a system and their properties, such as speed and reliability; networking and security, which entails how to transfer information efficiently and securely by learning how to model, design, and analyze systems; software engineering studies, which includes designing new software or improving its scope and capabilities; and VLSI (very large-scale integrated)

circuits, in which you will 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.

As a computer engineering graduate you will be prepared for a career in various industries ranging from health care, renewable energy, and retail, to security, gaming and telecommunications.

Graphic Design

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As a graphic design major you will learn how to artistically display type and image in order to interest, inform, persuade, or sell. As a planner and producer, you 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.

As a freshman you will be designated an art major; after one year of study at Iowa State, you will apply to

the graphic design program, where admission is based on faculty review of portfolio work and grade point average.

Your coursework includes experience in printed and electronic media, design education, communication, and studio art, which will prepare you for a variety of employment positions in publishing groups, art departments, design, or advertising firms.

Industrial Design

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As an industrial design major you will utilize your artistic sensibility, technical competence, and business acumen to help create objects that people use everyday such as telephones, computers, and cars.

This program is the first of its kind in Iowa, and one of 10 in the Midwest. Your coursework will prepare you

to understand user needs, assess technical feasibility, and evaluate commercial viability.

With a degree in industrial design you will have the opportunity to further your education in graduate school or find employment in design consulting and manufacturing.

Integrated Studio Arts

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studioarts

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 into the program is competitive and requires one year of study at Iowa State University. 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 you have taken introductory courses from all these areas, you are free to focus on the areas you are most interested in for your advanced requirements.

Interior Design

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As an interior design major 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 are also concerned with health, safety, and public welfare. Your coursework will include studies in residential, office, retail, and institutional design as well as working on problems for real clients.

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.

Landscape Architecture

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architecture

Iowa State's undergraduate landscape architecture program is ranked among the top 15 in the United States by DesignIntelligence. The professional, five-year bachelor of landscape architecture consists of a one-year preprofessional program followed by a four-year professional segment; entry into this nationally accredited program is competitive.

The landscape architecture curriculum focuses on environmental stewardship, wise planning, and artful design of urban, suburban, rural, and wilderness

landscapes. Your coursework will include studies in technologies, plant communities, ecology, and history. In addition you will gain design studio experience, which provides 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.

Honors and awards

Several of Iowa State's undergraduate programs have earned national rankings 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 Architecture Students
- Biological/Premedical Illustration Club
- College of Design Art Club
- Community and Regional Planning Club
- Datum (Student Journal of Architecture)
- Design-Build Institute of America
- Digital Women
- Entrepreneur Club
- Eta Kappa Nu
- Ethos Magazine
- Graphic Design Student Association
- Guild of National Science Illustrators
- Human Development and Family Studies Club
- Industrial Designers Society of America
- Institute of Electronic and Electrical Engineers
- Interior Design Student Association
- Iowa State Daily
- Kappa Tau Alpha
- Landscape Club
- Sir Magazine
- Student Art Club
- Student Society of Landscape Architecture
- Trend Magazine
- 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 website, 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, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries can be directed to the Office of Equal Opportunity and Compliance, 3280 Beardshear Hall, 515 294-7612.

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