

**Alberta
University
of the
Arts**

***Your passion
can be your
future.***



Listen to the voice inside you that says,

Go there.

We interviewed many alumni and faculty in the making of this viewbook. To read their full interviews and learn why you should go to Alberta University of the Arts, visit auarts.ca/viewbookstories

Alberta University of the Arts (AUArts) is located in Calgary, Alberta, Canada. It was formerly Alberta College of Art and Design (ACAD).



Natasha Alphonse

“Going to AUArts was such a different way of being and existing. Everyone’s talking about art, you’re making art, you’re being critical about it, and it just kind of makes your brain think about the world differently.”

Owner of Natasha Alphonse Ceramics
AUArts Alumni 2012, BFA, Drawing



Dan Kratt

“I had a dream to make video games, and I thought that art school would be my best bet for realizing my dream.”

SVP, Culture and Org at Robots and Pencils
AUArts Alumni 2003, BFA, Media Arts and Digital Technologies



Jeff de Boer

“I saw jewellery as a form of three-dimensional visual communication. It was perfect for me. The rest is history.”

Independent visual artist and former faculty
AUArts Alumni 1988, Diploma, Jewellery



Jackie Bagley

“Just come. Find your place in this world. And most importantly, listen to your gut, or that small quiet voice – your intuition. It’s always smarter than your head.”

Faculty, Visual Communication Design
AUArts Alumni 1994, Diploma / 2015 BDes, Visual Communication Design



Karl Geist

“Be curious, be interested and don’t be afraid of the failure. Some of the hardest, most challenging moments become the greatest learning opportunities.”

Faculty, Visual Communication Design
AUArts Alumni 1990, Diploma, Visual Communication



Steve Savic

“I’ve always played around with design and photography. I created promotional swag for friends of local businesses. Which got me wondering: could I make a living doing this?”

EVP and Executive Creative Director at Critical Mass
AUArts Alumni 1998, BFA, Visual Communication



Kari Woo

“I remember touching the material and feeling like I had done it before. It just felt so familiar.”

Jewellery designer and mixed media artist
AUArts Alumni 2003, BFA Jewellery and Metals



Wes Niven

“I was inspired by other people’s graffiti art – I used to trace their outlines, draw my own. I never knew it at the time, but it’s why I’m really into typography now.”

Graphic Designer at Converse Inc.
AUArts Alumni 2013, BDes, Visual Communication Design



Explore the creative force within.

Give yourself permission to explore.
Go there.



1:16

Our average **faculty to student ratio** in studio classes is 1:16, so you won't get lost in the crowd (unless you want to).



dive in



All around you, artists, designers and craftspeople are pursuing their passions and doing what they love. They dare to be different, and take the road less travelled. You may know exactly what you want, or the future may still be a bit fuzzy. But inside of you exists an undeniable creative force that needs to be explored. You want to be a part of this world. To express your ideas, challenge others, and create what's never been considered before.

At Alberta University of the Arts, you'll develop your creative abilities in our studios, enhance your critical thinking and problem solving skills, and grow an entrepreneurial spirit. You'll interact with business, culture and society in new and exciting ways. And if you have a travel bug, you can participate in our student travel programs throughout the world.

You're standing at the crossroads of a big decision. We're here to help with that – we'd love to see you walk through our doors. **Let's dive in.**

welcome

If you're looking for the right answers, you've come to the wrong place. If you're looking for the right questions, welcome to **Alberta University of the Arts.**

Here, we educate in ways that test the boundaries of common thought. Ways that will ignite your imagination and fuel your curiosity to go further. To explore deeper. To turn things upside down, inside out, downside in and right-side up again on a journey toward creative discovery.

Formerly Alberta College of Art and Design (ACAD), AUArts is the only dedicated art, craft and design university in Alberta and the Prairies – and one of four in Canada.

Your skills and interests will be nurtured alongside a talented community of emerging creatives. You will learn from experts who are among the country's most acclaimed practicing artists and academics, across a diverse range of degree programs and disciplines. Your mind will expand. Your passions will flourish. And your perspectives will be changed, forever.

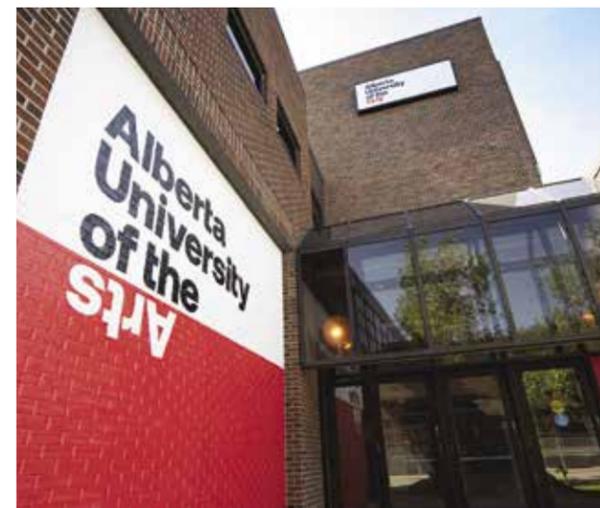
So bring us your curiosity, your creativity, and your courage. And we will introduce you to a whole new world of passionate minds, provocative thinkers, ambitious doers and brave creators. **Including the one in you.**

NEARLY
100 years of history, dedicated to art, craft and design.



12 + galleries on campus

125 + gallery openings on campus per year



The people

It's hard not to be inspired here. Some of the most talented and prominent artists, designers, craftspeople and critical thinkers from around the world lead our classes.

Studying here means joining a community of people who are passionate about creativity – people who just “get it” and who will encourage and challenge you to find your unique way of expressing yourself.

The campus

Alberta University of the Arts is located in Calgary, Alberta, Canada. AUArts has amazing galleries, offers a library dedicated to art, craft and design, a cafeteria, and easy access to and from other parts of the city. Rapid transit stops at our campus, which overlooks the Calgary skyline.

All AUArts students are welcome to live directly on-campus at the SAIT Residence. (We're neighbours with this post-secondary technical school.) And did we mention we're an hour from the mountains?

The creative space

AUArts is a single campus that offers nearly 300,000 square feet of professionally equipped studio facilities, with some programs offering your own studio space. It's a safe and supportive environment where you can expand your mind and let your creativity flourish.

You'll have the unique opportunity to exhibit your work through AUArts' student-run galleries, giving you real-world exhibition experience and an insider's view of the professional arts world.

Our internationally recognized, professionally run Illingworth Kerr Gallery is on campus too, and sure to keep you inspired with amazing exhibitions from Canada and around the world. **You need to be here!**

explore

Our studio spaces are workshop-based, designed for you to explore your own ideas. This is supported with practical skill training, so you'll be able to **hit the ground running.**

Studio exploration

We focus on developing your creative abilities and enhancing your critical thinking skills. Small studio classes encourage collaboration. You will improve your technique through individual attention, technical support and group work. You'll benefit from critiques and learn how to give valuable feedback. Visiting artists interact with students in and out of the classroom.

The studio spaces are workshop-based, so you can explore your own ideas while being supported by faculty and specialized technicians. Freedom and flexibility are emphasized – choose to specialize or expand your studies across disciplines. In some programs, students get their own studio space to develop and grow.



Liberal arts and theory

You'll get a well-rounded education with practical workforce skills, making you more appealing to employers. Think 70% hands-on applied learning and 30% liberal arts and theory.

Through connections to industry, renowned guest lecturers and instructors who are also practicing artists, designers and craftspeople, you'll gain real-world experience and business acumen throughout your studies.

Learning to think critically and solve problems creatively makes AUArts graduates extremely versatile.

*"You can learn Photoshop™ from a video. But you can't learn how to **think about composition or the meaning behind things** the same way without the critique in a classroom."*

Riley Rossmo, Illustrator/creator for DC Comics and former faculty
AUArts Alumni 2004, BDes, Visual Communication Design

**Passion
never feels
like work.**

The freedom to explore in a studio setting, learn the history of art, craft and design and dive into real-world experiences. **Go there.**





**Help people
see the world
in new ways.**

Where differences are respected and encouraged, and students inspire one another. **Go there.**

belong

We create **safe and inclusive experiences** for our students, faculty, staff and community. We foster a place where people create their own paths – in and out of the classroom.

The Lodgepole Center

Guided by our Elder Council, the Lodgepole Center is an Indigenous gathering place for students, faculty and staff on campus. It's a dedicated and inclusive space, and all members of AUArts are welcome (including you).

This has become a popular meeting spot, showcasing the University's commitment to Indigenous culture, teachings, and art, craft and design. Come for a place to ask questions, smudge, or participate in a mentorship program.



Photo Credit: JYK Studios

Campus Wellness Strategy

Our goal is to create a healthy campus community so that our people, processes and spaces enable everyone to flourish and reach their potential, making a meaningful contribution at AUArts and beyond.



Free counselling services

We have counselling services available on campus, free of charge. If you're experiencing a barrier to success in school, work, relationships or other areas of your life, get in touch – our AUArts counsellor can help.

*"At its core, this is a community that **values diversity and respect for difference**. You will find evidence of this everywhere - particularly among our students who inspire me every day with their **ethic of care for one another**, and the **fearless honesty and passion in their work**."*

Mackenzie Kelly-Frère, Faculty, Craft and Emerging Media
AUArts Alumni 1998, BFA, Textiles

STUDENTS' ASSOCIATION

The AUArts Students' Association supports and advocates for the student community. They manage numerous services for students, including the Marion Nicoll Gallery, a job board, and our student-run Show and Sale, which has a cult following every year.

11%
of students
identify as LGBTQ2+

Lifestyle

All the benefits of a cosmopolitan urban centre with the potential for **adventure waiting** in the nearby Canadian Rockies.



Calgary, Alberta is a great place to live. Think natural beauty, a vibrant city and clean air. **Culturally and artistically diverse**, our sunny city boasts countless festivals and a growing and influential art, theatre and music community.

Our eclectic arts scene includes public galleries like **Glenbow, Esker Foundation and Contemporary Calgary**, working studios, artist-run centres and collectives.

Arts Commons is the downtown hub for all things creative and performed, and home to a number of professional theatre companies.

The **National Music Centre** at Studio Bell provides a space for Canadians to explore, celebrate and honour the power of music.

The potential for finding meaningful employment and a market for work in Calgary is high – for both students and graduates. Cost of living is much lower compared to other major cities in Canada.

And if you need a little room to explore, Calgary's 300 km of urban pathways and ample green space give you lots of freedom to bike, hike, rollerblade or **simply wander**.



Calgary

The most liveable city in North America.
The Economist, 2018 and 2019

THE CTRAIN LINE IS CLOSE TO EVERYTHING:

- Groceries
- Movie theatres
- Fitness on campus and nearby
- Green spaces everywhere
- Bow River
- Shopping centres

Adventure and inspiration are everywhere.

Be wowed by nature and the beauty that surrounds Calgary. **Go there.**

Moraine Lake, Banff National Park
Canadian Rockies

Discover your unique way of fitting into the world.

Diversity is strengthened by our international students, and the exchange and travel opportunities we offer. **Go there.**

GLOBE TROTTER: JIMMY ZHANG, AUARTS ALUM

Pictured on a street in London, UK, Jimmy is a graphic designer and animator who worked at Hugo Boss in Germany. He is currently studying at the University of the Arts London.

@ jimmyreckless

go beyond

Studying at AUArts means that you can **go farther**. Our exchange and travel study programs provide limitless opportunities for exploration within AUArts and beyond.

International students abound

We welcome and attract students from around the world. You'll find global perspectives and an invigorating mix of people and ideas.

International students at AUArts are eligible for government health care and benefits. We'll also help you find the resources you need for immigration, work permits and general academic support.

Study abroad

Alberta University of the Arts students can pursue studies for a semester in the UK, continental Europe, Australia, or elsewhere in Canada and North America.

There are post-secondary institutions worldwide that offer cross-cultural experiences for students. Exchange and study abroad opportunities are for one full-time semester of study, in which students pay tuition and earn transferable credits.

*"People asked me, how can you **be that brave**, to move to a country when you don't even speak the language? But I didn't think too much about it, I just trusted my intuition. And that's my advice to all those that follow, trust your intuition because it's really important in shaping what kind of person you will become."*

Jimmy Zhang, on working at Hugo Boss in Germany

AUArts Alumni 2017, BDes, Visual Communication Design

45 +
travel and exchange opportunities



*"The instructors were absolutely amazing – amazing artists, amazing educators and amazing people. **I was an ESL student (English as a Second Language), but I never felt so understood.**"*

Kyoko Ariyoshi, Innovation Strategist

AUArts Alumni 2009, BFA, Media Arts and Digital Technologies

get started

Your first year is all about diving in and getting your feet wet. You'll have the chance to **try everything** and build a foundation for more specialized study in art, craft and design.

Drawing courses are a must, alongside Art History and Liberal Studies. You'll also take some introductory studio courses. Choose from Ceramics, Fibre, Glass, Jewellery and Metals, Media Arts, Painting, Photography, Print Media, Sculpture and Visual Communication Design program areas.

In your first year of studies, you'll take:

- Two Drawing courses
- Four courses from the following programs: Ceramics, Fibre, Glass, Jewellery and Metals, Media Arts, Painting, Photography, Print Media, Sculpture and Visual Communication Design
- Visual Arts
- Pre-Modern Arts and Visual Cultures
- Writing for Critical and Creative Practices
- Intro to Critical and Creative Studies

"Resist deciding on the path, because the path might just find you. And if you stay open long enough, you'll find something that really speaks to you."

**Mackenzie Kelly-Frère, Faculty,
Craft and Emerging Media**

AUArts Alumni 1998, BFA, Textiles



Degrees and programs

Alberta University of the Arts offers more subject areas than most art, craft and design schools, small classes, and the flexibility to create a curriculum that lets you **pursue your passions**.

Bachelor of Fine Arts (BFA)

Our acclaimed BFA program begins with a cross-section of creativity where you'll be exposed to new disciplines in your first year of studies. From there, choose an area of concentration to focus on, while continuing to explore the areas of fine art and craft. Majors include:

- Ceramics
- Drawing
- Fibre
- Glass
- Jewellery and Metals
- Media Arts
- Painting
- Print Media
- Sculpture

Bachelor of Design (BDes)

Our BDes alumni have established a reputation of excellence in the newest design fields. They work in a broad range of exciting careers in entertainment, advertising, new media, publication, editorial, corporate communication, television, film, fashion, gaming and environmental design industries.

- Photography
- Visual Communication Design (4 streams):
 - Character Design
 - Graphic Design
 - Advertising
 - Illustration

Master of Fine Arts (MFA)

Our MFA in Craft Media is a collaborative, cross-disciplinary, studio-based program that gives you the freedom to explore possibilities, push limits and reimagine your practice. Areas of concentration include:

- Ceramics
- Fibre
- Glass
- Jewellery and Metals

Minor Programs

- Animation
- Ceramics
- Comics
- Fibre
- Illustration
- Jewellery and Metals
- Glass
- Media Arts
- Object Design and Fabrication
- Print Media





Practice articulating the meaning behind what you do. **Go there.**

Learn by doing.

Bachelor of Fine Arts (BFA): Visual Art

The School of Visual Art teaches students about **theory, criticism and material making** through the areas of Drawing, Painting, Print Media and Sculpture.

Is this for you? You like to meander through a problem and connect the dots. You enjoy going on tangents and know the process outweighs the result. We get you. Let your pen lead you to the School of Visual Art.



CHRIS CRAN: ALUMNI AND FORMER FACULTY
Chris is an internationally known painter. *The New York Times* described this prestigious artist's work as "tampering with people's perceptions."
Title: Arc, 2011
Ink and acrylic on canvas 40" x 30"
Private collection
@ christophercran



SONDRA MESZAROS: FACULTY
Sondra is an artist and storyteller, disrupting the boundaries of the familiar with provocative and seductive images.
Title: She Marks with an X #1
@ smeszaros



DR. MARK CLINTBERG: ALUMNI AND FACULTY
Mark is an artist, art historian and still life specialist, proving that the forgotten genre is still alive.
Title: Pudenda (1-4), 2014
Monoprints on Somerset paper
@ mark.clintberg

*"Get to your studio and get to work. Because that's where it takes place. **It's not thinking about it, it's doing it.** Thinking about it happens anyway."*

Chris Cran, Painter and former faculty
AUArts Alumni 1979, Diploma, Painting

Learn more about our BFA
auarts.ca/degrees-programs

programs



Drawing

Always doodling in the margins? Drawing is a dynamic and open program of research, critique, and intensive studio and post-studio exploration tailored to your unique voice. You'll explore various media and forms, from traditional materials to video, performance, sound, installations and more.

Careers include:

- Professional artist
- Medical illustrator
- Tattoo artist
- Arts administrator
- Curator



Painting

You're organized, appreciate beauty, and have a good eye. These natural talents would make you a perfect fit for our Painting program. You'll learn within a dynamic community of peers and faculty, exploring a diversity of media and approaches to contemporary art. Students may also access the many different facilities at AUArts, and have ample opportunity to display their work in exhibition spaces throughout the University.

Careers include:

- Fine artist
- Muralist
- Art dealer
- University professor



Print Media

In Print Media, you'll explore the rich traditions of printmaking, experiment with historical and contemporary processes, and create new and innovative forms of expression. While printmaking's origins lie in etching, silkscreen, lithography and woodblock, majors experiment with a wide variety of media, including photography, digital technology, artist's books, print portfolios and multimedia.

Careers include:

- Printmaker
- Press operator
- Layout artist
- Book illustrator



Sculpture

You're resourceful and love to experiment with materials all around you. If this sounds like you, you may excel in our Sculpture program. You'll explore a huge range of possibilities, from traditional figure modeling to contemporary installation and performance art, kinetic and interactive objects, and digital media. As you pursue your personal vision, you'll learn to experiment, question artistic conventions and develop critical approaches.

Careers include:

- Furniture designer
- Sculptor
- 3D prop designer
- Custom manufacturer

"The core work that we do every day is about having a conversation about what art, craft and design are and their meaning today. Their meaning in the past. Their meaning in continuum."

Dr. Mark Clintberg, Faculty, Critical and Creative Studies
AUArts Alumni 2001, BFA, Drawing

"As I see students move through the second, third and fourth years, they're very much developing this very sophisticated and articulate research practice that goes along with whatever their individual creative practices are."

Sondra Meszaros, Faculty, Visual Art

alex janvier

Alex Janvier, Denesuline, from the Cold Lake First Nations, Treaty 6 Territory, has been a professional artist for decades. Alex is renowned for his distinct curved lines and use of bright colour combinations. His unique abstract style and his artistic ideas have blazed the trail for many artists.

Alex is multi-talented, creating original works of art in many media throughout his career. Numerous Janvier murals adorn public buildings across Canada.

Alex is the recipient of many prestigious awards including the Governor General's Award and has also been acknowledged with several honorary degrees from educational institutions across Canada, including AUArts' first honorary MFA as a university. In 1960, Alex was also our first Indigenous student to graduate.

*"I wish the very best of fortune for each of you. If a guy from Cold Lake, Alberta, a no-name place, can survive and be successful in the art world, you can do it. **It's possible.**"*

FROM HONORARY MFA ADDRESS AT 2019 AUARTS CONVOCATION

*"The best art I did, was the ones I didn't get to yet. **I'll get to it.**"*

Alex Janvier, Pioneer of contemporary Indigenous art
AUArts Alumni 1960, Diploma, Fine Art



HIS WORK HAS APPEARED AT

Art Gallery of Alberta
National Gallery of Canada
Glenbow Museum
And many others

SELECTED PUBLIC WORKS:

Rogers Place – "Tsa Tsa Ke K'e" or "Iron Foot Place"
Legislative Assembly of Alberta – "Sunrise" and "Sunset"

Create your future and build a legacy by pursuing your passion. **Go there.**

**Don't think small.
You're meant for
greatness.**

TRAILBLAZER: ALEX JANVIER

Photo credit: Abdul Malik

f janvieryallery

Follow your instincts and trust the opinion that matters most (yours). **Go there.**

Trust your intuition.

Bachelor of Fine Arts (BFA): Craft and Emerging Media

*In the School of Craft and Emerging Media, **we reanimate and evolve the past, and invent the future** through programs in Ceramics, Fibre, Glass, Jewellery and Metals, Media Arts, and Object Design and Fabrication.*

Is this for you? You're a problem solver and a spatial thinker whose brain and hands are a dynamic duo. You'd excel in the hands-on programs in the School of Craft and Emerging Media.



KARI WOO: ALUMNI

Kari found the art of jewellery making, literally by accident. While recovering from a snowboarding injury, she enrolled in her first jewellery class. It was love at first make.

Title: a/PART Ring Series

📷 kariwoojewelry



JEFF DE BOER: ALUMNI AND FORMER FACULTY

Jeff is a renowned sculptor and multimedia artist best known for his tiny medieval armour creations.

Title: Dragon Cat, 2012
Stainless steel

📷 jeffdeboersculpture



BRYAN CERA: FACULTY

Bryan specializes in object making and emergent technology. He is part artist, part engineer and part technologist.

Title: Video Crystals: Installation view
Cast acrylic, custom electrical outlets, stainless steel fasteners, iPhones

📷 cera.tops

programs



Ceramics

Ceramics majors enjoy a thorough immersion in the discipline – both theoretical and practical – and develop a diverse approach to making vessel, sculptural and experimental ceramics. You'll develop an understanding of the materials through courses focused on particular methods of making. These include working on the wheel, using a variety of hand-building techniques, mold making and casting.

Careers include:

- Ceramics artist
- Production potter
- Gallery administrator
- Art instructor

*"I graduated with a degree in drawing, but the craft model was easier for me to wrap my mind around how I was going to **make a living**. It's labour intensive, but you reap the rewards by selling these objects. I also really enjoy the days of working – I could do this forever."*

Natasha Alphonse, Owner of Natasha Alphonse Ceramics
AUArts Alumni 2012, BFA, Drawing



Fibre

Our Fibre program explores a broad range of processes including weaving, dyeing, tapestry, surface design, felting, papermaking, sculpture, mixed media and installation. You'll enjoy hands-on exploration of materials and processes, integrated with digital approaches to design for both printed and woven textiles.

Careers include:

- Textile artist
- Fabric designer
- Costume designer
- Textile purchaser



Glass

The Glass program is an inclusive, creative learning environment based on the combined principles of play, experimentation and discovery. Get exposed to a diverse range of processes, working methodologies and theoretical concerns while you acquire skills, material understanding and knowledge from the broader international glass community.

Careers include:

- Glass blower
- Glass designer
- Production artist
- Curator



Jewellery and Metals

Jewellery and Metals is a rich, intellectually challenging program balancing creative problem solving, technical proficiency and entrepreneurship skills, with context, currency, history and meaning. You'll learn small-scale metals skills and hone your design and drawing abilities. You'll build skills in gemstone setting, casting, chasing, tool making, molding, anodizing and learn techniques for one-of-a-kind production work.

Careers include:

- Jeweller
- Accessory designer
- Metalsmith
- Jewellery purchaser
- Stylist

*"Creative people will come out of the AUArts setting and create their own path. I think that's the secret – it's not the degree, it's what the degree does to the person. **It's the process. It's not the piece of paper.**"*

Jeff de Boer, Independent visual artist and former faculty
AUArts Alumni 1988, Diploma, Jewellery

Media Arts

Media is much more than entertainment, and technology is more than the latest gimmick. In this program, you'll focus on the ways in which artists create meaningful experiences for and with their audiences using objects, technologies and media. Play with messages and experiences to help re-think our contemporary world.

Careers include:

- Performance installation artist
- Video producer
- Experience designer
- Multimedia artist

bryan cera

WHAT DO YOU DO?

I teach in and started a minor program called Object Design and Fabrication. It's a program that's meant to complement any major area of study at Alberta University of the Arts, whether it's in fine arts or craft or design.

I'm somewhere between an artist and an engineer and a technologist. I'm interested in how emerging technologies influence how we think and move, and how it changes the way we make things and change the world around us.

WHAT IS OBJECT DESIGN?

A big focus of the first-year Object Design course is using readily available, relatively cheap materials like paper to prototype objects. We use computer-aided design tools and recreate the objects in the real world. We'll do a bit of 3D printing and really think about the constraints and strengths of a manufacturing technology.

WHAT IS YOUR FAVOURITE PART OF TEACHING AT ALBERTA UNIVERSITY OF THE ARTS?

I love putting a challenge forward in the form of an assignment or a project, and then seeing how someone from Jewellery and Metals approaches solving that problem versus someone in Painting.

I'm a really big believer in developing the ability to apply knowledge from one learning area to another. I think the fact that this university's become more focused on that is really special.

*"If you're in a class like mine, you just meet people who think differently from you. And that's where there are all these **opportunities for innovation** and starting conversations that don't exist yet in these fields."*

Bryan Cera, Faculty, Craft and Emerging Media

WHAT SETS AUARTS APART?

More and more students are encouraged to find a flow through their program that gets them as unique or niche a practice as they're interested in developing.

WHAT DO YOU ENJOY ABOUT THE AUARTS COMMUNITY?

My practice is all about balancing between specialty areas really fluidly. It's exciting to know that we have someone here working in glassblowing for 30 years or people who are at the top of their field in design or painting.

WHAT ADVICE DO YOU HAVE FOR NEW STUDENTS THINKING OF COMING TO AN ARTS SCHOOL?

There are all kinds of opportunities, you're not limited to jobs that have the same name as your degree when you're done with school.

Try a bunch of stuff and everything that you do, try to grab on with both hands and make use of every resource that the school makes available. And that's going to guarantee success.

→ **Read more about Bryan's story**
auarts.ca/viewbookstories

Don't settle for the status quo. Unfold your own story. **Go there.**

Be a first and not a follower.

CONVERSATION SPARKER: BRYAN CERA

The Thing Tank is AUArts' digital fabrication laboratory: a space for tinkering, prototyping and research in computer-aided design and manufacturing.

Photo credit: Louisa Hogensen

📷 cera.tops and thing.tank



Learn to solve visual problems that impact the environments we live in. **Go there.**

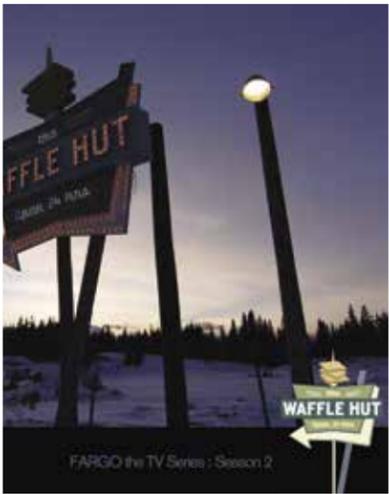
**Expand your
problem-solving
capacity.**

Bachelor of Design (BDes): Visual Communication Design

The School of Communication Design offers a degree in visual communication design, preparing students for successful careers as culturally aware, responsible **professionals and leaders** in Graphic Design, Advertising, Illustration, Character Design, Photography and Animation.



RILEY ROSSMO: ALUMNI AND FORMER FACULTY
Riley is an illustrator and creator making comics and character designs for DC comics such as Batman, Suicide Squad, Wonder Woman and Martian Manhunter.
Title: Rasputin #9, Image Comics
@ RileyRossmo



JACKIE BAGLEY: ALUMNI AND FACULTY
Jackie works in the film and television industry, art directing and doing graphic design for productions such as Fargo.
Title: Waffle Hut, Set design and graphics Fargo the Television Series
jackiebagley.com



KARL GEIST: ALUMNI AND FACULTY
Karl is an illustrator, finding inspiration in disseminating images from a scientific and naturalistic source.
Title: Untitled Watercolour on paper
@ geistkarl

*“If you could do anything you want and you didn’t have to think about where you lived or your income, **what would you like to be doing?**”*

Jackie Bagley, Faculty, Visual Communication Design
AUArts Alumni 1994, Diploma / 2015 BDes, Visual Communication Design

Learn more about our BDes auarts.ca/degrees-programs

programs



Graphic Design

Do you love typography, visual symbolism, colour, paper and motion design? In the Graphic Design stream, you'll learn how to understand audiences, feel empathy and articulate ideas visually to engage people and help them comprehend the world around them. You'll put on your problem-solving hat while designing creative ways to inform, educate and entertain people toward a desired outcome.

Careers include:

- Creative director
- Graphic designer
- Type designer
- Information designer

Illustration

If you love to draw and tell stories, then Illustration might be right for you. Illustration helps people understand different viewpoints through the creation of visual metaphors and depictions of real and imagined worlds that the written word and photography cannot capture. You'll become a storyteller that helps people to escape, relate to or engage the world around them.

Careers include:

- Editorial illustrator
- Children's book illustrator
- Product illustrator



Advertising

As an Advertising major, you'll learn to research and form creative strategies, shape awareness, focus attention and develop messages and stories that snap audiences to attention. As the world of advertising evolves with technology, its foundations continue to drive awareness, make emotional connections, and influence the choices people make in their daily lives.

Careers include:

- Creative director
- Advertising designer
- Marketing director
- Brand manager

*"Once you're at AUArts, you can network with instructors or other students. They can **mentor you or point you in the right direction if there's something you want to learn.**"*

Wes Niven, Graphic Designer at Converse Inc.
AUArts Alumni 2013, BDes, Visual Communication Design

Character Design

Character Design is about people, relating to and portraying ourselves, our histories, our fantastic selves and imagined worlds through story. At its best it connects us, transports us to other places and times, and it rethinks and shapes possibilities for new stories to be told. You'll develop your artistic ability to imagine characters and content, create concept art and learn how to bring it all together in a well-told story.

Careers include:

- Game designer
- Concept artist
- Graphic novel illustrator



Photography

Photography changes how we view the world and how we reflect on the human condition. We're excited about the next generation of photographers with new voices that help us see the world in unexpected and undiscovered ways. Photography is an art form – bringing advertising, editorial and artistic stories to life and building instant connection with the viewer in a single frame. Sound like you? Maybe this is your future.

Careers include:

- Photo journalist
- Photo illustrator
- Fashion photographer
- Editorial photographer
- Fine art photographer



Animation

Animation changes how we think about the world by bringing it to life through motion. Through compelling and entertaining stories, it transports us in our imaginations to other times and incredible places through the magic of visuals, sound and motion combined. If you like animation, character creation and storytelling, and are technically inclined, our growing area of Animation is something to look at.

Careers include:

- Digital animator
- Stop motion animator
- Director
- Producer
- Studio manager

*"We give our students the **capacity to solve visual communication problems.** And through the design process, they become **problem solvers.**"*

Karl Geist, Faculty, Visual Communication Design
AUArts Alumni 1990, Diploma, Visual Communication

riley rossmo

WHAT DO YOU DO?

I currently make comic books for DC.

DID YOU ALWAYS KNOW YOU WANTED TO BE AN ARTIST?

I went on a tour of AUArts and I was like, wow, people do this as a job. This is a thing that people do. In that moment, it became a thing that I could do for a living. I could go to school, and all the doors kind of opened.

WHAT'S THE MOST IMPORTANT THING YOU LEARNED AT AUARTS?

Conceptual thinking. All the technical stuff is valuable and learnable. You can put in the hours to learn, but you can't learn the conceptual stuff the same way in a vacuum.

You need to be in an environment with teachers that are asking you what you're making, what the shapes mean, and what you're trying to convey.

WHAT DO YOU ENJOY ABOUT THE AUARTS COMMUNITY?

There are so many instructors who have their own practices, so every day when you're in class, you're really getting to know potential employers.

WHAT ENCOURAGEMENT WOULD YOU HAVE OFFERED YOUR HIGH SCHOOL SELF?

Just get to school and get through it. I did poorly in high school, but in an environment where I cared about everything, I did really well.

→ Read more about Riley's story

auarts.ca/viewbookstories

*"I'd have three or four jobs at any given time, so that I could make comics. I don't really have a choice; **I just have to make comics. I would do it one way or another.** Even if it didn't work out the way it did. I just have a deep love of comics."*

Riley Rossmo, Illustrator/creator for DC Comics

and former faculty

AUArts Alumni 2004, BDes, Visual Communication Design



Title: Cowboy Ninja Viking Deluxe, Image Comics

**Behind the door,
future you is
waiting.**

Become the person you already know you are. **Go there.**

PASSION FOLLOWER: RILEY ROSSMO

Title: Constantine: The Hellblazer #4,
DC Comics

@ RileyRossmo

Critical and Creative Studies

Going to Alberta University of the Arts is about more than just being an artist, designer or craftsperson. **It's about learning how to approach problems in new and creative ways.** It's being familiar with the historical, critical and methodological contexts that shape your field, and knowing how your work fits in the world.

The School of Critical and Creative Studies offers a series of courses that create direct links with studio practice. These diverse courses give you new capacities to approach your work and help you understand the study of art, craft and design in a historically aware, critically engaged and socially responsible way.

All students take non-studio academic courses from the School of Critical and Creative Studies, which comprise 20% of total required credits in the BFA and BDes programs.

Courses include:

- Art History and Visual Culture
- English Literature and Creative Writing
- Humanities and Cultural Studies
- Material Culture and Cultural Anthropology
- Natural Sciences
- Professional Practices

Learn more about our programs
auarts.ca/degrees-programs

*"We have to be prepared to shift our understanding of what art, craft and design are. We have to be **nimble and thoughtful about what these different forms of making are and how we are responsible and accountable to our communities.**"*

Dr. Mark Clintberg, Faculty, Critical and Creative Studies
AUArts Alumni 2001, BFA, Drawing

*"The most **important things I learned at AUArts were critical thinking, communication, collaboration and creativity.** It opened my eyes to realize that for the rest of my career, I'd be working with people with very different skill sets from mine, and that we'd have to work together to realize a vision."*

Dan Kratt, SVP, Culture and Org at Robots and Pencils
AUArts Alumni 2003, BFA, Media Arts and Digital Technologies

Image right, the quilters involved in the production of this project include Beverley Budden, Donna Rowe, Judy Snow, Lillian Dwyer, Maddy Adams, Margaret Freake, Millicent Dwyer, Pat Dawe, Rita Penny, Sharon Reid, Sheila Payne, Violet Adams, Tina Payne, Violet Combden, Wilhelmina Hewitt and Zita Foley. The wallpaper is by Kym Greeley and Erika Stephens-Moore.



Have the important conversations about art and beyond.

Get the critical thinking skills to push your practice beyond what you think is possible. **Go there.**

CREATIVE THINKER: DR. MARK CLINTBERG

Photo credit: Alex Fradkin

© mark.clintberg



Create what's never been considered.

Be a leader and inspire others by building your own community. **Go there.**

BOUNDARY PUSHER: MACKENZIE KELLY-FRÈRE

Pictured in studio, Mackenzie has exhibited all over the world. His current research focuses on complex woven textile structures, Jacquard weaving and the social history of textiles.

@ mackenziekellyfrere

Master of Fine Arts (MFA)

Students in the Master of Fine Arts in Craft Media program enjoy an immersive learning environment with small class sizes, mentorship by master practitioners, and the **opportunity to explore and expand a contemporary understanding** of craft.

Rosters of visiting artists, dedicated studio technicians, a specialty library, and the renowned Illingworth Kerr Gallery ensure students have a rich learning environment with support for an intensive practice.

AUArts' MFA in Craft Media program is guided and mentored by internationally acclaimed artists. You'll experience an intellectually rigorous 20-month program in a collaborative, interdisciplinary environment.

The core of the program is practice-led, autonomous research. Students concentrate on a specific discipline: Ceramics, Fibre, Glass or Jewellery and Metals, or they may augment their primary craft discipline to build an interdisciplinary or hybrid program of study. During the course of their study, students may initiate mentorships with faculty from AUArts' other program areas, such as Print Media, Drawing, Media Arts and Design.



*"Our students have the opportunity to focus on an idea and really dig deeply. They **develop a capacity for curiosity** and a **what-if kind of mentality.**"*

Mackenzie Kelly-Frère, Faculty, Craft and Emerging Media
AUArts Alumni 1998, BFA, Textiles

Master of Fine Arts in Craft Media

- Ceramics
- Fibre
- Glass
- Jewellery and Metals

Learn more about our MFA
auarts.ca/MFA

Continuing Education

Looking to uncover a hidden talent? Take your **creativity skills to the next level** in our School of Continuing Education and Professional Development.

Through Continuing Education and Professional Development, both teens and adults can enjoy art, craft and design classes in our well-equipped studios. We also offer certificate and diploma programs. Our calendar comes out twice a year: Fall and Winter, Spring and Summer.

Certificates and diplomas

If you're looking to advance your professional development, consider our new certificates and diplomas. Whether you're interested in business, creative technologies or gemmology, these non-credit programs can let you learn at your own pace.

We also offer stand-alone courses, because everyone has a creative side! Advance your skills with our various art, craft and design courses for adults. Whether you are a beginner or practicing artist, there's something for you.



Pre-college program

This program builds your intellectual, artistic and practical skills to set you up for success with your post-secondary studies. Work with supportive, talented artists, meet new friends, develop a portfolio and earn university credits.

*"I took a night class for jewellery through the Continuing Education program and fell in love with it. **That class set me on this path.** A few years later, I'd gone as far as I could without formal training, so I enrolled at AUArts."*

Kari Woo, Jewellery designer and mixed media artist
AUArts Alumni 2003, BFA, Jewellery and Metals

Teen courses

AUArts has lots of cool courses just for teens to let them experiment, express themselves and showcase their ideas.

Summer program

Our Summer Institute offers international students art, craft and design programming in a condensed summer course.

Summer camps

Kids ages 9 to 12 can enrol in one of our weeklong summer camps with amazing, hands-on arts programs and activities!

See our newest programs online
auarts.ca/coned

kari woo

Follow your curiosity, find your passion.

Take your skills to the next level. **Go there.**

RISK TAKER: KARI WOO
Photo credit: Alexis McKeown Photography
@ kariwoojewelry



Visit

Come say hello, drop by for a visit, or jump in and get involved – **we look forward to meeting you!**

General tours

General campus tours are available several times a week. Tours are led by our very own Student Ambassadors and are most suitable for students in Grade 11 and up. Parents, family, and friends are welcome to attend. Tours are approximately 90 minutes and focus on the locations and services of most relevance to new or incoming AUArts students.

Sat-TOUR-days

Sat-TOUR-days are special, student-led tours of our campus that happen on – you guessed it – Saturdays. They're a great way to get to know AUArts. You'll spend about an hour and a half with us, getting an insider's tour of our studios and facilities from current students who'll tell you what it's really like to go to school here. Our Student Ambassadors will answer any questions you might have about our programs and application process. **Do it!**

Portfolio review and open house days

You'll need a portfolio to apply at AUArts. Review yours with our faculty, who'll sit down with you and provide constructive feedback. Get some one-on-one time with faculty, learn how portfolios are evaluated, and discover helpful tips on how to make your portfolio even better.

Meet AUArts on the road

Can't make it to Calgary for a visit? Don't worry – you can always catch us on the road, too. Check out our website to find out if we're coming to a city near you!

Take the first step, come see us!

We have many tours, portfolio reviews and events to help you with your first step. **Go there.**



*"I communicated with the recruitment team every day before making my decision. They were super helpful and very friendly. I contacted other schools, but there was no school that was as **helpful as AUArts** was."*

Kyoko Ariyoshi, Innovation Strategist

AUArts Alumni 2009, BFA, Media Arts and Digital Technologies

tuition and fees

Alberta University of the Arts' tuition and fees are among the **least expensive** of Canada's art, craft and design universities. Cost of living is also lower compared to other cities.

We also award scholarships and awards, accept Free Application for Federal Student Aid (FAFSA®) student loans, and provide multiple financing options so that everyone can access our programs.

Undergraduate tuition and fees

We assess tuition and fees on a 'per credit' basis. For example, a student taking an average course load of 30 credits (or 10 courses) per year would require the following tuition and student fees (subject to change):

- Domestic Student (Canadian Citizen or Permanent Resident) \$5,923.80
- International Student \$16,378.80
- Estimated materials and books \$3,400

For graduate tuition and fees, please see our website.

Scholarships and awards

Sometimes, a little help goes a long way. We offer students assistance via our Scholarships and Awards program.

What are the different award types and what do they mean?

Automatic awards don't require an application form – you're automatically entered based on your academic performance in the previous academic year, or merit of your work.

Competitive awards require applications and are based on stated criteria and selected by faculty or award committees.

Bursaries are awards based primarily on financial need.

Prizes are awards in the form of books, supplies, medals, plaques, subscriptions or gift certificates.

Entrance awards are available to students entering AUArts for the first time and are applied as tuition credit.



apply

We're here to make your application as **easy as possible**. Our recruitment team is available online, in person and over the phone to help you with answers to any questions you might have.

Undergraduate application deadline

February 1 – Online application, portfolio and statement of intent

MFA application deadline

January 15 – Visit auarts.ca/MFA for details.

Academic requirements

High school diploma

- A grade of at least 60% in four academic Grade 12 subjects
- A grade of at least 60% in your highest-level English class (or equivalent)

Meet English Language Proficiency requirements.

These are our minimum academic requirements. Admission to the undergraduate program is competitive, and is based on academic standing and submitted portfolio merit.

Portfolio

Your portfolio has two major components, a statement of intent and samples of your work. Tell us why you want to study at AUArts, and what inspires you!

In your portfolio, choose examples that best represent your abilities and personality.

Include representational drawing examples, including one or two observational figure drawings, landscape or still life.

Include artwork created in a variety of media that explore different tools, techniques, and ideas.

Demonstrate how you express ideas and concepts, preferably in work you've done on your own initiative outside of the classroom. For example, how do you respond creatively to current events, issues or themes of personal interest?

Pre-college program

Can't wait to get going?

Our Pre-college program is an accredited summer program for students who've completed Grade 10 or higher. This month-long program lets you work with supportive artists, meet new friends and develop a portfolio. You'll also earn credits that count towards the elective requirements of First Year Studies.

Visit auarts.ca/apply to learn more.

dream

Is it possible to follow your dreams and make a living? **Absolutely.**

Our graduates become illustrators, animators, cartoonists, painters, sculptors, art directors, creative directors, graphic designers, art therapists, photographers, art historians, multimedia designers, exhibiting artists, industrial designers, and more..

Whichever path you choose, you (like our alumni) will become an important contributor to **culture, society and international economies.**

CREATE YOUR OWN DREAM

On average, 30% of our alumni create their own successful businesses. Some even go on to other professions such as lawyers, architects or medicine.

\$1.55

Billion is contributed annually to the Canadian economy by creative industries.



DREAM TEAM: NICK AND BILL AUSTIN (FATHER AND SON)

Pictured from left to right: Nick and Bill Austin.

"In my final year at AUArts, I was the Vice President of Academic Affairs for our students' association and I got a taste of what it was like to be an advocate. It's an experience I might not have gotten at a larger school and one of the reasons I'm studying law today."

Nick Austin, 3rd year law student
AUArts Alumni 2015, BFA, Drawing

"I received a painting diploma back in 1977. That initial step provided me with the background to take more courses and grow with the position I hold with AUArts today."

Bill Austin, Reference and Learning Services Specialist at AUArts
AUArts Alumni 1977, Diploma, Painting



Step into who you were meant to be.

Give yourself permission to live a big life.
Go there.



**Find others
who think
like you.**

Become an influencer, disruptor and mentor.
Go there.

community

Feel like you don't belong anywhere?
You may fit in just **right here.**

Alberta University of the Arts is home to thinkers, shapers, makers and risk takers. It's for people with big ideas, ingenuity and unique perspectives and a place where creativity is valued above all else.

When you come to AUArts, you join a family who supports and encourages you throughout your time here and beyond. You'll always find a champion, a mentor, a believer. Studying at AUArts is about being a part of something bigger than yourself.

*"What I value most from the graduates of AUArts, is the **diversity in skill sets**. They all have different passions, pursuits, things that they're good at. But they all have the foundation, the passion and skill that continually adds to our talent pool here at Critical Mass."*

Steve Savic, EVP and Executive Creative Director at Critical Mass
AUArts Alumni 1998, BFA, Visual Communication

COMMUNITY BUILDERS: CRITICAL MASS

Pictured left, Steve Savic works at Critical Mass, a digital experience design agency. With offices in several countries, Critical Mass has hired over 100 AUArts graduates since 1996.

@ criticalmassagency

*"Once you've gone through our programs at the institution, you become part of this community, and those touchpoints that you've developed through networking with your peers **foster lifelong relationships** that network to other possibilities."*

Karl Geist, Faculty, Visual Communication Design
AUArts Alumni 1990, Diploma, Visual Communication

92% of Calgarians engage with arts through attendance, creation or media*

86% of Calgarians believe that arts bring people together*

*Calgary Arts Development 2019-2022 Strategic Direction

accessory designer children's book illustrator business owner

graphic designer

educational art technician university professor

fashion photographer

metalsmith

art dealer

studio manager

critical thinker

fabric designer

influencer

book illustrator

stop motion animator

marketing director

director

production potter

app designer product illustrator

arts administrator entrepreneur

brand manager multimedia artist

jewellery purchaser

information designer editorial photographer

communicator type designer fine artist

photographer innovator ceramic artist

costume designer UX designer digital animator art director jeweller

experience designer creator art historian

stylist 3D prop designer graphic novel illustrator

performance installation artist photo journalist fine art photographer

printmaker globe-trotter muralist instructor

textile purchaser illustrator furniture designer custom manufacturer

production artist art therapist textile artist change-maker

creative director game designer experience creator

editorial illustrator press operator fabricator curator

advertising designer inventor gallery administrator

boundary-pusher mentor goldsmith problem-solver

object designer sculptor trailblazer audio visual specialist

painter artist disruptor photo illustrator

layout artist comic book creator producer

community-builder character designer glass blower

video producer tattoo artist

**The future is
a place you
create.**

Build a life and career doing what you love,
every day. **Go there.**

You are the new face of art, craft and design. While we
don't know what the future brings, here are some careers
that may interest you. (And there will be even more cool
jobs that don't exist yet.)

What we do know is that art, craft and design will change
the world – **and it'll be fantastic.**

Ready to take the next step?
Visit auarts.ca/apply

**Alberta
University
of the
Arts**

***Getting
there starts
by going
here.***

Visit auarts.ca/apply

Formerly Alberta College of Art and Design (ACAD)

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[f](#) [t](#) [@](#) [in](#) @AlbertaUArts