A Complete Guide to Admission the Performing and Visual Arts:

Choosing the right fit, admissions preparation and post graduation statistics

ED SCHOENBERG

BELLARMINE COLLEGE PREPARATORY, SAN JOSE, CA

Myths and Realities about the Arts Profession

WHY GRADUATES ARE SELF-SUFFICIENT

Myths About Arts Education

- Lack rigor and/or structure

- Do not prepare individuals for a career opportunities

- Not for those looking for a academic challenge

- The arts should be pursued as a hobby

- Unemployable outside the arts

- Must be famous to be successful

- Creates starving artists

Don't Let Your Kids Study These Majors: Fine Arts

From YAHOO: Education, May 13, 2013:

Imagine your son creating magnificent pieces of art that are featured in well-known galleries. It's a nice fantasy - right up until your newly-minted college graduate realizes how broke he is because he isn't selling work, exhibiting in a gallery, or getting commissions.

The sad truth, is that this isn't 15th-century Renaissance Italy when artists were paid by kings and queens to create artwork. In fact, according to the Georgetown report, there's a 12.6 percent rate of unemployment amongst recent graduates who majored   in fine arts.

Here's why: In these tough economic times, there just aren't a lot of people buying expensive pieces of art, Reynaldo says. So it can be tough to be a self-sustained, financially-stable artist.

All things considered, your kid is probably better off relegating this field of study to a hobby.

MYTH

A Culture of Questions & Revisions

Critique:

- Analyzes, interprets, and evaluates the art, answering the questions - How? Why? And how well?
- How does the viewer respond to the piece?

It is up to the artist to interpret the critique, make decisions based on the interpretations and ultimately decide to adjust based on the critique or move forward as is.

Art Degree = Creative Capital

The Rise of the Creative Class (Richard Florida):

- the creative class now comprises 30% of the workforce

- the creative economy is about innovation, business and culture

The MFA is the new MBA (Daniel Pink)

ACCESSORY DESIGN Buyer for major department stores + Consultant for fashion magazines + CAD accessory designer + Children's wear designer + Eyewear designer + Handbag designer + Luxury footwear designer + Showroom manager + Small leather goods designer + Store planner + Stylist ADVERTISING Account executive + Advertising designer + Art director + Copywriter + Creative director + Creative services manager + Freelance advertising designer + Graphic designer + Illustrator + In-house marketing staff + Web designer ANIMATION 2-D animator + 3-D animator + 3-D pre-visualization artist + Animation producer + Art director + Character designer + Digital modeler + Motion capture artist + Stop motion animator + Storyboard and concept artist + Texture/lighting technical director ART HISTORY Art appraiser + Art conservator + Art critic/writer + Art dealer + Art librarian/archivist + Arts educator + Auction house administrator + Collections manager + Curator + Historic site supervisor + Preservationist ARTS ADMINISTRATION Art gallery owner/manager + Arts and law specialist + Community outreach director + Arts organization exec director + Fundraising and development coordinator + Grant and proposal writer + Music, theater or visual arts organization manager + Public policy and arts advocate + Public relations and marketing manager + Teacher CINEMA Arts administrator + Educator + Film archivist + Film critic + Film festival organizer + Film/TV producer + Journalist + Researcher + Teacher + Writer for film and TV + DESIGN FOR SUSTAINABILITY Sustainable interior designer + Consultant + Educator + Fashion and fibers + Landscape architect + Product developer + Service designer + Transportation planner + Urban planner DESIGN MANAGEMENT Account manager + Art director + Brand design director + Corporate brand manager + Creative director + Design director + Design manager + Director of design strategy + Graphic designer and manager + Product developer + Visual experience designer DRAMATIC WRITING Arts administrator + Book publisher + Film critic + Magazine writer/editor + Novelist + Playwright + Public relations and marketing manager + Script reader + Theater consultant + Theatrical agent FASHION Apparel designer + Couturier + Fashion buyer + Fashion forecaster + Fashion illustrator + Fashion stylist + Image consultant + Menswear designer + Textile designer/colorist + Theater costume/wardrobe stylist + Visual merchandiser FIBERS Display designer + Embroider + Fine artist + Knitwear designer + Rug designer + Stylist + Surface designer + Textile designer + Textile colorist + Textile stylist + Upholstery designer FILM AND TELEVISION Art director + Cable and television network producer + Camera or steadicam operator + Director + Director of photography + Documentary filmmaker + Producer + Production designer + Screenwriter + Videographer FURNITURE DESIGN Design consultant + Design manager + Environmental designer + Exhibition designer + Instructor/professor + Lighting designer + Limited-production furniture + Mass-production furniture designer + Product designer + Project director + Studio Artist GRAPHIC DESIGN Advertising display designer + Art director + Corporate identity designer + Design educator + Editorial designer + Graphic designer + Multimedia designer + Package designer + Typeface designer + User experience designer + Web designer HISTORIC PRESERVATION Archivist + Conservator + Grant developer and manager + Historic preservation officer + Historic site supervisor + Museum administrator or curator + Preservation consultant + Preservation contractor + Public/private preservation agent + Research director + Restoration artisan ILLUSTRATION Advertising/marketing agency artist + Animation character artist + Art director + Children's book illustrator + Commercial illustrator + Forensic artist + Graphic artist + Instruction materials illustrator + Mural artist + Product illustrator + Storyboard artist INDUSTRIAL DESIGN Design educator + Design manager + Design strategist + Industrial designer + Interaction designer + Marine designer + Medical equipment designer + Package designer + Product designer + Toy designer + User experience designer INTERACTIVE AND GAME DESIGN Creative director + Environment designer + Flash developer + Game designer + Interactive designer/developer + Interactive installation artist + Interface designer + Level designer + Mobile games designer/developer + Web designer/developer INTERIOR DESIGN CAD specialist + Corporate designer + Healthcare designer + Hospitality designer + Interior designer + Lighting designer + Multi-family residential designer + Retail display/exhibition designer + Set designer + Single-family residential designer + Sustainability consultant or designer JEWELRY AND OBJECTS Buyer + CAD/CAM specialist + Conservation ad restoration specialist + Custom designer + Design consultant + Enameling artist + Goldsmith/silversmith + Jewelry designer + Lapidary artist + Repair specialist + Studio jeweler MOTION MEDIA DESIGN + Art director + Broadcast designer + Business development executive + Commercial director + Creative director + Motion media designer + Motion + media producer + Production artist/graphic animator + Production designer PAINTING Art consultant+ Art director + Art studio manager + Art teacher + Artist-in-residence + Arts administrator + Curator + Exhibition designer + Independent studio artist + Muralist + Portrait painter PERFORMING ARTS Actor + Casting agent + Casting director + Choreographer + Dancer + Director + Dramatic coach + Producer + Publicist + Theater consultant + Voiceover actor PHOTOGRAPHY Advertising photographer + Art director + Cinematographer + Commercial photographer + Fashion photographer + Fine art photographer + News photographer + Photo archivist + Photo editor + Photojournalist + Studio photographer PRINTMAKING Archivist + Art teacher/professor + Conservator + Curator + Exhibition designer + Independent studio artist + Master printer + Museum specialist + Public installations consultant + Screen printer + Studio artist PRODUCTION DESIGN Art director for film and television + Costume designer + Fine artist + Lighting designer + Model maker + Production assistant + Scenic designer + Stylist/wardrobe designer for advertising + Theater production designer + Theme entertainment/event designer + Theme park designer SCULPTURE Art consultant + Art director + Artist-in-residence + Character modeler + Curator + Exhibition designer + Gallerist + Independent studio sculptor + Moldmaker + Specialty metalsmith SEQUENTIAL ART Cartoonist + Children's book illustrator + Colorist + Comic book artist or writer + Illustrator + Inker + Production artist + Storyboard artist + Syndicated comic artist + Video game designer + Webcomic artist SERVICE DESIGN Application designer + Customer experience manager + Design and analysis services manager + Design project manager + Experience designer + Interaction designer + Product designer + Retail designer + Service designer + User interface designer + Web designer SOUND DESIGN + ADR recordist/ADR mixer + Dialog editor + Foley mixer/Foley recordist + Game audio designer + Live sound reinforcement engineer + Location sound specialist for films + Music editor + Production mixer + Sound designer + Sound effects editor + Supervising sound editor TEACHING Adult education + Community arts and cultural groups + Corporate training + Education administration + International teaching + Museums + Nonprofit groups + Private and public pre-K-12 schools + Special needs TELEVISION PRODUCING Animation/digital media producer + Assistant/associate producer + Commercials director + Development executive + Line producer + Music and entertainment producer + Post-production supervisor + Producer + Production assistant/coordinator + Script supervisor + Television news and documentary producer URBAN DESIGN Architectural team manager + Engineer + Planner + Planning and development manager + Preservation planner + Principal urban designer + Project manager + Senior planning services officer + Transportation planner VISUAL EFFECTS Compositor + Digital effects animator + Digital environment artist + Lighting technical director + Pre-visualization artist + Surfacing artist + Technical animator + Technical director + Art director + Producer + WRITING Copywriter + Critic + Editor + Grant writer + Magazine staff writer + Newscaster + Professor/educator + Reporter + Science and medical writer + Technical writer + Web/interactive writer

Over 300 ART JOBS! And Counting

Due to the importance of *creativity* in the *innovation economy*, more people are working in arts than ever before:

More than

25

million

in 2013

Projected

28

million

in 2020
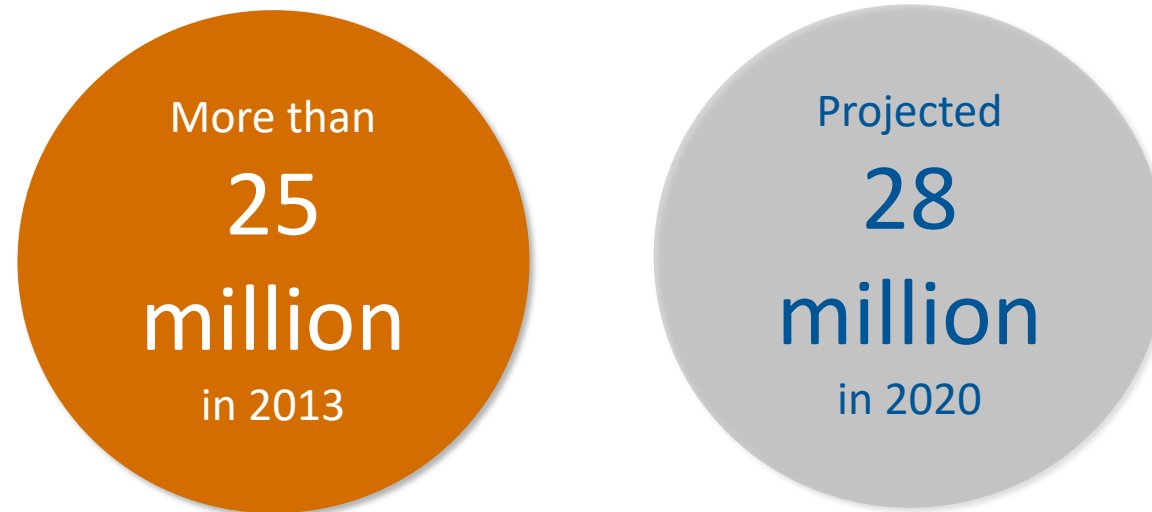
More than **25 million people** are working in art related industry. By 2020, this is projected to be more that **28 million – a 15% increase.**

SNAAP – Strategic National Arts Alumni Project

A project of the Indiana University Center for Postsecondary Research in collaboration with the Vanderbilt University Curb Center for Art, Enterprise, and Public Policy.

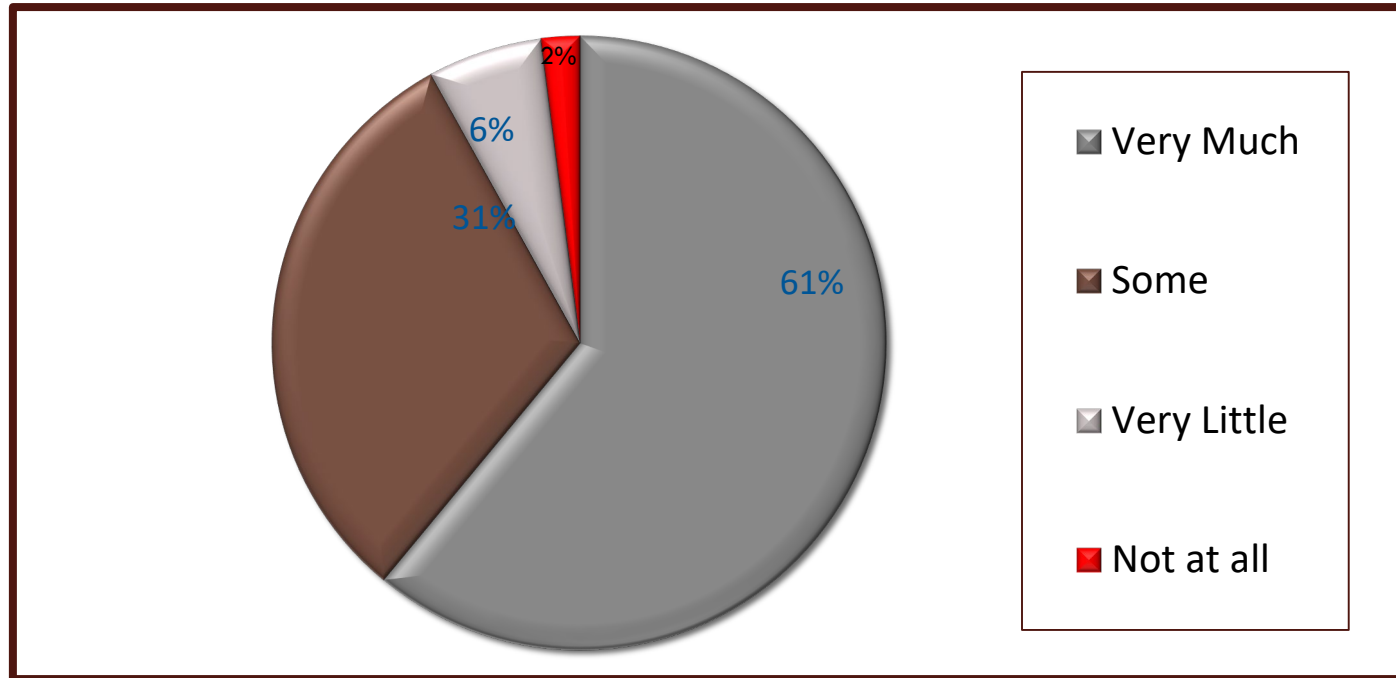Based on the 2011 survey responses of 33,801 arts alumni from:

66 - Institutions

8 - Arts high schools

58 - Postsecondary institutions in the United States

http://snaap.indiana.edu/snaapshot/

Q: How much did the institution help you to acquire or develop creative thinking and problem solving?

Pie chart:
- Very Much: 61%
- Some: 31%
- Very Little: 6%
- Not at all: 2%

Q: The importance of creative thinking and problem solving to performing effectively in profession or work life?

- Very Much
- Some
- Very Little
- Not at all

7%

92%
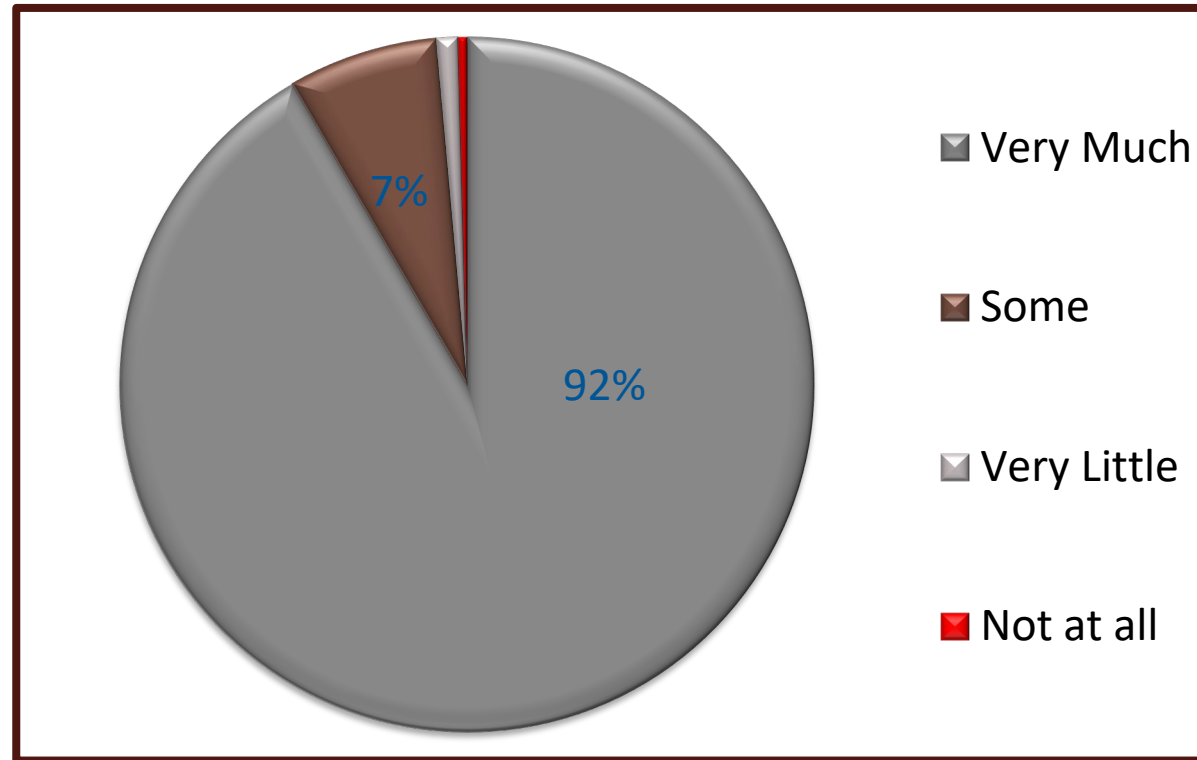
Choosing the Right Program

FINDING THE RIGHT FIT

Choosing The Right Fit

- Four-Year Colleges and Universities

- Performing and Visual Arts Schools

- Conservatories

- Community Colleges

- Vocational/Trade-Technical

Four-Year Colleges and Universities

- **Public and Private**

- **Broad based liberal arts curriculum**

  - Liberal arts studies can and should inspire your artistic practice.

- **Opportunity to double major or minor**

- **Ability to switch majors**

- **University experience**

  - Clubs, sororities, fraternities, sports, etc.

- **Professional Schools**

Performing and Visual Art Schools

- **The majority are private non-profit colleges (AICAD)**
- **Smaller campus atmosphere (150 to 3000+)**
- **Critique-based education**
- **All degree majors are in the arts**
- **Surrounded by others that have a same passion for the arts**
- **Liberal arts are still required for graduation**
  - *Usually courses are geared towards or designed for artists*

Conservatories

- Designed to preserve and perfect the knowledge of the performing arts

- Looking for polish from a prospective student

- The majority of students will self-select or will be recommended by private tutors and/or instructors

- Many do not grant degrees

- Directed education in the performing arts
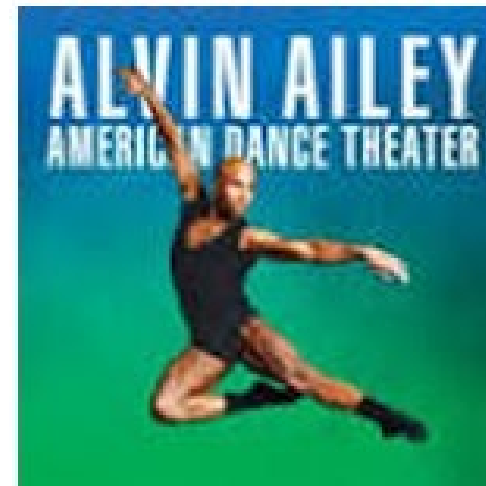
Community Colleges

- For the student not yet ready to enter the rigors of a competitive arts-based program

- Use to build or expand arts knowledge to create a more competitive audition or portfolio

- Increase GPA – clean slate from high school

- Save money while completing lower division coursework

- Important to be self-directed

Trade / Technical Colleges

- Majority are for-profit/proprietary institutions

- They can receive up to 90% of their revenue from federal student aid

- For the student who is not looking for the same rigors

- Hands-on training

- Employment-targeted education

- May or may not grant degrees

- Many of their credits may not non-transferable to a four-year colleges or universities

Summer Programs

- Gives a student a chance to "test drive" a school or a particular major

- Opportunity to build a portfolio or audition repertoire

- Meet new artist mentors, some of which may sit on admissions panels at that particular school or program

- Expand arts knowledge, taking students beyond their comfort zone and exposing them to more advanced techniques and concepts

- Meet other students of similar ages/artistic inclinations to compare and contrast ideas, schools, ambitions, and goals

- Build a resume of extracurricular material for the college application

- Shows colleges that the student is willing to put in time outside of regular classes to develop his/her artistic discipline

Degree Types . . . BA and BFA

BFA:

- The majority of course work focuses on intensive visual or performing arts studio classes supported by a program of general studies

- Usually requires an area of specialty

- 66% of courses in the arts; 34% in general liberal studies

BA:

- Focuses on art and design in the context of a broad program of general studies

- 33 – 40% in the arts; balance in liberal studies and electives

Degree Types . . . B.ARCH and AD

B.ARCH (Bachelor of Architecture)

- 5-year program

- 160 undergrad credits

AD (Artistic Diploma)

- Non-degree program

- Specialized training of unusually accomplished performers

To Find Fit . . . Size and Location

ENROLLMENT

- **Overall size of the institution?**

- **Student teacher ratio in arts-based courses vs. liberal arts courses?**

LOCATION

- **Access to professional venues (museums, galleries, theaters, and concerts)?**

- **Attraction of regional, national, and international talent?**

- **Opportunity to perform or exhibit?**

- **Availability of internships?**

Find the Fit:
Facilities and Reputation

FACILITIES

- Is there adequate studio space and/or practice rooms?

- Do the research resources meet my needs?

- Do I have access to labs, classrooms and practice facilities after hours?

REPUTATION

- Are the instructors known in their field?

- Is the school respected in the industry?

- What created the school's reputation, and is this image still valid?

- Even though the school is well known, is it right for me?

Find the Fit . . . Admission

ADMISSIONS QUALIFICATIONS / CRITERIA

- How much value is placed on academics such as GPA, test scores and writing?

- How much emphasis is placed on the strength of my portfolio/audition?

- How will they view my creative talent in relationship to my academic achievements?

BALANCE

Portfolios and Auditions

Performing Arts . . . Pre-Auditions

COLLEGES REQUIRING AUDITIONS

FOUND THAT TOO MANY STUDENTS APPLYING

USE ELECTRONIC SUBMISSION TO SCREEN

FOR 2ND ROUND IN-PERSON AUDITIONS

Videos, Recordings . . . Follow college's instructions

Asking for these in early to late Fall, with 2nd round in Jan / Feb

Performing Arts . . . Auditions

PUNCTUALITY . . . Arrive early and allow plenty of time before the audition to warm up and organize your thoughts.

INTERVIEW . . . Prepare for a personal interview. Be ready to articulate immediate goals and your goals for the future. Understand the mission of the school so that you may tell the interviewer how attending that particular school will help you achieve your goals.

LETTERS OF RECOMMENDATION . . . As requested from the school, at least one from your primary performance instructor.

Performing Arts . . . Auditions

ACTING / DANCE / MUSIC / MUSICAL THEATER

- Make time for a physical and/or vocal warm-up prior to the audition
- Wear appropriate clothing
- Picture/Resume
- Collect and prepare audition material well in advance
- Be prepared for the unexpected

REMEMBER!: Appearance and attitude do matter.

The audition begins the minute you walk on campus.

Question

What is the parent's role in the audition process?

Visual Arts . . . Portfolios

THE PORTFOLIO:

- Represents an applicant as a potential student and young artist

- Preparation should be an exciting and thoughtful process

- Most composed of ten finished pieces for every one that is included in the final portfolio

- For most <u>competitive</u> programs and private art schools, will be a determining factor in the admission process to that particular college

Visual Arts . . .
Portfolio Composition

Selecting what to include should not be a nerve-wracking experience. Most art programs will want to see works that fall into three distinct categories:

1. Observational art

2. Personal art

3. Home exam

Some colleges require a combination of two or three categories, and others want to see only one category.

Digital Submissions . . .
Performing and Visual Arts

Many performing and visual arts college and universities use online digital upload systems to collect performance material, portfolios, statements/essays, transcripts and other evidence of creativity.

- Read the instructions thoroughly before you begin the process.
- Prep digital files in advance.
- Follow provided submission guidelines.
- Some may require an additional payment.
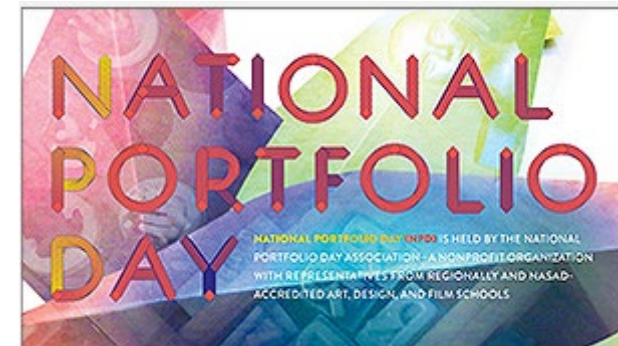- Don't wait until the last minute!

Website Resources

www.nacacnet.org/college-fairs/PVA-College-Fairs

Performing and Visual Arts College Fairs

http://snaap.indiana.edu

Strategic National Arts Alumni Project

http://www.portfolioday.net

National Portfolio Day Association

Additional Resources

The Rise of the Creative Class - *Richard Florida*

Talent is Overrated: What Really Separates World-Class Performers from Everybody Else - *Geoff Colvin*

The Critique Handbook: The Art Student's Sourcebook and Survival Guide - *Kendall Buster and Paula Crawford*

A Whole New Mind: Why Right-Brainers Will Rule the Future - *Daniel Pink*

A Whole New Mind: Moving from the Information Age to the Conceptual Age - *Daniel Pink*

Design Ecologies: Essays on the Nature of Design - *Lisa Tilder and Beth Blostein, Editors*
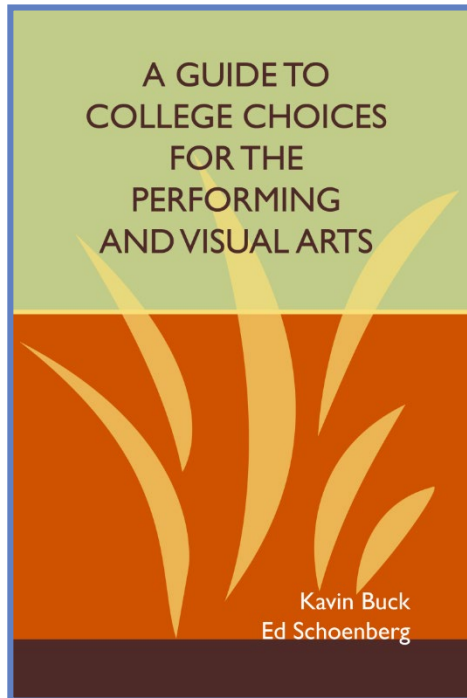
Additional Resource

A Guide to College Choices for the Performing and Visual Arts

By Kavin Buck & Ed Schoenberg

Available at: **www.amazon.com**

paperback and e-book

Questions?

ESCHOENBERG@BCP.ORG