

# HAMPDEN- SYDNEY COLLEGE



## Tiger Tracks

Studies and career options for  
Hampden-Sydney students  
interested in creative fields such as  
communication, art, and design

*“Communication,  
Art, & Design”  
encompasses many  
of the fields that some  
of our most successful  
and creative alumni  
pursue, and in which  
our graduates excel  
in large part  
because of their  
Hampden-Sydney  
liberal arts education.*

## PREPARING FOR A CAREER IN Communication, Art, & Design

### MINDSET

To excel in visual and written communication, students need to be able to

- Frame and formulate a clear, concise, persuasive argument while working under tight deadlines
- Appreciate the meaning and visual possibilities of words and images together
- Work alone or with a team to think creatively, spontaneously, and strategically, while being sensitive to how people consume information
- Enjoy the creation process and see the inevitable setbacks as challenges, not failures
- Explore multiple solutions simultaneously and understand which solution would be the most appropriate for the challenge at hand.

### ACADEMICS

Hampden-Sydney teaches all students argumentation, grammar, and editing. Students who particularly enjoy this emphasis should concentrate on learning to write and speak persuasively and should take time to identify which classes and professors can offer valuable supplements to their rhetoric skills in the particular communication skills that drive their interest.

- Communication in these fields can be written or spoken as well as visual. Students should consider the Creative Nonfiction class and a Rhetoric Minor (including Oral as well as Written Rhetoric).
- Other students will gravitate towards visual communication. These students should consider the following classes, many of which are offered by our Fine Arts Department: Color and 2D Design, Digital Photography, Drawing, Painting, Studio Art, Art History, American Photography, Chemistry & Art, and Visual Rhetoric & Cultural Studies.

### CO-CURRICULAR ACTIVITIES

- Ferguson Center for Public Speaking – Faculty and student tutors help students prepare for oral presentations. A great place to brush up on your speaking skills, but also a productive work option if you can land a job in the Center. See Professor Deal for more information.
- Writing Center – Faculty and student tutors help students draft and edit their papers. Outstanding students are chosen to serve as peer tutors, offering advice to other students about their prose and gaining valuable insight into their own writing skills. See the directors of the Writing Center, Dr. Frye and Dr. Deis, for more information.
- Office of Communications & Marketing – The OCM hires three interns every semester to help create posters and presentation materials with the publications office. It can be an excellent opportunity to start building a portfolio. See Kevin Tuck, Productions Manager, to apply.
- Lab Assistant in the Fine Arts Department – Works in the Mac lab and the photography darkroom, stocking supplies, mixing chemicals, helping with lab maintenance, and peer tutoring.
- Student Museum Board (SMB) – The SMB helps design and install exhibits at the Atkinson Museum on campus and also participates in several events throughout the year.
- Theatre Scene Design, Stage Management – Student workers assist the directors of campus productions to design and build stage and scenery.

### INTERNSHIP OPTIONS

Students who identify this area of interest early on should pursue relevant internships. In addition to seeking guidance at the Career Education and Vocational Reflection Office, students should seek out opportunities through industry research and their own networks.

- The Martin Agency in Richmond provides a highly competitive, two-week training student workshop which allows hands-on experience with the Martin Agency’s creative process.

### POST-GRADUATE OPPORTUNITIES

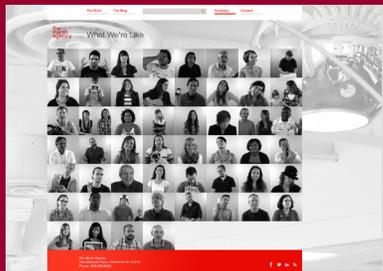
- Post-Baccalaureate Design Degrees: Hampden-Sydney graduates occasionally pursue an additional bachelor’s degree in design to supplement the liberal arts degrees that are offered in our curriculum. Several notable design schools on the east coast are Savannah College of Art and Design (SCAD), Rhode Island School of Design (RISD), and Virginia Commonwealth University.
- More advanced students, who graduate with robust portfolios of their artwork, may be prepared to enroll in graduate level work at schools such as The Portfolio Center School to specialize in Art Direction, Design, Digital Media, Copywriting, Illustration, or Photography.

### CAREERS IN COMMUNICATIONS, ART, & DESIGN

Some potential career fields include Art Direction, Advertising Client Management, Copywriting, Marketing, Corporate Communication, Design, or Illustration.

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Forming good  
men and  
good citizens  
since 1776



Founded in 1965 by David Martin '52, the Martin Agency is one of America's leading ad agencies, recognized as *Adweek's* US Agency of the Year in 2009. One of its early campaigns, "Virginia is for Lovers," continues to be successful today. Other well-known campaigns include GEICO's Gekko commercials and Walmart's rebranding. Their portfolio includes accounts with Comcast, Discover, Mentos, and the Virginia Museum of Fine Arts. Hampden-Sydney alumni remain well-represented on staff at the Martin Agency. John Adams '71 has been the CEO since 1992, and other H-SC graduates include Cliff Sorah '83 (SVP & Creative Director), Adam Stockton '99 (Art Director), Michael Mullen '83 (Creative Director), and William "Trey" Thompson '93 (Network Engineer).

## JARROD FICKLIN '11

*Content Associate, ESPN, Bristol, CT*

An English major and Rhetoric Minor, Jarrod's voice was well known at H-SC athletic events. He was the public address announcer for home football, basketball, and baseball games, calling more than 100 events. He also provided color commentary for Tiger Football and Basketball games. Jarrod honed his reporting skills as sports editor for *The Tiger*, and by interning at WDBJ7 in Roanoke, VA. At ESPN, Jarrod produces features and other elements for ESPN's coverage of golf and was part of the Emmy award winning team for ESPN's College Gameday. He has also worked on the Heisman Trophy Presentation and produced SportsCenter highlights for the Super Bowl and BCS National Championship Games.



## J.D. JORDAN '99

*User Experience and Visual Design Consultant, Slalom Consulting, Atlanta, Georgia*

J.D. graduated with a major in History and was very active in the Union-Philanthropic Literary Society, H-SC theatre, the Fine Arts department, and a study-abroad program at the University of St. Andrews. After graduation, he jumped into the emerging field of interactive design and soon established his own interactive agency, Cloudjammer Studio, with fellow H-SC alum, R. Fleming Patterson '00. Constantly on the hunt for creative outlets, J.D. also spent several years teaching at the Atlanta College of Art and the University of Georgia—and at the latter stopped long enough to get a Master's in US-Middle Eastern History. Now solidly back in the interactive design market, J.D. has worked for a number of Atlanta-based agencies and consultancies, where he continues to use his wide-ranging education and interests to inform his work.

## SHAUN IRVING '97

*Principal, Orrio Strategic Marketing, Richmond, VA*

At Hampden-Sydney, Shaun served as Editor of *The Kaleidoscope* yearbook, Co-Editor of *The Garnet* literary magazine, Chairman of the Board of Student Publications, and President of the Jongleurs. His H-SC experience prepared him for work as both a copywriter and an art director at various advertising agencies, where he worked on projects for the NCAA and Capital One. Shaun is the principal of Orrio, a college admissions marketing firm in Richmond, Virginia.



## LANE FOARD '92

*Creative Director of Copy, iPhone + iPod, Apple Inc., Cupertino, CA*

After refining his design craftsmanship in Hampden-Sydney's publications department (including work on *Widespread Panic* and *Dave Matthews Band* concert posters) and his writing as a Classics major, Lane Foard '92 headed to the West Coast where he has worked as a writer for advertising and design agencies including Wieden+Kennedy, Goodby Silverstein, and Sandstrom Design, giving a copy voice to brands such as Nike, Starbucks, MINI and ESPN. Currently, Lane is the Creative Director of Copy for iPhone and iPod at Apple, Inc. On the side, he maintains a line of subtly hilarious and borderline inappropriate greeting cards called Squibnocket, which has a cult following in boutique greeting card circles (yes, they exist).

## WILL "TOBY" USNIK '85

*International Head of Communications, Christie's Auction House, New York*

Toby earned a B. A. in History and French from Hampden-Sydney and began his career in international education, eventually transitioning to a position in the private sector at American Express, where he rose to director of international public affairs before being recruited to global head of digital consultancy for Razorfish. In 2001, he joined the *New York Times* Company, where he served as the executive director of public relations for five years. In 2006, he joined the 250-year-old Christie's auction house. In his current role, Toby oversees communications globally for the 5.7 billion dollar firm.

