

Over 100 Campuses in 7 Countries

Webster University is an American University with a global perspective. The university was founded in St. Louis, Missouri, USA in 1915. Since then, Webster has grown to become an international university with more than 100 campuses in 7 countries on 3 continents, serving over 20,000 students worldwide. Our alumni network has more than 150,000 members all around the world.



Our international network of campuses offers you a world of opportunity. You can study at one of our campuses in the United States, Europe or Asia, or travel across our network as a study abroad or transfer student.

The Vienna campus was established in 1981.
Webster Vienna is accredited in the US and Austria.

Undergraduate/Bachelor Programs

- Art/Visual Culture
- Business and Management
- International Relations
- Media Communications
- Psychology

Visit www.webster.ac.at for more information about these programs, as well as information about our Graduate Programs (MA, MS and MBA) and Certificate Programs.

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The Art with an emphasis in Visual Culture program at Webster University, Vienna offers a singularly exciting educational training that caters to the ever-growing need of visual appraisals and analyses. The unique blend of interesting studio courses, theoretical and historical essentials, together with a contemporary approach creates the best skillset for various careers in the art world. It equipped me with a fundamental knowledge of, and understanding for, visual imagery and paved the way for my career as head curator of contemporary art for the online sales platform: artsation.com.

Isabella Vatter, BA in Art with an emphasis in Visual Culture '07

Webster UNIVERSITY

Accredited in the US and Austria



Art

Develop a critical eye and a competitive edge for a successful career in today's art world





Dr. Monika Schwärzler-Brodesser
Department Head

For art students, Vienna's world famous museums, its architecture and vibrant contemporary art scene represent a most resourceful environment. The "Art with an Emphasis in Visual Culture" program offered at Webster Vienna is the response to a world in which images increasingly shape our collective and individual understanding of reality. The program is unique in the way it opens your eyes and mind not only to the great masters, but to the ever-widening spectrum of contemporary imagery, as well as to the social and political implications of today's visual input.

After studying the foundations of Western art history through to the present day, learning art theory and the business of art, and practicing in the studio with various media, the art curriculum opens up to explore visual culture on deeper and broader levels. Students are extremely well served by Webster's interdepartmental coordination, which allows them the flexibility to **design their individual programs of study in a limitless combination of ways to meet their career goals**. For example, management courses from the business department are useful for those who are interested in the business aspects of the art world, while an aspiring cultural journalist will benefit from some of the media communications courses.

Vienna has an unequalled number and variety of museums, arts organizations, prominent artists and distinguished scholars – all of which provide first-hand exposure and experience, for example, through Webster-facilitated internships, field trips, gallery walks, guest lectures and research apprenticeships.

The Thomas K. Lang Art Gallery, located on campus, is an environment where students, faculty and visitors can experience art as an integral part of their daily lives. The gallery is a unique resource for Webster's art program, presenting a new exhibition by Austrian and international artists each term. Students have the opportunity to meet the exhibiting artists and to discuss their work in their classes.

In addition to coursework towards the major in art, Webster Vienna offers **two art certificates**: Curatorial Studies and International Art. These certificates enhance students' academic résumés while providing practical training in high-demand areas.

The value of Webster Vienna's **international, multicultural** student population in the study of art and visual culture cannot be overstated. As we strive to help students understand both traditional art and modern visual imagery through different personal filters and social influences, it is often the students themselves, with their distinct and diverse perspectives, who enrich the very learning process and its outcome.

Career Opportunities

Webster Vienna is an innovative laboratory for cultivating and training individuals to engage with art through means not limited to the creation of new works. The curriculum enables students to prepare for careers in:

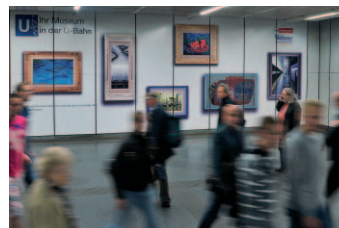
- Art production
- Entrepreneurship in the field of art through promotion and sales
- Curatorial work for public, corporate and private collections
- Art education for museums and other cultural institutions
- Artist representation
- Art criticism and research for magazines, journals and other media
- Art and film librarianship
- Art events and gallery management
- Arts administration for government agencies
- Art consultancies for auction houses and private collectors

Undergraduate Program/Major

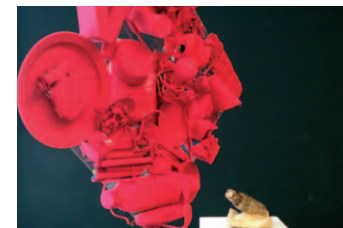
Bachelor of Arts (BA) in Art with an emphasis in Visual Culture

Undergraduate Minors

- **Art History, 21 credit hours** of art courses (ART/ARHS), including a minimum of **3 credits of Studio Art courses (ART)**
- **Studio Art, 21 credit hours** of art courses (ART/ARHS), including a minimum of **3 credits of Art History courses (ARHS)**



Webster Students develop exhibition for the Vienna Subway



Student work from Studio Art Class "surface and subface"



Both digital and analog photo techniques are practiced

Degree Requirements, Bachelor of Arts

Required Credits in the Department: 60 credits (20 courses)

General Education Requirements: 27 credits (9 courses)

Electives: 41 credits (14 courses)

Visual Culture Foundation Courses – 15 credits

- Current Art
- Introduction to the History of Western Art
- Art, Business, and Visual Culture
- Creative Strategies
- Studio Seminar: Introduction to Visual Literacy
- Art Major Acceptance Review

Studio Art Courses – 12 credits

- Introduction to Drawing
- Design: 2D
- Photo I
- Alternative Media

Art Electives – 12 credits

Visual Culture and Art Criticism – 18 credits

- Topics in Art History
- Art and Art Cultures (non-western)
- Cultural Organizations: Structure and Theory
- Management in the Arts
- Art Theory and Criticism
- Seminar in Visual Culture (overview)

Professional Practice, Apprenticeships in Art – 3 to 6 credits

Webster University offers two certificates in Art

Curatorial Studies Certificate

The curatorial studies certificate introduces students to the theory and practice needed to curate art projects. It provides foundation preparation for further studies at the graduate level.

International Art Certificate

The international art certificate provides the opportunity to study at a Webster campus combined with art study abroad. The purpose is to enable the student to gain a deeper understanding of the international nature of contemporary art.

More information at: www.webster.ac.at