

# College of *Arts and Media*



FIND YOUR PURPOSE

GRAND CANYON  
UNIVERSITY®

PRIVATE. CHRISTIAN. AFFORDABLE.

# COLLEGE OF ARTS AND MEDIA

The College of Arts and Media (CAM) offers programs in advertising and graphic design, digital design and digital film. Our performance programs include dance, music, and theatre, as well as dance for secondary education, music education and theatre education.

Learn more at [gcu.edu/CAM](http://gcu.edu/CAM)

Earn a degree that allows you to express your creativity by exploring our fine arts degree programs. From digital design and film to dance and theatre, our fine arts degrees combine studio practice, lecture courses and interactions with active industry professionals to foster critical awareness and artistic exploration. With our highly qualified faculty and applied learning concepts, GCU serves as the perfect stage to explore your purpose.

## FACILITIES

The Digital Film Equipment lab open to our Film students is stocked with cameras (RED series, BlackMagic), sound and lighting equipment available for students to rent at no additional cost. Our editing lab comes equipped with high functioning iMac desktops for design students to utilize while completing projects and assignments.

We have multiple dance studios and music rehearsal spaces across campus, a whisper room for voice-over work, green screen for film students, a state-of-the-art recording studio, and multiple theatre spaces including Ethington Theatre.

## ADMISSION REQUIREMENTS

To be accepted into the Bachelor of Arts programs within the College of Arts and Media, incoming students majoring in music, music education, dance, dance education, theatre education and theatre and drama are required to audition. Minorng in dance, theatre or music does not require an audition. Students must apply to GCU and declare a major in the College of Arts and Media in order to register for auditions. All performance auditions are considered by the college for additional scholarship awards. Auditions are also required for the Thundering Heard Pep Band; however, potential pep band members are not required to major or minor in music or music education. For details on the auditions and admissions process, visit [gcu.edu/auditions](http://gcu.edu/auditions).

*Digital film and design students are not required to audition or submit a portfolio.*





# ETHINGTON THEATRE

For more than 50 years, GCU's Ethington Theatre has hosted theatrical productions, dance performances, music concerts, opera and digital film screenings created by exceptional student performers, artists and technicians within the college. The intimate 311-seat theatre connects audiences with the performers, creating an exciting experience for all. As an integral part of the undergraduate theatre experience at GCU, Ethington Theatre's highly acclaimed productions enhance theatrical knowledge and help prepare students with professional training for the world of performance arts. Learn more at [gcu.edu/ethington](http://gcu.edu/ethington)



# STUDENT OPPORTUNITIES

## *Keep performing throughout college!*

GCU offers a huge number of opportunities for students to get involved in creative and performance endeavors, including two on-campus choirs, 10 music ensembles, dance tours and much more.

## STUDENTS CAN ALSO ENHANCE THEIR ACADEMICS WITH THE FOLLOWING EXPERIENCES:

### **ETHINGTON THEATRE SERIES**

The series consists of five main stage productions, including a wide range of plays, musicals and operas that complement the classical training received in class. Students of all levels, including those not majoring in fine arts, are eligible to participate in theatre productions! Unlike most university productions, freshmen have frequently been cast and often in leading roles.

### **DESIGN UNITED**

Students can also join the Design United Club, a club that functions as a student-run creative group providing design services to other on-campus groups as well as non-profit organizations in the community. For more information, visit [designunited.org](http://designunited.org)

### **THE ETHINGTON DANCE ENSEMBLE**

The Ensemble is comprised of talented dance majors and minors who participate in our Ethington Theatre season and Elementary Dance Tour. For information about upcoming performances, visit [gcu.edu/events](http://gcu.edu/events)









# ARTS ACCOLADES

The College of Arts and Media is proud to continue its rich tradition in education and the arts. Alongside an accomplished faculty, our most talented students and graduates have been recognized for their achievements in theatre, production, musical theatre, dance, digital design, film production, screenwriting, musical performance and so much more.

## OUR ACCLAIMED STUDENTS HAVE HAD OPPORTUNITIES TO:<sup>1</sup>

- ▶ Perform lead roles at:
    - ▶ Concertgebouw in Amsterdam
    - ▶ Metropolitan Opera in New York City
    - ▶ Milwaukee Symphony
    - ▶ Off-Broadway
    - ▶ Old Globe in San Diego
    - ▶ On Broadway in Les Misérables
    - ▶ Opera Australia
    - ▶ The Bayerische Staatsoper
    - ▶ Milwaukee Symphony
  - ▶ Intern for NBC News in New York and publish an article on NBC's Latino news site
  - ▶ Work with Channel 5 to produce and share a featured story
  - ▶ Work for NBC Sports during Superbowl XLIX
  - ▶ Receive the Golden Buzzer in America's Got Talent
  - ▶ Win awards in local and international film festivals including:
    - ▶ Awards International Film Festival
    - ▶ FilmQuest
    - ▶ IMDb Independent Short
- <sup>1</sup>Self-reported data. GCU does not have direct employment relationships with these companies.



Radium Girls



Oklahoma!



Sherlock Holmes





**OUR ALUMNI ARE ADDITIONALLY HIGHLY ACCOMPLISHED. ACCOLADES INCLUDE: <sup>1</sup>**

- 2019 Phoenix Addy Awards
- 2019 Indigo Design Awards
- 2019 Phoenix Design Week, Best of 2019
- Student photographer and videographer traveling with The Vortex Swim
- Student work published in Landscape Photography Magazine
- 2 Emmys from the National Academy of Television Arts and Sciences Awards in 2019 <sup>2</sup>
- 2019 IMDb Independent Shorts Award for Best Sci-Fi Short (a short film students completed while attending GCU) <sup>2</sup>

<sup>1</sup>Self-reported information

<sup>2</sup>Retrieved from GCU CAM Production Rankings 2021

*Radium Girls*



# DANCE



GCU Dance students explore classical, contemporary and vernacular dance forms, developing their artistry through rigorous daily practice. Working with faculty and guest artists assures they receive top-notch training and exposure to new approaches, which prepares them for careers on stage and off, including:

## DANCERS

Fitness instructors, wellness coaches and somatics practitioner

Private instructors

Producers

Teachers

## DANCE

The BA in Dance degree program combines choreography and performance opportunities with coursework in dance kinesiology, somatic practices, pedagogy, creative practices and upper level courses in dance technique. Curriculum covers history, technology and dance in sacred contexts. Students will have five levels of technique in ballet, modern and jazz, as well as two levels of hip-hop and tap dance.

## DANCE FOR SECONDARY EDUCATION

The BA in Dance Education degree program leads to secondary licensure and includes 105 hours of observational and practice-based experiences in local schools, as well as a whole semester of student teaching in a high school classroom. Coursework includes a strong focus in pedagogy as well as dance technique. Opportunities to perform and choreograph enhance the learning experiences of our students.

## DANCE MINOR

The dance minor develops physical and cognitive skills and knowledge in the art of dance. This minor may pair well with a major in athletic training, health sciences, business or another artistic discipline. (No audition required; scholarships not available)

*"Being in the Dance Department for four years has shaped me in incredible ways as a person."*

*-SARAH BEEBE, BA in Dance '21 Alumna*









# DIGITAL & GRAPHIC DESIGN

GCU's digital design degree programs teach students to be visual designers who use their skills to enrich, engage and communicate through various mediums in our information society. Students learn to navigate professional-grade design platforms such as Adobe Creative Cloud from their very first semester, working with creative briefs and basic production, printing vendors and the principles of design and typography. Students gain a comprehensive view of design as their classes grow progressively more complex and challenging throughout their program. Students participate in the local design community through attendance and volunteering at events and studio tours as well as meeting guest speakers.

## ADVERTISING AND GRAPHIC DESIGN

The BA in Advertising and Graphic Design develops students into creators of effective advertising solutions by applying integrated media strategies. Students learn the practices of design thinking, advertising creative and art direction, graphic design, social media content creation, digital photography, production methods, advertising copywriting, illustration and image creation and web design.

## DIGITAL DESIGN WITH AN EMPHASIS IN ANIMATION

The BA in Digital Design with an Emphasis in Animation explores the various roles and applications of motion graphic animation within the design world. Coursework prepares students to be digital designers during their foundational classes. This allows them to gain employment at a variety of companies including advertising agencies, marketing departments, social media agencies and corporate organizations. Building upon the foundation of motion graphic animation, students develop additional skills in drawing, perspective imagery, 3D modeling, 2D and 3D animation and motion graphics.

GCU does not require a portfolio for entrance into our design programs, but basic skills are helpful. Animation and design students should have a daily drawing practice. Keep a sketchbook of your ideas in word and image. The ability to convey your ideas on paper is central to design skills.

## DIGITAL DESIGN WITH AN EMPHASIS IN WEB DESIGN

The BA in Digital Design with an Emphasis in Web Design prepares students as designers with a deep understanding of how to design and create content for delivery through screens of all types. Students learn to be digital designers during their foundational classes, and then engage in a significant amount of web and screen-based design on top of that. Students acquire design skills that include page layout, organization, typography, illustration and image creation, digital photography and concept development. Learning the basics of HTML and CSS, our students are front-end designers, not primary back-end coders. With focused teaching on UX/UI (User Experience/User Interaction), students employ these principles and processes to design for websites, tablet devices, kiosks and interactive displays, watches, glasses and other interactive applications.

**Each of these programs offer opportunities to minor and pair very well with business degrees, Christian studies and more.**

*“People my age are used to change and figuring out ways to maneuver the internet and social media...It’s almost like the new business major. In this day and age, everyone needs a social media team.”*

**EMMA SCHERTZ**  
BA in Social Media '25





## SOCIAL MEDIA

The BA in Social Media is designed for individuals who are passionate about social media and the effects social media platforms have on consumers and businesses. The program helps students equip themselves with practical skills in design and production of digital social media content to support business expectations of an employer. The program prepares students to design, write and produce content for social media campaigns, blogs, websites, email marketing and other digital media activities.

## BENEFITS

- Graduates from the digital design and advertising degree programs have pursued careers in advertising agencies, marketing agencies, social media companies, corporate offices, startups, software services companies, churches, nonprofit groups and others.\*

*\*Self-reported information*

- Depending on the emphasis, job titles may include copywriter, project manager, animator, photographer, UI/UX designer, content creator or web, graphic or general designer.

## GCU AD AGENCY

Working at the GCU Ad Agency prepares students for careers in advertising and marketing by offering them hands-on experience in a world-class agency setting. Students have the opportunity to work with real clients on projects in every marketing discipline including social media, photography, videography, graphic design, copywriting, event planning and more. Students receive mentorship, collaborate with teammates and industry professionals, build their portfolios and develop essential workplace skills. The GCU Ad Agency works to carry forward a Christ-centered approach that resonates with our clients.

# DIGITAL FILM



GCU's digital film programs help aspiring filmmakers and screenwriters pursue a thrilling career in the creative arts and entertainment industry. There are many different vocations within the film industry. From producing, to directing or camera operating, students who pursue a degree in Digital Film will receive well-rounded training and experience in every aspect of the industry.

## DIGITAL FILM WITH AN EMPHASIS IN PRODUCTION

The BA in Digital Film Production degree program provides enthusiastic storytellers with the training to advance their technical skill set and pursue a career in narrative storytelling. This program prepares students to lead from behind the camera and explore the business side of cinema, from development to film set management to exhibition and distribution. Students learn the skills and techniques to produce small-scale projects, major motion pictures, music videos, documentaries and films in multiple genres by understanding new media, technical film production and narrative story development.

### BENEFITS:

- Prepares students for careers as directors, producers, production managers, cinematographers, sound engineers, production designers, editors, and several others
- Course variety ensures students have a solid understanding of both technical and project management
- Degree culminates in the Digital Production Practicum- a large scale film production where all class members must collaborate to produce a professional-level short film
- Access to the Digital Film equipment lab, stocked with top-tier professional cameras (RED series, BlackMagic), sound and lighting equipment available for students to rent at no additional cost







### **DIGITAL FILM WITH AN EMPHASIS IN SCREENWRITING**

The BA in Digital Film Screenwriting degree program provides a pathway toward a career in film pre-production for those passionate about storytelling and writing. Students will explore strategies for story development, writing dialogue and shaping characters with whom audiences can connect deeply. The program's robust curriculum addresses genre-specific screenwriting techniques, the adaptation process for transferring a story to digital film, business aspects of film creation and stage production that includes acting and directing.

*“GCU had a big impact. If I had gone anywhere else, I probably wouldn’t have met the people that I’ve met...They made it more special than I could have on my own.”*

-MICHAEL BURNETT, BA in Digital Film with an Emphasis in Production '21 Alumnus

### **BENEFITS**

- Prepares students for potential career opportunities such as screenwriter for film and television, studio script reader or reviewer, corporate video writer, gaming script writer or story editor
- Students learn the business of screenwriting, including pitching, working with agents and managers, and negotiating contracts
- Students learn about working in various settings such as corporate film production companies, freelancing, advertising agencies, television studios and gaming companies

### **DID YOU KNOW?**

Our current program director Lisa Tervo has sold multiple screenplays to Netflix and Hallmark while teaching film classes here at GCU!

### **BLACKMAGIC DESIGN TRAINING**

As a BlackMagic Design Training Partner, GCU will host in-person training on DaVinci Resolve 15, a professional non-linear editing system with cutting-edge color correction capabilities and an Advanced Fairlight audio system. Once the classroom training is completed, individuals are able to take an online exam to become certified.

With GCU as a BlackMagic Design Training Partner, students will have access to great resources and training opportunities. A certification in DaVinci Resolve 15 can help give students the experience and edge needed to find jobs post-graduation. Not only would this benefit students, but it would also allow the public to gain experience, get certified and further their education.

# THEATRE

GCU's theatre and drama degree programs feature small class sizes, emphasizing one-on-one artistic training. Students have the perfect environment to hone their skills and talents while growing in spirit. Our programs emphasize hands-on experience to ensure our students are ready to enter the entertainment industry in a wide variety of positions. Areas of study include acting, theatre history, dramatic literature, set, lighting, costume design and technology and stagecraft.

*"A lot of people come into our theatre department not really 100% sure which direction and which field specifically under the umbrella of theatre that they want to go into. I think our program's openness and ability to let us do and try everything has really opened doors for me to discover that I love sound and have at least five opportunities every year to just take a project and run with it, learn more and get more experience."*

*– Daniella Brown, BA Theatre & Drama, current student*

## THEATRE AND DRAMA

The BA in Theatre and Drama program prepares students to pursue careers in acting, design/technology, stage management, directing (both in the theatre and the entertainment industry) or graduate study. They will be steeped in the knowledge of theatre history and dramatic literature, in addition to rich practical experience in production and performance.

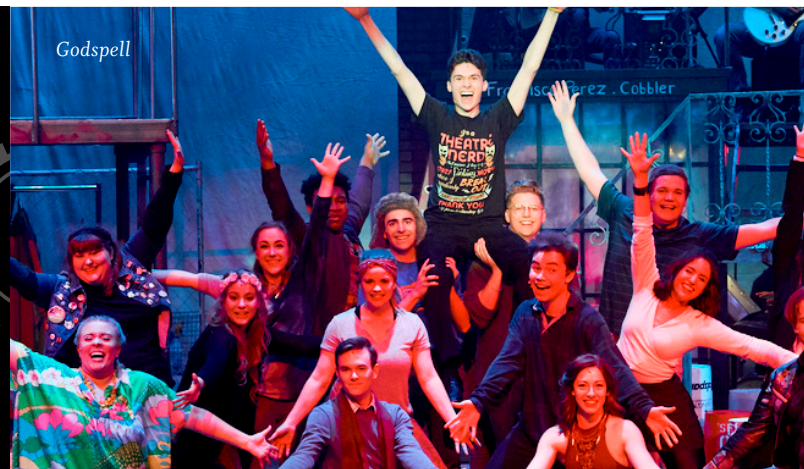
As a fulfillment of the Theatre Participation course taken each semester, theatre students will be involved in all 5 productions each season, completing experience in at least 3 areas of theatre production before graduation.

## THEATRE FOR SECONDARY EDUCATION

The BA in Theatre Education degree is designed for students who want to teach theatre in a public school setting. Students train as a theatre educator and practitioner by blending the theory and practice of theatre, performance and its related fields. Students are prepared to pass a teacher's licensing or certification exam, required for employment, which varies by state.



Tempest



Godspell





*A Year with Frog and Toad*

### GRADUATES HAVE GONE ON TO WORK WITH COMPANIES SUCH AS:<sup>1</sup>

- Arizona Broadway
- Arizona Opera
- Broadway and Off-Broadway companies
- Carnival Cruises
- ChildsPlay, Inc.
- Mesa Arts Center
- Phoenix Theatre
- Second City of Chicago
- Theatre Works
- The Old Globe Theater

<sup>1</sup>Data includes only known outcomes and some self-reported student information.  
For information on how to audition, visit [gcu.edu/auditions](http://gcu.edu/auditions)

*“Sometimes it feels like you’re not in the right place in life and you haven’t been making the right choices, but it’s very refreshing to know that here I felt surrounded by a group of people who cared about me and that were willing to make mistakes and help each other grow.”*

Brandon Brown,  
BA Theatre & Drama Alumnus



*One Man, Two Guvnors*





# MUSIC

GCU's Music Department celebrates music and inspires artistic exploration by offering degree programs in music education and performance in various specialties. Students have opportunities to perform in the annual Ethington Music Concert Series, recitals, concerts and other productions to express their passions outside of the classroom and demonstrate their talents toward a rewarding career in music.

## **MUSIC EDUCATION-CHORAL: PIANO OR VOICE**

These two-degree programs, offered in conjunction with the College of Education, help students pursue their passion for music through a career in teaching music or choir in elementary and secondary schools, while studying piano or voice as their primary performance area. Based on a liberal arts foundation, this program provides classical training and technique. Students learn concepts in music performance, theory and teaching strategies, as well as advanced vocal, choral and instrumental techniques.

## **MUSIC EDUCATION-INSTRUMENTAL: BRASS, WOODWIND, PERCUSSION OR STRINGS—OR PIANO**

These two-degree programs, offered in conjunction with the College of Education, lead music-inspired students toward a career in teaching music or band at the elementary and secondary levels, while pursuing a woodwind, brass, percussion, string instrument or piano as their primary performance area. Curriculum encompasses teaching strategies and stage performance skills development with a focus on collaboration, pedagogy, band literature and conducting.



## MUSIC WITH AN EMPHASIS IN INSTRUMENTAL, PIANO OR VOICE PERFORMANCE

These three-degree programs help students deepen their understanding of music through multiple performance opportunities, recitals, music literature survey courses, classroom group training and learning labs. Curriculum integrates theory with private instrument or voice lessons every semester to enhance performance skills in the student's specialization.

Not a performance art major? You can still participate in opportunities such as Pep Band and ensembles such as Canyon Chorale, Canyon Choral Society and more. Pep Band even has scholarship opportunities available!

For more information, visit [gcu.edu/CAM-studentresources](http://gcu.edu/CAM-studentresources)

### GCU PEP BAND AND ENSEMBLES

- Brass Chamber Ensemble
- Brass Wind Ensemble
- Canyon Choral Society
- Canyon Chorale
- Critical Mass
- Guitar Ensemble
- Musical Theater Workshop
- Opera Workshop
- Piano Ensemble
- String Ensemble
- Thunder Big Band
- Thundering Heard Pep Band
- Wind Ensemble
- Woodwind Chamber Ensemble
- Woodwind Ensemble



For information on how to audition, visit [gcu.edu/auditions](http://gcu.edu/auditions)

### GCU DANCE TEAM

The GCU Dance Team is not affiliated with the dance department. The dance education and dance programs are undergraduate degree programs housed in the College of Arts and Media while the GCU Dance Team is part of our athletics program. Auditions occur separately. Dance majors are not eligible for the GCU Dance Team due to the rigorous schedule involved with both opportunities.

For information about the team, contact Jacque Genung-Koch at [GCUDanceTeam@gcu.edu](mailto:GCUDanceTeam@gcu.edu)





# WORSHIP ARTS



GCU's Bachelor of Arts in Worship Arts degree programs help students find their purpose in Christ, while preparing for careers in contemporary worship ministry and the Christian music industry. Offered in conjunction with the College of Theology, two emphases are available:

## **MEDIA AND PRODUCTION MINISTRY**

Students develop comprehensive theological and biblical understandings while engaging in songwriting, performance and production skill development in lighting, media and sound. Graduates may creatively direct, coordinate and lead worship services through all aspects of production. This prepares graduates to work in digital film production in ministry, within any church size or setting, by providing access to our state-of-the-art recording studio, hands-on training and a well-rounded curriculum.

## **WORSHIP MINISTRY**

Gain a well-rounded theological education in worship leadership and ministry with a deep connection to Christian songwriting, technical direction and production. Students can pursue their passion in creating meaningful worship services through gospel-centered, artistically rich performances. This hands-on program provides opportunities to work with industry experts, worship leaders and academic scholars who may serve as mentors. It provides students with access to a professional recording studio, training with live audio and more. These valuable resources, along with our well-rounded curriculum, prepare graduates to work in any church, regardless of size.







## OPPORTUNITIES AND EXPERIENCES

- Center for Worship Arts' recording studio serves as a hands-on learning environment for musical worship training, production, original recordings and talent exploration
- Capstone internship within a local ministry setting
- Worship summits and songwriting workshops
- The Center for Worship Arts requires auditions in a student's primary area of study (voice or instrumental)
- Opportunity to be a part of the Canyon Worship album, a full-length album released yearly by the Center for Worship Arts featuring original songs written by Worship Arts students

Visit [gcu.edu/auditions](https://gcu.edu/auditions) for details on the audition process.





# FINE ARTS FACULTY

Learn from our accomplished artists and benefit from their years of experience in the industry! Visit [gcu.edu/CAM-faculty](http://gcu.edu/CAM-faculty) to view members of the College of Arts and Media faculty team.

## FREQUENTLY ASKED QUESTIONS

### *What is the arts community like at GCU?*

Each discipline has an individual personality and community where life-long friendships are created. Students support, encourage, and challenge each other through time together in classes and outside of class at social events, club meetings and volunteer activities. Making art is a vulnerable activity that requires an active community of students and faculty. The hands-on nature of this program ensures relationship-building as students collaborate on projects and performances. GCU values those relationships and has a place for you in our arts community. There are clubs within each discipline, as well as a wide variety of special interest clubs across the GCU campus, including many focused on fine arts:

- Design United (our student club creative agency)
- Music GCU Pep Band
- Music GCU S-NATS
- Student Dance Education Organization
- The Animation Club
- Theater Alpha Psi Omega
- The Design Club
- The Digital Film Club
- The Photography Club

### *Are there performance scholarships?*

Students may be awarded a performance scholarship based on their audition performance. Scholarship awards must pass through the Office of Financial Aid. Students will not be informed of the amount of their award until they receive an official letter and contract from GCU. The typical turnaround is about three weeks.

### *What is the audition process like?*

Incoming dance, dance education, music, music education, theatre education and theatre and drama majors must attend a live audition or submit a digital audition via video URL for acceptance into a program. Digital auditions will be reviewed within three (3) weeks of submission. Notification will occur 7 to 10 business days after review. Audition requirements and deadlines, if applicable, for each discipline are outlined on the auditions webpage.

Visit [gcu.edu/auditions](http://gcu.edu/auditions) for more information and live audition dates.











# CAM ▶ *Top 5's*

- ▶ **Ethington Theater** *pg. 3*
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# NEXT *steps:*

- 1** ▶ Apply for free at [gcu.edu/ApplyNow](https://gcu.edu/ApplyNow)
- 2** ▶ Upload your transcripts and submit your test scores
- 3** ▶ Upon acceptance, visit campus  
(all-expenses paid\* programs available)
- 4** ▶ Register for courses and pay the registration deposit





*To learn more about Grand Canyon University, undergraduate programs offered on campus, available scholarships and more, contact an admissions counselor.*

**855-428-7884**  
**[gcu.edu/CampusAdmissions](https://www.gcu.edu/CampusAdmissions)**

\*Restrictions for travel reimbursement may apply

Grand Canyon University is accredited by the Higher Learning Commission ([hlcommission.org](https://hlcommission.org)), an institutional accreditation agency recognized by the U.S. Department of Education. Please note, not all GCU programs are available in all states and in all learning modalities. Program availability is contingent on student enrollment. Pre-licensure nursing students who begin or resume attendance in Fall 2020 and beyond will be ineligible to utilize most GCU institutional aid/scholarships for tuition and fees once accepted into the clinical portion of the program. Important policy information is available in the University Policy Handbook at <https://www.gcu.edu/academics/academic-policies.php>. The information printed in this material is accurate as of MARCH 2022. For the most up-to-date information about admission requirements, tuition, scholarships and more, visit [gcu.edu](https://www.gcu.edu). ©2022 Grand Canyon University 21GTR0594