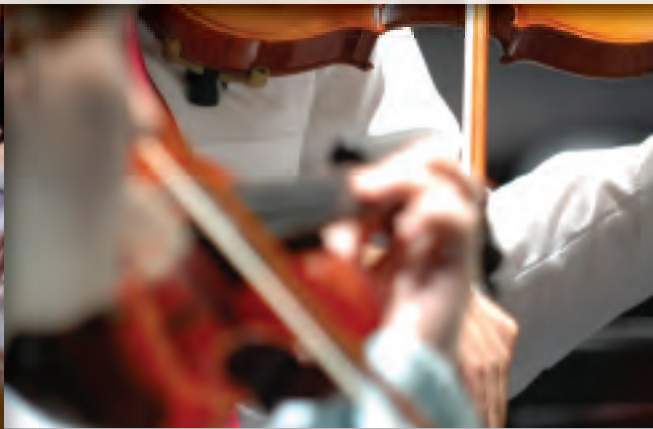




*new horizons.*

SCHOOL OF COMMUNICATION, MEDIA AND THE ARTS

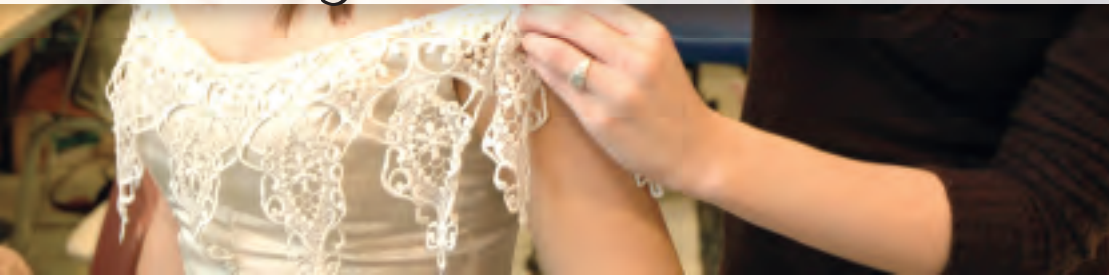




*W*elcome to the new School of Communication, Media and the Arts. We've created a rare opportunity for students who are ready to explore, create, perform, plug in, and communicate.

The School of Communication, Media and the Arts is a focused learning environment designed to let you use your talents in a challenging atmosphere. Whether you major in one of our core areas or study the integration of technology into an exciting array of media, arts and communication studies, we have it all. Shop around — Oswego is one of the few colleges in the Northeast to offer such exciting, cutting-edge programs.

*new program. new opportunities. new horizons.*



If you are interested in Art, Broadcasting and Mass Communication, Communication, Graphic Design, Journalism, Music, Public Relations or Theatre, SUNY Oswego is evolving to keep pace. We offer a rich selection of classes, learning opportunities and career directions to better prepare you for whatever is on the horizon.

- Explore all the possibilities in courses for your major field, including emerging areas like new media and MIDI sound design – through class work and studios, during cultural events on campus, plus internships and study abroad.
- Work side by side with students and faculty in projects designed to help focus your interests. You'll get to work with a trained advisor to make the best selection of courses that meet your particular interests.
- Get into Oswego's vibrant arts scene with performances and shows by college faculty and students, as well as visiting artists. From theatrical productions to film series. From art showings to the opera, symphony and dance. The Oswego arts community is a rich cultural center for the college and the region.



- We emphasize hands-on learning. So, you can express yourself at one of our two FM radio stations, or the brand new AI Roker '76 WTOP TV – our student television station. Take part in one of the student music ensembles, the Blackfriars theatre group, our award-winning student newspaper *The Oswegonian*, vocal groups and so much more.

As you take a look through this brochure, you'll see some of the exciting possibilities. When you visit us online, you'll find even more. The School of Communication, Media and the Arts will help you gain a deep understanding of your field of interest, plus make the connection to jobs, graduate studies and a rewarding future.

"Today media and technology have made for some interesting opportunities that embrace the interaction between performing arts, creative arts and communication. Now, through SCM&A, students can meet the exciting, new challenges and make their own discoveries."

Fritz Messere  
Interim Dean  
School of Communication, Media and the Arts

*What's on the horizon for you?  
Find out at SUNY Oswego.*



“The friends that I made at Oswego have changed my life, and the experiences that I had helped me grow and literally helped to shape who I have become.”

Kate Percival '96  
Broadcasting  
Business (Minor)  
Producer/Announcer  
WRVO  
Oswego, New York

## DESIGN YOUR EDUCATION

The School of Communication, Media and the Arts offers degree opportunities including Bachelor of Arts, Bachelor of Fine Arts and Master of Arts. Students interested in the business side of their industry can pursue the MBA track in conjunction with the School of Business.

As soon as you choose a major, you'll begin to concentrate your studies in a specific area. But there are ways you can shape your education to increase depth and breadth of study, along with your career potential. In many cases, you can combine two majors or complement your major in conjunction with one of Oswego's many other programs of study.

At Oswego, you'll work closely with your advisor as you mix practical and theoretical courses and select electives that suit your interests.

## INTERDISCIPLINARY OPPORTUNITIES

You can design an interdisciplinary experience that incorporates your interests by integrating courses from multiple departments. Some interdisciplinary experiences include Cinema and Screen Studies, Information Science, Arts Management and Creative Arts Therapy. Other examples include forays into Women's Studies, African-American Studies and Global Studies, Art and Technology, Conflict Studies, Linguistics and Medieval Studies.

## AT THE CORE

A solid liberal arts foundation is essential to succeed in whatever field you choose. All SUNY Oswego programs share a core of General Education courses in writing, computer literacy, mathematics, natural sciences, humanities, social sciences, critical thinking and the fine and performing arts. These courses focus on basic skills you'll need to be successful in your chosen field and in life.

## A FOCUS ON TEACHING

You'll be taught by faculty who are themselves artists, actors, scholars, musicians, broadcasters, journalists and more. Experienced and in tune with new media and the latest developments in their field, they represent a diverse group with wide ranging experiences.

Your professors at SUNY Oswego are so much more than just teachers — they are mentors and advisors, helping you choose and follow your own academic path. They are caring and committed, dedicated to helping you succeed.

## A FOCUS ON TECHNOLOGY

Our commitment to technology is designed to enhance instruction as well as to expose you to the technologies you'll face when you launch your career. Take advantage of our rich media and performance landscape:

- The Center for Communication and Information Technology provides students in graphic arts, journalism, broadcasting, and information science the ability to explore the convergence of digital imaging, communications and information.
- State-of-the-art broadcasting, production and editing facilities support courses related to our degree programs in journalism, radio, television, video and film production.
- WNYO-FM radio — a student-run station — features the latest digital technology and the newly opened Al Roker Television Studios house WTOP television.
- MIDI Lab & Tyler recording studio features industry-standard recording and mixing software.
- The Waterman Theatre offers continually updated state-of-the art theatre facilities.
- Classrooms are equipped with state-of-the-art media resources.

## MAJORS

PROGRAM	DEGREES	PAGE
Art*	B.A., B.F.A., M.A.	6
Broadcasting and Mass Communication	B.A.	5
Communication*	B.A.	5
Graphic Design	B.F.A.	6
Journalism*	B.A.	5
Music*	B.A.	7
Public Relations	B.A.	5
Studio Art	B.F.A.	6
Theatre*	B.A.	8

\*Also available as minor

### ADDITIONAL MINORS

Art History  
Museum Studies

### INTERDISCIPLINARY MAJORS

Cinema and Screen Studies  
Information Science

### INTERDISCIPLINARY MINORS

Conflict Studies  
Arts Management  
Creative Arts Therapy

## UNLIMITED EDUCATIONAL HORIZONS

Through the School of Communication, Media and the Arts, you can gain a real-world perspective through many of the varied internships and community service opportunities directly related to your areas of interest. Our students have interned in Los Angeles, New York City and London with television networks, theatrical production companies, volunteer organizations, recording studios, public relations firms and radio stations.

Spend your summer at MTV or ESPN, *Saturday Night Live*, or on Broadway, at Hill and Knowlton Public Relations, on a political campaign, or at the Modern Museum of Art. These internship opportunities provide an important leg up during the after-graduation job search process.

SUNY Oswego's overseas study program is one of the most extensive of any school. Spend a summer, semester or a year in London, Paris, Barcelona or Beijing. Live and learn in Australia, Eastern Europe, Japan or any one of a number of other locales. It's a good idea to get exposed to different ideas, find yourself immersed in a different culture, and have plenty of chances to pursue independent study.

## OUR GRADUATES GET JOBS

SUNY Oswego's distinction for challenging programs and outstanding ratings from *U.S. News*, *The Princeton Review* and others, gives you an important edge with prospective employers.

When it's time to start your job search, the Career Services Office will be there to assist you. The office maintains a directory of more than 3,500 job opportunities and helps you arrange interviews with corporate recruiters, social service organizations and government agencies. It also offers placement assistance through annual job fairs, and an extensive resume referral database. Other opportunities are available through ASK, the Alumni Sharing Knowledge program sponsored by the Office of Alumni Relations.

The bottom line is this: Oswego graduates have the knowledge, skills and support to find employment in the most competitive job markets. And you will, too.



"SUNY Oswego presented me with an exciting and challenging curriculum, as well as learning opportunities outside of the classroom, that helped prepare me for life after college. When I graduated, I had the education and skills to start my career with confidence."

Michael H. Yoon '00  
Graphic Design  
Associate Director of Marketing and  
Communications for University Services  
Princeton University  
Princeton, New Jersey



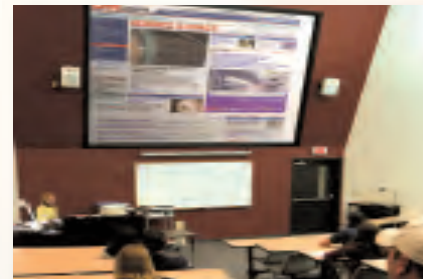
Communication Studies examines the fundamental role that communication plays in our personal lives, our work and the world. It explores how humans interact with one another, how we exchange ideas and create messages.

### ABOUT THE PROGRAM

*Students can choose from an array of degree programs: Communication, Public Relations, Broadcasting and Mass Communication, and Journalism. We cosponsor interdisciplinary major programs in Cinema Studies, Information Science, Women's Studies and Linguistics. Minors in communication, public relations and journalism, along with interdisciplinary minors in conflict studies and arts management allow students a wide variety of study options.*

## COMMUNICATION STUDIES

Get hands-on experience in our newly renovated wide-screen and standard digital television studios and high-definition editing suites, radio studios, and a multitrack audio recording facility. WRVO-FM, the college's award-winning National Public Radio affiliate; WTOP, the campus television station that houses the Al Roker Television Studios; WNYO-FM, Oswego's student music station; *The Oswegonian*, the student-staffed and managed newspaper; and Oswego Online all provide numerous opportunities for student self-expression.



*Oswego's programs in broadcasting, public relations, journalism and graphic design are noted among the best in the country according to the Academy of Television Arts and Sciences ratings published in the Princeton Review's 556 Outstanding Programs at Top Colleges and Universities Across the Nation.*

### **B.A.: COMMUNICATION**

Students explore the various ways human beings interact and exchange ideas about feelings and beliefs to build relationships and gain cooperation with others. From one-to-one relationships, to group and organizational relationships, to relationships between the individual and the media, students analyze the process of creating, sending and interpreting verbal and nonverbal messages and how these messages are influenced by gender, culture and ethics.

Communication is a popular major for students interested in a wide variety of careers including management, speech writing, political communication, human resources, sales, and law. Students majoring in business management and marketing as well as many other majors will find a minor in communication useful.

### **B.A.: BROADCASTING AND MASS COMMUNICATION**

This major is designed to provide students with an understanding of the mass media industries including radio, television, cable, film, the Internet and multimedia. Learn about the creation and production of media, the interrelated nature of media industries and the skills necessary to write, produce and distribute media messages. Explore a variety of areas including audio and video production, broadcast journalism, copywriting and media management.



### **B.A.: JOURNALISM**

This is an interdisciplinary B.A. degree program designed to prepare students to gather, write, edit, package and produce news stories for newspapers as well as online reporting — including the role of graphic design in communicating the news. The program emphasizes the social, ethical and legal contexts within which journalism is practiced in the United States. The Center for Community Journalism, located on the Oswego campus, offers students the opportunity to learn about community newspapers.

### **B.A.: PUBLIC RELATIONS**

Public relations majors concentrate on the management of relationships between an organization and the public and the effect on that company's success.

Students receive a strong foundation through courses that include print, broadcast and web-based research methods; persuasive writing, graphics, as well as public relations case studies, strategies and tactics, communication channel analysis and ethical responsibility. Writing, critical thinking and interpersonal skills are emphasized and internships are strongly suggested. Students in the public relations major are encouraged to declare a minor or a second major.

When Al Roker attended SUNY Oswego, WTOP was a black and white television studio and very basic. Today, the Al Roker '76 WTOP Television Studios, inside the new student center, offer state-of-the-art studio production and high-definition capability, with fully digital control rooms, cameras and edit suites.

"By the end of my freshman year, I was assistant news director of the campus radio station at Oswego — friends at other universities never touched a piece of equipment until their senior year."

Al Roker '76  
Communication Studies  
Weather and Feature Reporter,  
NBC's Today Show;  
Best-Selling Author  
New York, New York



The study of art encompasses the active creation of visual objects in the studio as well as the study of their social context and their meaning in respect to art history. SUNY Oswego Art students gain a thorough understanding of the creative process.

## ABOUT THE PROGRAM

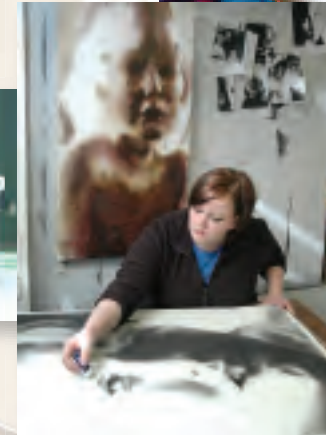
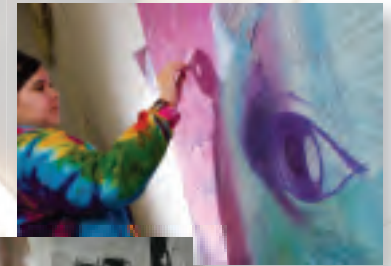
You may choose from degree programs in art, art history or graphic design. These programs include the Bachelor of Arts (B.A.) and Bachelor of Fine Arts (B.F.A.). There is also the opportunity to earn a minor in art, arts management, and museum studies. You'll be guided to the degree that suits your interests, talents and goals. SUNY Oswego's art program is nationally accredited by the National Association of Schools of Art and Design.

### BACHELOR OF FINE ARTS (B.F.A.)

The B.F.A. offers in-depth study of either studio art or graphic design and is limited to a select group of students chosen through a portfolio application process. Students seeking admission into one of the B.F.A. programs must demonstrate an aptitude for hard work as evidenced by a strong, well-presented portfolio, exemplary academic performance, and solid writing skills.

#### ■ B.F.A.: STUDIO ART\*

The Department offers a variety of studio courses and studies include specific attention to the latest developments in art theory, criticism and art history. Graduates of the program have been accepted in well-known M.F.A. programs. Students often go on to become K-12 teachers, college professors, museum professionals, gallery workers, and self-employed artists.



## ART

### BACHELOR OF ARTS (B.A.)

Students in the B.A. program can study studio art (B.A. Track I Studio Art), art history (B.A. Track II Art Humanities), or graphic design (B.A. Track III Graphic Design). Studio and graphic design offerings include drawing, design, illustration, painting, photography, printmaking, ceramics, sculpture, graphic design, web design, and multimedia design. In addition to diverse studio offerings, the department has extensive courses in art history and museum studies.

Many students in the B.A. program pursue multi-disciplinary or interdisciplinary study and choose to major or minor in a second subject such as arts management, expressive art therapy, broadcasting, music, theatre, public relations, communication, marketing, cinema studies and information science, to name a few.

#### ■ B.F.A.: GRAPHIC DESIGN\*

Students in the B.F.A. Graphic Design program concentrate on the study and practice of contemporary graphic design theory, techniques and application. The program includes study of print, web, multimedia photography, illustration, three-dimensional modeling, and book arts. Graduates of the program have found employment in a number of graphic communication fields in large and small companies, and institutions.

\* Admission to a B.F.A. program requires portfolio submission.

Inside Tyler Hall are the studios for foundation design, drawing, sculpture, ceramics, painting, printmaking, and photography. Also found in the building is a digital imaging lab and woodshop. Two art galleries, where a variety of exhibitions are held throughout the academic year, are also located in the building, as are art history image archives and documentary films.

The spacious Graphic Arts facility is situated in Lanigan Hall and includes state-of-the-art lecture/critique rooms, digital media labs, portfolio prep, book arts, and a student lounge.



**M**usic students at SUNY Oswego experience a varied and thorough music education. Here you'll learn of the great composers and compositions of the past and present, study the language of music in written and aural form, and apply this knowledge to the creation and performance of new works. Plus, you have the advantage of incorporating our Liberal Arts program, allowing you to combine across disciplines, gaining important skills needed to be successful in graduate programs or in varied careers.

In addition to careers in professional music performance, our students have excelled in music career opportunities that include arts management, music therapy, music journalism, sound reinforcement and recording, music publishing, music merchandising and teaching.

## ABOUT THE PROGRAM

*SUNY Oswego's music program is fully accredited by the National Association of Schools of Music (NASM) and is also a member of the New York State Association of College Music Programs.*

### B.A.: MUSIC

Students majoring in music develop comprehensive musicianship through two years of music theory, three semesters of music history, one year of piano proficiency and a minimum of two years of applied studio instruction and ensemble performance. Students may focus on specific areas of interest in the music business: performance, history, theory, music technology, jazz studies, expressive arts therapy and arts management.



## MUSIC



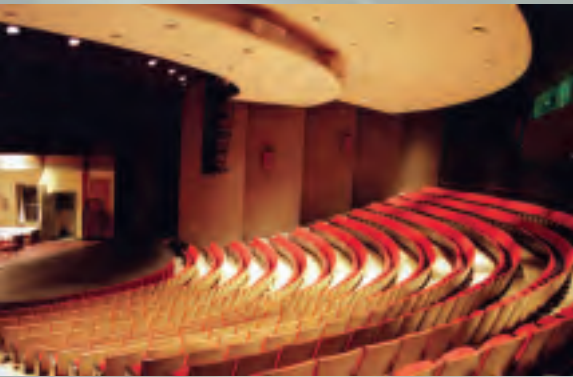
"Although I didn't know it when I started college, the marriage of my two majors was one of the best decisions I have ever made and a true training ground for my future career."

Christopher Maloney '91  
Broadcasting/Music (Double Major)  
Songwriter/Musician  
Los Angeles, California

Numerous performance opportunities exist in credit-bearing musical organizations and in private studio instruction that are open to all qualified students regardless of major and for no additional fees. Private and group lessons are available on all instruments and voice, taught by faculty, not graduate assistants. There are two large choirs, a select jazz/pop ensemble, concert band, orchestra and a jazz band in which students may participate. Musical theatre and operatic experiences are also available through our collaboration with the Theatre department and Oswego Opera.



**T** Tyler Hall, the Music Department's home base, contains a five-hundred-seat theatre, two newly renovated large rehearsal rooms, numerous practice rooms, a state-of-the-art digital piano lab, a fully equipped multi-station computer MIDI lab (for computer assisted learning, digital music composition and desktop publishing), a music learning center, and a digital multi-track based recording studio. Waterman Theatre hosts Music Department recitals and concerts and touring productions sponsored by ARTSwego.



Located in Tyler Hall are outstanding facilities — Waterman Theatre, a 500-seat proscenium theatre with state-of-the-art capabilities; a flexible, 120-seat black-box theatre; well equipped shops; extensive computer applications; and continually upgraded technical systems.

The award-winning full-time faculty and staff maintain ties to the professional world of acting, directing, design and technical theatre. A large, active alumni network offers contacts in regional theatre, Los Angeles, on Broadway and in TV and film. Students benefit from workshops presented by visiting artists from all aspects of theatre.

Particularly gifted students are asked to formally assist faculty directors and designers on production assignments, and can participate in the Student Honors Production, an annual competition in which a student director and designers mount a fully funded, main-stage show. In addition to course and production work, the Senior Seminar helps students bridge the gap between University and graduate school or professional careers.

Theatre is an eclectic art form that communicates both intellectual and emotional experience through live performance. Theatre is a collaborative endeavor where actors, directors, writers, designers, dancers, musicians, technicians and marketing personnel work together to achieve a common goal.

Career opportunities vary depending on the specialization. Although positions in professional theatre are extremely competitive, most Oswego theatre graduates have been successful in starting and maintaining careers “in the business.” They work in performance (television, regional theatre, Broadway, off-Broadway and film), design (scene and lighting, costume, make-up), and all aspects of technical theatre as well as in production, stage management, casting, marketing and public relations.

## THEATRE



## ABOUT THE PROGRAM

Accredited by the National Association of Schools of Theatre, the Department of Theatre at SUNY Oswego offers a Bachelor of Arts program with concentrations in Acting/Directing, Design/Technical Production, Theatre History/Criticism and Music Theatre.

### B.A.: THEATRE

In addition to basic, intermediate and advanced level courses in all areas, you will learn by doing. The department sponsors four major productions each year. Smaller scale activities such as student theatre and a student written play festival also take place.



“My internships, both at New York Stage and Film in Poughkeepsie, New York, and at the Theatre Arts Center in Bucks County were great experiences for me, not only with meeting people in my profession, but also helping me to grow as a person and solidifying my interest in becoming a stage manager.”

Megan Myerov '07  
Theatre  
MBA '09  
Perkasie, Pennsylvania

*Your New Horizons await you at SUNY Oswego -*

*School of Communication, Media and the Arts.*

You will help shape what the world will see and hear now and in the years to come. Our mission at SUNY Oswego is to help you live up to that promise and your potential.

Come and explore your talents, your interests and your place in the world for today and tomorrow at SUNY Oswego.

*find out more*

Learn about all of the programs available through the new School of Communication, Media and the Arts. Visit our website [oswego.edu/cma](http://oswego.edu/cma) or contact your department of interest directly.

Or write:  
School of Communication, Media and the Arts  
Culkin Hall  
SUNY Oswego  
Oswego, New York 13126-3599

**OSWEGO.EDU**

SUNY Oswego provides equal opportunity in admissions without regard to sex, race, color, creed, national origin or disability.

**ACTIVITIES:** More than 140 student organizations include student-run radio and television stations, art clubs, academic and religious organizations, community service options and a diverse range of special interest groups.

**ATHLETICS:** The Oswego Lakers compete in 24 men's and women's sports in NCAA Division III. A varied club sports, intramural and recreational program also offers participation in over 40 sports.

**CAMPUS:** Nearly 700 tree-lined acres feature a new \$56-million Campus Center complex, modern academic facilities, theatres, galleries, art and music studios, a library housing over 2.25 million items, 11 residence halls, 2 athletic and recreational complexes and lots of popular gathering spots.

**CAREER SERVICES:** SUNY Oswego graduates find employment or continue their studies with help from Career Services. In addition to maintaining a job directory and an extensive website, the office arranges interviews and conducts workshops in job-search strategies, interviewing and resume writing.

**HISTORY:** SUNY Oswego was founded in 1861 as the Oswego Normal School — a teachers' college established by Edward Austin Sheldon. In 1948, the college joined the State University of New York system, and in 1962, expanded beyond teacher education to include liberal arts and sciences and professional studies.

**LOCATION:** The campus is located just west of the port city of Oswego, a friendly community of 20,000 residents. Only 35 miles northwest of Syracuse and 65 miles east of Rochester, SUNY Oswego is easily reached by car, air and rail.

**OPPORTUNITIES:** Together, SUNY Oswego's schools — the College of Arts and Sciences, School of Communication, Media and the Arts, School of Business and School of Education — offer more than 110 cooperative, pre-professional and graduate programs. Extensive internship and overseas study options and a college-wide Honors Program are also available.

## *class notes*

**CLASS SIZE:** Most courses enroll 20 to 40 students; labs and seminars, 8 to 15. Only a few lecture classes hold 50 to 200 students. College-wide, the median class is 24 and student to faculty ratio is 18 to 1.

**COMPUTERS:** Campus Technology Services supports over 1,000 PCs and Macs in seven open access campus labs or specialized department labs. Students can make use of the latest software, and enjoy high-speed and wireless access to the Internet.

**FACULTY:** Of our over 400 faculty, over 300 are full-time, and approximately 85% hold doctoral or highest terminal degrees. They include Fulbright scholars, noted researchers and gifted artists and writers.

**SCHOLARSHIPS & FINANCIAL AID:** Because we're part of the SUNY system, tuition is very affordable. Even so, nearly 70% of our students take advantage of financial aid, which can include grants, loans and part-time employment. In addition, more than \$2,500,000 in merit scholarships — including prestigious Presidential Scholarships — are available for outstanding freshman and transfer students.

**STUDENTS & ALUMNI:** Each year, the college's total enrollment of over 8,200 includes 6,600 full-time undergraduates. More than 65,000 alumni can be found all over the world.

**State University of New York at Oswego**  
**Office of Admissions**  
**229 Sheldon Hall**  
**Oswego, New York 13126-3599**  
**315.312.2250 FAX 315.312.3260**  
**[oswego.edu/admissions](http://oswego.edu/admissions)**