

NJIT

New Jersey's Science &
Technology University

THE EDGE IN KNOWLEDGE

The Bachelor of Arts in Digital Design*



New Jersey School of Architecture

New Jersey Institute of Technology

*Pending Approval

WHY STUDY DIGITAL DESIGN?

Digital Design is an exciting field that underlies most of today's communication and entertainment media, from computer game design to movie special effects. Designers plan, analyze, and create visual solutions to communications problems. They decide the most effective way of getting a message across in print, electronic, and film media using a variety of methods such as color, type, illustration, photography, animation, and various print and layout techniques. The demand for designers is increasing because of the rapidly expanding market for Web-based information and expansion of the video entertainment market, including television, movies, video, and made-for-Internet outlets. Designers with Web site design and animation experience will especially be needed as demand for design projects increases for interactive media, web sites, video games, cellular telephones, personal digital assistants (PDAs), and other technology.

WHY STUDY DIGITAL DESIGN AT NJIT?

The Digital Design Program at NJIT benefits uniquely from both its location within a technological university and its close association with the renowned New Jersey School of Architecture, (NJSOA).

The Idea Factory

Students, faculty and recent graduates from all art and design programs can become members of the Idea Factory. This is a laboratory equipped with the latest equipment in which to invent, design, prototype and test ideas. It is sponsored by industry and focuses on real life design projects submitted by our sponsors. Furthermore, members will share in any royalties.

The Digital Design Program is embedded within the School of Architecture from which it evolved. The School contributes uniquely to the Digital Design Program in two specific ways: First, the NJSOA offers a variety of related programs. Apart from being the largest architecture program on the east coast, it offers degrees in Interior Design, Industrial Design and Fine Arts. This creates an exciting, creative atmosphere where the various design disciplines interact, exchange ideas and form synergies. Second, the NJSOA was the first architecture program in the nation to establish fully digital design studios. Since then, our faculty members have been recognized nationally as leaders in digital design education. All of our studios are now taught using a wide array of digital media. The Digital Design program takes advantage of the diversity and the momentum found in the School of Architecture to provide ever accelerating technical and creative opportunities to its students.

WHAT IS A DIGITAL DESIGNER?

A Digital Designer is:

- A creative thinker with a wide knowledge base and skill set
- An artist exploring aesthetics through form, color, motion and time
- An entrepreneur observing market trends, exploiting innovation and creating intellectual property

WHAT DOES A DIGITAL DESIGNER DO?

The Digital Design program at NJIT is geared specifically to students interested in a fusion of technical competence and creative energy.

The course of study prepares professionals in a plethora of careers such as:

- Game Design
- Web Design
- Graphic Design
- Digital Video Production
- Animation and Motion Design
- Virtual Set Design
- Digital Special Effects
- Virtual Exhibit Design
- Communication Design
- Advertising
- Medical Imaging and Presentation

To see what some professional Digital Designers are doing today visit:

Blur: www.blur.com/;

REZN8: www.rezn8.com/;

Bunkerluft: www.bunkerluft.de/;

EA: www.ea.com/language.jsp.

WHAT DOES THE PROGRAM COVER?

Digital Design is a four year program leading to a Bachelor of Arts degree. The program's first year curriculum is organized to provide a broad design foundation for all disciplines. Digital design students share courses with students enrolled in other design programs to gain an elementary understanding of related fields. Following the first year, students may elect to continue in Digital Design, or exercise the option to study Industrial Design, Interior Design, or Fine Arts. The School is distinguished by its collaborative spirit both within and without. In upper level studios, industry leaders are invited to submit real-life projects to be explored together with students. The students will work in teams to experience the challenges of designing, building and testing their designs using collaborative methods. Along with the facilities available throughout campus, students have access to state-of-the-art Computer Aided Design (CAD) equipment and digital media laboratories.

The study of digital design gives students the tools to channel their imaginations in order to create virtual environments. Virtual environment have become an integral part of the advertising, film and gaming industries. It is an exciting new field that gives creativity free reign.

IS FINANCIAL AID AVAILABLE?

The Office of Student Financial Aid Services helps to provide NJIT students with every opportunity to obtain funding to support their educational costs.

The university encourages all students to apply for financial aid. www.njit.edu/admissions/financialaid/index.php

FOR FURTHER INFORMATION

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TO APPLY:

Office of Undergraduate Admissions,
1-800-925-NJIT

Or apply on line:

www.njit.edu/admissions/undergrad/undergrad_apply.php