

If you say “yes” to any of the following questions you may have the makings of an art director.

- Have you ever seen an ad and said, “I wish I had done that?”
- Have you ever seen an ad and said “I could have done better than that?”
- Do you Instagram, Pin, and blog?
- Do you have a love for typography?
- Do you have a love for photography?
- Do you like solving problems?
- Do you own an advertising awards annual?
- Have you ever heard of Lee Clow?
- Are you proficient in Adobe Creative Suite?

WHAT ALUMS SAY

“Nothing makes you a better art director than spending two years in the same building with twenty other art directors who are all superior to you in some way. It’s a very intense osmosis. If you play nice, do the work, listen to your enigmatic professors, and let yourself get a little weird, you’ll have a good time at Brandcenter.”

– Kevin Weir, Art Director, Droga5

“The only way to be happy as a creative is to be good at it. Otherwise it’s a terrible job and you should work in finance because it pays better. The only way to be a good creative is to take it seriously. And if you are serious about it, go to the Brandcenter and learn how to be good.”

– Ross Fletcher, Art Director, Barton F. Graf 9000

“Art and creativity are very subjective. Advertising does not escape that. That being said, people who learn the art of craft are at a much greater advantage in this field. The Brandcenter is the place that crafts our industry’s top crafters.”

– Brandon Viney, Art Director, Wieden + Kennedy

FROM THE DIRECTOR

“Our master’s program uniquely prepares students for career success with the equivalent of 2 years experience in their field by the time they graduate.

One reason for our 97% placement rate.”

– Helayne Spivak, Director, VCU Brandcenter

WANT TO LEARN MORE?



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VCU Brandcenter

ART DIRECTION

Track

Like many life-altering decisions, you may want to take a few moments to think about it.

PROGRAM OVERVIEW



The Virginia Commonwealth University Brandcenter in Richmond, Virginia is an innovative, two-year graduate program that brings the creative, strategic, business and technology sides of advertising and branding together. The Brandcenter offers a highly creative, uniquely collaborative environment for students concentrating in five tracks: Copywriting, Art Direction, Strategy, Creative Brand Management, and Experience Design. Students earn a Master of Science degree in Business/ Branding. Brandcenter alums work at some of the best agencies in the world such as R/GA, Mother, Droga5 and Wieden + Kennedy. On the client side our alums are helping to build brands like Target, Apple, Google, Nike and Coke. Innovation, design and entrepreneurship are tightly woven into our curriculum resulting in graduates who have gone on to launch successful start-ups and product ideas. Just imagine where you could go from here.

TRACK DESCRIPTION

If you see ideas where everybody else sees the ordinary, you may already be an art director. If you are a visual problem solver. If you are intrigued by colors, typography, and technology, this should be your track. Good eyesight, a photographic memory and strong stomach will also be assets.

CURRICULUM 2015*

SEMESTER

01

- / Business of Branding
- / Creative Thinking
- / Problem Solving
- / Visual Storytelling

SEMESTER

02

- / Concept Development
- / Craft
- / User Participation Platforms

SUMMER

There are no classes during the summer between your first and second years of the Brandcenter. Many students intern for 8-10 weeks during this time. The school assists students with internship placement by compiling and curating a list of paid internship opportunities. Most internships are in New York City, Los Angeles, San Francisco, and Chicago.

SEMESTER

03

- / Brand Experiences
- / Creative Fusion
- / Portfolio Development
- / Experimentation

SEMESTER

04

- / Innovation
- / Persuasion
- / Advanced Portfolio

* Please note the curriculum regularly evolves given the ever-changing nature of our industry.

JOB PLACEMENT

The job placement rate at the VCU Brandcenter is generally 75% within three months of graduation and 97% within six months of graduation. Brandcenter graduates are in demand, and we are lucky to have amazing support from our industry. Art Direction graduates go on to roles as art directors, creative directors, and designers on the agency side. We also have art direction alums on the client side working within the in-house creative studio for brands like Nike, Anthropologie, Starbucks, and Target.

THE FACULTY

Brandcenter classes are taught by full-time faculty who are all experts in their disciplines. Our faculty bring a wealth of practical experience to the classroom. Prior to teaching, our professors have worked as creative directors, planning directors, brand managers, agency and company presidents, editors, directors, experience designers, among other roles. Most faculty members continue to consult in their respective fields, which helps to ensure they stay current in an industry that changes by the minute. Combined, our faculty have over 250 years of experience in the world of advertising and brand management.

WHAT THE INDUSTRY SAYS

"If I were a young student aspiring to break into advertising, I would go out of my way to become part of the VCU alumni. There are many good creative schools out there, but only one that cocoons this creativity in the necessary strategic and business sensibilities."

— David Droga / Creative Chairman/ Droga5

"VCU churns out some of the freshest thinking of all the schools as far as I have seen. The thing that really impresses us is that the program is structured to replicate real world agency experience, and those kids come out knowing the realities of working in the ad business and can hit the ground running."

— John Butler/ ECD/ Butler, Shine, Stern & Partners

