

ESKENAZI SCHOOL

OF ART, ARCHITECTURE + DESIGN

**JOIN A COMMUNITY
WHERE YOU WILL SHAPE
YOUR SKILLS AS AN
ARTIST, DESIGNER, OR
MERCHANTISER UNDER
THE GUIDANCE OF EXPERT
CREATIVES. THEN TURN
WHAT YOU LOVE INTO A
SUCCESSFUL, FULFILLING,
CREATIVE CAREER.**

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WHO WE ARE

6
undergraduate
degrees

3
graduate
degrees

6
minors

25%
of students identify as
belonging to a racially
minoritized group

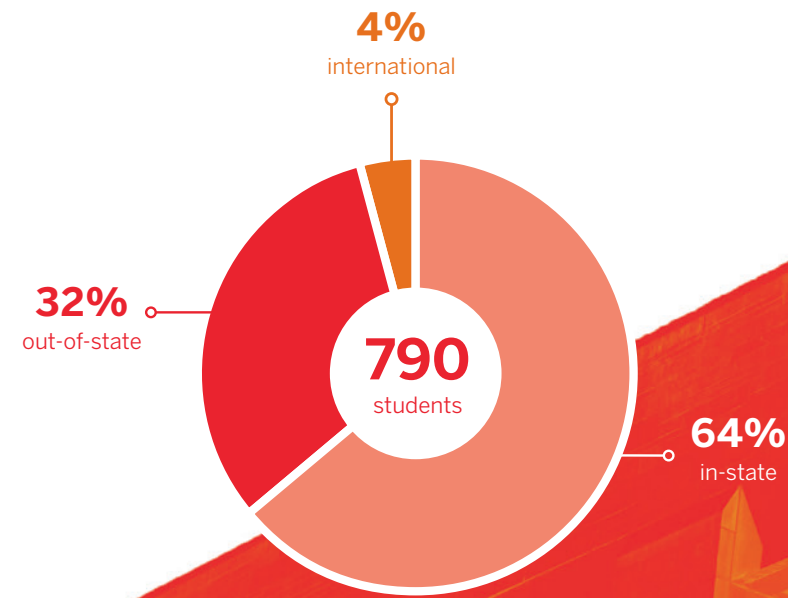
7,700
square feet of gallery space

\$76,000
awarded to first year
students in 2020

NASAD
accredited

3rd
smallest undergraduate
school on campus

4
academic
buildings



**IN, NY, IL,
CA, FL, WI**
top states students are hired by

\$47,500
median starting salary

45%
of students pursue a dual
degree, double major, or minor

12%
completed research with
faculty before graduation

11,000+
living alumni

IU STATS:

#9 gay-friendly school*
*Newsweek

380+ study
abroad programs

30,257
undergraduate
students

80+ languages taught,
including ASL

1,933 campus acres

MAJORS

14 areas in art, architecture,
design + merchandising

APPAREL MERCHANDISING (B.S.)

COMPREHENSIVE DESIGN (B.S.)

FASHION DESIGN (B.A.)

INTERIOR DESIGN (B.S.)

STUDIO ART (B.A., B.F.A.)

Ceramics

Digital Art

Fibers

Graphic Design

Metalsmithing + Jewelry Design

Painting

Photography

Printmaking

Sculpture

GRADUATE DEGREES:

Apparel Merchandising (M.S.)

Architecture (M.Arch)

Studio Art (M.F.A.)

MINORS:

Apparel
Merchandising

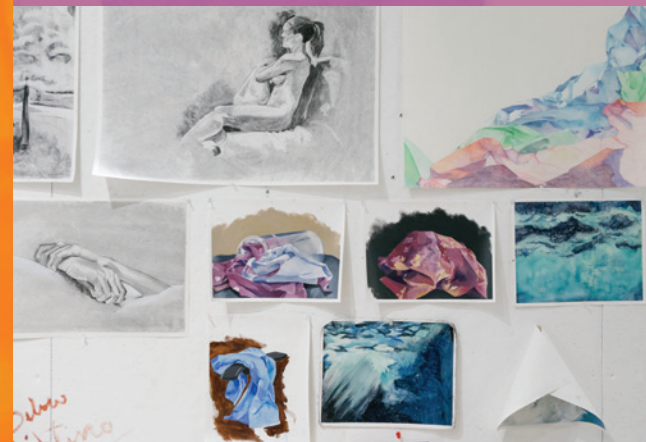
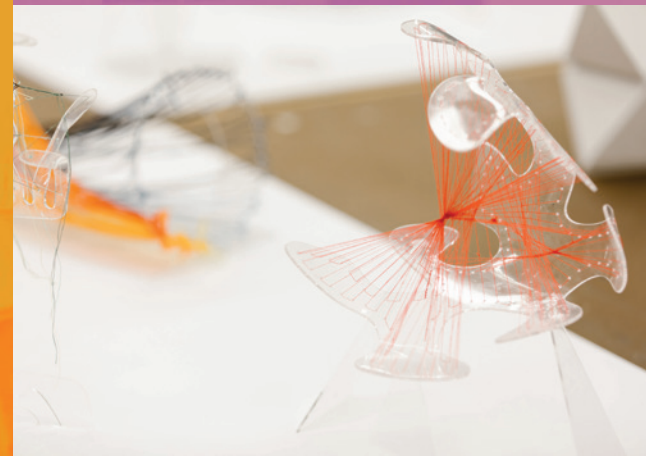
Creative
Technologies
in Art + Design

Fashion Design

Illustration

Interior Design
Studies

Studio Art



CREATIVE CORE

All students engage in the Creative Core during their first year and take the course Pathways as an introduction to the school, their peers, and the foundations of cross-disciplinary ways of thinking.

Depending on their major, students may be required to take more than one Creative Core course.

Course examples:

Pathways: Intro to Art, Design, and Merchandising, Color, Drawing, 3D Design, Forum of Exchange, Cross-Disciplinary Workshops

APPAREL MERCHANDISING B.S.

Merchandising students are passionate about fashion and retailing. They learn the concepts of buying and selling, creating a business plan, how to read customers, the international markets, and how to predict trends.

go.iu.edu/merchandising



Abbey Kittaka
Allocation Analyst, CB2
Class of 2018
Apparel Merchandising, B.S.
Minor in Business + Fashion Design

“What’s great about this program is that you’re learning skills that are super-applicable to the real world.”



25

avg. class size

93.5%

employment rate

10 . 33% . 330 . 90%
faculty members . study abroad . total students . internship experience



Retail Studies Organization (RSO)

As one of the largest student organizations at IU, RSO provides insightful, industry-focused experiences, such as on-site company visits, guest speakers, seminars, and more.



Retail + Design Forum

Annually, the Retail + Design Forum brings top executives from the retail industry to Bloomington to speak to our students and share their insights. Past speakers include leadership from Google, Inc., Kohl’s, and Louis Vuitton.

Merchandising grads find jobs as:

- Assistant Buyers
- Brand Specialists
- Digital Merchandiser
- Merchandising Analysts
- Product Developer

And work at companies like:

- Kohl’s
- Levi Strauss
- Michael Kors
- Ralph Lauren
- Saks Fifth Avenue
- TJX Companies
- Universal Studios

Course examples:

Apparel Entrepreneurship, Apparel Industries, Manufacturing and Quality Analysis, Professional Techniques, Intl. Consumers + Retailers, Brand Management, Product Development

The most popular minors are Marketing and Fashion.

*A minor is required for this degree

COMPREHENSIVE DESIGN B.S.

Comprehensive Design students use design thinking to create solutions for different types of problems across multiple fields. Students learn to think like a generalist, visualize solutions, focus on sustainability, and create human-centered designs.

go.iu.edu/comprehensivedesign



Course examples:

Design Practice, Design Research, Methods, and Process, Design in Context and Culture, Design of Systems, Design Capstone: Research and Development, Design Capstone: Studio Project



Henry Levesque
Class of 2021
Comprehensive Design, B.S.
Minor in Interior Design + Psychology

“The great thing about comprehensive design is that it allows me to do everything from architecture to furniture design to product design to interior design.”

16 . 3 . 60
avg. class size faculty total students



Study Abroad

Students have an option to spend a semester studying and living in Copenhagen, Denmark. They will be academically challenged with over 240 courses across disciplines to choose from, including: graphic design, architecture and design, art and visual culture, furniture design, sustainability, or urban studies. Other trips are available through the Office of Overseas Study.



Hands-on, Human-centered, Environmentally-focused Design Projects

Comprehensive Design students engage in several off-campus projects with real clients. Past projects include designing a modest rural home, public art piece that addressed climate change, and redesigning a public park. Students also work on smaller projects, like creating a chair using VR and then 3D printing it or testing alternatives to replace single-use plastics.

Career Options

Students studying Comprehensive Design will be well placed to enter a professional degree, such as the Master of Architecture (M. Arch.), graduate study in art and design, or to begin a career in a variety of design professions, including:

- Architecture
- Furniture Design
- Multimedia Design
- Set + Exhibit Design
- Art Direction
- Industrial Design
- UX/UI Design

FASHION DESIGN B.A.

Fashion Design students learn necessary industry skills while gaining expertise in a range of areas that make them better designers; such as how to be a thoughtful communicator, a multidisciplinary thinker, and how to find inspiration for designs in unexpected fields like math and science.

go.iu.edu/fashiondesign



Cedric Hudson
Sr. Apparel Designer, Adidas
Class of 2012
Fashion Design, B.A.

“My most influential class was creating my senior collection. It proved to me that I could really do this full-time.”

90%
internship experience

30%
study abroad

90
total students

5
faculty members



Fashion Show

Fashion Design students make their final mark at IU by presenting a mini-collection of work in our annual fashion show. Students are responsible for selecting and tailoring models, music, and every other detail of the show.



Sage Fashion Collection

The Sage Fashion Collection has over 25,000 pieces of fashion items including clothing, accessories, and related items from the past 250 years to the present. The collection serves as a learning resource for students, who have the opportunity to use part of the collection for hands-on learning.



16
avg. class size

90%
employment rate

Fashion Design grads find jobs as:

- Associate Designer
- Bridal Stylist
- Costume Designer
- Couture Designer
- Design Assistant
- Product Developer
- Stylist/Sales
- Technical Illustrator

And work at companies like:

- Bebe Studio
- Beyond Yoga
- Macy's
- Marchesa
- Monique Lhuillier
- Ralph Lauren
- Trunk Club
- Urban Outfitters

Course examples:

Materials for Fashion Design, Draping, Research & Illustration, Ideation, History of Dress, Presentation & Analysis, Collection Management

The most popular minors are **Apparel Merchandising, Business, Journalism, and Studio Art**

INTERIOR DESIGN B.S.

Interior Design students learn physical environment design through an advanced CIDA* accredited program. Courses emphasize human-environment interaction, collaboration, creative use of technology, and sustainability.

*Council for Interior Design Accreditation

go.iu.edu/interiordesign



25

avg. class size

88%

employment rate



Stacy Hardy
Class of 2018
Interior Design, B.S.

“After speaking to my advisor about my interests, she suggested I look into interior design. In my first studio, I was flying through the exercises and suddenly everything just clicked. I felt like, ‘Okay, this is where I’m supposed to be.’”

8 . 72% . 130 . 90%
faculty members . study abroad . total students . internship experience



International Interior Design Association (IIDA)

The IIDA Student Chapter connects students interested in interior design with alumni and professionals across the design industries. Members work together to prepare for their career goals while learning more about the profession.



Interior Design Faculty

The Interior Design faculty combines their decades of experience in professional practice (locally and globally) with their award-winning research, expertise, and community engagement. They know design is meaningful, life-changing, and essential for the people who live and work in interior spaces.

Interior Design grads work for companies like:

- BLDD Architects
- Box Studios
- Brynn Olson Design Group
- Carson Design
- Environetics Group, Inc.
- Gensler
- HKS Architects, Inc.
- Luxury Remodels
- PK Studios, Inc.
- RJE Business Interiors
- TDA Interiors & Architecture
- The New Traditionalists

Course examples:

Digital Architectural Drawing, Design Methods, Materials & Components, Professional Practices & Documentation, Lighting Interior Spaces, Building Systems, Green Building Concepts

STUDIO ART

B.A. + B.F.A.

Studio Art students begin their studies in the Creative Core taking foundational art courses. After one or two years of exploring our nine studio art areas, students have the opportunity to apply for the B.F.A. program for a more concentrated, intensive experience.



CERAMICS, DIGITAL ART, FIBERS, GRAPHIC DESIGN, METALSMITHING + JEWELRY DESIGN, PAINTING, PHOTOGRAPHY, PRINTMAKING, SCULPTURE

B.A.

- Gain broad skills and understanding of art
- Flexibility to concentrate or study a wide range of disciplines
- No portfolio required for admission
- Less required studio time leaving room to pursue an interest outside of art

125 total students
82% internship experience
14 avg. class size
95% employment rate

go.iu.edu/studio-ba

B.F.A.

- Intensive study of one studio art area
- Apply around 2nd year and begin during 3rd year
- Portfolio + interview required for admission
- Dedicated studio space
- Opportunity to professionally exhibit work

59 total students
70% internship experience
6 avg. class size
88% employment rate

go.iu.edu/studio-bfa

The most popular minors include Art History, Arts Management, Fashion Design, Marketing, Media + Creative Advertising, Psychology, Sociology, Spanish

Studio Art grads find jobs as:

- App Developer
- Design Fellow
- Digital Artist
- Graphic Designer
- Museum Assistant
- Product Designer
- Resident Artist
- Studio Artist
- UX Visual Design Associate

And work at companies like:

- ban.do
- Chase Bank
- EW Scripps Company
- Interbrand
- Iowa Ceramics Company
- L Brands
- PwC
- Starbucks
- The Phillips Collection

CERAMICS

Learn everything from the basics—throwing, molding, glazing, firing—to the more specialized—building a kiln and using specialized equipment.

go.iu.edu/ceramics



FIBERS

Challenge how fibers may be used in modern practice while learning about dyeing techniques, weaving, stitching, silkscreen, and more.

go.iu.edu/fibers



DIGITAL ART

Study the foundations of 3D modeling, immersive environments, video, multimedia, and more while also being encouraged to experiment with new technology.

go.iu.edu/digitalart



GRAPHIC DESIGN

Reimagine the ways in which we communicate by examining the history of letterpress printing alongside new techniques and applications.

go.iu.edu/graphicdesign

METALSMITHING + JEWELRY DESIGN

Develop traditional and experimental technical skills while also exploring personal and creative direction in formal design, craftsmanship, and creative concept.

go.iu.edu/metals



PHOTOGRAPHY

Make, present, and interpret photography in a course of study that balances creative research, insight, intuition, and verbal articulation with the latest printing equipment and darkrooms.

go.iu.edu/photography



PAINTING

Cultivate work from your own point of view by using painting as a means of individual expression, reflection, and communication.

go.iu.edu/painting



PRINTMAKING

Push the boundaries of print media while also learning about traditional methods: relief/intaglio, screenprint, and lithography.

go.iu.edu/printmaking

SCULPTURE

Experiment with diverse forms of media and explore different types of materials and methods for creating sculptures.

go.iu.edu/sculpture



INCOMING CREDITS

IU awards college credit for a variety of academic preparation opportunities, including:

- Advanced Placement (AP) exams
- International Baccalaureate (IB)
- SAT subject tests
- College credit courses from another school

Students who have completed any AP Studio Art course may receive credit based on a portfolio review.

CAREER RESOURCES

Our students explore career opportunities and internships in multiple ways:

Walter Center for Career Achievement

Work with your career coach on your resume, interview prep, and finding valuable experiences that make you marketable.

Student Organizations and Guilds

One of the best ways to network with other students, alumni, and professionals in the field.

Professional Development Courses

Take courses like ARTworks and College to Career to understand how to translate skills and creativity into a productive working life.

Internship and Career Fairs

IU annually hosts over 20 internships and career fairs for you to take advantage of from your first year and beyond.

SCHOLARSHIPS

Annually we award over \$100,000 to our current students based on both merit and talent. Students may also be awarded additional funding from IU Office of Scholarships.

For Fall 2020, we awarded \$76,000 to incoming first year students. All admitted students will be invited to apply for our scholarships. Recipients are selected based on multiple criteria, including a portfolio review.

go.iu.edu/soaadscholarships

STUDY ABROAD

Students have many opportunities to travel abroad. We offer a handful of programs but students also take advantage of trips outside of the Eskenazi School. Some students go abroad for course credit and others travel for fun. Both types of experiences are equally impactful in furthering your education and understanding of the world.

Past trips have included:

Guatemala

Sustainable Products

Italy

Drawing and Painting

Fashion

Printmaking

Japan

Photography



COMMUNITY OF RESOURCES

No matter your major, our school resources are available for you to take advantage of.



Friends of Art Bookshop

Sell work, buy textbooks, posters, supplies, treats, and more.



Grunwald Gallery

A contemporary art space where students, faculty, and established artists showcase their work, housed in our Fine Arts building.



MAD LABS

Our fabrication labs spread throughout campus house 3D printers, laser cutters and engravers, vinyl cutters and plotters, 3D laser scanners, CNC routers, and plasma cutters.



Centers

- Center for Innovative Merchandising
- Center for Integrative Photographic Studies
- ServeDesign Center



Speaker Series

- Bill Blass Fashion Design Seminar Series
- McKinney Visiting Artist Series

Additional spaces:

- Eskenazi Museum of Art
- IU Auditorium
- IU Cinema
- Lilly Library
- IU Museum of Archaeology and Anthropology

MULTIPLE PATHS, ONE DESTINATION

There are many ways to become an Eskenazi School student. Your first step is to apply to Indiana University Bloomington. Once admitted, there are three different paths that lead to the Eskenazi School.

Direct Admission

If you meet the following criteria when you are admitted to IUB, you will automatically be offered direct admission to the Eskenazi School:

- 3.6+ GPA (weighted accepted)

Petition for Direct Admission

If you do not meet the minimum GPA requirement for direct admission, you may submit a petition requesting a secondary review of your application. Petitions require an essay with an optional portfolio submission.

Certification

If you do not enter the Eskenazi School as a Direct Admit, you will begin your first year at IUB as a University Division student. This is where the majority of our students begin. You will have equal access and take the same courses as a Direct Admit. The only difference in your experience will be who is assigned as your academic advisor during your first year. In order to certify into the Eskenazi School, you need to complete the following (most complete within one or two semesters):

- 26 college credits (AP, dual credit, etc. count toward this)
- 2.0+ GPA in college coursework
- English Composition (college writing) course
- Declare an Eskenazi School major

go.iu.edu/soaadmissions

NO PORTFOLIO REQUIRED

Students are not required to submit a portfolio with their IUB application for admission. Portfolios are only needed for scholarships and B.F.A. applications.

APPLY

Early Action Deadline: **Nov. 1**

Regular Admission Deadline: **Feb. 1**

indiana.edu/admissions

VISIT WITH US

The best way to know if Indiana University Bloomington is the place for you is to connect with us. Contact us to schedule a personalized visit that meets your needs. Options may be found at go.iu.edu/visitsoaad.



ESKENAZI

SCHOOL OF ART, ARCHITECTURE + DESIGN

100 Kirkwood Hall, 130 South Woodlawn Avenue

Bloomington, IN 47405-7104

Indiana University Bloomington

soadadmt@iu.edu · soad.indiana.edu · 812-856-SOAD

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