The Bachelor of Arts in Digital Design*

New Jersey School of Architecture

New Jersey Institute of Technology

*Pending Approval*
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 online:
www.njit.edu/admissions/undergrad/undergrad_apply.php