



SCAD

THE UNIVERSITY FOR CREATIVE CAREERS

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# Welcome

## Dear Dreamers,

In this moment, you hold in your hands a key that bestows upon its keeper (that's you!) the power to open doors, access bright new spaces, and enter the wondrous world of SCAD and your future profession. SCAD alumni across the world — whose names you'll find throughout these pages — have crossed this very threshold to work with top global companies and invent their own standout brands and studios. From architecture to animation, fashion to film, and beyond, SCAD Bees have unlocked their creative, professional, entrepreneurial potential. What doors will SCAD open for you?

As you explore this 2024-25 SCAD Catalog, step into the technicolor magic of SCAD: 100-plus professional degree programs, a vibrant learning environment abuzz with surprise and delight, award-winning SCAD museums, star-studded SCAD festivals, top-ranked SCAD athletics teams, and industry-defining SCADpro collabs with clients like Google, Disney, BMW, NASA, Chanel, Meta, Mattel, and many more.

Best of all, this key opens a portal to each SCAD location that awaits you, from cosmopolitan Atlanta and enchanted Savannah to fairytale Lacoste, France, and anywhere else around the globe through the SCADnow online learning platform. Many SCAD Bees study at all four. Every door is yours to enter.

At SCAD, a loving community welcomes you with open arms: new friends, classmates, professors, mentors, and the world's top employers and elite creators eager to champion your highest professional ambitions.

Welcome home to SCAD. Our light is on, the key is yours. Come on in!

In love and discovery,

*Paula*

**Paula S. Wallace**  
SCAD President and Founder  
@paulaswallace



Only at SCAD

**JOIN THE HIVE**  
SCAD students may study at any location or virtually.

**4**  
global locations



Atlanta



Savannah



Lacoste




SCADnow

**17,500+**  
students from  
**50**  
U.S. states and  
**100+**  
countries  
**50,000+**  
alumni network worldwide

  
**Bee Well**  
**24/7**  
wellness support,  
dedicated  
mindfulness spaces,  
and  
**500+**  
wellness  
workshops  
yearly

  
**100+**  
student clubs  
**1,000+**  
residence life events  
each quarter

**99%**  
alumni  
employment\*



\*A 2023 study found that 99% of SCAD graduates were employed, pursuing further education, or both within 10 months of graduation.

**100+**  
degree programs  
**B.A.** Bachelor of Arts  
**B.F.A.** Bachelor of Fine Arts  
**M.A.** Master of Arts  
**M.F.A.** Master of Fine Arts  
**M.Arch.** Master of Architecture  
**M.B.I.** Master of Business Innovation



**SCADpro**  
Collaborations with the world's most influential brands:  
Amazon, Coca-Cola, Disney, Google, L'Oréal, Microsoft, and more  
**800+**  
assignments  
**300+**  
job offers

**Signature Events**  
**SCAD Savannah Film Festival**  
**SCAD TVfest**  
**SCAD deFINE ART**  
**SCADstyle**  
**SCAD Sidewalk Arts Festival**  
**SCAD FASHION**



  
**550+**  
first-place student  
awards in 2023–24

**150+**  
SCAD alumni  
credits on 2024  
Academy Award  
winners and  
nominees

  
**20+**  
SCAD athletics  
titles in 2023–24

**SCAD**  
AMPLIFY YOUR STORY  
professional  
presentation coaching



FORTY FIVE's rooftop pool is an oasis of relaxation for students in Midtown Atlanta.



# Atlanta

Nestled among rolling foothills and the world's most striking urban canopy, Atlanta's lush scenery is matched only by its thriving arts and business scene. Home to buzz-worthy startups, blockbuster studios, luxury houses, and multinational conglomerates, Atlanta's mixture of cosmopolitan style and globe-spanning commerce has made it an attractive home for both Fortune 100 companies and SCAD students and alumni, leading to extraordinary internship and professional opportunities throughout the region.

The university's fastest-growing location, SCAD Atlanta offers next-level technology and resources for every academic pursuit. The state-of-the-art LED volume stage and production spaces at the **SCAD Digital Media Center** equip students with the technology to complete films and TV pilots that rival the region's megastudios. At **SCAD Studio**, students perfect their masterpieces, props, and more in one of the most advanced studio spaces in the region. Digital studios and labs, machine tools, and physical resources at FORTY FIVE and SCAD Atlanta's main building prepare to tap into the region's expansive job market. At the university's own **SCAD FASH Museum of Fashion + Film**, must-see exhibitions and exclusive screenings complement SCAD School of Fashion programs.

SCAD Atlanta students spread their wings in high-design residential suites in **FORTY**, **FORTY FOUR**, and **FORTY FIVE**, featuring spectacular Midtown views, study spaces, dining, amenities, and more. The new **SCADshow** and its two theaters, a 700-seat main stage and an intimate 150-seat space, offer SCAD acting students a platform to spring into Atlanta's thriving film scene — and host the university's signature festivals for all things animation, television, and streaming: **SCAD AnimationFest** and **SCAD TVfest**. In the complex's courtyard, **SCAD COURT** welcomes outdoor performances, screenings, and exhibitions.

Atlanta came out on top as the best city to start a career, due to its high median income growth rate, abundant job opportunities, and high job satisfaction. — THE HUFFINGTON POST

Throughout the region, students make their mark on the arts and innovation scene and contribute to the growth of Atlanta's top companies with **SCADpro**, the university's boutique creative consultancy. The opening of a second professionally run **SCAD Casting Office** — the only casting offices in higher education — and SCAD Atlanta's location near major film and TV studios have helped students and alumni secure onscreen and production roles in acclaimed shows and blockbuster movies, including multiple Marvel Cinematic Universe projects. Students also find opportunity in the area's expansive luxury market, with nearly every major brand represented within its landscape of hotels, jewelry, fashion, and more.

SCAD's proximity to Hartsfield-Jackson Atlanta International Airport, the world's busiest and most connected airport, make it an ideal location for international students and far-flung travelers, with more than 150 domestic and 70 global destinations among its daily departures. Energy, inspiration, and entertainment are just steps away in Atlanta's chic shops, major venues, and 300-plus acres of forested green spaces, including Piedmont Park, Atlantic Station, Buckhead, and the famed Atlanta Beltline.

## ACCLAIM FOR ATLANTA

Best Big City for Film Production  
MovieMaker magazine

Best City to Start a Career  
WalletHub

Most Livable Cities  
The Economist

Best City to Start a Business  
LinkedIn

Best of the World  
National Geographic

World's Busiest Airport  
Airports Council International





Classrooms and meeting spaces across SCAD Atlanta are designed and decorated to spark connection and innovation among students.



▲ Dazzling community events (top) and residence hall amenities, like gaming and common areas (bottom), offer opportunities for SCAD students to forge lifelong friendships.





## Savannah

Set within one of the largest historic districts in the nation, SCAD Savannah and its more than 100 future-forward degree programs offer students a launchpad for creativity and innovation. SCAD students live and learn in the most distinctive built environment in higher education, among more than 70 new and revitalized historic structures dappled throughout this charming coastal city, including modern apartment- and suite-style residence halls and academic buildings with advanced technology. Creative adventure abounds for the next generation of design leaders in these storied spaces, which house classrooms, studios, and labs, as well as unparalleled resources like **SCADpro**, the university's innovation and design studio, where top companies like Google, BMW, HP, Deloitte, and Target tap SCAD students to dream up their next big ideas.

The award-winning **SCAD Museum of Art** sparks endless inspiration, presenting acclaimed exhibitions by today's most relevant artists and welcoming major guests to events like **SCAD deFINE ART**. At **Savannah Film Studios**, SCAD students enjoy access to the university's cutting-edge LED volume stage and a nearly 11-acre Hollywood-style backlot, the largest and most comprehensive university film complex in the U.S., which includes tree-lined streetscapes, a town square, a hospital façade, and a fabrication space for props, sets, costumes, and more.

**Savannah's historic district, SCAD's home, looks like a Hollywood movie studio backlot staged for a traditionally Southern-based production. — FORBES**

From the city's vibrant historic district to Tybee Island's sunny shores just a short drive from downtown, the SCAD imprint is evident across the Hostess City of the South. A cadre of alumni-owned businesses elevate the allure of Savannah's culturally rich National Historic Landmark District, alumni-led architecture and design firms preserve and reimagine the city's storybook charm, renowned and emerging SCAD artists showcase their work at alumni-founded galleries and boutiques, and fellow SCAD luminaries curate the ambiance and inventive menus at nationally recognized cafés and restaurants. At SCAD's signature events and grand celebrations — including the **SCAD Savannah Film Festival**, the largest university-run film festival in the world, the **SCADstyle** design summit, the **SCAD FASHION** runway show, and more — students step into the spotlight, connect with VIPs, and gain exclusive insight into their future industries.

◀ With its mild climate, Savannah offers SCAD students the perfect environment for outdoor exploration — like catching waves at local beaches.

### SALUTE TO SAVANNAH

[World's Greatest Places Time](#)

[Top U.S. Cities Travel + Leisure](#)

[No. 1 City for Creative Professionals Thrillist](#)

[Top Travel Destination in the U.S. Goop](#)

[Best U.S. Small Cities Condé Nast Traveler](#)



From Welcome Week to first classes and beyond, SCAD students make lasting connections and find their creative community.



Across Savannah, SCAD students learn in high-design spaces within historic contexts like Clark Hall, a 19th-century railroad office now home to the School of Building Arts.

The university's newest residential community, River, offers sunny skyline views and ample study spaces for bursts of creativity.







# Lacoste

For more than 20 years, SCAD Lacoste has welcomed celebrated creative luminaries and culture-curious students to explore the pastoral region of southern France made famous by Monet, van Gogh, and Picasso. With idyllic landscapes, illustrious local attractions, and perfectly preserved architectural treasures for classrooms, newly enrolled and first-year students, returning students, and alumni alike shed the distractions of everyday life and add an international perspective to their studies, artistic practices, and globetrotting careers.

Even before starting their SCAD education, students can visit Lacoste through **Pre-Bee**, a weeklong introduction to university life accented by an unforgettable international pilgrimage. As the university’s study abroad location, Lacoste invites students of all years to seamlessly continue their SCAD degrees as they make treasured lifelong memories. Courses vary each quarter, with offerings across programs such as advertising, animation, art history, fashion, film and television, interior design, painting, and photography. Students also participate in Lacoste-based **SCADpro** assignments and connect with companies throughout Europe.

After graduating, SCAD alumni can return to the region during **Après SCAD**, an exclusive professional development retreat, or to complete an artist’s residency as an ambassador of the **SCAD Alumni Atelier**. While the Luberon Valley and its rolling fields of lavender form a resplendent, old-world backdrop to the time-honored village, SCAD Lacoste’s digitally connected spaces, high-end resources, and modern amenities cultivate creative innovation during this once-in-a-lifetime experience for students and alumni.

A slate of year-round SCAD programming has made Lacoste an international destination for art, fashion, film, and more. The university’s globally acclaimed museum **SCAD FASH Lacoste** has hosted sweeping surveys of fashion designers including Pierre Cardin, Isabel Toledo, Azzedine Alaïa, Julien Fournié, Christian Lacroix, and Jean Paul Gaultier, while **SCAD AnimationFest Lacoste** and the **SCAD Lacoste Film Festival** celebrate both the region and country’s contributions to the mediums.

GLOBAL GUESTS		
Chioma Nnadi Vogue editor	Shane Gabier and Christopher Peters CFDA/Vogue Fashion Award recipients	Marylin Fitoussi Costume designer
Ruben Toledo Artist	Jeremy Irons Actor	Genevieve Gorder Interior designer
Jamie Beck Photographer and influencer	Jean-Pierre Jeunet Director	Ghislaine Viñas Interior designer
Lynn Yaeger Vogue contributing editor	Ilse Crawford Interior and furniture designer	Stefano Pilati Fashion designer

◀ SCAD Lacoste holds a magic unlike anywhere else, with boundless creative energy that has attracted the world’s most profound artists and creative visionaries.





SCAD Lacoste offers the university's preeminent educational experience, immersed in the rich history and *élan vital* of the Luberon Valley.

Students experience the beauty of Provence on excursions to the region's myriad cultural treasures, including famed markets and boutiques.



The SCAD Lacoste Film Festival takes advantage of France's warm summer climate to host *en plein air* screenings of new and notable films at historic Maison Basse.





# SCADnow

Combining on-demand access with real-time engagement, SCADnow offers unparalleled distance education to on-the-go artists, designers, and professionals from around the world. The university's signature online learning platform, the award-winning SCADnow, hosts a vibrant digital community of students from all backgrounds who master their disciplines under the tutelage of renowned SCAD faculty.

Depending on their major, students can take all or part of their program through SCADnow. The innovative online platform empowers all students, whether they are on-ground at one of the university's physical locations or logging in from exotic locales around the globe. SCADnow students have the flexibility to digitally connect to their programs, peers, and professors based on their own distinct schedules.

SCADnow courses meet online via Zoom at designated times throughout the week and feature virtual face-to-face lectures, demonstrations, discussions, and collaborations — all in real time. For students who prefer to experience SCADnow on their own schedule, engagement with professors and peers is amplified through on-demand discussions, course content, and recorded class sessions. To complement the "in-class" feel of this digital environment, SCADnow offers students a robust array of extended learning opportunities and support services.

Outside the digital classroom, SCADnow students participate in virtual conversations and master classes with creators and innovators in art, design, and entertainment. Through **SCADamp**, the university's professional presentation studio, students develop and deliver compelling pitches, preparing them to capitalize on the moments that launch rewarding careers.

SCADnow learning opportunities also extend to professionally driven SCAD initiatives, like digital collaborations with top companies via **SCADpro**, the university's boutique creative consultancy, as well as virtual employer recruitment and interviews. From interior designers managing client relationships that stretch across the world to fashion designers exhibiting on the virtual runway, SCADnow maximizes connectivity and choice while preparing students for the realities of working and collaborating as creative professionals.

## SCADnow ACCOLADES

Catalyst Award for Leading Change  
Anthology

Award for Excellence in Design Practice  
Online Learning Consortium

Catalyst Award in Training and  
Professional Development  
Anthology

Award for Excellence in eLearning  
Instructional Technology Council

Gold Level Trendsetter Award  
U.S. Distance Learning Association

◀ SCADnow students can connect to preeminent creative education from anywhere in the world.



# Academic Experience

With renowned academic programs top-ranked by The Hollywood Reporter, The Business of Fashion, Red Dot Design, The Rookies, DesignIntelligence, and Variety, among others, SCAD prepares students to excel in their chosen careers — but first, students are prepared to excel through essential foundational learning at SCAD.

The **First Year Experience** course introduces every new undergraduate student to university life, from choosing classes and majors to leveraging resources and joining clubs. Taken in their first academic quarter, the FYE program also helps incoming students set expectations for SCAD courses, which are taught on the 10-week quarter system and mirror the fast-paced deadlines and cross-collaboration of the professional world.

SCAD constantly researches and reimagines more than 100 degree programs the university offers to ensure students learn the critical skills and knowledge necessary for career success. The university consults industry leaders, gathers data on business and design needs through alumni and professional mentors as well as **SCADpro**, and collects student feedback to inform the genesis and evolution of each university degree. This comprehensive, transformative approach garnered SCAD recognition from *CBS Evening News with Norah O'Donnell* as a singular example of innovation in higher education.

As students advance in their degree programs, **SCADextra** extends the university learning experience. With thousands of workshops and coaching sessions offered each quarter, students augment their in-class studies, expand their SCAD network, and create their ideal academic experience. Enriching in-class learning, SCADextra workshops cover a variety of topics, from tutorials on how to perfect award and competition submissions to investigations of potential professional paths like footwear patterning and medical interior design. Through SCADextra coaching, students elevate their academic performance and achieve their true potential.

On their personal computers, students can download a vast array of software packages made available by SCAD at no extra cost, including the full Adobe Creative Cloud; Autodesk programs like 3ds Max, AutoCAD, Maya, and Revit, among others; and Nuke and Katana modeling and motion media programs. In global **SCAD Libraries**, students have access to more than 1 million print and electronic resources to augment and enhance their academic pursuits.

**SCAD won more than 1,700 awards representing excellence in academic departments in 2023–24, including more than 550 first-place wins.**

Across locations SCAD students learn from faculty members who are exhibiting artists and experts in their fields, like professor of foundation studies Navin Norling. ►







## Graduate Studies

When major employers and brands need innovation, imagination, and powerful design, they seek out SCAD alumni. At The University for Creative Careers, graduate students are empowered to realize their highest aspirations through in-demand programs, small class sizes, and an unparalleled network of faculty and industry mentors. SCAD graduate students merge polished ideation, presentation, and communication skills with a mastery in storytelling, critical thinking, and future-forward problem-solving to thrive in today's professional marketplace.

In graduate disciplines like design for sustainability, creative business leadership, luxury and brand management, sneaker design (SNKR+), and themed entertainment design — available only at SCAD — students become thought leaders in the creative economy as well as entrepreneurs stewarding successful personal brands and businesses. In programs that emphasize research and analysis alongside studio creation and fieldwork, they gain a highly evolved, analytical, and practical understanding of their areas of focus, engendering a holistic and integrated understanding of program disciplines. Throughout their studies, peer and individual critiques and seminar discussions provide forums for the development of a creative-critical framework. Students may select electives that reflect their interests and enable them to delve into related fields for inspiration and diverse perspectives.

“The education I received at SCAD has laid the foundation for my career, from the practical teachings of different theories to how to handle a growing business and market myself. SCAD fully prepared me for a full-time job, from start to finish.”

**MALINA OMUT**

Artist and editorial illustrator  
SCAD M.F.A., illustration, 2013

Ambitious and motivated SCAD undergraduate students can maximize the impact of their education and career preparation through **GRADpath@SCAD**, an accelerated course of study that culminates in an advanced degree. For example, GRADpath@SCAD students can earn both their B.F.A. and M.A. in as little as four years or their B.F.A. and M.F.A. in as little as five years, seamlessly transitioning to graduate studies and the professional world. SCAD also offers the **Integrated Path to Architectural Licensure**, a prestigious academic track that enables students majoring in architecture to complete their B.F.A. and M.Arch. degrees as well as the Architect Registration Examination in as few as seven years.

Through GRADpath@SCAD's accelerated academic track, 2024 SCAD Savannah Excelsus Laureate Morgan Eng completed an undergraduate degree in animation and an M.F.A. in sequential art in a five-year span.



# Faculty

From the Oscars and Emmys, to the Peabodys and beyond, SCAD’s renowned professors lead innovation in their fields and pave the way for new generations of designers and creative entrepreneurs. SCAD educators strengthen their international acclaim with awards from the Cannes Film Festival, The Hollywood Reporter, and the American Institute of Architects, among others. With a focus on career-defining mentorship, they prepare students through premier instruction informed by industry expertise, executive experience, and artistic excellence.

## SCAD is home to an award-winning faculty of more than 800 professors.

At SCAD, future beauty business leaders start to make their mark with guidance from the De Sole School of Business Innovation associate dean Meloney Moore, previously the executive director of marketing at Estée Lauder, who helped establish SCAD’s business of beauty and fragrance degree program. Burgeoning design pros interface with model mentor BC Hwang, professor of user experience (UX) design, formerly the senior director of Samsung Electronics’ Mobile UX Innovation Lab before joining SCAD’s faculty. Next-generation interior design stars learn to create human-centered spaces from interior design professor and SCAD alum Brian Sweny, who led design, restoration, and adaptive reuse projects for venerable institutions including the New York Public Library and the Bronx Zoo.

When sequential art students want to concept their own superheroes, they shadow professor Rashad Doucet, an Eisner-winning comic book creator whose credits include *Invader Zim* and *Rick and Morty*, and whose latest series *Pax Samson* is distributed by Simon & Schuster. Students bound for stage, screen, and behind-the-scenes study with actor and SCAD chair of film and television D.W. Moffett, star of hit shows including *How to Get Away with Murder*, *Friday Night Lights*, *Chicago Med*, *Switched at Birth*, *Happily Divorced*, and more.

While SCAD professors continue to research, publish, and practice in their areas of scholarship, their greatest achievement is their students’ success. SCAD students receive individual attention and work alongside these highly accomplished educators in small classroom settings. SCAD professors also invite their elite networks into the classroom, providing opportunities for unique-to-SCAD connections that lead to coveted student internships and jump-start rewarding careers.

SCAD FACULTY INDUSTRY EXPERIENCE		
Activision Blizzard	The Guardian	Perkins+Will
Cartoon Network	IBM	Rolling Stone
DC Comics	Interscope	Samsung
Disney	The Metropolitan Museum of Art	Sony
Electronic Arts	Netflix	Versace
Elle Decor	The New York Times	Vivienne Westwood
Google	Oculus	Wizards of the Coast



Named by Variety as one of the top entertainment educators in the world, SCAD School of Film and Acting dean Andra Reeve-Rabb leverages her experience as the former director of primetime casting for CBS to help guide the next generation of actors, directors, producers, and more.





# Career Preparation

From anywhere in the world, SCAD students and alumni tap into the support and resources of the university’s office for career and alumni success (CAS). From the first day of class to first jobs and leadership roles, CAS provides a bounty of resources, events, and advisement opportunities to help students and alumni thrive in their chosen fields — a SCAD experience that extends beyond their creative education.

Through individualized coaching and guidance from their assigned career adviser, students customize a Career Action Plan to accomplish their goals, develop distinctive résumés and portfolios, secure internships, ace interviews and presentations, and engage confidently with employers from visionary companies at SCAD’s signature recruiting events. With career-defining resources like **SCADpro**, the university’s innovation and design studio, and **SCADamp**, the university’s professional presentation studio that turns novices into dazzling presenters, students gain first-hand professional and public-speaking experience. And, at **SCAD Career Fair**, **SCAD Out2Launch**, and more than 700 visits with top employers each year, students pitch their best work and secure pivotal internship and job opportunities.

A SCAD degree offers entry to a prestigious global network of professional connections, including more than 55,000 alumni creative leaders who become future employers, peers, and collaborators. SCAD graduates remain engaged with the university through signature events and alumni mentorships, where they illuminate the path for current students looking to follow in their footsteps.

SCAD delivers lifelong support to graduates, helping them maximize their expressive potential and reach professional goals. Through the **SCAD Alumni Society**, the university bolsters alumni careers via curated networking services, communication coaching, and distinct offerings like the **SCADpro Fund**, which invests in new ventures by alumni entrepreneurs, and the **SCAD Alumni Atelier**, an ambassadorship where distinguished graduates advance their artistic and professional endeavors with a focus on brand building and entrepreneurship.

**99%**  
alumni  
employment\*

\*A 2023 study found that 99% of SCAD graduates were employed, pursuing further education, or both within 10 months of graduation.

“SCAD provides very rich resources and a variety of opportunities for students, whether for study, internships, or employment. You dare to do it, dare to ask for it, because you’re already prepared. No matter your venture, SCAD paves the way.”

**HSIANG-TING YEN**

Founder, HTY Jewelry  
SCAD M.F.A., jewelry and objects, 2012; M.A., metals and jewelry, 2010

◀ Key insights come from a wealth of sources for SCAD students, including luminaries like Frank Stephenson, named one of the most influential car designers of our time by MotorTrend Magazine for his work at McLaren, BMW, Maserati, and Ferrari, among others.



# SCADpro

A boutique creative consultancy fueled by inventive SCAD students and guided by superstar faculty, SCADpro extends the university's reputation and reach as an academic leader to businesses and industries around the world. SCADpro, recognized as the preeminent innovation generator and design partner in higher education, infuses fresh thinking and creative solutions into the groundbreaking, generative research it delivers to clients large and small every academic quarter.

Operating across all three of SCAD's on-ground locations, SCADpro has delivered key insights on how to maximize efficiency, understand Gen Z and Gen Alpha consumers, and boost bottom lines for a client list that includes nearly half of Forbes' 100 most valuable companies. Through its more than 800 assignments, SCADpro students from all the university's 40-plus majors have collaborated with titans of finance, health care, hospitality, entertainment, technology, automotive, e-commerce, and more. SCAD's frequent and fruitful partnerships with Deloitte, the world's leading service provider, led to the establishment of **Deloitte Foundry** in Savannah in 2023. This partnership between SCAD and Deloitte galvanizes SCAD students to join groundbreaking new initiatives, including the cutting-edge **Deloitte Rapid Implementation Studio**, **Digital Frontier Studio**, and continued SCADpro creative assignments with Deloitte.

SCADpro embodies the university ethos of rigorous education, professional collaboration, and comprehensive career preparation, helping students reinforce essential career attributes like flexibility, communication, and project management — all while they complete assignments that fulfill degree requirements. For many, SCADpro leads directly to top jobs after graduation. SCAD animation alum Adriana Manrique Gutierrez wowed NASA partners on an assignment creating educational materials and outreach marketing for ICESat-2, a satellite measuring ice-sheet elevation. Gutierrez was hired by NASA as a multimedia specialist on public outreach for the multinational, \$10 billion James Webb Space Telescope. Raegan Levan, a film and television grad, rethought the at-home employee experience for Deloitte and earned a job offer from the international company, joining more than 30 other SCAD graduates hired by Deloitte after previous SCADpro partnerships. SCAD user experience (UX) design alum Angela Martin pitched SCADpro concepts for a build-your-own children's computer kit to Lenovo — and was hired to join the company's UX design team immediately after graduation.

Collectively, more than 8,000 students have built extraordinary résumés and portfolios through SCADpro assignments and design challenges, and many earn internship or career offers to continue their work at IBM, Microsoft, Walt Disney Imagineering, and more. CBS Sports asked SCADpro to develop immersive augmented reality concepts for the network's football broadcasts and studio show. BMW asked students to apply AI and mixed reality technology to their marketing and car-buying experiences. Tool manufacturer Snap-on and jewelry brand David Yurman each tasked SCADpro students with creating multiplatform marketing campaigns. Sam Edelman partnered with SCADpro to design a line of sneakers sold online and in Nordstrom stores. And eBay partnered with SCADpro for solutions to entice Gen Z consumers and influencers to remain competitive in the social media market.

SCADpro students prepared for Fender an exhibition proposal celebrating the 70th anniversary of its iconic Stratocaster guitar — and a next-generation experience imagining its next 70 years. ▶





Luxury automaker BMW tapped SCADpro students to elevate the visitor experience at BMW World, the company's museum and event space in Munich, Germany.



In recent assignments, multidisciplinary student teams have designed new TV broadcast graphics for the WWE, applied real-time technology to theme park concepts for Universal Creative, helped minimize patient fall injuries for The Mayo Clinic, redesigned café spaces for The Coca-Cola Company, maximized the efficiency of Chick-fil-A's queue lines, amplified a college student-themed ad campaign for Walmart, and honored Savannah's history in a curated color palette for Sherwin Williams. Through short-term design challenges sponsored by global partners, SCAD students and faculty ideate on big-picture issues like the future of K-12 education, remote work, and adapting restaurants to fit modern needs.

SCADpro also prepares students to pursue their own entrepreneurial endeavors. Students are provided the resources and tools to create an original product or service concept in **SCAD StartUp**, a weeklong business challenge led by SCADpro and the user experience design student club FLUX. After graduation, SCADpro partners with alumni to support them with the mentorship and momentum necessary to launch successful new companies, products, and services in the global marketplace.



SCADpro students collaborated with CBS Sports to design immersive and augmented reality concepts for the network's studio show and game broadcasts.



# SCAD

## AMPLIFY YOUR STORY

### SCADAMP WORKSHOPS

Establish Your Presence

Discover Your Voice

Shape Your Story

Focus Your Attention

Design Your Slide Deck

Dress the Part

Create a Practice Routine

Engage Your Audience

Craft Clear Messages

Own the Room

Story Mapping

Visualize Your Story

Embrace Improvisation

Fill the Room

Communicate as a Team

Present as a Team

Presentation  
Choreography

Maximize the Moment

To ace peak-performance moments that launch dream careers or ignite thriving brands and businesses, SCAD students and alumni turn to **SCADamp**, the university's professional presentation studio. Whether a first-time presenter or a seasoned pro at center stage, students and alumni connect with experienced communication coaches through tiered workshops and individual sessions, learning to speak, visualize, and connect across a spectrum of career-making contexts. From Zoom to the boardroom, elevator pitches to demonstrations, SCAD equips students with the latest technology and presentation stages — including simulated speaking environments, videoconference spaces, and virtual reality stations — to share their work, ideas, and credentials with polish and power.

**With its advanced technology and world-class coaches, SCADamp sets the stage for students to be heard — and hired.**

SCADamp coaching helped SCAD fashion alum Christopher John Rogers debut his brand on a global stage when he won the CFDA/Vogue Fashion Fund. A fellow fashion graduate, Naecia Dixon sharpened her presentation, interviewing, story mapping, and visualization skills through SCADamp en route to a trio of major accolades: the 2022 Fashion Scholarship Fund Case Study Competition, the FSF Chairman's Award, and the 2022 Virgil Abloh Post-Modern Scholarship. SCADamp coaches have also assisted SCAD teams who have gone on to win international competitions like Walt Disney Imagineering's Imaginations Design Competition and the Global Wellness Summit's Shark Tank of Wellness Student Competition.

SCADamp coaching extends to the entire university community. Available online 24/7, the SCADamp digital platform and video resource library hosts interviews with actors, voiceover talent, and producers, and features step-by-step tutorials on how to maximize sound, lighting, and camera angles. As a complement to the SCAD curriculum, the SCADamp workshop series further advances the university's mission to prepare talented students for creative professions by amplifying their stories through verbal, visual, and interpersonal communication. Students can track their progress, much like their degree requirements, and receive a certificate of completion after finishing SCADamp workshops.

Masters of communication and visual presentation, SCADamp coaches teach students to share their stories with power and poise. ▶







In addition to the new backlot, Savannah Film Studios offers student filmmakers a full suite of advanced production tech, including 4K cameras, lighting kits, and dolly tracks.

# Specialized Resources

Across its film sets, design shops, computer labs, and advanced studios, SCAD offers a veritable wonderland of physical and digital resources for students to push their creative practice to the next level. At the university’s locations in Atlanta and Savannah, Georgia, and Lacoste, France, as well as online via the award-winning SCADnow platform, students’ access to specialized technology and industry-standard software is intentional and designed to help them exceed the real-world environments of the studios, startups, and firms they will one day lead.

At SCAD, student films and TV pilots take center stage on the university’s advanced LED volume stages at **Savannah Film Studios** and the **SCAD Digital Media Center** in Atlanta. In these leading-edge environments, powered by Unreal Engine and stYpe RedSpy camera tracking systems — the same type of system used by Disney’s blockbuster Marvel Cinematic Universe films and smash-hit TV shows like *The Mandalorian* and *House of the Dragon* — students shoot lush cinematic adventures on 4K cameras. In Savannah, the expansive Savannah Film Studios and its 11-acre backlot, the largest of its kind at any academic institution in the U.S., offer students unprecedented access to professional-level film and TV studio space.

These film locations are complemented by a full suite of postproduction space: Foley soundstages and Icon D-Command recording studios for sound design students to compose soaring soundscapes and green screen studios, Vicon motion capture systems, and software like Blender, Toon Boom, and Katana (created by SCAD grad Steve LaVietes, netting him an Academy Award!) for animation, motion media design, and visual effects students to make special effects wizardry. At SCAD’s networked render farm at **Montgomery Hall**, students working in programs like Houdini, Maya, and RenderMan significantly cut down processing times. Aspirational game developers can program their chart-topping apps with Unreal and Unity and explore these worlds with the latest VR headsets — all available at **The Shed** in Savannah — while motivated music producers can create tracks with Ableton Live, the same program used by icons like Daft Punk, Skrillex, and Calvin Harris.

Beyond its digital labs and production studios, SCAD’s physical resources benefit students across dozens of future-forward majors. In Atlanta, immersive reality, industrial design, and user experience (UX) design students innovate in leading-edge design and digital labs at **FORTY FIVE**, sculpture students forge and mold their concepts into stunning reality in the expansive individual studios, wood shop, or bronze and steel foundry at **SCAD Studio**, and animation and visual effects students generate new worlds in digital studios at **SCAD Atlanta’s main building**. At Savannah’s **Gulfstream Center for Design**, students in furniture design and industrial design make their concepts reality, prototyping their plans on a range of 3D printers, an injection molding machine, or a CNC mill and routers. In **Number Nine’s** digital textile lab or on **Pepe Hall’s** Jacquard loom, SCAD fashion and fibers students weave or print their signature patterns in style.

## ON-SET TECH

Two LED volume stages

4K cameras

Chroma key green screen studios

Foley and automated dialog recording stages

Hasselblad XS film scanners

Icon D-Command recording studios

Phase One 100MP Camera Systems

Vicon motion capture studios

**SCAD is the only university in the world with two LED volume stages.**

## CHARGE YOUR CREATIVITY

Software from Adobe to ZBrush

Chromira ProLab printer

Injection molding machine

3D printers

CNC mill and routers

Jacquard loom



# Museums

Hosting visionary artists and designers on an international stage, SCAD exhibitions engage every creative dimension — from painting, sculpture, and photography to couture garments, film, and digital media — complementing the future-forward disciplines offered at the university. SCAD museums in Atlanta and Savannah, Georgia, and Lacoste, France, enlighten minds and elevate dialogue year-round with public programming for all ages, including signature events, lectures, screenings, workshops, gallery talks, and tours. With quarterly excursions between Atlanta and Savannah, SCAD students at both locations enjoy the breadth of what SCAD museums have to offer.

## SCAD MUSEUM OF ART

Imaginative exhibitions across more than 10 galleries at the **SCAD Museum of Art** bring international artists to connect with SCAD students and enrich Savannah’s cultural landscape. A premier contemporary art museum, SCAD MOA shows and commissions work by emerging and established artists at the forefront of visual and material culture. SCAD MOA’s dedicated alumni gallery offers SCAD graduates global exposure and major career milestones like their first solo museum exhibitions. Permanent gallery space also is dedicated to exhibiting the work of contemporary Black artists in connection with the museum’s **Walter and Linda Evans Center for African American Studies**, which celebrates the breadth and expressive legacy of African American art and culture.

“It was a great pleasure to work with the SCAD Museum of Art to share my vision — without compromise — with SCAD’s wonderful students.”

### AWOL ERIZKU

SCAD deFINE ART 2024 exhibiting artist

EXHIBITING ARTISTS			
Nina Chanel Abney	Cao Fei	Hayv Kahraman	Jorge Pardo
Miya Ando	Rachel Feinstein	Marilyn Minter	Ebony G. Patterson
Iván Argote	Doreen Lynette Garner	Tyler Mitchell	Mika Rottenberg
Radcliffe Bailey	Katharina Grosse	Shirin Neshat	Rose B. Simpson
Pia Camil	The Haas Brothers	Rashaad Newsome	Hank Willis Thomas
Nick Cave	Hassan Hajjaj	Raúl de Nieves	Carrie Mae Weems
Ann Craven	Chase Hall	Toyin Ojih Odutola	Saya Woolfalk
Kenturah Davis	Isaac Julien	Lorraine O’Grady	Erwin Wurm

Navigating her experiences of cultural transformation in China, preeminent artist Yu Hong’s practice exemplifies the international resonance of the museum’s exhibition programming.







## SCAD FASH MUSEUMS

Captivating viewers with iconic looks from the runway to the screen, **SCAD FASH Museum of Fashion + Film** in Atlanta and **SCAD FASH Lacoste** in resplendent Provence, France, celebrate fashion as a universal language, garments as important conduits of identity, and film as an immersive and memorable medium. Lauded by eminent fashion publications including Vogue, W Magazine, and Vanity Fair, SCAD FASH museums present exhibitions, films, and events that mine the rich and storied legacies of fashion history to inform contemporary designers and inspire future innovations. Connecting students and visitors to internationally renowned fashion designers, filmmakers, and photographers, these vital resources further cultural and creative exploration.

“It is a dream come true to see my creations in the first museum exhibition dedicated to my work. I am honored to inspire the next generations of artists at SCAD and grateful for the university’s vision and dedication to championing the beauty of diverse and global cultures.”

### MANISH ARORA

Fashion designer

#### RECENT SCAD FASH EXHIBITIONS

*CinéMode par Jean Paul Gaultier*

*Azzedine Alaïa: L’Art de la Mode*

*Manish Arora: Life Is Beautiful*

*Isabel Toledo: A Love Letter*

*Cristóbal Balenciaga:  
Master of Tailoring*

*Notre Ami, Pierre Cardin*

*Christian Siriano: People Are People*

*The Blonds:  
Glamour, Fashion, Fantasy*

*Robert Fairer Backstage Pass:  
Dior, Galliano, Jacobs, and McQueen*

*Ellen von Unwerth:  
This Side of Paradise*

*Robert Wun:  
Between Reality and Fantasy*

*Christian Lacroix Habille Peer Gynt  
pour la Comédie-Française*

*Albert Watson:  
The Light Behind the Lens*

*Julien Fournié:  
Haute Couture Un Point C’est Tout!*

*Ruth E. Carter:  
Afrofuturism in Costume Design*

*Madame Grès: The Art of Draping*

*Guo Pei: Couture Beyond*

*Horst P. Horst: Essence of the Times*

◀ Dramatically transforming the galleries with each new exhibition, SCAD FASH dazzles audiences across two continents with expressive works by famed designers like The Blonds.



# Alumni Advancement

ONCE A BEE,  
ALWAYS A BEE

SCAD Art Sales

SCAD Museum of Art  
alumni gallery

SCADpro Fund  
investment

SCADamp coaching

SCAD Alumni Atelier  
ambassadorship

Après SCAD

Alumni mentorship

Support for SCAD students continues well after graduation with evergreen alumni resources that elevate careers across art, design, and business sectors. Through **SCAD Art Sales**, the university’s fine art consultancy, SCAD artists gain elite representation and access to an international clientele, earning commissions for high-profile installations, interior design projects, and film and television productions, as well as acquisitions by prestigious collectors. Graduates also gain global exposure and reach career milestones with solo museum exhibitions in the dedicated alumni gallery at the **SCAD Museum of Art**.

Complementing the university’s innovation and design studio, **SCADpro**, which connects students with the world’s most influential companies, **SCADpro Fund** invests in new ventures by SCAD alumni, helping them scale faster and innovate design solutions to challenges. Supported by the resources of SCADpro Fund, alumni entrepreneurs build brands, studios, and businesses that earn international acclaim, simultaneously nurturing their communities and creating new internship and job opportunities for SCAD students. Further honing graduates’ professional aptitude, the university’s **SCADamp** studio offers personalized consultations that equip alumni — like The Big Favorite founder Eleanor Turner and famed fashion designer Christopher John Rogers — with the pitching and presentation prowess to secure big financial backers or shine in major media moments.

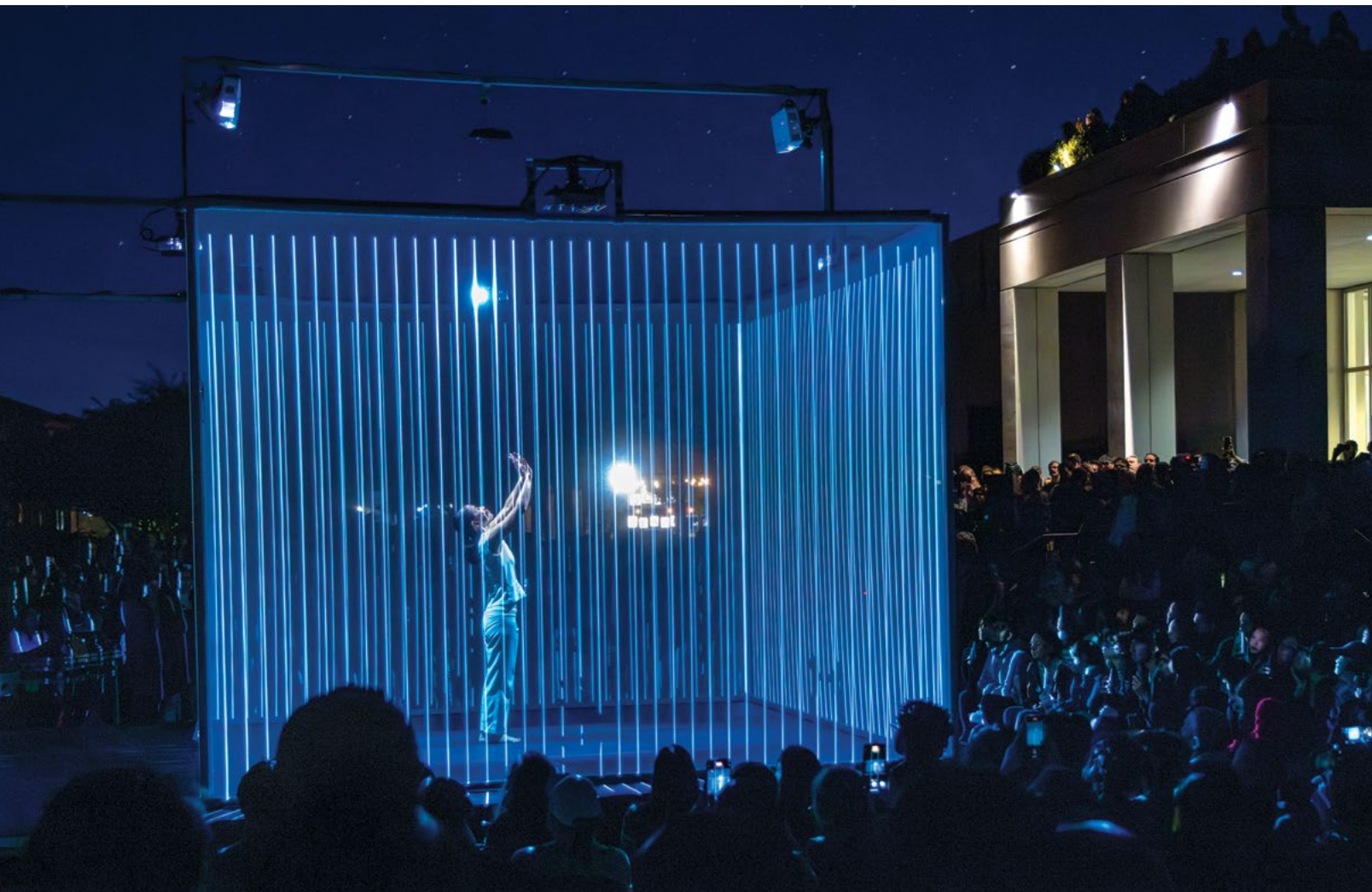
The **SCAD Alumni Atelier**, conceived and endowed by SCAD President and Founder Paula Wallace, offers graduates the time, space, and resources to immerse themselves in the creative process and launch a new era in their body of work. SCAD Alumni Atelier ambassadors advance their careers, strengthen their connection to the university, and join an exceptional cohort of entrepreneurs, artists, designers, and scholars who return to the SCAD location of their choosing to create, ideate, and build personal brands and businesses. Global networking summits like **Après SCAD** further enrich graduates’ creative and entrepreneurial endeavors, connecting them with esteemed industry professionals and fellow alumni.

Through the **SCAD Alumni Society**, graduates at every step of their career journeys champion future generations, sharing their professional knowledge and insight. At preeminent SCAD signature events and through master classes, studio visits, and critiques, alumni share wisdom, review portfolios, and welcome the newest members of the SCAD network — connections that translate to creative and career opportunities for students and graduates alike.

Lauding creatives at the height of culture and entrepreneurship, SCAD honors alumni — like rising contemporary artist Lavar Munroe — with prestigious awards and recognitions.







▲ *Hakanai*, a choreographed light performance by artist duo Claire Bardainne and Adrien Mondot, closed out SCAD deFINE ART 2024's opening night.

◀ SCAD TVfest welcomes top guests like the voice cast of *My Adventures with Superman* to talk production processes and tease upcoming seasons.

# Signature Events

Through year-round signature events, SCAD connects students with culture-making creators who offer professional insights and unparalleled mentorship opportunities that inform and inspire future careers. Offering exclusive access to inclusive voices, SCAD events illuminate the most revelatory topics, content, and innovations across all creative disciplines.

The academic year starts with Atlanta's **SCAD AnimationFest**, an annual celebration of the medium across film, television, gaming, and beyond. At the **SCAD Savannah Film Festival**, student filmmakers welcome cinematic icons like Ava DuVernay, Kevin Bacon, and Emerald Fennell to the largest university-run film festival in the world, which has screened more than 175 Academy Award-nominated films over more than 25 years. Fall heats up at **SCAD AT MIAMI**, the university's installation at the prestigious DesignMiami/, where works by SCAD students and alumni — which represent degree programs ranging from sculpture, fibers, and jewelry to industrial design, furniture design, and architecture — earn praise from international collectors, galleries, and art and design VIPs.

Kicking off winter quarter, **SCAD TVfest** unites audiences in the heart of Atlanta's entertainment mecca with the cast and crew of binge-worthy shows like *The Morning Show*, *Fellow Travelers*, and *Star Trek: Discovery*, as well as insightful conversations with showrunners and stars like Milo Ventimiglia, Laurence Fishburne, Sarah Michelle Gellar, and Sterlin Harjo. **SCAD deFINE ART** brings together visionary artists like Cao Fei, Awol Erizku, and Iván Argote to present thought-provoking work and ideas in new exhibitions, conversations, gallery tours, and celebrations of the transformative power of creative expression.

Students from every location are invited to experience luminous SCAD signature events.

TOP TALENT			
Wes Gordon	Tyler Mitchell	Francesco Risso	Yara Shahidi
Ashley Longshore	Camila Morrone	Coco Rocha	Sadie Sink
Karla Martínez de Salas	Ruth Negga	Brigitte Romanek	Tessa Thompson
Mike Mills	Jenna Ortega	Hunter Schafer	Steven Yeun

## RSVPs FROM VIPS

- Mahershala Ali
- Wes Bentley
- Jason Bolden
- Kenneth Branagh
- Rachel Brosnahan
- Bryan Cranston
- Tom Ford
- Prabal Gurung
- Maggie Gyllenhaal
- Ethan Hawke
- Jennifer Hudson
- Hugh Jackman
- Marc Jacobs
- Daniel Kaluuya
- Delroy Lindo



The largest university-run film festival in the world, the SCAD Savannah Film Festival turns a section of the city's Broughton Street corridor into a glamorous red-carpet block party each fall.

# SCAD SAVANNAH FILM FESTIVAL

SAVANNAH COLLEGE





# Student Life

From **The Hive** and **Victory Village** in Savannah to **FORTY, FORTY FOUR**, and **FORTY FIVE** in Atlanta to richly preserved historic dwellings in the medieval village of Lacoste, SCAD residence halls are supportive hives where creativity flourishes. These spaces are designed to inspire, outfitted with studios, gaming lounges, study nooks, and alumni artwork. Premier fitness centers — **SCADfit** in Atlanta, Savannah, and Lacoste, and **ClubSCAD** in Atlanta and Savannah — feature a robust schedule of group classes and private sessions with personal trainers available virtually or on-site, and residents fuel up with locally sourced food, available with convenient in-app ordering and no-hassle pickup options from dining halls, markets, and grab-and-go eateries.

Through **SCAD Squads**, students find their hive with other SCAD Bees from around the world in unique communities complete with curated activities, squad-exclusive merch, and so much more. And the SCAD social calendar is packed with opportunities to build lifelong friendships, too — from open-mic nights and talent shows to exhibitions and annual traditions like the **Masquerade Ball**. Students also find their crew through more than 100 student clubs and organizations dedicated to every pursuit imaginable, including dance, anime, a capella, and improv.

To ensure all students feel welcomed, valued, respected, and empowered to thrive, the **SCAD Office of Inclusion** offers access to resources and events that foster a culture of equity and inclusivity. **Bee Well** ensures SCAD students have a safe, confidential source for comprehensive care and support for emotional, physical, and social health, including mindfulness programming to recharge students' creativity. Group and individual sessions are led by licensed SCAD counselors who encourage students to explore their priorities in nonjudgmental settings and pursue their purpose.

Students also may serve their local communities through **SCAD SERVE**, the university's service initiative that brings together the SCAD community and local leaders to address the needs of neighbors through meaningful design solutions. SCAD SERVE focuses on improving quality of life through four critical areas of need: food, shelter, clothing, and environment. Recent SCAD SERVE projects include food deliveries to local families in need; Paint Our Parks (POP) beautification initiatives in Atlanta and Savannah; and tree-planting events in Savannah neighborhoods most affected by environmental inequity in response to a study conducted by SCAD Bees.

SCAD students enjoy a year-round calendar of sparkling signature events, including the juried student runway show SCAD FASHION.



1,000+  
events  
sponsored by  
residence life  
each quarter

500+  
wellness  
workshops  
every year





## International Student Life

At SCAD, students from nearly 120 countries find a home away from home through a calendar stacked with events, exhibitions, and programming that celebrate the university's vibrant cultural tapestry. And, through the SCAD **International Student Services Office** (ISSO), students gain access to dedicated resources and support designed to help them thrive in the U.S.

ISSO guides students in person and online to professional success in world-spanning careers through customized programs, resources, and mentoring that begin before students arrive at SCAD and continue long after graduation. Eligible F-1 students may obtain **Optional Practical Training** (OPT) work authorization for 12 months following completion of any SCAD degree program and an additional 24 months following completion of any of the 28 STEM majors at SCAD.

Students in the **SCAD English as a Second Language** (ESL) program, offered through the **SCAD Language Studio**, prepare for the university's immersive academic environment. Students in the pre-orientation SCAD **Cultural and Academic Preparation Program** (CAPP) explore vibrant SCAD locations, meet other new Bees, and take part in design challenges and workshops to deepen their understanding of SCAD academic expectations and coursework. Once they begin their studies, ESL students participate in virtual lectures, networking events, studio experiences, and classroom instruction that advance English language proficiency and ease the transition to life at SCAD. They also enjoy access to an online database of virtual resources and video guides on academic culture, design vocabulary, and more.

As SCAD Language Studio students progress through ESL levels, they work closely with accomplished and credentialed professors with advanced degrees in ESL education, applied linguistics, foreign language education, and other related fields. Individual English language tutoring is available to all SCAD Language Studio students, including those whose English proficiency exempts them from ESL coursework. All SCAD Language Studio courses are preparatory and do not carry credit toward a degree program.

Each quarter, ISSO also hosts lively cross-cultural events and networking sessions, including a dinner series where local SCAD alumni host students from abroad. Through these events and other wide-ranging workshops, students learn success strategies to excel in advanced SCAD coursework, improve communication, and acclimate to university life. Held throughout the year, these workshops cover topics including creative thinking, storytelling, travel, immigration, student life, the U.S. job market, housing, and more.

◀ SCAD students from around the world gather in celebration for luminous Lunar New Year festivities.

“At SCAD, you get a diversity of viewpoints and a diversity in approach that enriches your design process. I'm very excited for the future and thankful for these experiences.”

**OHENE TWUM**

Founder, Ohene Twum Architecture  
SCAD M.Arch.; B.F.A. architecture, 2022



# Athletics

In Atlanta and Savannah, SCAD artist-athletes give new meaning to the art of competition, winning honors for their achievements on and off the playing field. Members of the National Association of Intercollegiate Athletics, SCAD teams have celebrated dozens of conference, individual, and national championships in sports like cross country, cycling, fencing, golf, lacrosse, and swimming.

The SCAD equestrian team is one of the most decorated in the nation, winning its 11th consecutive Tournament of Champions in 2024 to add to a trophy cabinet that includes multiple American National Riding Commission (ANRC) and International Horse Shows Association (IHSA) national championships. On the lanes, the SCAD women’s bowling team won their third consecutive national championship in 2024 and the men’s team won their first, continuing a striking rise in just eight years of NAIA competition. In the online arena, SCAD students from around the globe compete on eSports teams in *League of Legends*, *Super Smash Bros.*, *Rocket League*, and *Overwatch* — and earned the most All-Conference selections in the first season of Sun Conference play in 2023-24. Guided by expert coaches and accomplished faculty, these talented teammates demonstrate the SCAD ideals of scholarship, leadership, integrity, and sportsmanship, earning hundreds of All-American honors for their athletic and academic achievements, among other awards.

In Atlanta and Savannah, competition extends to the entire student body. Each quarter, more than 1,000 SCAD students of all levels and abilities join **intramural teams** in sports like badminton, basketball, dodgeball, eSports, flag football, kickball, soccer, Spikeball, volleyball, and more. Beyond the playing field, SCAD is committed to keeping students active outside the classroom. At its premier fitness centers **SCADfit**, located in Atlanta, Savannah, and Lacoste, and **ClubSCAD** in Atlanta and Savannah, students have access to a wide range of fitness equipment, workout classes, and wellness seminars to enhance their health and boost their creativity.

“The option to be an athlete has shaped my SCAD experience more than anything else. I’m grateful for the coaches and staff that have cultivated a resourceful environment, one that helps us grow as people and develop the skills that we can take into our artistic career and postgraduate life.”

**ABIGAIL SIDDALL**

SCAD soccer athlete  
SCAD B.F.A. production design

Among the university’s most decorated athletics squads, the SCAD men’s and women’s swimming teams frequently vie for conference and national titles. ▶

**SCAD TEAMS**

- Bowling
- Cross country
- Cycling
- Equestrian
- eSports
- Fencing
- Golf
- Indoor track and field
- Lacrosse
- Outdoor track and field
- Soccer
- Swimming
- Tennis







# Foundation Studies and General Education

Every SCAD undergraduate student's educational experience is anchored by an academically rigorous program in drawing and design, providing students with a studio experience to build the visual, conceptual, and creative ability to succeed in their degree and professional pursuits. In these SCAD foundation studies courses and general education courses, or **SCAD Core**, students gain the strong intellectual foundation and vast knowledge essential to thriving careers, learning to investigate, interpret, and defend new ideas as well as view the world creatively, critically, and inquisitively.

All students complete a minimum of 20 quarter hours of foundation studies and 55 quarter hours of SCAD Core. Foundation studies courses in design, drawing, color theory, and more are the base for students to advance into their program of study and postgraduate aspirations. With the help of advisers, students choose electives based on specific course requirements for each discipline.

In general education courses, students complete at least one course in three categories — humanities/fine arts, social/behavioral sciences, and mathematics/natural sciences — that encourage deeper enquiry into art and design. Course topics include an exploration of the art, literature, and culture of the Harlem Renaissance, the evolution of visual expression from the Paleolithic era to the Medieval period, and the application of human behavior and psychology in the creative process. SCAD courses also explore business fundamentals, economic principles, and strategic decision-making that instill key management and analytical skills necessary to launch successful businesses.

All undergraduate students complement their studies with a suite of learning resources and events available to the entire university community. Students receive learning assistance via the SCAD academic resource center, join peer tutoring workshops with the **SCAD Drawing and Design Center** and connect with students across disciplines in the lecture series **Major Connections** and **Professional Tool Kit**, which feature upper-level SCAD students and alumni who discuss how their current work is rooted in their foundation studies experience. First-year students also have multiple opportunities to enter their artwork in foundation studies-supported competitions at SCAD, including the **Foundations Honor Show**, the **Portfolio Award Competition**, **Drawing Works**, and the **SCAD Sand Arts Festival**.

## GEN ED LEARNING OUTCOMES

### RESEARCH, ANALYSIS, AND SYNTHESIS

Students utilize a range of qualitative and/or quantitative methods to develop foundations of inquiry, conduct effective research, analyze information, and justify proposed solutions.

### HISTORICAL INVESTIGATION AND CONTEXTUALIZATION

Students investigate and interpret the historical, social, political, and economic contexts surrounding visual and cultural productions to determine meaning and significance.

### CROSS-CULTURAL KNOWLEDGE AND ENGAGEMENT

Students actively engage with cultural theories, perspectives, and ideas to enrich understanding of their roles within diverse and inclusive communities.

### STRATEGIC COMMUNICATION

Students employ specialized terminology and persuasive communication practices to convey ideas professionally based on an evaluation of diverse audiences and circumstances.

### DIGITAL FLUENCY

Students effectively and ethically communicate ideas and identity, interpret information, construct knowledge, and design content in a digitally connected world.

### LEADERSHIP AND PROFESSIONALISM

As future leaders of creative professions, students demonstrate work and behavior that reflect ethical and professional standards within a range of contexts.

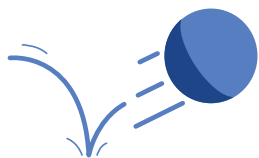
*Self Portrait*, Jin Ha Kang





# Schools at SCAD

In the past year, SCAD has earned 36 No. 1 rankings across more than 40 programs, including accolades from The Rookies, The Hollywood Reporter, Red Dot Design, and more. [scad.edu/schools](https://www.scad.edu/schools)



## SCHOOL OF ANIMATION AND MOTION

From illuminating fantastical realms and characters to expertly integrating motion media, students develop the acumen, creativity, and dexterity to deliver captivating visuals for multiple media platforms and live experiences.

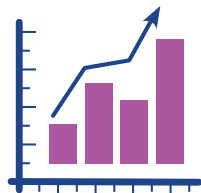
- Animation
- Motion Media Design
- Visual Effects



## SCHOOL OF BUILDING ARTS

Students in five connected disciplines explore and develop design methodologies and ethos as they launch careers as professional architects, designers, and preservationists.

- Architectural History
- Architecture
- Furniture Design
- Interior Design
- Preservation Design



## DE SOLE SCHOOL OF BUSINESS INNOVATION

As the next generation of creative leaders, buoyed by a curriculum centered on quantitative insights, lifecycle marketing, and global supply chain management, students infuse design thinking, collaboration, in-depth industry knowledge, and research to pioneer emergent markets and rapidly changing business landscapes.

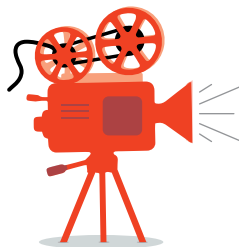
- Advertising and Branding
- Business of Beauty and Fragrance
- Creative Business Leadership
- Design Management
- Luxury and Brand Management
- Service Design
- Social Strategy and Management



## SCHOOL OF FASHION

Immersed in a comprehensive curriculum of couture, students are prepared to develop new world-class business models, buzzworthy runway collections, and innovative materials for the industry's biggest names.

- Accessory Design
- Fashion
- Fashion Marketing and Management
- Fibers
- Jewelry
- Sneaker Design (SNKR+)



## SCHOOL OF FILM AND ACTING

Empowered by resources that rival Hollywood studios, students command roles on stage, on screen, and behind the scenes of live performances, sitcoms, dramas, music, videos, commercials, and more. Professionally run casting offices in Savannah and Atlanta put students on sets well before graduation.

- Acting
- Cinematography
- Editing
- Film and Television
- Production Design
- Sound Design



## SCHOOL OF FINE ARTS

Students delight hearts and minds with enduring works of art at SCAD, the only university to offer a commercial gallery consultancy that exclusively represents the work of students, alumni, and faculty to an international clientele of collectors, museums, and businesses.

- Painting
- Sculpture



## SCHOOL OF FOUNDATION STUDIES

Through a rigorous studio experience, each SCAD undergraduate student develops a comprehensive visual, conceptual, and creative language essential for success in their chosen degree program and beyond.

## SCHOOL OF CREATIVE TECHNOLOGY

Combining technical mastery with artistic sensibility, students construct award-winning immersive attractions, experiences, video games, and mobile apps.

- Game Development
- Immersive Reality
- Interactive Design and Game Development
- Themed Entertainment Design



## SCHOOL OF DESIGN

Across an array of design disciplines, students become influencers of aesthetic language, performance, and sustainability as they transform viable, imaginative concepts into tangible systems, services, and brands.

- Design for Sustainability
- Graphic Design and Visual Experience
- Industrial Design
- User Experience (UX) Design
- User Experience Research (UXR)



## SCHOOL OF LIBERAL ARTS

At the convergence of visual and liberal arts, business design, and marketing, students learn to expertly promote themselves and their work to renowned publications, institutions, and investors.

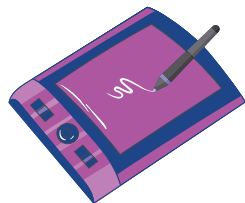
- Art History
- Dramatic Writing
- Equestrian Studies
- Writing



## SCHOOL OF VISUAL COMMUNICATION

Weaving traditional techniques with advanced digital technology, students create narrative-driven storytelling and visual art for personal startups and big brands alike.

- Illustration
- Photography
- Sequential Art





SCHOOL OF FASHION

# Accessory Design

CREATIVE CAREERS

- Accessories designer
- Handbag designer
- Luxury footwear designer
- Leather designer
- Concept developer
- Product developer
- Patternmaker
- Technical designer
- Color and materials designer
- Accessories buyer

SCAD accessory design students extend the possibilities of accessory and lifestyle design, from head-turning handbags to wearable tech. Backed by a comprehensive, market-driven curriculum and leading-edge technology, SCAD alumni thrive in an array of roles at leading companies like Tory Burch, Coach, Kate Spade, Stuart Weitzman, and more.

Through instruction in the art of accessories and handbag design focusing on concept development, construction, technology, merchandising, and more, students gain expertise in the latest tools and define their own unique design aesthetic in a program top ranked by The Business of Fashion and Fashionista, among others. In courses like ACCE 422 Accessory Portfolio Presentation, students refine their body of work, create self-promotional materials, and assemble a professional portfolio.

While sharpening their skills in design and patternmaking techniques, students experiment and gain proficiency with industrial sewing equipment, skiving machines, and CAD software — using advanced technological solutions and digital fabrication methods to bring their sustainable designs and 3D prototypes to reality. A distinguished faculty with vast industry expertise, from bespoke brands to luxury collections, leads the department. Students also access the genius of celebrated designers through the university’s Style Lab mentorship program as well as SCADpro assignments with brands including Swarovski and Fossil. Collaborations across the School of Fashion and beyond — like the annual SCAD FASHION runway shows and digital showcases — as well as working relationships with suppliers, manufacturers, and factories prepare accessory design students for professional practice.

INTERNSHIPS SECURED

Jimmy Choo	Coach	Donna Karan	Abercrombie & Fitch
Salvatore Ferragamo	Sam Edelman	Ralph Lauren	Perry Ellis

Microutopia 3D-printed bag  
Manuela Plazas Ramirez







SCHOOL OF FILM AND ACTING

Acting

Screen, stage, and streaming debuts start at the only university with on-site, professionally run casting offices. With locations in Atlanta and Savannah, the SCAD Casting Office has helped more than 1,000 SCAD students and alumni book roles on productions in Georgia, Los Angeles, New York, and beyond. Under the tutelage of expert faculty with years of entertainment experience, students have appeared on Broadway and contributed to major film and TV productions with networks and studios like Apple TV+, BET, CBS, Hulu, NBC, Netflix, Peacock, and Prime Video.

Budding SCAD actors prepare for these scene-stealing interactions at one of The Hollywood Reporter’s best universities for drama. At SCAD, acting students work on animation, live performances, multicamera sitcoms, and short films, including some projects produced and shot on SCAD’s own Hollywood-style backlot at Savannah Film Studios. With the academic year split into two “seasons” for on-camera projects and live performance, students have myriad opportunities to star on screen or stage — all fully produced in SCAD film studios or university theaters like Savannah’s historic Lucas Theatre for the Arts or Atlanta’s SCADshow theater.

SCAD students receive instruction from professors with impressive credentials: accomplished actors, directors, and casting directors at major studios and networks, and veterans of such films and shows as *Scandal*, *Origin*, *Dopesick*, *The Big Bang Theory*, *Juror #2*, *Key & Peele*, *May December*, *The Good Wife*, *The Walking Dead*, *The George Lopez Show*, *The Glorias*, *Florida Man*, *How to Get Away With Murder*, and more. Master classes at annual SCAD Savannah Film Festival and SCAD TVfest signature events feature a guest list that includes Eddie Redmayne, Natalie Portman, Kevin Bacon, Janelle Monáe, and Greta Lee, among others. Students get behind-the-curtain advice from Hollywood icons and breakout stars, preparing them for on-site auditions and invitation-only showcases with top agents, managers, and producers to launch marquee acting careers.

CREATIVE CAREERS

- Actor
- Improv/sketch performer
- Voiceover talent
- Casting director
- Artistic director
- Director
- Producer
- Talent agent
- Stunt performer
- Content creator

SCAD GRAD STARS		
Kayli Carter <i>Private Life</i> and <i>A Complete Unknown</i>	Burke Swanson <i>Back to the Future</i> and <i>The Rose Tattoo</i>	Daniel Thrasher <i>Dinner with the Parents</i> , YouTube creator
DeRon Horton <i>The Last Days of Ptolemy Grey</i> and <i>Dear White People</i>	Kiandra Richardson <i>Kingdom Business</i> and <i>Empire</i>	Christian Magby <i>The Flash</i> and <i>Legacies</i>

SCAD acting alum Joshua Blayne’s star is on the rise! Securing representation by renowned talent agency Gersh following standout roles in SCAD student films, the actor illuminates the screen in the Apple TV+ series *Manhunt* with more epic projects on the horizon.



# Advertising and Branding

CREATIVE CAREERS

- Digital advertising director
- Art director
- Content creator
- Copywriter
- Advertising designer
- Brand strategist
- Digital marketing specialist
- Social media director/producer
- Creative technologist/specialist
- Director of brand partnerships

Advertising professionals are the experts who build brand identities, forge consumer connections, and develop loyalties that make buyers fall in love with companies and their products. Guided by SCAD faculty and immersed in a curriculum that covers all aspects of multiplatform campaigns, SCAD advertising and branding students develop innovative solutions that effectively engage audiences and achieve their clients’ top objectives, positioning them to enter a burgeoning industry with nearly a quarter-million job openings across the U.S., according to data from the Bureau of Labor Statistics.

Throughout their SCAD education, students develop the skills needed to be agile storytellers — equipping them for myriad career paths in art direction, copywriting, creative technology, brand experience, branding and positioning, consumer engagement, marketing, and strategy, with an emphasis on digital production, market research and analysis, and social media content creation. In courses like ADBR 255 Brand Experiences in Interactive Environments, SCAD students explore the ecosystem of approaches and mediums that energize brands and audiences. They further their understanding of the industry’s myriad project roles, workflows, and platforms in ADBR 335 Creative Technology: Engineering Brand Experiences. Throughout a learning sequence focused on emerging tech, future ad pros use cutting-edge resources like game engines and augmented and virtual reality equipment to create their own aesthetic encounters.

Through SCADpro, the university’s boutique creative consultancy, students pitch directly to blue-chip Fortune 500 companies — a client list that includes Google, AT&T, HP, The Coca-Cola Company, Fidelity Investments, BMW, Capital One, L’Oréal, Walmart, and Mercedes-Benz. In and out of the classroom, their concepts have earned acclaim, including top honors in the National ADDY Awards, Red Dot Design Awards, Young Ones Awards, Applied Arts Magazine Student Awards, and American Advertising Federation Awards.

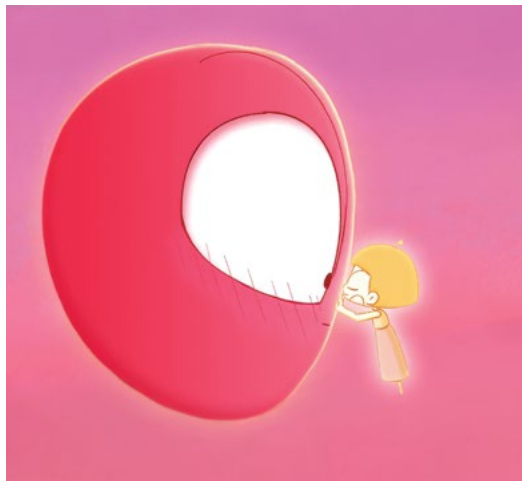
This hands-on experience turns into high-powered careers at the world’s premier agencies: 72andSunny, Crispin Porter Bogusky, DDB, Deutsch, McCann, Ogilvy, R/GA, The Mill, Wunderman Thompson, and VMLY&R. SCAD grads have worked on major campaigns for brands like Apple, Chase Bank, Comcast, David Yurman, Kate Spade, Marvel, Netflix, Nintendo, Spotify, Vans, and Xbox, where their quick-witted combination of electric visuals and compelling copy boosts brand engagement, connects companies to consumers, and informs contemporary culture.

SCAD ALUMNI LEADERS	
Anomaly	Leo Burnett
BBDO	Publicis
Edelman	Saatchi & Saatchi
Grey Global Group	Wieden+Kennedy



▲ Bentley’s Power of Performance campaign  
Sade Bayan  
Kopal Sahu  
Polina Kostrova





## SCHOOL OF ANIMATION AND MOTION

# Animation

With its fusion of colorful characters, kinetic backgrounds, and distinctive styles, animation's boundless energy alights film, TV, video games, interactive media, and more. Under expert faculty instruction and mentorship, SCAD animation students master next-generation technology as they develop the acumen to launch into an industry worth nearly \$400 billion, according to market research from Statista.

The SCAD curriculum includes courses like ANIM 223 Historical Adventures in Cinematic Animation, which sets the scene for students to explore classic 2D, 3D, and stop-motion animation styles, and ANIM 325 Story and Concept: Visual Design and World Building, where students fine-tune original universes in the digital space. In ANIM 390 Animation Business and Professional Practices, they tailor demo reels, professional websites, and portfolios for internship and career pursuits as they learn more about notable animation studios and the production process. The program culminates in a capstone animation filmmaking sequence, a year-long set of courses where students collaborate to create award-winning animated films and connect to future careers.

Through SCAD Animation Studios, students have collaborated on studio-style film productions resulting in short films like *The Pope's Dog* that break new ground on animation techniques. Student animators present these films at premiere screenings during SCAD AnimationFest, the university's Atlanta-based signature event for all things animation, digital media, and visual effects. SCAD is also recognized as a Toon Boom Centre of Excellence, offering the opportunity for résumé-boosting certifications in this elite professional software, as well as Adobe Creative Cloud and Maya.

SCADpro, the university's innovation and design studio, offers students opportunities to collaborate with Adult Swim, FOX Sports, NASA, and more, launching career dreams to new heights. These professional endeavors prepare alumni to join forces with the world's greatest studios and deliver unforgettable features — from Best Animated Feature winners *Guillermo del Toro's Pinocchio*, *Encanto*, *Soul*, *Coco*, *Rango*, and *Spider-Man: Into the Spider-Verse* to beloved franchises like *Star Wars*, *How to Train Your Dragon*, *Frozen*, *Kung Fu Panda*, and more.

**SCAD was recognized by Animation Career Review on its list of best schools of 2023.**

Directed by SCAD student Rachel Mow, the animated short film *The Sun is Bad* has earned recognition from The Rookies, Student Academy Awards, and College Television Awards as well as accolades from Ireland's Animation Dingle, France's Animation First Festival, and the RiverRun International Film Festival.



### CREATIVE CAREERS

2D animator

3D animator

Storyboard artist

Animation producer

Character FX artist

Character FX technical director

Texture/lighting director

Digital modeler

Stop-motion fabricator

Flame artist



# Architectural History

CREATIVE CAREERS

Architectural  
researcher

Architectural history  
interpreter

Preservation planner/  
officer

Cultural resource  
manager

Digital humanities  
specialist

Heritage organization  
administrator

Historic foundation  
registrar

Historic site manager/  
curator

Main Street program  
manager

Real estate data analyst

Within one of the nation’s best-preserved and most innovative city plans, SCAD architectural history students are fully immersed in Savannah’s rich variety of lauded architecture and cultural landscapes. Accomplished faculty welcome deeper examination by students who build their professionalism and credentials through integral learning experiences in the city and beyond. Students in both the undergraduate and graduate programs balance a broad investigation of histories, theories, and practices with opportunities to develop focused lines of inquiry into specific architectural interests.

SCAD courses examine distinct architectural and urban traditions influenced by trade, cultures, technology, and nature. In courses like ARLH 358 Villa and Garden, students track the history of structures and landscapes from the Hanging Gardens of Babylon to Fallingwater, and explore the political, societal, and economic forces that shape buildings and cities in ARLH 759 Power and the Built Environment. The SCAD architectural history faculty includes widely published and respected professors with expertise extending from the buildings of Greek and Roman antiquity and medieval East Africa to the making of modern cities, including Savannah, as well as virtual environments and representations of cities in modern and contemporary media.

Beyond the classroom, accomplished SCAD faculty members connect students to career-defining experiences. Students lead on-site work at monumental locations, author National Register nominations, deliver conference papers, and intern with public organizations and private firms. Students augment their fieldwork with classes in geographic information systems (GIS), electronic design, and professional presentation techniques. Students also may explore different contexts across time and place at SCAD locations in metropolitan Atlanta or the meticulously preserved medieval village of Lacoste, France, interweaving their diverse experiences at SCAD into the culminating thesis project, which investigates the history, theory, and criticism of architecture and the built environment.

SCAD alumni advance to a range of prominent roles in urban policy, heritage management, environmental stewardship, and preservation advocacy with prestigious design and cultural resource management firms like Quinn Evans Architects, as well as city and state governments, federal organizations like the National Park Service, and preservation societies like the New York Landmarks Conservancy — or pursue careers in academia.

“My time at SCAD enriched my capacity to connect architecture with broader cultural, historical, and societal contexts. With its interdisciplinary approach and hands-on experiences, I left with a strong foundation to enter the professional field as a city planner.”

BRITTANY BRYANT

Principal City Planner, City of Denver  
M.F.A., architectural history, 2011



▲ In ARLH 376 Historical Virtual Environments, SCAD grads Kelly Alexander and Pierce Rudman digitally reconstructed the Temple of Vesta as it may have been used in antiquity.





SCHOOL OF BUILDING ARTS

# Architecture

Architects turn cultural, environmental, historical, and theoretical concepts into the structures and spaces where our most meaningful experiences unfold. At SCAD, students learn to transform the built environment through the university’s illustrious B.F.A. and professional M.Arch. programs. And, with the Integrated Path to Architectural Licensure, or IPAL, a progressive academic track merging all three components of licensure — education, experience, and examination — students attain licensure faster by combining SCAD courses, professional internships, and advanced preparation for the Architect Registration Examination with unparalleled academic support and resources.

The SCAD M.Arch. program was awarded the maximum term of accreditation by the National Architectural Accrediting Board, whose meticulous accreditation standards are accepted and often required by state registration boards. These prestigious credentials are matched only by the accomplishments of renowned SCAD faculty consisting of award-winning licensed practitioners, LEED-accredited specialists, and honorees of the American Institute of Architects (AIA) and the Congress for the New Urbanism.

At Savannah’s Clark Hall, students develop in-demand technical expertise within a studio culture that mirrors the professional sector, while exploring future-forward approaches to the design-build process through augmented and virtual reality technologies. At SCAD locations in Atlanta and Lacoste, France, students explore how rural, urban, and cultural contexts drive design. Inspired by their SCAD courses and experiences, and leveraging their global perspective on design, students have garnered awards and recognition for their work from the AIA, Architect’s Newspaper, and international innovators across public and private sectors.

CREATIVE CAREERS

- Architect
- Sustainability specialist
- Architectural illustrator/ renderer
- Real estate developer
- Site planner
- Building construction manager
- Building inspector
- Project manager
- Zoning official
- Hospitality designer

ALUMNI EMPLOYERS

Herzog & de Meuron	Skidmore, Owings & Merrill	SmithGroup
BIG—Bjarke Ingels Group	Gensler	Sasaki
HOK	Perkins & Will	Louis Vuitton

◀ A distinguished graduate of SCAD’s Integrated Path to Architectural Licensure program, Nicolas Barrera Castañeda is poised to lead the next generation of design changemakers in a senior role at Brandon Haw Architecture in New York.





## ALUMNI Q&A

# Alejandra Castillo

INTERIOR ARCHITECT, GENSLER

Alejandra Castillo's SCAD journey was the first stop on a globetrotting career path. The Honduras native moved to a Washington D.C. firm after graduating from SCAD, climbing from intern architect to staff designer with Wingate Hughes Architects. In 2022, Castillo crossed the Atlantic for her next opportunity, joining global leader Gensler's Paris office as an interior architect.

### Why did you choose SCAD for your degree?

In my search for a creatively vibrant school, SCAD stood out as a renowned institution, even in Honduras. Its distinguished reputation in design immediately captured my attention. Because I had been passionate about painting for years before applying to college, I knew my true calling lay within a creative field. I sought a field that married artistic expression with technical expertise, so I opted for the SCAD architecture program.

### How has SCAD helped prepare you for your career?

Although my academic focus was architecture, my professional journey led me into focusing on interior spaces and office design. With nearly a decade of experience in these areas, I've come to appreciate how SCAD continues to influence my design process. The principles I learned during my program and the skills developed in SCAD's foundation studies are fundamental to both creating and articulating designs effectively.

### What has the journey from Honduras to SCAD to Paris been like?

Looking back, it's remarkable how my career path has unfolded since my time at SCAD. If someone had told me back then that I would be where I am now, I would have doubted them. While I had initially planned for a long stay in the U.S., SCAD provided me with the tools to adapt to unexpected opportunities. The focus on successful design communication prepared me well for interviews and beyond. It all began with a good student work portfolio preparation, propelling my career further than I ever imagined.

### How have you remained connected to SCAD after graduation?

Together with Gensler, we are arranging in-person critiques of student work at SCAD Lacoste, offering feedback on student projects during their midterms and finals. It's great to still feel connected to my college and the U.S., even if I'm no longer based in America anymore.



SCHOOL OF LIBERAL ARTS

Art History

CREATIVE CAREERS

- Curator
- Manager for art programming
- Fine art specialist and appraiser
- Art journalist
- Gallerist
- Collections manager
- Culture conservator
- Development officer
- Art historian
- Visual arts archivist

Art historians preserve and restore cultures past and present, giving context and prestige to beloved artwork and artifacts. At SCAD, art history students globetrot in the footsteps of renowned artists, architects, and sculptors across the ages through an expansive program centered on visual expression, research, and contextualization.

SCAD art history students receive instruction from the largest full-time faculty of art history professionals in North America. SCAD professors hold outstanding credentials and conduct pioneering research on a wide range of topics, from Buddhist art in Japan to the influence of the Medici dynasty in the Italian Renaissance. More than 80 elective course options — including environmental art, the iconography of monuments, medieval manuscripts, and surrealist art — empower students to customize their degree to fit specific interests. At signature events such as SCAD deFINE ART, students engage in enriching lectures and symposia with celebrated art luminaries at exclusive artist talks and virtual events.

Outside the classroom, students boost their acumen with an array of opportunities to work as docents at university museums and intern at art institutions around the globe. Students start their exploration of the art world at SCAD libraries and museums, which house magnificent collections containing rare, valuable, and historically significant work: the Walter and Linda Evans Collection of African American Art, the Earle W. Newton Collection of 18th- and 19th-century British and American Art, and the Shirrel Rhoades Collection of photography, and a notable collection from the Andy Warhol Foundation for the Visual Arts.

SCAD art history students cap their degree with completion of a thesis that delves into history, theory, and criticism of different art and historical time periods. After graduation, alumni obtain prestigious positions at world-famous museums such as the Guggenheim and the Smithsonian, manage innovative galleries, conduct scholarly research in Ph.D. programs, and forge innovative careers as art world thought leaders.

GUEST GALLERY

Derrick Adams	Sanford Biggers	Marilyn Minter	Jorge Pardo
James Anno	Till Fellrath	Lawrence Nees	Jerry Saltz
Sam Bardaouil	Marcia Hall	Lorraine O’Grady	Robert Wilson

Soon after graduating, SCAD alum Lola Malavasi joined contemporary art space TEOR/ética in her native Costa Rica, where she now serves as co-director helping steward arts development in Central America and the Caribbean.







DE SOLE SCHOOL OF BUSINESS INNOVATION

# Business of Beauty and Fragrance

From cosmetic lines to bottom lines, the confluence of beauty and business means big money: a market expected to exceed more than \$700 billion by 2025, according to research by Fortune Business Insights. Students in SCAD’s pioneering business of beauty and fragrance program are poised to make their impact in this expansive industry — one of the fastest-growing globally — as influencers, entrepreneurs, and executives. Led by faculty from powerhouses like Estée Lauder Companies and L’Oréal and mentored by celebrated guests from top brands like Rare Beauty by Selena Gomez and Chanel, students go in depth on global beauty branding, product development, business modeling, visual storytelling, long-term customer relationship development, and entrepreneurial opportunities.

SCAD students explore three professional paths as part of their coursework: creative strategy and design, marketing strategy, and product development. Design thinking is layered into the curriculum, in courses like BEAU 330 Beauty and Fragrance New Product Launch, where students design a comprehensive strategy to price, market, package, and distribute a new product launch within an existing brand. Students conclude their academic journey in BEAU 440 Collection II: Branding and Launch, where they research, ideate, and present a new beauty brand and business model that fills a whitespace in the industry. Future beauty business leaders develop their collaboration skills by working with students in other disciplines to develop their concepts. Through SCADpro, the university’s boutique creative consultancy, they have worked hands-on with international brands like Urban Decay, COVERGIRL, Coty, and Calvin Klein fragrances.

Since the program’s inception in 2018, students have earned scholarships like the Ulta Beauty MUSE 100, CFDA x Coach Dream It Real, Glossy 50 Honoree, and Virgil Abloh Post-Modern Fashion Scholarship Fund. They also benefit from recruitment visits by Goop and Benefit as well as industry mentorship by executives and guests that include Tom Ford Beauty Senior Vice President of Global Marketing and Strategy Dexter King and Allure Magazine Editor-in-Chief Jessica Cruel. SCAD students graduate as globally minded, business-centric professionals ready to launch their own companies or land top jobs at major beauty brands.

◀ Acclaimed industry guests like Donni Davy, *Euphoria* head makeup artist and Half Magic co-founder and creative director, offer insight and inspiration at exclusive events like SCAD and Refinery29’s Next in Beauty.

## CREATIVE CAREERS

Beauty and fragrance entrepreneur

Brand marketing associate

Global product marketer

Junior executive trainee

Social media and marketing associate

Package development associate

Digital marketing associate

Consumer engagement associate

Travel retail marketing associate

Consumer insights associate



# Creative Business Leadership

As the world’s leading university for creative thinking and design for more than 45 years, SCAD has prepared thousands of alumni for all manner of career pursuits. Through its visionary creative business leadership program, SCAD empowers its graduate students to channel those collective years of creative insight into thriving small businesses or industry-defining roles at global organizations.

The focused curriculum in the one-year M.A. and two-year M.B.I. programs fuses design principles and management, equipping graduates with the agility to helm big brands; reimagine services, productions, operations, and strategy; found and fund their own business ventures; and take charge of the technological transformation across major industries. Teaching students to reimagine services and operations while strategizing for the future, the creative business leadership program is an ideal continuation of a SCAD education for students across all university degree programs, particularly for entrepreneurial or C-suite aspirations. Through the accelerated GRADpath@SCAD track, incoming first-year students can complete select undergraduate degrees and an M.A. program like creative business leadership in four years.

In courses like LEAD 741 Financial Strategies for Sustained Success, students learn to navigate risk, explore the competitive landscape, and understand how businesses are financed. They also use simulation software that mimics the multifactor, high-stakes decision-making scenarios CEOs regularly face. In LEAD 725 Characteristics of Transformative Leadership, students learn the analytical thinking techniques of managing complex human-related problems and master leadership strategies that deliver successful results.

As a complement to this coursework, students also have opportunities to meet with leaders across the business spectrum. Visionaries like John Hardy Creative Chairman Reed Krakoff, Samsung Electronics VP of Integrated Marketing Grace Dolan, Clayco Executive Chairman Bob Clark, and fashion house founders Tory Burch, Mary Katrantzou, and Brandon Maxwell have shared their own experiences and advice to set SCAD students on the path for postgraduate success.

**The future requires a different approach. It involves focus on customer experience, an empowered hybrid workforce, and a new kind of leadership: a “design leadership” approach that is empathetic, sensing, and strategic. It combines human-centric design with service and product excellence as a key driver of differentiation. —IBM CEO study**

A senior business analyst with Booz Allen Hamilton, SCAD grad Charlie Barron applies innovative strategies and design principles learned at SCAD to improve government and military processes.

## CREATIVE CAREERS

Chief executive officer

Executive marketing director

Consulting associate

Strategic initiatives director

Corporate affairs manager

Brand strategist/manager

Creative entrepreneur

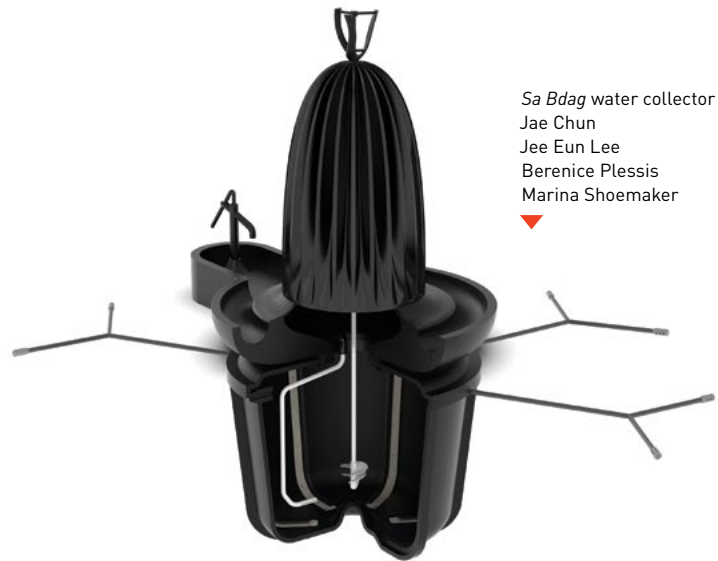
Global creative director

Chief strategy officer

Intrapreneur







*Sa Bdag water collector*  
Jae Chun  
Jee Eun Lee  
Berenice Plessis  
Marina Shoemaker



## SCHOOL OF DESIGN

# Design for Sustainability

At SCAD, design for sustainability students pioneer solutions to curb the consumption of nonrenewable resources and advance healthy, productive environments that flourish. Empowered by what they learn in the classroom, SCAD design for sustainability alumni lead the way in green business practices that minimize waste while maximizing responsible technical and material innovation that nurtures economic prosperity and a more abundant and equitable future.

**Globally, the market for sustainable technology will quadruple to \$134.9 billion by 2030. —GLOBAL NEWSWIRE**

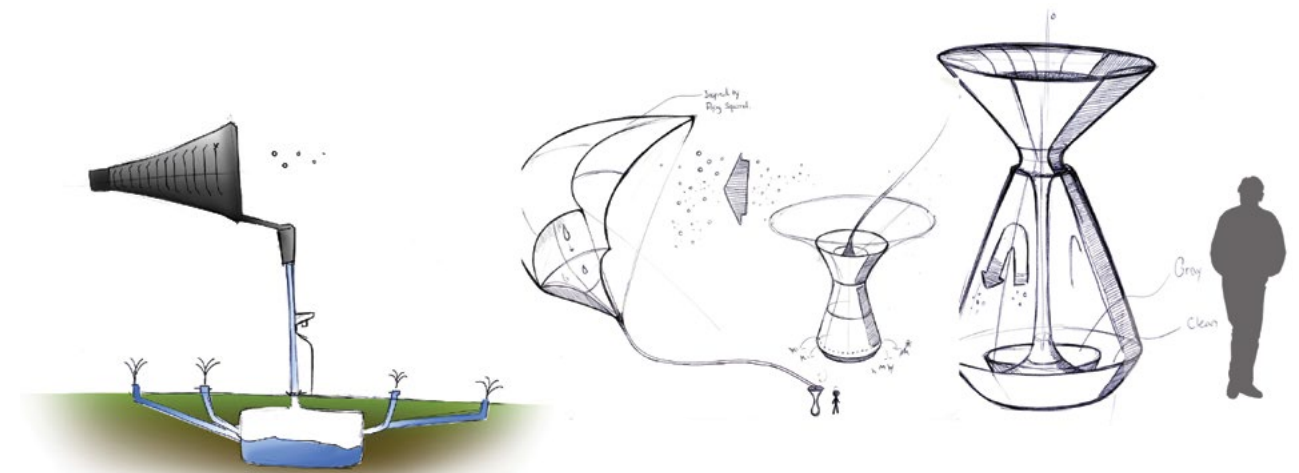
Even before graduation, SCAD students' influence can be seen at top brands. In SCAD classroom collaborations, furniture brands Brown Jordan and Maria Yee sought products built from emergent materials like thermally modified timber and plant-based composites. Through SCADpro, the university's innovation and design studio, Reebok tasked students with converting the company's scrap fabric into fashionable looks. Google turned to SCAD students to find ways to use location-sharing services in times of disaster, and Heineken tapped students to create solutions that repurposed contaminated glass. Across the globe, SCAD design for sustainability students and graduates balance conservation and commerce to reduce carbon footprints and build value through the creation of sustainable products.

SCAD design for sustainability students research consumer lifestyle choices and business practices, emphasizing resource productivity, social innovation, and future-oriented business strategies. Leading-edge technologies such as lifecycle analysis software provide SCAD students with knowledge applicable to a broad spectrum of civic and professional roles. In the M.F.A. program, students specialize in one of four areas of applied sustainability: the built environment, management, packaging and print media, or products. In each classroom, students collaborate and apply their aspirational vision toward a sustainable future for companies such as Hewlett-Packard, IBM, IDEO, Nike, Starbucks, Subaru, Walmart, and more.

“Sustainability promotes business, supports the needs of our customers, generates profitability, and contributes to a better world. This is how we see our transformative role.”

## FAUSTO RIBEIRO

Chairman, Eternit  
IBM CEO study





# Design Management

At the world’s largest companies, specialists in design management infuse long-held business principles with future-forward creative vision to spark growth, innovation, and transformation. SCAD, the world’s premier site for the study and practice of design thinking, is a living laboratory for the application of design management. Through an insightful curriculum merging creative ingenuity with business acumen, the SCAD design management program has prepared alumni to steward sophisticated, user-centered strategy at companies like 3M, Lowe’s, Meta, and Porsche.

In courses like DMGT 720 Design Innovation: Planning and Implementation, students learn to think and act like designers as they dive into the principles of project planning and implementation critical to forming a profitable and successful new business entity. They explore business plan development, technology transfer, offshore sourcing and alliances with partners and suppliers, and develop original design concepts for commercially marketed and sold products, communications, environments, and services. The program also investigates business strategy, design theory, data visualization, communication techniques, social innovation, financial systems, and marketing.

Through SCADpro, the university’s innovation and design studio, SCAD design management students gain experience with major partners that emulate the opportunities for pivotal postgraduate careers: making driverless cars for Volvo a reality, designing nimble local communication tools for Google, and devising a guide for tweens to build computers for Lenovo. In a recent Deloitte partnership, students created the ultimate recruitment experience by leveraging highly interactive and immersive digital technologies — one of a series of successful partnerships that has led to expanded opportunities for pioneering research, design thinking, and business solutions at SCAD’s Deloitte Foundry. From these experiences, students are prepared to enter a multitude of markets that value creative design thinking, business theory, consumer needs, prototype development, and product testing.

SCAD offers the transformative Master of Business Innovation degree, the first of its kind in the U.S.

SCAD DESIGN DESTINATIONS

Apple	Microsoft	EY	American Greetings
Deloitte	Truist	Energy	BBDO
Gensler	Reebok	IBM	Ralph Lauren
Gulfstream Aerospace	PwC	Continuum	Google

After teaming with Deloitte and the PGA Tour on SCADpro assignments, SCAD golf athlete and architecture and design management alum Juan Restrepo joined Procter & Gamble as a UX designer and researcher.

CREATIVE CAREERS

- Chief innovation officer
- Design manager/director
- UX manager/strategist
- Product development manager
- Director of operations
- Innovation strategist
- Design researcher
- Design strategist
- Experience designer
- Visual information specialist







## ALUMNI Q&A

# Serene Deng

PRODUCT DESIGNER, MICROSOFT

At one of the world's most successful companies, Serene Deng uses artistry to shape the future of tech. After a fine arts degree and jewelry career in her native China, Deng made the move to product design—and to SCAD, where she collaborated with Deloitte, one of the largest professional services firms in the U.S., during a SCADpro assignment. The project? Redesigning the company's HR web portals as the student design team lead. Now, Deng uses the principles she learned at SCAD to elevate Microsoft's Azure cloud computing service.

### What made you decide to transfer to SCAD?

I was attending a different school, but I didn't like the program and the course schedule it was on. Several of my friends had gone to SCAD and gave me great feedback about the curriculum, career support—like the SCAD Career Fair—and the schedule flexibility, which led me to pursue transferring to SCAD.

### As an international student, what SCAD resources were most helpful?

First, SCAD cares about international students. They understand what the students need in each major. Another benefit was Optional Practical Training (OPT) and the support I received. The advisers are approachable and can help you with all steps of your immigration process. I got three years of OPT with my SCAD program, and the international student advisers were great about helping ensure my OPT paperwork was set. They even helped me apply for my green card sponsorship with Microsoft.

### What was your SCADpro experience like?

When I started at SCAD, I was attending classes remotely as part of COVID precautions, so my SCADpro assignment with Deloitte was my first opportunity to visit SCAD's beautiful location in Savannah. I was the design team lead, and the experience really helped me learn how to lead, collaborate, communicate, and solve conflicts with a team of students from many different majors. Ultimately, we delivered a great experience for our clients, and they really appreciated our efforts.

### What lessons from SCAD do you use most often in your work?

I learned a lot of power skills—managing expectations, designing strategies, and prioritizing work are all critical skills I learned from SCAD. For some creatives like me, soft skills may take a lot of work to pick up, but many schools only focus on technical skills. SCAD prepared me, especially during my SCADpro assignment. It made me feel more capable, especially when it was time to go out and start my full-time job, and I can see the advantage they give when compared to my colleagues who have different skills.





SCHOOL OF LIBERAL ARTS

# Dramatic Writing

CREATIVE CAREERS

Television writer

Showrunner

Screenwriter

Playwright

Video game narrative designer

Show writer for live entertainment and attractions

Interactive content writer

Story editor

Story consultant

Script developer

At SCAD, dramatic writing students mirror the entertainment industry’s most successful writers’ rooms, learning to turn ideas into content that captivates. In a program that spans platforms and genres, students develop resonant narratives for TV shows, feature films, full-length plays, and immersive experiences that surprise and delight.

SCAD student writers are inspired to adapt a range of source material to the screen in DWRI 356 Writing the Feature Film Adaptation, while DWRI 237 Improvisation for Writers and DWRI 412 From Melos to Hip Hop: The Evolution of the Musical Narrative prepare students to write *Saturday Night Live*-style sketch comedy and analyze the musical narratives of smash hits like *Hamilton*.

Over these distinctive course sequences, students partner with peers across the university’s award-winning digital media and entertainment arts programs to create funny, powerful, and moving content. Student-helmed scripts are frequently selected for university productions cast with and staffed by SCAD students from across majors, including animated shorts *Bearly* and *The How Book*, award-winning shorts *The Peak* and *Our Side*, and original comedy series *Tours and Attractions*, *G.R.I.T.S.*, *Nailed It!*, and *The Buzz*.

These productions are complemented by SCAD TVfest, the SCAD Savannah Film Festival, and more SCADFILM events, which offer students star-studded networking opportunities with celebrated showrunners, writers, producers, actors, directors, and other leaders in entertainment to share insight on Hollywood and film markets around the world. At a recent TVfest event on screenwriting, SCAD partnered with the Writers Guild Foundation to host a pop-up library in Atlanta offering students unprecedented access to scripts and documents from iconic TV shows like *Friends*, *Cheers*, *The Sopranos*, and *Star Trek* as well as Academy Award-winning and nominated films like *American Fiction*, *Barbie*, and *Everything Everywhere All at Once*. Bolstered by these invaluable experiences, SCAD dramatic writing alumni work for production studios, major networks, theme parks, and more.

SCAD SIGNATURE EVENT GUESTS			
<b>Sterlin Harjo</b> Creator, <i>Reservation Dogs</i>	<b>Emerald Fennell</b> Writer, co-producer, and director, <i>Saltburn</i>	<b>Charlotte Stoudt</b> Showrunner, <i>The Morning Show</i>	<b>Cord Jefferson</b> Writer, co-producer, and director, <i>American Fiction</i>

As production director for 20th Century Studios, SCAD grad Rashonda Joplin calls on the narrative skills sharpened at SCAD to oversee captivating feature films and television projects.



# Equestrian Studies

Nestled in a lush environment and climate perfectly suited for year-round riding, the SCAD equestrian studies program prepares students to flourish within a time-honored practice and a lucrative, \$300-billion economic engine. Since 2002, the SCAD equestrian team has won more American National Riding Commission titles than any other university. This championship team — and the university’s equestrian studies program — finds its home at the Ronald C. Waranch Equestrian Center, which serves as a gateway to the professional world. At the modern, 180-acre complex, equestrian studies students benefit from the expertise of SCAD’s staff veterinarian, industry-standard equipment, and premier horse tack courtesy of legendary leather goods and luxury leader Hermès, all of which complement a degree program that opens career paths in business, marketing, medicine, and sport.

**SCAD’s ultramodern equestrian center features two stable barns, three competition arenas, a covered riding arena, paddocks, pastures, and a derby field.**

Courses are led by faculty members who actively compete in the U.S. Equestrian Federation hunter/jumper and dressage competitions. The program’s curriculum spans equine anatomy, behavior, psychology, training principles, competition regulations, and governance, preparing students for sterling careers as athletes, coaches, trainers, and more. Lectures and clinics by visiting trainers, authors, Olympic-caliber riders, judges, veterinarians, and horse show managers enhance fieldwork and classes, while a range of internship opportunities offers students real-world industry experience to boost their professional credentials.

Through SCADpro, the university’s innovation and design studio, equestrian studies students applied expertise learned in arenas and stables to design durable backpack concepts for equestrian apparel brand Equis Boutique and devised a safer, more ventilated hard hat for construction company Clayco. This combination of stable-side education and professional partnerships helps SCAD alumni pursue careers across the spectrum. Graduates have stepped into leadership roles at international nonprofit organizations and have published and exhibited work as equine photographers, journalists, and painters.

CREATIVE CAREERS

- Equine events manager

Equine accessories designer

Equine journalist

Equestrian community manager

Equestrian business manager
- Equestrian marketing specialist

Horse show director

Equine facilities manager

Equine trainer

Sport horse sales broker

SCAD equestrian students and athletes access sophisticated amenities at the university’s 180-acre Ronald C. Waranch Equestrian Center.



- LEGEND
- A - Stable barns
  - B - European hot walker
  - C - Outdoor washing stalls
  - D - Paddocks
  - E - James and Laurette Shaw Equestrian Pavilion (covered arena)
  - F - Outdoor arenas
  - G - Derby field
  - H - Classroom
  - I - Veterinarian lab





SCHOOL OF FASHION

Fashion

Powered by the university’s unparalleled resources, SCAD grads drive innovation at the forefront of social and cultural movements in fashion, from stylish sustainability to inclusive design. SCAD fashion alumni elevate design studios at global brands like Chanel, Thom Browne, Marc Jacobs, The Row, and Anthropologie, and launch their own labels like visionary graduates Christopher John Rogers, Kate Barton, and Nigel Xavier.

Praised by The Business of Fashion, SCAD fashion degree programs focus on real-world expertise and experiences. At SCAD, fashion students study sartorial history and process, meet career-making brand reps and editors, and get one-on-one mentorship from legends and innovators like Miuccia Prada, Anna Sui, Emily Adams Bode, LaQuan Smith, LUAR’s Raul Lopez, and Collina Strada’s Hillary Taymour — as well as past mentors like the late Dame Vivienne Westwood.

Number Nine, the SCAD fashion program’s Savannah home, offers students a professional-grade digital textile lab and other leading-edge technology to create original garments. In Atlanta, fashion students enjoy exclusive access to SCAD FASH, the only museum dedicated to fashion and film, featuring acclaimed exhibitions by design icons past and present, such as Azzedine Alaïa, Madame Grès, Guo Pei, Christian Siriano, Ruth E. Carter, and Pierre Cardin. Fashion courses translate seamlessly to professional practice, encouraging students to develop the ingenuity, flexibility, and adaptability they need to succeed. In courses like FASH 414 3D Technology in Fashion Design, students use 3D simulation software to organize intricate design details and complicated pattern pieces into a sustainable design process.

More than 50 SCAD students have earned prestigious Fashion Scholarship Fund scholarships since 2021.

At signature events like the SCAD FASHION runway show, students debut their collections to design VIPs, earning coverage in elite publications including Vogue, W Magazine, WWD, Interview Magazine, NYLON, and Essence Magazine, among many others. Embracing future-forward digital platforms, the university transcends the catwalk in high-concept fashion films that extend students’ global reach, uniting SCAD talent across fashion, accessory design, jewelry, film and television, sound design, and more in captivating cinematic showcases like *Dimensions*, *Fashion Run*, *Fashion in Frame*, and *The Awakening*.

DRESSED BY SCAD BEES			
Beyoncé	Lil Nas X	Tracee Ellis Ross	Maren Morris
Rihanna	Madonna	Gabrielle Union	Angela Bassett
Zendaya	Anne Hathaway	Tessa Thompson	Jodie Turner-Smith
Michelle Obama	Bella Hadid	Heidi Klum	Shea Couleé

Supermodel Coco Rocha, dubbed the “Queen of Pose,” captivated the runway in designs by fashion student Andrea Rios at the 2024 SCAD FASHION show.

CREATIVE CAREERS

Creative director

Brand founder

Fashion designer

Style content director

E-commerce stylist

Global denim manager

3D apparel developer

Menswear designer

CAD designer

Swimwear/intimates designer



# Fashion Marketing and Management

SCAD fashion marketing and management students are empowered by hands-on experience in product development, brand building, supply chain management, and sustainability to positively impact in the multi-trillion-dollar global fashion industry. Guided by industry mentors and equipped with unparalleled strategic and imaginative skills, students and alumni shape the future of fashion as style forecasters, brand managers, and architects of multidimensional fashion activations who thrive at the intersection of design and business.

With a focus on brand building, the SCAD fashion marketing and management program opens the door to a wide range of enterprising careers. Throughout their education, students are guided by industry mentors and faculty experts, immersed in a curriculum that places them at the forefront of the ongoing cultural and technological developments impacting the way consumers engage with fashion. They gain hands-on experience in product development, supply chain management for sustainability, fashion merchandising and retail buying, visual communication, content creation, and marketing for consumer engagement.

In FASM 215 Fashion Aesthetics and Style, students identify and formulate new products that expand the consumer reach of elite brands. In FASM 400 Contemporary Issues in Fashion Merchandising, next-level style leaders delve into the latest developments influencing the fashion industry including sustainability, globalization, and emerging technologies. With the ability to study seamlessly across the university's global locations in Atlanta, Savannah, Lacoste, and SCADnow, students gain access to international markets and platforms.

Through SCADpro, the university's boutique creative consultancy, students work alongside executives from leading brands like Hermès, David Yurman, Movado, Amazon, eBay, Capital One, Kendra Scott, and L'Oréal who seek forward-looking ideas and intuitive style savvy. In these real-world collaborative partnerships that presage their future careers, SCAD students establish tech-forward digital and inventive print campaigns, create unique interactive retail immersions, and develop content and strategies to reach new generations of brand devotees. Through SCAD's precise combination of education and experience, alumni help transform the industry at Ulla Johnson, West Elm, David Yurman, Christopher John Rogers, Kith, Kate Spade, Sam Edelman, Coach, and other bellwether brands.

**Forbes ranks SCAD the No. 1 university shaping the future of fashion.**

— **INTERN IN STYLE** —

Harper's Bazaar	Bergdorf Goodman	Neiman Marcus	Thom Browne
Urban Outfitters	Free People	Lululemon	Tapestry
Saks Fifth Avenue	Ralph Lauren	Adidas	Reformation

With informed agility learned at SCAD, alum Beaty McKnight jumped from a role with Chanel's creative operations team to management on the company's development and procurement side.

**CREATIVE CAREERS**

- Brand manager
- Visual merchandiser
- Retail buyer
- Global marketing manager
- E-commerce merchandise manager
- Digital content specialist
- Marketing strategist
- Sourcing manager
- Supply chain manager
- Product developer







SCHOOL OF FASHION

Fibers

Fibers artists and innovators interweave art, design, science, and tech to shape our collective experience of the material world. From fashion and interiors to surfaces, automobiles, and even robotics, textiles are essential to our perceptions of spaces, objects, and ourselves. SCAD fibers alumni work in inventive and in-demand roles, gaining prestige in the fine art and luxury sectors; designing elaborate installations for fashion houses and retailers; launching their own studios, brands, and lines; and developing first-of-their-kind products and materials for iconic brands like Nike, Tesla, and even NASA.

In courses like FIBR 319 Textile Futures: Digital Applications for Kinematic Structures, students use advanced technologies, including laser cutting and 3D printing, to transform simple materials into dynamic systems. Refining their aesthetic and technical skills, future sustainability specialists explore richly tactile alternatives to mass production in FIBR 412 Surface Design: Screen Printing for Fashion, Interiors, and Fine Art, while tomorrow’s trendsetters elevate their knowledge of color, style, and composition to create sophisticated fabrics for garments and furnishings in FIBR 418 Digital Surface Design: Collection Development for Interiors and Fashion.

Professional networking is integral to the fibers curriculum. Students enjoy exclusive, intimate conversations and studio visits with artists and design leaders including acclaimed couturière Guo Pei; Leatrice Eiseman, executive director of the Pantone Color Institute; SCAD graduate Maura Ambrose, founder of Folk Fibers; SCAD alum Chuck Chewning, principal of Charles H. Chewning Interiors; and renowned artists The Haas Brothers, Carla Fernández, Chiharu Shiota, Igshaan Adams, Shoplifter, Liz Collins, Cynthia Gutierrez, and Barbara Earl Thomas. Through SCAD fashion shows and showcases — like the highly anticipated annual SCAD Fibers Open Studio — fibers students connect with design VIPs and captivate global audiences with extraordinary knit, woven, beaded, and embellished collections.

The SCAD fibers program is one of the largest in the U.S.

INTERN IN STYLE			
Badgley Mischka	Nordstrom	Perry Ellis	Shaw
Oscar de la Renta	Carter’s	Loloi	Mohawk Home
Coach	Anthropologie	V Magazine	Target

◀ SCAD grad Chelsea Billingsley is a textile *tour de force* in collabs with Nike, *Give Them Their Flowers* at WNDR Museum, and iconic pop culture moments with *RuPaul’s Drag Race* and chart-topping artists Flo Milli and Lucky Daye.

CREATIVE CAREERS

Sustainable product developer

Color/material/finish designer

Textile designer

Surface designer

Carpet designer

Knitwear designer

Print and pattern designer

Digital/CAD designer

Digital print engineer

Embroidery and embellishment designer



# Film and Television

From the writers’ room to the director’s chair to center stage, SCAD’s expansive film and television program prepares students for all manner of starring roles on the production pipeline. Available in the filming hotbeds of Atlanta, the epicenter of Georgia’s \$10-billion-per-year entertainment industry, or Savannah, MovieMaker magazine’s top-ranked small city for filmmaking, the SCAD film and television program guides its budding auteurs through the entirety of the filmmaking process. At one of The Hollywood Reporter’s top film schools, students benefit from unprecedented access to SCAD production spaces — LED volume stages and green screen and motion capture studios at Savannah Film Studios and Atlanta’s SCAD Digital Media Center as well as a sprawling streetscape backlot in Savannah, part of the largest university film studio complex in the nation — to produce and shoot their own short films, TV pilots, and music videos.

Under the tutelage of Emmy Award-winning faculty with deep connections to the industry, SCAD students are poised to make an impact on real-world sets before graduation, including on recent films and TV shows like *Manhunt*, *May December*, *Juror #2*, *Origin*, *Fear the Walking Dead*, *Bride Hard*, and *Clean Slate*. These on-set experiences are augmented by opportunities to earn certifications in the latest filmmaking technology, providing the foundation for students to develop both signature style and technical mastery applicable on film and TV productions in Georgia, Hollywood, and across the globe.

SCAD filmmakers have earned a variety of accolades, including Student Emmy Awards, Student Academy Awards, and the ICG Emerging Cinematographer Award. SCAD student and alumni films have been showcased at festivals around the world, including Sundance, SXSW, and Tribeca. From SCAD Lacoste, student and alumni filmmakers have a home base to attend Cannes and Annecy and present their films.

At signature events like the SCAD Savannah Film Festival, SCAD TVfest, and the SCAD Lacoste Film Festival, students meet A-list actors and filmmakers, up-and-coming directors, and behind-the-scenes legends like Ron Howard, Ava DuVernay, Cord Jefferson, Emerald Fennell, Jeff Nichols, Todd Haynes, Kenneth Branagh, Eva Longoria, Hoyte van Hoytema, Adam Muto, Davis Guggenheim, and Charlotte Stoudt. At these festivals, they also screen their own short films and TV pilots and attend screenings of Academy Award-winning films, including multiple Best Picture winners and nominees, and critically acclaimed TV shows.

In master classes with festival guests and other notable visiting actors and directors, students learn to add polish and professionalism to their scripts and films. After graduating, students join these names on set in major studio productions — including 17 Academy Award-nominated films in 2024 alone — or create their own acclaimed films.

CREATIVE CAREERS

- Director
- Producer
- Showrunner
- Cinematographer
- Videographer
- Screenwriter
- Editor
- Casting director
- Online content creator
- Location manager



More than 150 SCAD students, alumni, and faculty collaborated on the short film *Take Two*, shot at the new Savannah Film Studios backlot.





SCHOOL OF BUILDING ARTS

# Furniture Design

SCAD furniture design students elevate the form and function of everyday furnishings and build their own showstopping collections, all with a full slate of advanced tools and professional software at their fingertips. At the university’s state-of-the-art Gulfstream Center for Design, students take their ideas from concept to production line, using laser cutters, five-axis CNC milling machines, CNC routers, and 3D printers. Through focused coursework led by accomplished faculty members, students conduct market research, synthesize their findings, and devise cutting-edge concepts, products, and strategic solutions.

Traveling to some of the world’s largest markets and trade shows, students connect with designers, manufacturers, retailers, and clientele. Through SCADpro, SCAD students have created new furniture lines with Crate & Barrel and collaborated with Design Within Reach, among others. Legendary furniture designers, including Dakota Jackson and David Rockwell, also lend their expertise to students through class visits, workshops, and panel discussions.

Works by SCAD furniture design students and alumni are exhibited at Design Miami/ and the International Contemporary Furniture Fair at New York Design Week, among others. Positioned for postgraduate success, alumni design for top brands, launch their own lines and studios, and are profiled in Architectural Digest, Vogue, and Elle Decor. Both students and alumni regularly win top honors including NYCxDESIGN Awards, International Design Awards, International Society of Furniture Designers Pinnacle Awards, Best in Show at the ISFD Innovation + Design contest, and ICFA/Richard Frinier Design Scholarships.

CREATIVE CAREERS

- |                               |                              |
|-------------------------------|------------------------------|
| Furniture designer            | Fixture and display designer |
| Environmental designer        | Creative design manager      |
| Production designer           | Merchandising director       |
| Studio artist                 | Hospitality designer         |
| Lighting/accessories designer | Design consultant            |

“The SCAD furniture design department is a really tight-knit community. I was able to design, choose patterns and textiles, and build lifelong works for people to enjoy. I loved all of my time there.”

DANIELA DUARTE

ISFD Pinnacle Award-winning furniture designer  
SCAD B.F.A., furniture design, 2020

◀ The Listeners’ Loveseat and custom leather speakers  
Drew Hart



# Graphic Design and Visual Experience

SCAD graphic design students use their signature style to become leaders, creators, and brand makers that elevate visual identities for the biggest companies and social movements across sectors. Through the development of omnichannel campaigns, they connect with and energize audiences and earn accolades from the International Design Awards, Indigo Awards, Red Dot Communication Design Awards, Core77 Design Awards, and GDUSA American Package Awards, among others.

SCAD graphic design coursework parallels the latest evolutions of professional practice, from entrepreneurship and economic feasibility to contextual relevance and sustainable design. Undergraduate students learn distinct approaches to typeface design in GRDS 353 Typography II: Information and Media, merge advanced technology and best practices in GRDS 323 Production for Digital Environments, and enhance the user experience through interaction with form and space in GRDS 392 Exhibition and Environmental Graphics.

Graduate students in graphic design and visual experience research political, cultural, and social factors affecting design history (GDVX 503 Design History and Context of Media); harness data and social media as design elements (GDVX 754 Curated Narrative for Dynamic Content); vivify retail spaces, museums, and attractions to create immersive experiences (GDVX 757 Experience Design for Physical Spaces); and redefine the designer’s role in the ever-evolving landscape of AI and machine learning (GDVX 784 Visual Design for Interactive Contexts).

Through SCADpro, the university’s boutique creative consultancy, students have collaborated with prestigious companies and industries, including the American Red Cross, BMW, The Coca-Cola Company, Delta Air Lines, Disney, GE Transportation, Hewlett-Packard, and Snap-on. With this complete package of instruction, experience, and portfolio-building, alumni earn internships and career opportunities at top design studios, tech firms, sports and entertainment organizations, ad agencies, and fashion houses.

“SCAD taught me to honor the design process just as much as the outcome, to find inspiration from real stories and to adopt an unexpected design approach, one that creates a sense of surprise and intrigue for those viewing it.”

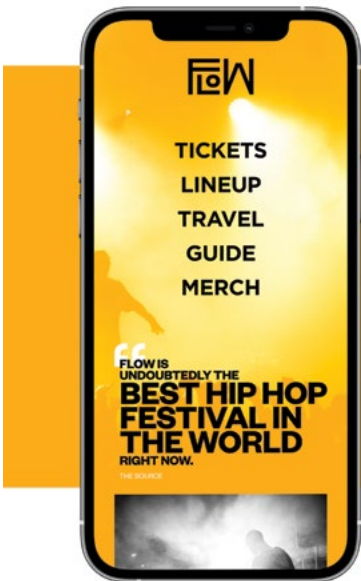
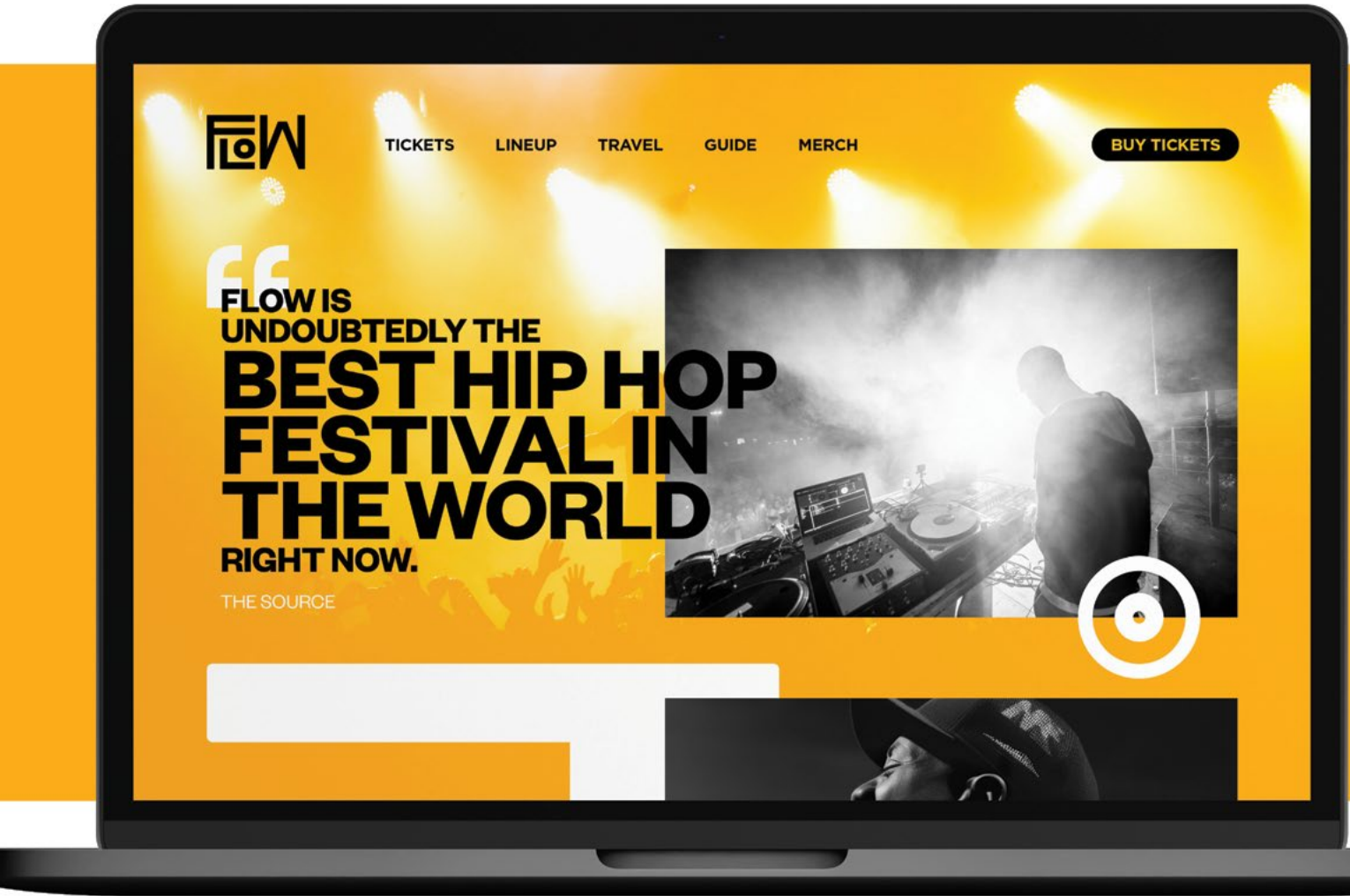
**TANYA KAR**  
Senior visual communication designer, IDEO  
M.A., graphic design and visual experience, 2022



Flow music festival  
Casey Fuller

## CREATIVE CAREERS

- Art director
- Graphic designer
- Digital designer
- Mobile app designer
- Interactive designer
- Publication designer
- Brand designer
- Creative designer/director
- Package designer
- UX/UI designer







## Kavya Sridhar

SCAD ATLANTA STUDENT

### On choosing SCAD

I was attracted by the opportunities at SCAD, like SCADpro. That was a huge reason why I chose to do my master's at SCAD. There also was the learning environment, which I saw through SCAD's Instagram and on their website. I really enjoyed how colorful the learning environment

was; it's not often that you see a college campus so full of colors. It seemed to me that SCAD really wanted to immerse students in the creative experience, so that was also a big reason why I wanted to come to SCAD.



### On her daily routine

If I have some time before class in the morning, I usually go to the gym with a workout buddy. Then we grab a drink at Honey, which is inside The Hub. I multitask a lot, so in class I'm taking notes and also working on assignments at the same time. In the evenings when the weather is nice outside, I love going to the park. It's become an almost everyday thing for me to walk to the park and have some time away from my devices. I am also a student of classical music and dance, so I practice whenever I get the time. Then my roommates and I will cook something, usually Indian food, and then I get some more work done. I love working at night without distractions.

### On collaboration at SCAD

There are two interesting collaboration opportunities that I was able to be a part of during my time at SCAD. One was a graphic design class where we got to collaborate with a luxury and brand management class for our respective final projects. The other class made their own perfume, and they needed us to design their packaging for the box and the bottle. Each luxury student was paired with three graphic design students, so they got to choose between three different package design options — and my option was selected! The other opportunity was a week-long SCADpro sprint with Adobe during winter break. Because students were back home, we were working across time zones, which presented unique challenges. It was an amazing experience, and I don't think there's any other way I would have gotten to work with Adobe as an entry-level designer.

### On her postgraduate plans

I'm currently interning with Inspire Brands, which is the parent company of Dunkin', Baskin-Robbins, Sonic Drive-In, and more. I've gotten to do some great projects,

like packaging for Dunkin' and digital collateral for Baskin-Robbins. It was dream come true to work with such well-known brands. If things go well, I would like to continue with Inspire Brands. Eventually, I would love to work in a creative brand design studio or a creative agency that specializes in branding and visual identity design.

### On her favorite SCAD memory

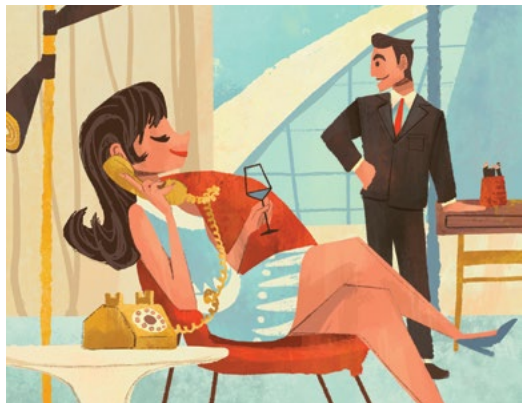
One of my favorite memories is my candidacy review. My thesis panel was full of professors that I had never worked with, so it was nice to get a chance to interact with them and get their opinion on things. I love the project that I got to work on for my capstone, too — I designed a deck of cards that have tasks on them to help people get over creative blocks. I even ended up using it myself! I enjoyed the entire process of creating that project from scratch and presenting it to the panel.

### On advice for potential students

People are your biggest resources, whether they are more or less experienced than you. Everybody can always teach you something, and you should always have your mind open. SCAD taught me to absorb from my environment and take inspiration from everything around me. Especially with the colorful and inspiring interior spaces at SCAD, there is always something to learn from whatever surrounds you.







## SCHOOL OF VISUAL COMMUNICATION

# Illustration

Illustrators conceive visual narratives across a prismatic landscape of larger-than-life murals and beloved games, books, and album covers. At SCAD, students draw up richly imagined worlds through traditional and digital techniques, a catalyst that empowers them to land dream careers, internships, and secure commissions across industries with global giants like Netflix, Adult Swim, Ruggable, Mattel, and *Minecraft*.

SCAD illustration students experience the independent and collaborative practices of the entertainment industry through a future-forward curriculum where they develop compelling concepts for both page and screen. ILLU 352 Creative Concepting for World Building illuminates vivid worlds and immersive environments in a variety of genres, including adventure, historical, horror, fantasy, and sci-fi. In ILLU 434 Concept Design for Animation and Games, students fuse their creativity and innovation to develop professional concepts for expanding markets in animation and video games. Undergraduate and graduate programs of study instill the ability to create a fully formed portfolio while students build the business prowess for professional practice.

SCAD illustration graduates grace the pages of esteemed magazines and newspapers like The Atlantic, The Boston Globe, National Geographic, The New York Times, The New Yorker, The Saturday Evening Post, and Time, and venture into careers as artists, animators, visual designers, and art directors at companies like Condé Nast, Hearst, Blue Mammoth Games, AT&T, NPR, and Candlewick Press.

SCAD classrooms, studios, and digital production labs are equipped with Wacom Cintiq displays, Macs, and the latest hardware and software. Beyond the classroom, SCAD offers the full Adobe Creative Cloud for download so students may take their skills anywhere.

### CREATIVE CAREERS

Advertising illustrator

Art director

Graphic novel artist

Animation character designer

Entertainment design illustrator

Illustrator for game design

Storyboard artist

Muralist

Book illustrator

Editorial illustrator

### FACULTY WORK FEATURES

Marvel

Disney

The Coca-Cola Company

Simon & Schuster

Hasbro

Showtime

DreamWorks

HarperCollins

Urban Outfitters

Random House

Lenovo

Activision Blizzard

Top: *Mayan Temple*  
Caroline Gendron

Bottom left: *The Big Haul*  
Ryan Harrell

Bottom right: *TWA Advertisement*  
Caleigh Steele

“I knew if I wanted to have a sustainable creative career, I had to go into the international industry to open myself up to more opportunities. That’s why I picked SCAD.”

### KATSY GARCIA

Visual designer, Jointly  
2021 SCAD Atlanta Excelsus Laureate  
SCAD M.F.A., illustration, 2021



# Immersive Reality

Underpinned by groundbreaking advancements in how we consume content and complete tasks, immersive reality is powering a paradigm shift in entertainment, gaming, medicine, construction, aerospace, and more. At SCAD, the academic leader in immersive reality, students push the boundaries of virtual visualization in a market expected to grow to more than \$50 billion in the next decade, according to forecasts from Future Market Insights. Students in this trailblazing program explore the limitless possibilities of this pioneering technology — including state-of-the-art head-mounted displays and two LED volume stages co-designed by alumni-owned studio MEPTIK, the only resources of their kind at a design university — advancing this future-forward perspective and SCAD’s reputation for transcendent immersive experiences.

SCAD students have spearheaded technological marvels like *Say It With Music!*, the world’s first VR musical short film, created in collaboration with students from 14 SCAD degree programs. The VR-enabled battle royale *Brobot Beatdown*, winner of the E3 College Game Competition, placed players at the helm of giant robots in a fully destructible city. When the global SIGGRAPH conference commissioned SCAD to design a virtual lobby for its annual event, students designed the VR experience *Tahul*, a lost world inspired by Moroccan culture.

SCAD students learn the fundamentals of these innovative experiences in ARVR 110 Immersive Revolution: Augmented to Virtual Reality, which analyzes the rapid evolution of the medium into the mainstream. In ARVR 300 Game Engine Applications for Immersive Computing, students focus on content creation and human movement, designing with industry-standard real-time engines like Unreal and Unity. Through ARVR 305 Visual Effects for Immersive Environments, students pioneer new “in-camera” visual effects on the university’s LED volume stages. Across these courses, students are equipped with the next generation of creative tools, including Apple Vision Pro, Meta Quest, and Varjo headsets.

The program also prepares students to chart new territories in extended reality and demonstrate this nascent technology as a force for positive change. In projects like *TheraVR* and *VR for Good*, students have explored their uses in medicine, therapy, and palliative care, garnering national press — and for *TheraVR*, honors from the Telly Awards and Indigo Awards. Through SCADpro, the university’s in-house creative consultancy, students have delivered professional-quality applications for AR/VR to clients that include 3M, BMW, FOX Sports, Gulfstream Aerospace, and Hasbro, among others. At Deloitte Foundry, a partnership between SCADpro and multinational professional services firm Deloitte, students explore the potential uses of immersive reality and other emerging technologies in the public sector.

## CREATIVE CAREERS

Creative developer

VR content producer

Technical artist

Creative/UX designer

Environment artist

Game designer

Mixed reality artist

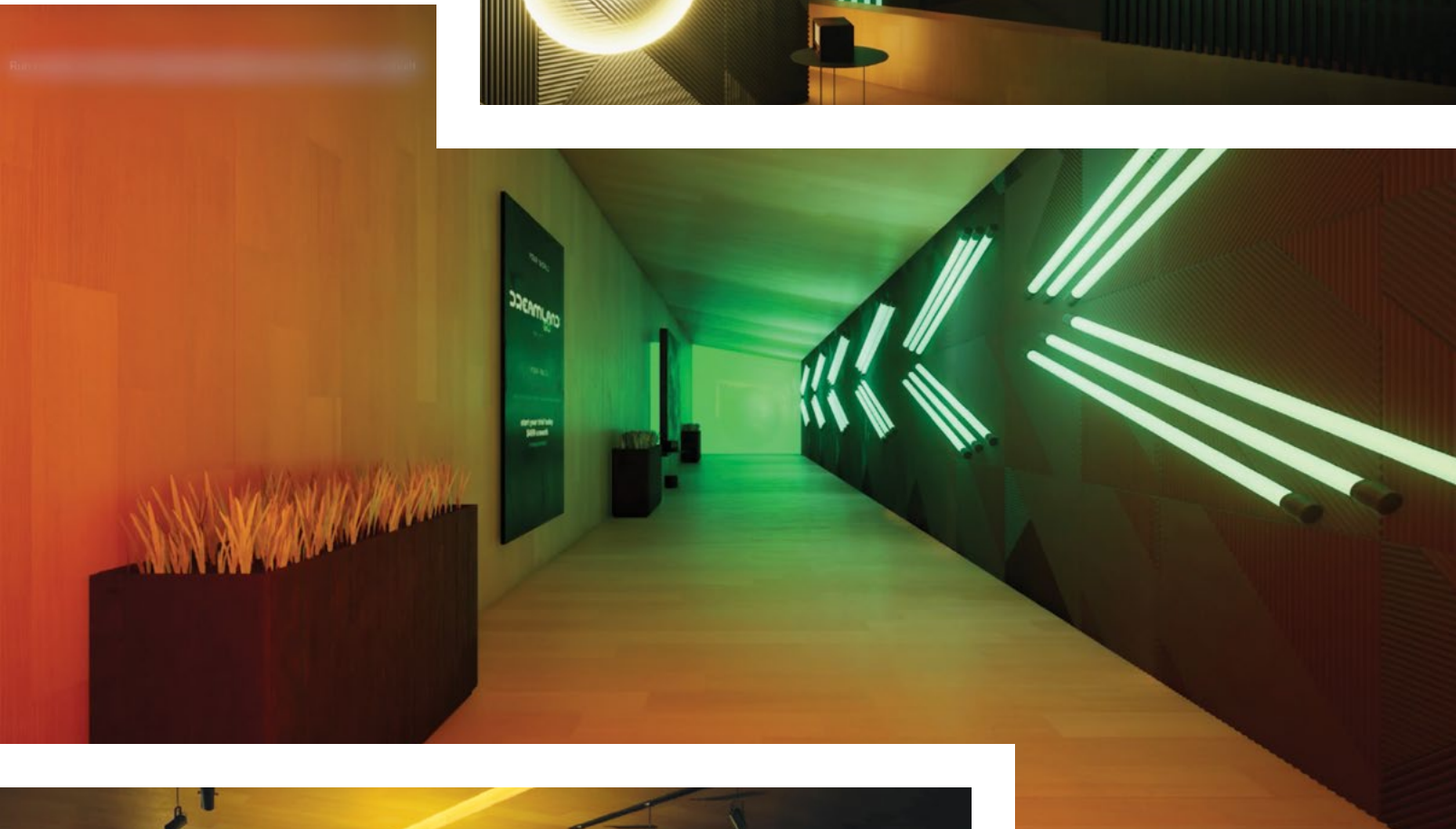
Realtime artist

AR designer

Virtual production  
technical director

**SCAD has long been at the forefront of higher education. The VR for Good initiative exemplifies its forward motion and growth with each passing year.**

## — ANIMATION CAREER REVIEW



Axiom Labs XR Therapy  
Nate Cesco



# Industrial Design

Industrial designers are masters of form and function, shaping the future through inspired and beloved environments, systems, and products. At SCAD, industrial design students learn to merge design with play and imagination to visualize the invisible and create meaningful strategies that elevate the consumer experience. SCAD graduates turn usability challenges into elegant solutions and user problems into opportunities for major companies like Google, Adidas, Samsung, Ralph Lauren, CB2, and others.

Within a program marked by its future-forward curriculum, students learn to approach design with an open mind, redefining possibility as they determine the look, feel, and use of products. Before they graduate, SCAD students collaborate with corporations like Amazon and Meta to develop equitable and inclusive experience design; Lenovo to create a build-your-own PC kit for children ages 12–14; and BMW to research and develop vehicle concepts for aging populations through SCADpro, the university’s innovation design studio. They have also partnered with AT&T, The Coca-Cola Company, Dynacraft, Fisher-Price, General Motors, Hewlett Packard, Mattel, Microsoft, and Reebok to generate imaginative, workable concepts and prototypes. After graduation, alumni have solved usability and manufacturing challenges with Honeywell, PepsiCo, Anthropologie, Steelcase, Hexbug, Logitech, and more.

The SCAD industrial design curriculum parallels professional practice, offering groundbreaking knowledge and technology. Led by faculty with unmatched industry careers, from Ferrari and GE to IBM, Samsung, and more, SCAD students realize their transformative concepts, taking prototypes from computer screen to reality with the university’s unparalleled resources. In Savannah, the SCAD Gulfstream Center for Design’s 10,000-square-foot model shop gives students ample space to work with raw materials, plastics, and composites. In Atlanta, students ideate and create at FORTY FIVE, equipped with maker spaces, leading-edge digital fabrication labs, usability testing labs, a machine shop, and user research labs.

SCAD industrial design students and alumni have earned awards and recognitions from global competitions, including the Core77 Design Awards, International Design Excellence Award, The Rookie Awards, Red Dot Design Concept Awards, and Walt Disney Imagineering’s Imaginations Design Competition, among others.

CREATIVE CAREERS

- |                          |                               |
|--------------------------|-------------------------------|
| Product designer         | Consumer electronics designer |
| Innovation catalyst      | UX designer/researcher        |
| Transportation designer  | Marine designer               |
| Medical devices designer | Lighting designer             |
| Interaction designer     | Industrial designer           |

With a stacked client list, from Samsung to Atlantic Records and Coachella to Fox Entertainment, SCAD grad Carlos Estrada took his industrial design insights to Apple Music, where he influences legendary visual campaigns as associate director of creative.





# Interactive Design and Game Development

CREATIVE CAREERS

- User interface designer
- XR engineer
- Mobile game/app designer
- Environment artist
- Game designer
- UX designer
- Narrative designer
- Modeler/texture artist
- Technical artist
- Character artist

With a player base in the billions and a calendar of hit releases each year — from pixel-sized mobile games and massive multiplayer live-service titles to tentpole first-party launches — the gaming industry is one of the most lucrative in the world, eclipsing both the music and movie business combined, according to research from consultancy Creativ Strategies.

SCAD offers the most extraordinary interactive design and game development program in the U.S., a lauded entry point into this \$400 billion industry. With accolades from The Rookies, The Princeton Review, and Animation Career Review, the SCAD interactive design and game development program is matched only by the games created by its students — winners of competitions like the Intel University Games Showcase and the E3 College Games Contest, as well as recipients of acclaim from major publications like Game Informer, Wired, and more.

Across all locations, SCAD students have access to AAA game design software, including Autodesk Maya, ZBrush, Substance Designer and Painter, Motion Builder, Unreal Engine, and Unity. Next-gen technology and gaming peripherals, including motion capture systems and augmented and virtual reality devices, offer new arenas for students to create hit games, engaging websites, inventive apps, and pioneering immersive reality experiences. As part of their studies, students are mentored as they enter competitions and participate in international trade events like SIGGRAPH, the GDC (Game Developers Conference), and SXSW.

In addition to these connections within gaming, SCAD students level up with SCADpro, the university’s innovation and design studio. Recent campaigns include partnerships with Google, Canon, The Home Depot, Delta Air Lines, Samsung, BMW, Epic Games, Gulfstream Aerospace, and CBS Sports. At Savannah’s Deloitte Foundry and its innovative design studios, students push the limits of interactive design as they experiment with the metaverse, blockchain, and immersive reality.

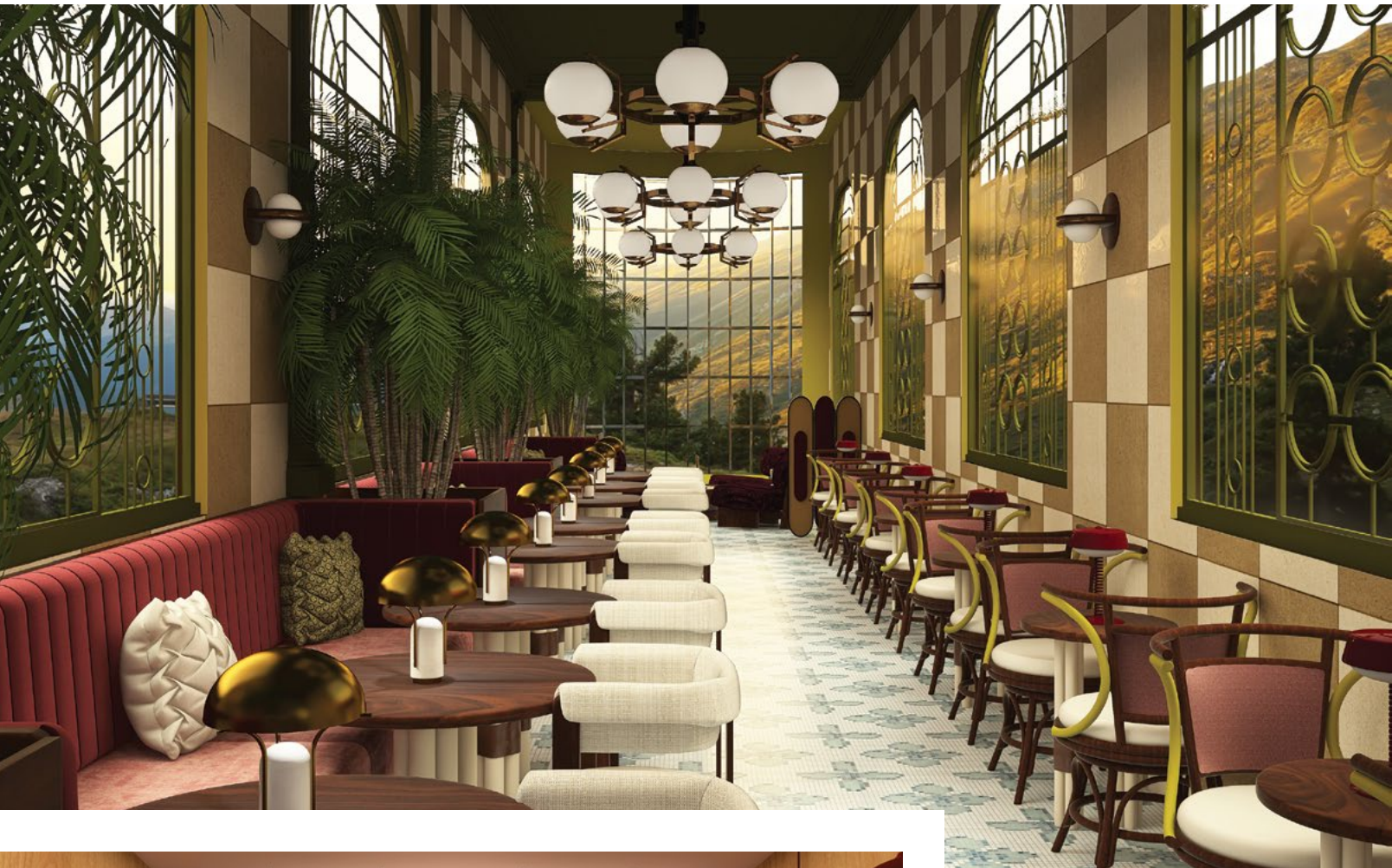
ALUMNI ARENAS

Adobe	Meta	Activision Blizzard	Gearbox Software
Google	YouTube	Epic Games	Microsoft

SCAD interactive design and game development students visualize a wide range of digital assets, from game concept art (John Arters, top) and realistic player character models (Kelly Alexander, right) to renderings inspired by beloved franchises like *Mass Effect* (Richard Bryce Gore, left).







## SCHOOL OF BUILDING ARTS

# Interior Design

Decorated with more No. 1 rankings than any other university by DesignIntelligence, SCAD undergraduate and graduate interior design programs combine high-tech resources and a tradition of creative excellence, preparing students to catalyze change in the industry. Students are immersed within the university's unparalleled learning environments, each designed to be delightful, intentional, and professionally focused — earning recognition for more than 40 years from leading organizations such as the International Interior Design Association and the Institute of Classical Architecture & Art. SCAD interior design students learn to become purpose-driven designers and pacemakers ready to launch rewarding careers. Well before graduation, students strengthen the university's legacy of inspiring spaces by winning scholarship prizes and honors like the American Society of Interior Designers Student Portfolio Competition and the Metropolis Future100, adding to the program's global prestige.

Guided by experienced faculty, students explore a wide range of career paths, investigating aesthetic, technical, environmental, behavioral, and financial considerations — and how these factors influence design solutions. Students at every level work with advanced design software — including Autodesk Revit and Enscape, AutoCAD, SketchUp, and Adobe Creative Cloud while full immersion in augmented, virtual, and mixed reality technology prepares students to innovate next-generation design processes and spatial experiences.

The SCAD interior design program embraces sustainability, health and wellness, and style across residential, retail, hospitality, and corporate design typologies. Through SCADpro, students apply their design prowess to interdisciplinary assignments as they partner with top companies on collaborations that include restaurants, cultural and retail spaces, and resort hotels. Elevated signature events and networking opportunities, from SCADstyle to the ASID National Student Summit to Interior Design magazine's Giants of Design conference, connect students with future employers and professional mentors. Alumni lead prestigious firms, found their own acclaimed interior design studios, and are celebrated in the pages of elite publications like Architectural Digest, Interior Design magazine, and Metropolis.

**Houzz ranks SCAD the No. 1 interior design school in the U.S.**

## CREATIVE CAREERS

- Interior designer
- Lighting designer
- Retail designer
- Creative director
- Project manager
- Hospitality designer
- Corporate designer
- Cruise ship interior designer
- Health care facility designer
- Aviation interior designer

## ALUMNI WORKSPACES

Arquitectonica	Gensler	Google	NASA
HOK	Disney	Microsoft	Steelcase

SCAD interior design students build a portfolio of work for a range of commercial contexts, like these hospitality and wellness spaces by Brie Monaghan.



SCHOOL OF FASHION

# Jewelry

At SCAD, bright new talents in jewelry refine their technical design skills and artistic voices to shine in a multibillion-dollar industry that fuses cultural and commercial relevance. Graduates of SCAD’s STEM-designated degree program amplify the future of jewelry as designers, creative directors, merchandisers, production leaders, and entrepreneurs.

Through SCADpro, the university’s innovation and design studio, students dazzle in professional collaborations, adding glamor and insight to global companies including Chanel, Swarovski, Movado, and more. Alumni apply these professional practices to brilliant careers at LVMH, Givenchy, David Yurman, Tiffany & Co., Lorraine Schwartz, and Kendra Scott and as founders of their own award-winning lines and brands adored by celebrities and praised in the pages of Vogue, Vanity Fair, i-D, and InStyle. SCAD jewelry students and alumni hone signature styles that have earned Halstead grants, International Design Awards, and International Lab of Mittelmoda awards, along with glittering features at the CFDA Fashion Future Graduate Digital Showcase.

SCAD jewelry students create within a 13,800-square-foot studio environment outfitted with leading-edge technology, including two laser welders, an induction casting machine, two Orion arc welding systems, a B870 engraver, a microscope system, dual handpiece micro-motor systems, Roland JWX-1D milling machines, GraverSmith engraver with air compressor system, and Wacom Cintiq tablets. Software resources include Adobe Creative Cloud, MatrixGold, ZBrush, KeyShot, and an authorized RhinoFabStudio, which enables students to earn Rhino certification before graduation. Through career-focused curriculum like JEWL 387 Jewelry Innovation Lab, students stay at the forefront of technological advancement as they take an experimental approach to precious works of great complexity.

**SCAD’s celebrated jewelry program is the largest in the U.S.**

Emerging artisans at SCAD are nurtured by jewelry visionaries like Sybil and David Yurman, who donated \$1 million in gemstones to the department. Through sales at the university’s boutique retail gallery shopSCAD; the popular annual Jewelry Trunk Show; and invitation-only activations at New York City Jewelry Week, the Smithsonian Craft Show, DesignMiami/, the Philadelphia Museum of Fine Art Craft Show, and more, jewelry students develop a devoted following of collectors even before graduation.

Jewelry students like Gabriella Botelho glean sterling insights from industry leaders, including Dana Naberezny, Tiffany & Co. chief innovation officer and VP of the brand’s jewelry design and innovation workshop.

CREATIVE CAREERS

Fine jewelry designer

Jewelry design entrepreneur

Jewelry technical specialist

Studio goldsmith/silversmith

Studio jewelry artist

Accessories designer

Jewelry buyer

Product development manager

Corporate jewelry designer

CAD/CAM designer







# Luxury and Brand Management

The luxury economy is booming. Stretching from goods like new-gen tech, jewelry, beauty, and fashion to lifestyle areas like hospitality, wellness, travel, and real estate, the luxury market’s capital is projected to reach nearly \$400 billion and a consumer base more than 500 million strong by 2030, according to industry forecasts from Bain & Co.

SCAD alumni are already making an impact in the growing luxury economy, staking powerful roles at major brands such as Parfums Christian Dior, Audi of America via Aquent, and Hermès. As future innovators, brand leaders, and visionary marketers, SCAD luxury and brand management students are prepared to join these alumni in leading the trendsetting growth of venerated companies around the globe.

The distinctive luxury and brand management curriculum at SCAD, centered on global distribution and marketing strategies, financial analysis, supply chain management, and consumer engagement, explores the entire spectrum of the international luxury industry. In courses like LXMT 740 Visual Narrative for Consumer Engagement, students employ visual storytelling, technology solutions, and multimedia brand-building practices to reach luxury consumers. LXMT 730 The Art of Luxury: Trends, Strategies, and Insights empowers future luxury leaders to effectively master the components of brand equity and confidently design strategies to successfully augment brand value.

By consulting with industry partners and analyzing real-life scenarios and case studies, SCAD students develop a robust managerial foundation and sector-specific business acumen. Further courses of study combine creative, sociological, psychological, and economic frameworks, helping students build the expertise to identify and capitalize on premiumization opportunities across all industries, including automotive, financial services, wellness, retail, and beyond.

SCADpro, the university’s innovation and design studio, primes students to collaborate and consult on launching new strategies and products for luxury brands in multiple sectors. In a new luxury lab, students can further their pursuits by exploring brand pieces from major marqueees. Students also benefit from unprecedented access to CEOs, founders, and leaders of top global luxury companies, as well as unparalleled opportunities to tour the epicenters of the luxury world in Italy, France, New York, and Miami. From these exclusive hotels, shops, showrooms, manufacturing sites, and boardrooms, SCAD students are uniquely prepared for career success.

**SCAD offers the world’s first M.A. and M.F.A. degrees in luxury and brand management.**

## CREATIVE CAREERS

Brand account executive

Brand experiences designer

Luxury marketing executive

Strategy consultant

Sustainable product development director

PR and communications director

International retail stores coordinator

Social media marketing executive

Supply chain and global sourcing executive

Brand manager

## ALUMNI LEADERS

Dior	Audi	Nordstrom	Neiman Marcus
L’Oréal	Cartier	Ralph Lauren	Hermès

◀ With L’Oréal, SCAD grad Greg Tackett oversees global digital marketing strategies for the company’s line of Ralph Lauren fragrances.



# Motion Media Design

Merging animation, design, and concept to create a host of captivating content, motion media designers communicate complex information and visualize stories for the world around us as they map the future of advertising, experiential design, and film and TV. SCAD offers the world’s first specialized degree in motion media design, preparing students to engineer engaging digital media in one of the world’s fastest-growing professions.

Students power their concepts and work using professional applications like Adobe Creative Cloud, Cinema 4D, and MadMapper to create 2D and 3D graphics that capture the attention of leading networks, branding agencies, and creative firms. Coursework in the program encompasses the development of motion graphics for marketing campaigns (MOME 408 Multiplatform Media Brand Packaging), title and credit sequences for films and TV shows (MOME 246 Title Design), and large-scale projection (MOME 305 Motion Media Projection) as well as studio work for virtual reality experiences, art exhibitions, social media branding, typography, and short-form narratives.

SCAD motion media design courses are led by a faculty of acclaimed artists and multimedia producers who have won Emmy Awards, Promax-BDA Awards, Golden Trailer Awards, Fulbright grants, and the National Endowment for the Arts Visual Fellowship. Students also benefit from professional partnerships catalyzed by SCADpro, the university’s innovation and design studio. Motion media design students have produced broadcast and social media content for Adult Swim, developed a branded film experience for Cobham, augmented Deloitte Digital’s recruitment experience, visualized autonomous vehicle concepts with Samsung, developed augmented reality applications for Google, and drafted visual design proposals for CBS’s Sports’ football pregame show and FOX’s World Cup coverage.

SCAD is also the first university to host its own dedicated, student-led motion graphics conference, SCAD CoMotion, which has connected students to dozens of companies specializing in design, animation, and motion graphics for more than 15 years. Signature events like the SCAD Savannah Film Festival and SCAD AnimationFest offer students a front-row seat with Academy Award-winning professionals, Emmy Award-nominated designers, and the creative talents behind fan-favorite movies and shows. These interactions prepare students for powerful careers at companies like The Mill, Imaginary Forces, Buck, Brand New School, Meta, Scholar, Troika, Giant Ant, and Saatchi & Saatchi.

The SCAD motion media design program has earned recognition from Animation Career Review and The Rookies on their lists of best programs.

For SCAD CoMotion, the world’s largest student-led motion graphics conference, SCAD students designed a comprehensive package of digital materials for its roster of industry guests, including a lyrical opening sequence (top) and building-sized event banner mockups (bottom).

CREATIVE CAREERS

Motion designer

Art director

Creative director

Animator

New media production designer

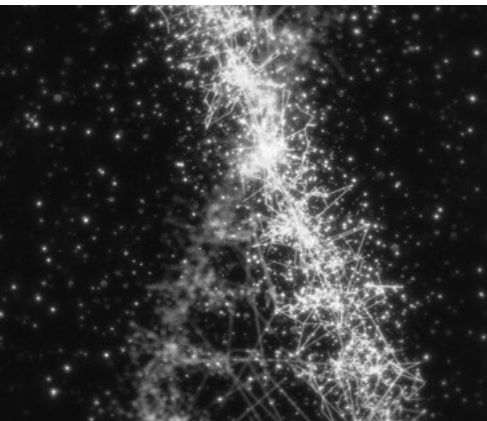
Visual effects artist

Motion design producer

Graphics coordinator

Style-frame illustrator

UI/UX designer







## SCHOOL OF FINE ARTS

# Painting

At SCAD, painting students learn to build thriving creative careers, as they conceive of and produce enduring works of art — and enjoy artistic and business success well after graduation. Within a comprehensive curriculum that includes conceptualization, traditional portraiture, professional practices, branding, and collaboration, students develop a rich foundation for lifelong professions.

The prominence of SCAD painting students and alumni radiates across the world, from prestigious museums and galleries to elite art fairs and biennials. SCAD artists are recognized in New American Paintings, featured on popular television and film sets, and showcased in international exhibitions.

Alumni have exhibited at The Museum of Modern Art, the High Museum of Art, the Hammer Museum, the Kemper Museum, and Art Basel, among countless other major institutions and venues. SCAD painting graduates contribute to vital industry publications like Art Papers and work as curators, art consultants, design directors, and museum leaders.

In the SCAD painting program, students advance the knowledge and skill set needed to collaborate across a wide range of creative industries including film, television, and illustration. Paintings by SCAD alumni promote record-breaking blockbusters like *Black Panther* and are featured in hit shows such as HBO's *The Undoing*. At SCAD signature series like SCAD deFINE ART and through the university's fine art consultancy, SCAD Art Sales, SCAD painters showcase their distinctive work to international curators, collectors, and corporate clients. At the SCAD Museum of Art, alumni present solo exhibitions, like Sujay Shah's *The Slant of Thirsting Mouths*, Maggie Ellis' *The Ride*, Michael Ezzell's *Inferno on the Mantel*, Hasani Sahlehe's *Banana Republic*, Marcus Dunn's *Other Youth*, and José Parlá's *Roots*, and meet internationally acclaimed artists like Yu Hong, Norbert Bisky, Paulina Olowska, Emily Furr, and Charlie Billingham.

**SCAD artists have sold thousands of works through SCAD Art Sales, the only elite commercial gallery in higher education.**

### — VISITING ARTISTS —

Roxy Paine	Lucha Rodríguez	Bridget Finn	Camilo Alvarez
Ann Craven	Franklin Sirmans	Phong Bui	Uri Aran
Angel Otero	Lawrence Weiner	Eric Fischl	Luke Murphy
Hernan Bas	Hayv Kahraman	Odili Donald Odita	Chase Hall

◀ SCAD grad Julie Torres' mixed-media prints, like *All I Ask of Our Brethren* (pictured), have been exhibited at renowned institutions including The Metropolitan Museum of Art in New York and are held in prestigious global collections.

### CREATIVE CAREERS

Studio artist

Curator

Gallery owner/director

Art critic/writer

Film and television  
scenic designer

Art director

Digital artist

Exhibition designer

Museum preparator

Art consultant



# Photography

CREATIVE CAREERS

- Art director
- Digital videographer
- Photo editor
- Advertising/studio photographer
- Fashion photographer/stylist
- Fine art photographer
- Gallery director
- Photojournalist
- Product photographer
- Digital videographer

In gallery shows and social media feeds, full-page features and the covers of platinum albums, photographers capture the essence of emotion, memory, and ideas with style and intention. Led by acclaimed faculty, SCAD photography students develop their signature vision through a panoramic curriculum and become masters of visual literacy who land careers in scenic locales from New York to Seoul.

The undergraduate SCAD curriculum gives students an opportunity to customize their studies through courses in commercial, documentary, and fine art photography. Students enhance their creative skill sets by blending photography and videography to craft compelling digital narratives for the dynamic world of social media content creation. Graduate students develop a body of work uniquely anchored to their artistic approach and specifically mapped to their career goals. Students gain fluency with a variety of camera systems, digital workflows, color and black-and-white techniques, compositing and editing, studio and location lighting, and video shooting and editing — all as they develop expertise through tailored study and faculty mentorship.

Outside the classroom, SCAD students have interned for Annie Leibovitz, Ford Models, Hearst Magazines, The Richard Avedon Foundation, Time Inc., Turner Broadcasting, and others. Graduates join a list of globetrotting SCAD photography alumni who work in international locations for the likes of Condé Nast Traveler, National Geographic, The New York Times, Elle Decor, Architectural Digest, and more; capture nature and wildlife vignettes; publish their own books and magazines; and exhibit their imagery in museums across the globe.

Alumni photographers gain global exposure at Photo London and through renowned publisher Thames & Hudson, which has exclusively featured SCAD photographers in their recent release, *Class of 2024*, an exquisite showcase of 10 visionaries setting the scene for the future of the industry. And, through SCAD Art Sales, SCAD artists earn public and private placements around the world.

SNAPWORTHY TECH

- |                              |  |
|------------------------------|--|
| Hasselblad Flextight scanner | Professional medium format digital cameras |
| Chromira ProLab Printer      | Profoto studio, strobe, and lighting kits  |
| Wide-format inkjet printers  | Epson flatbed scanner                      |

“At SCAD, I was able to push the boundaries of my creativity and explore new possibilities in image manipulation. SCAD played a crucial role in shaping my approach and gave me with the skills and knowledge I needed to bring my creative vision to life.”

YING CHEN

M.F.A., photography, 2022; B.F.A., photography, 2018  
*Class of 2024* (Thames & Hudson) featured artist



SCAD student Xavier Thompson deftly captured fashion senior Barrett Winters’ capstone collection, modeled by Kamarri Duncan.





## ALUMNI Q&A

# Paris Mumpower

CREATIVE DIRECTOR AND MULTIMEDIA ARTIST

Across her collaborations with the world's most desirable companies, Paris Mumpower's creative wizardry on film, photo, and page feature a dedication to authenticity, energy, and style that dates to her earliest SCAD classes. A skillful storyteller, Mumpower's postgrad internship at IMG led to a career in design and art direction at brands like Estée Lauder, Paper Magazine, Gap, and Wilhelmina Models. A move to freelance work pushed it into the stratosphere. Since opening her own business and connecting with creative agency SUN-NY SIDE UP, Mumpower has directed content for clients that include Dior Beauty, Instagram, Versace, Maison Margiela, Burberry, Atlantic Records, and Soho House. In 2024, following her return to SCAD as a panelist and guest lecturer, she helmed the SCAD FASHION film *Déjà Rêvé*, a companion to the event's runway show that was influenced by classic cinema and French New Wave.

### What was your SCAD experience like?

It was comforting to know that you had to go through foundation courses before choosing a major, which helped influence my decision to attend SCAD. Collaboration was always in the air: From having friends from fibers print my images onto fabric to working with animation majors to bring my fashion images to life, I always pulled a team together no matter what I was doing.

### What is your favorite SCAD memory?

There are so many that it's hard to pick from, but I'd have to go with my time at SCAD Lacoste because it really helped shape my creative eye. What a wonderful experience to live in a small town that feels so otherworldly!

### How did SCAD help to prepare you for a career working with influential brands?

SCAD prepared me to work with larger clients in so many ways. My favorite lesson came from Jane Zash, one of my graphic design professors. She helped me learn that understanding the core identity is critical for each assignment — or each client — and that your design should align with that core identity. Authenticity is important to each project, no matter the scale.

### How did SCAD's professional network benefit you?

My first internship was with a SCAD alum at IMG — who also produced my SCAD FASHION film — which grew into a decade-long friendship. It's wild how many friends I can find in cities worldwide wherever I go for work because of SCAD. I'm constantly interacting with my SCAD network.

### What were the biggest challenges you faced in your career pursuits?

Location and adaptability. Initially, choosing a city to move to after graduation felt impossible. I was able to take internships in multiple cities during academic breaks, which helped me see how different places felt to live. That was how I found out where I belonged when I started my career. Freelancing, on the other hand, is all about adaptability! Your client one month can look completely different than the next — just like our projects at SCAD.

### What drives you to return to SCAD and help current students?

Truthfully, it is my relationship with my professors! I never lost touch with several faculty members. I feel so lucky to have been inspired by them as a student and to still call them friends years later.



# Preservation Design

At SCAD, students revive the character and charm of entire buildings, blocks, and cities on the vanguard of preservation education. They join a renowned professional community of preservationists led by SCAD President and Founder Paula Wallace — a community that, since the university’s founding, has rehabilitated and repurposed more than 100 buildings worldwide, resulting in more than 70 honors globally, including the National Trust for Historic Preservation’s Louise du Pont Crowninshield Award. Wallace is the only university president to receive this honor, the highest recognition for individual achievement in preservation, a testament to the university’s place as a world leader in preservation design excellence.

In Savannah, students learn to investigate, interpret, and innovate historical resources through a curriculum that draws directly from the city’s international status as a model for preservation. Through the comprehensive study and analysis of real-world business demands, local priorities, and the importance of heritage, students and alumni activate preservation culturally, economically, and sustainably to revitalize cherished structures and adaptively reuse disinvested commercial districts and public spaces.

Through collaborations across the university’s more than 40 renowned programs, students experience the energy of an active team environment. As they interface with fellow students in programs such as architecture, interior design, luxury and brand management, social strategy and management, and more, aspiring preservation designers uplift and future-proof the profession.

During their studies, SCAD preservation design students interact with admired practitioners through on-site immersions and international conferences. In projects with major partners like UNESCO and the Association for Preservation Technology International, they take a leading role in heritage advocacy and stewardship. Alumni advance into roles with prominent firms, organizations, societies, and federal programs guiding the restoration and redevelopment of communities throughout the U.S. and beyond.

CREATIVE CAREERS

Preservation designer

Environmental and preservation specialist

City/regional preservation planner

Design analyst

Downtown development director

Museum administrator/curator

Restoration artisan

Digital heritage specialist

Historic preservation officer

Historic materials conservator

PRESERVATION PARTNERS

UNESCO

World Monuments Fund

Congress for the New Urbanism

The Institute of Classical Architecture & Art

National Trust for Historic Preservation

National Park Service

International Downtown Association

Savannah Development and Renewal Authority

With expertise honed in SCAD’s preservation design and architecture programs, Daniela Salume takes policy to practice as a historic architectural preservationist for the city of Key West, Florida.







SCAD production design students harness next-gen tech to transform locations into bespoke sets for comedies, dramas, and more that wow industry partners and VIP guests alike.

SCHOOL OF FILM AND ACTING

Production Design

Across gilded period pieces, far-future blockbusters, and small-budget indies, production designers merge costumes, sets, lighting, and more to add authenticity to film and TV settings from the everyday to the unbelievable. One of The Hollywood Reporter’s best universities for production design and costume design, the SCAD production design program places the spotlight on these critical positions, preparing a new generation of visionary designers to command starring roles on set in Georgia, Hollywood, and beyond.

In guest lectures, master classes, and Q&As at signature events like SCAD TVfest and the SCAD Savannah Film Festival, students gain valuable industry insights from legends of costume and production design: Academy Award winners Ruth E. Carter and Sandy Powell; *Barbie* production designer Sarah Greenwood and set decorator Katie Spencer, Academy Award-winning husband-and-wife production design duo David Wasco and Sandy Reynolds-Wasco; *Emily in Paris* costume designer Marilyn Fitoussi; Emmy Award winners Janie Bryant and Donna Zakowska; Academy Award-winning makeup artist Kazu Hiro; and production staff from films and TV shows like *The Menu*, *The Queen’s Gambit*, *The Gilded Age*, *Oppenheimer*, and *Poor Things*.

These opportunities prepare graduates for a range of careers working with studios and companies like 20th Century Studios, ABC, HBO, HGTV, MTV, NBCUniversal, Walt Disney Imagineering, the New York Theatre Ballet, Tyler Perry Studios, and more. Alumni of this powerhouse program have created sets, stages, and props for multiple Super Bowl halftime shows — including Super Bowl LVI and Super Bowl LVII, both winners of the Emmy Award for Outstanding Production Design by a Variety Special — Lady Gaga, the Bonnaroo Music & Arts Festival, the Blue Man Group, Broadway shows, and major productions like *Atlanta*, *Tenet*, and *The Walking Dead*.

A strong foundation in the design process helps students develop mastery of storytelling, art direction, and set design, while courses like PROD 313 Digital Rendering for Entertainment empower them to apply advanced technology to a wide range of professional tracks. In further coursework, they learn to add scale to concepts in PROD 331 Scenographic Modelmaking and visually communicate narratives and worlds in PROD 702 Costume Manipulation Techniques.

Complementing these courses, students benefit from opportunities in a range of movie genres, TV show styles, and production types: short films and TV series shot on expansive SCAD soundstages; next-generation immersive experiences filmed on the university’s LED volume stages, the largest at any academic institution in the U.S.; and Broadway-style musicals and dance productions performed in intimate black-box theaters, a covered outdoor amphitheater, or three historic proscenium stages for large casts. And, at Savannah Film Studios’ Building 3 — the new home for production design at SCAD — students find multiple labs and workspaces outfitted with cutting-edge tech and equipment, empowering them to construct scenes that captivate.

CREATIVE CAREERS

- Set designer
- Art director
- Costume designer
- Lighting designer
- Production designer
- Stylist/wardrobe designer
- Designer for exhibitions/museums
- Retail designer
- Live entertainment designer
- Scenic artist

“ SCAD students and alumni never cease to amaze me. ”

RUTH E. CARTER  
Academy Award-winning costume designer

SCAD ALUM PRODUCTIONS		
Avatar: The Way of Water	May December	Watchmen
Black Panther: Wakanda Forever	Maestro	Babylon
The Creator	Guardians of the Galaxy Vol. 3	The Whale



# Sculpture

Masters of the third dimension, SCAD sculpture students embrace both traditional and experimental methods to expand the formal, conceptual, and technological boundaries of their medium. Energized by the university’s premier resources, sculpture students go on to exhibit their work in international museums and galleries, design *objets d’art* for luxury brands, create hyper-realistic props for blockbuster films, and earn glowing features in top publications.

At Atlanta’s SCAD Studio, students engage in all aspects of sculptural practice within an elite environment designed by Pritzker Architecture Prize winner Renzo Piano. With access to SCAD Studio’s leading-edge resources — from metal foundries and fabrication shops to 3D rapid prototyping printers, CNC mills, casting labs, and resonant exhibition spaces — SCAD sculptors are empowered to refine their creative vision, develop vital technical proficiencies, and elevate their presentation prowess. Guided by revered faculty members with diverse professional interests and specialties, course offerings span the foundational to the futuristic. Renowned artists and representatives from prestigious institutions critique student portfolios, lead special workshops, and mentor students on real-world design projects, resulting in professional connections that give SCAD sculptors the edge to land fulfilling, high-profile jobs across sectors. Through SCAD Art Sales, the university’s fine art consultancy, SCAD sculptors are introduced to collectors, earn commissions, and build a devoted clientele.

At the SCAD Museum of Art in Savannah and signature events like SCAD deFINE ART, students meet internationally celebrated sculptors including Rose B. Simpson, Doreen Lynette Garner, The Haas Brothers, Matthew Angelo Harrison, Elaine Cameron-Weir, Raúl de Nieves, and more. Graduates build their CVs with shows in SCAD MOA’s dedicated alumni gallery, where exhibitions such as Johana Moscoso’s *Entre sistemas invisibles*, Masud Olufani’s *Imprint: Past as Prologue*, and Monica Cook’s *Liquid Vessels* open to critical acclaim. At SCAD Lacoste, La Promenade de Sculptures offers a global platform for students and alumni, with each awe-inspiring, larger-than-life installation serving as visual testimony to SCAD talent and expertise.

CREATIVE CAREERS

Sculptor/studio artist

Public artist/consultant

Curator

Exhibition designer

Art director

Foundry/mold-making specialist

Prop artist

Prosthetic artist

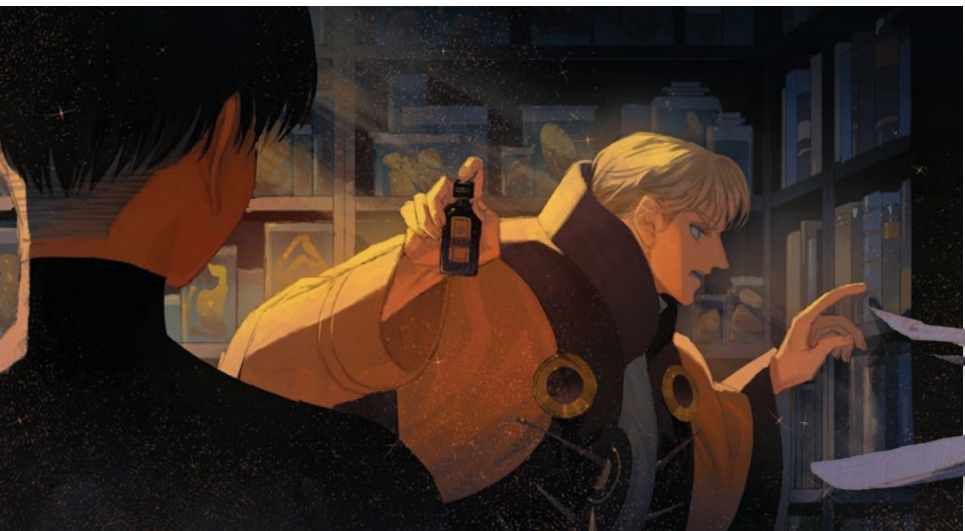
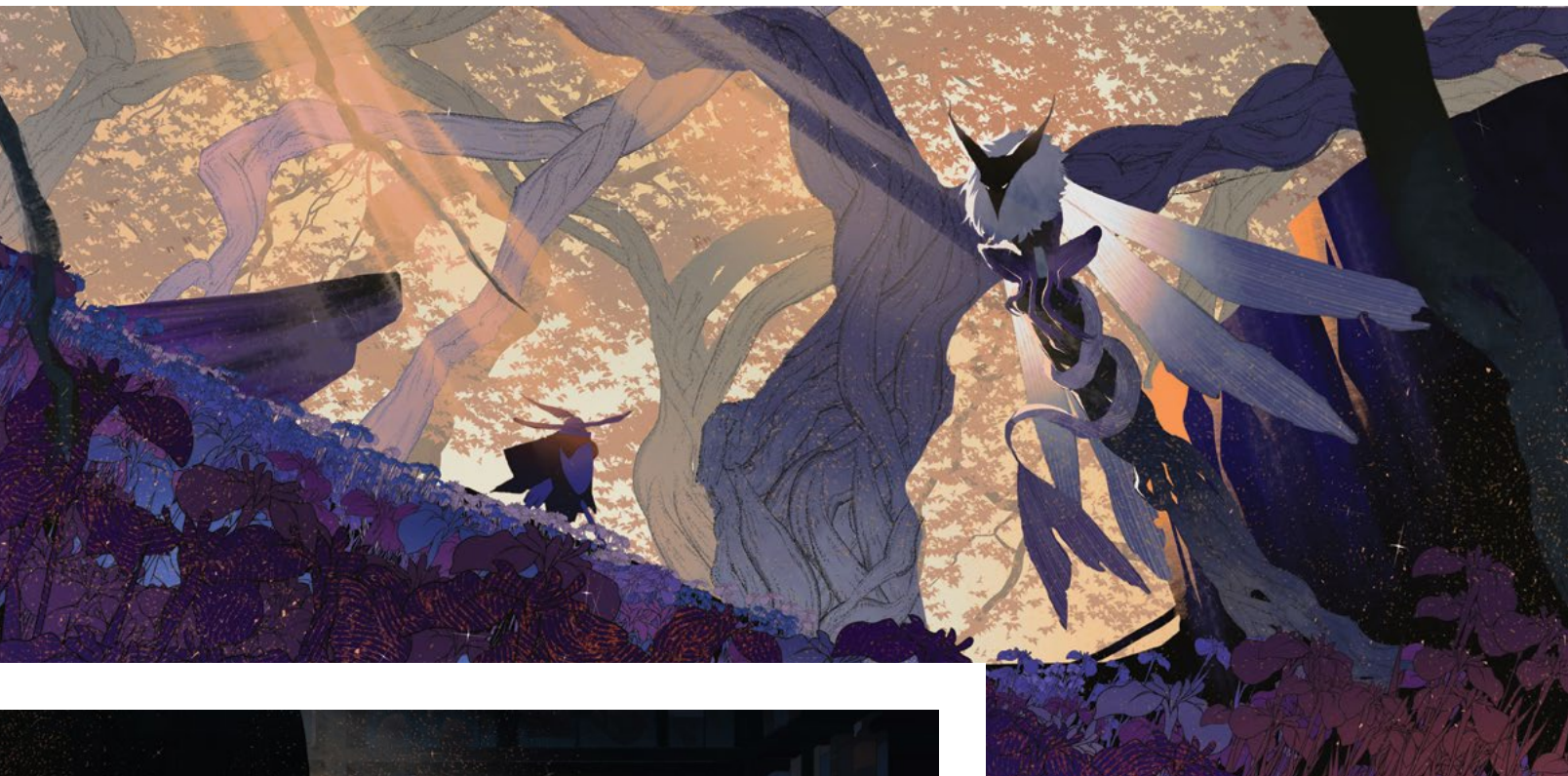
3D computer modeler

Toy designer

In *Orchid’s Dreams*, SCAD sculpture alum Bojana Ginn constructs physical, immersive installations and an AI *oeuvre* inspired by biomimicry and parametric biology, giving rise to ethereal tendrils that inspire joy, rejuvenation, and wonder.







## SCHOOL OF VISUAL COMMUNICATION

# Sequential Art

### CREATIVE CAREERS

Storyboard artist

Publisher/editor

Character/creature designer

Children's book artist

Comic book artist

Graphic novelist

Prop/asset designer

Production artist

Toy/figure sculptor

Concept artist

Sequential artists take viewers on fantastical journeys through time and space, amplifying stories with compelling imagery and worlds rich with color and dimension. At SCAD, the world's first university to offer both undergraduate and graduate degrees in the discipline, students become virtuosos of the visual narrative one panel at a time.

SCAD sequential art students explore the full spectrum of style and genre within a comprehensive curriculum merging traditional techniques with advanced technology — all of which lead to extraordinary careers in TV, film, and game production. In SEQA 383 The Pitch, students learn to create and present a proposal for the development of a graphic novel, comic book series, film, or television project. Sequential art students explore a range of diverse electives to expand their command of the format like superhero comics, advanced storyboarding, publishing, cover illustration, sequential art for emerging media, and maquette design.

With a galaxy of potential at their fingertips, SCAD sequential art students actualize dazzling concepts and win top honors for their work, including Applied Arts Student Awards, Red Dot Communication Design Awards, and Society of Illustrators student scholarships. Alumni step into a host of roles at the world's largest comic book publishers and animation houses: model sculpting for action figures, concept design for animation, and storyboarding for major video games.

Professors and alumni have earned Will Eisner Comic Industry Awards and nominations, which recognize the best comic creators and their work each year. Through SCADpro, the university's innovation and design studio, students have sketched visual concepts for Hallmark greeting cards, penned short stories for Lowe's Innovation Labs depicting far-future visions of humanity, and dreamed up next-generation electric vehicle charging stations for Volvo.

### SCAD FACULTY CONTRIBUTIONS

*Batman*

*Green Lantern*

*Spider-Man: Homecoming*

*X-Men*

*Hulk*

*Fantastic Four*

*Ant-Man*

*Captain America: Civil War*

*Avengers: Endgame*

*Guardians of the Galaxy Vol. 2*

*WandaVision*

*Hawkeye*



Heart of Isa concept art  
Kuiyan Ran







## Nick Manning

SCAD ATLANTA STUDENT

### On choosing SCAD

I chose SCAD after hearing about the school's track and field program and learning about GRADpath@SCAD. I applied to GRADpath and was accepted, so I was always slated to stay at SCAD for my graduate degree. I'm an academically inclined person, so it was motivating to continue my education during the summer quarters and finish my undergraduate degree in three years. It felt like I could keep applying what I was learning in other classes to the classes I took during the summer. I was able to experience SCAD Savannah a couple of times as well.

### On his daily routine

On an average day, I would wake up at 7 a.m. to go to track practice. We would all have breakfast together as a team afterward, and that was a really good way to start the day with a solid community before going into classes. If I didn't have class that day, or I had only one class, I would spend my time doing work with other friends in our "homework parties," which we had in apartments, common spaces, or in the library. We really liked to have times where we would work together, especially when a number of us were working on projects together. A lot of



us work on animated films together, so being together in collaborative spaces was really helpful to expedite decision-making for the projects.

### On collaboration at SCAD

Being in the animation department for my undergrad, I have worked on a bunch of films that were led by seniors. For one of my favorites, *Desert Mayhem Overdrive*, I was able to be on the film as a 3D animator for their vehicles since the whole film was about a car chase. Being on that kind of project helped me prepare to run my own thesis film when I joined the sequential art department, which is what I'm doing now. I've found that having sequential art and animation majors working together on the project creates a lot of collaborative opportunities to bring my vision to life.

### On his favorite SCAD memory

At the beginning of my graduate studies, I received an offer from The Third Floor's visualization studio to join their job training program. It was kind of like an apprenticeship program, so I was doing that on top of two classes. That opportunity reaffirmed the abilities I had built at SCAD within the animation department, and a lot of what I learned at that studio I incorporated into the work I did within sequential art, including my thesis. It was my first experience in the industry, and it was an awesome time.

### On his postgraduate plans

I would love to add to the animation industry as a character animator or layout artist, as I've gotten more passionate about cinematography over the last two years during my graduate degree. I've also made some plans to work on an anthology comic with other SCAD alumni. I'm looking into starting off as a high school art teacher to continue to build other people's love for art and show them an outlet to utilize digital art as the world becomes more digital.

### On lessons learned

Regardless of what you choose to study, you're always going to develop transferable skills that can be applied in a very diverse way. I've learned you don't have to put your passions aside to be relevant. You have to be extremely self-driven and self-motivated. And regardless of what you want to do, you should be a lover of storytelling — someone who wants to share stories, create stories, or get to the bottom of stories, regardless of the medium that you choose to express that in.





# Service Design

On a global scale, service designers shape business and industry futures for the world’s most respected brands through the examination and analysis of human behavior, societal needs, business models, and competitive environments. At the preeminent university for service design, SCAD students learn to interrogate and analyze these key factors as they create intuitive new systems, services, and human-centered strategies.

Equipped with a solid foundation in enterprise, innovation, and problem-solving, SCAD students are prepared to organize and lead the improvement of products and services across a wide range of major industries. Courses like SERV 310 Idea Visualization for Service Designers and SERV 312 Prototyping Experiences teach students how to effectively communicate and rapidly ideate their concepts, insights, and service ecologies, while SERV 421 Services and Enterprise helps students infuse their innovative whitespace pitches with entrepreneurial and creative problem-solving skills.

Students learn the high-level management and collaborative skills necessary for success in private and public sectors at Savannah’s state-of-the-art Gulfstream Center for Design, partnering with peers from other SCAD disciplines on SCADpro assignments and coursework in this living laboratory. SCAD service design students have developed concepts for the future of flying with Delta Air Lines, innovated service blueprints for BMW, rethought the DMV experience for Deloitte to reduce pain points, and designed millennial- and Gen Z-focused content for Fidelity to assist young customers with financial goals, budgeting, reducing debt, and investing.

SCAD service design student projects have won Red Dot Design Awards and appeared in Touchpoint, the international trade magazine of the Service Design Network. University alumni power creative solutions at Amazon, Apple, BBVA Compass, IBM, Lowe’s, Microsoft, The Home Depot, and elite global design consultancies like Boston Consulting Group, Booz Allen Hamilton, Fjord, Harmonic Inc., and more.

SCAD offers the first and only service design B.F.A., M.A., and M.B.I. degrees in the U.S.

SCADPRO CLIENTS

Blizzard Entertainment	GE	Projects for Peace
Deloitte	Google	Target
Delta Air Lines	HP	Volvo

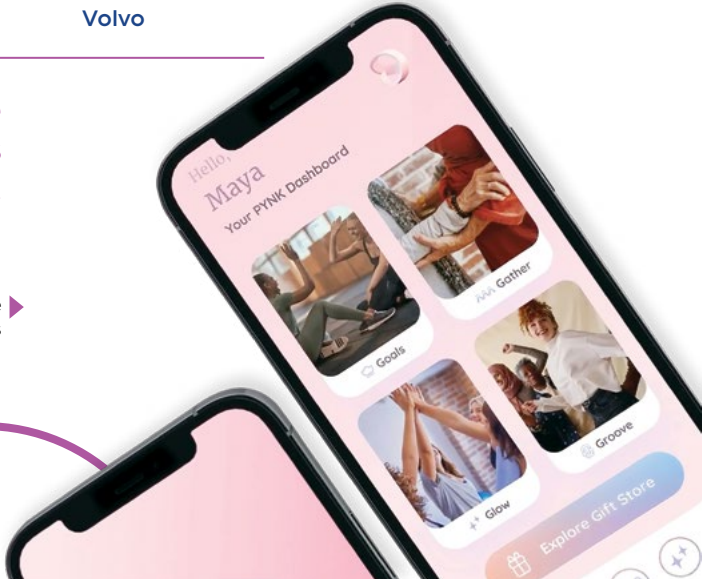
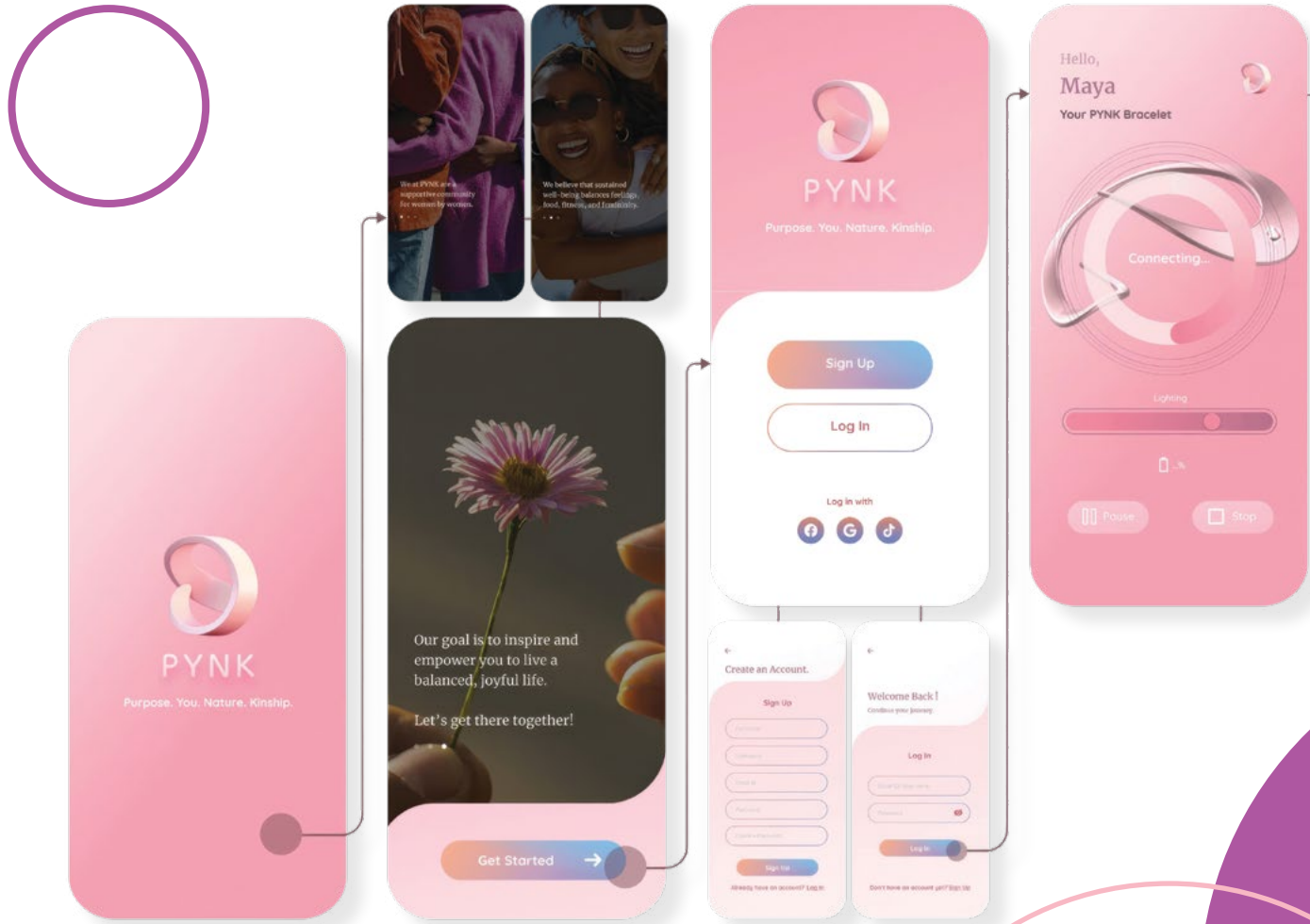
Service design has been one of the greatest disruptive forces in our lives over the past 20 years. Everything has been transformed to put the customer’s experience first.

FAST COMPANY

PYNK, a wellness and biohacking platform developed by five SCAD students and inspired by one team member’s personal journey with an autoimmune disease, won three Indigo Awards for its interface design, branding, and societal impact.

CREATIVE CAREERS

- Experience manager/director
- Innovation manager/director
- Customer experience manager/director
- Design manager/director
- Experience strategist
- Interaction designer
- Retail designer
- Service designer
- Design strategist
- UX designer/researcher







SCHOOL OF FASHION

# Sneaker Design (SNKR+)

At the forefront of a booming, \$80-billion field that exceeds the hype, the SCAD SNKR+ program engages the full spectrum of footwear possibilities, from athletic-inspired and classic designs to smart-casual, office-ready kicks and beyond. With access to leading technology, students build physical and digital prototypes that add to professional portfolios of original designs and get noticed by pros at the top of the sneaker game, including SCAD alumni leaders at Nike, Adidas, Puma, New Balance, Reebok, and SCAD grad-owned brands like Q4 Sports.

SCAD SNKR+ students hone skills in sketching, rendering, concept development, digital prototyping, and branding, guided by accomplished industry insiders. In courses like SNKR 709 Sneaker Lab: Material, Construction, and Prototyping and SNKR 735 Factory Fresh: Mass Production Decoded, students master the sneaker industry’s specialized vocabulary, advanced design principles, innovative materials, and complex manufacturing processes. Further elevating their design skills and visualizing ideas and concepts in real-time through adaptive 3D models, students amplify the possibilities and efficiency of well-executed sneaker design through virtual reality in courses like SNKR 723 Sneaker Tech: VR to 3D Prototype. With a strong foundation of business coursework, students are prepared to launch their own sneaker brands as entrepreneurs or step into leadership roles at elite sneaker design companies.

At signature university events like SCADstyle, students connect with career-making CEOs, brand founders, and fellow sneakerheads who hold court on the future and cultural impact of the industry and offer insightful master classes, studio visits, and portfolio critiques. Through the university’s VIP-studded SCAD FASHION show, students collaborate with fashion, accessory design, and jewelry students on iconic runway looks and editorial-worthy photo shoots that capture the attention of elite magazines and major celebrities.

**SCAD offers the world’s first and only M.A. and M.F.A. programs in sneaker design.**

CREATIVE CAREERS

- Sneaker designer
- Luxury footwear designer
- Pattern maker
- Buyer
- Brand strategist
- Brand ambassador
- Innovation manager
- Production manager
- Marketing manager
- Manufacturing technician

◀ Convenience  
Dorothy Finney





## Rodrick Thomas

SCAD ATLANTA STUDENT

### On choosing SCAD

My main goal was to be a footwear designer, and I found that I could achieve that goal by pursuing industrial design at SCAD. I remember seeing a video while doing my research about a previous student named Michael Mack. He's actually a SCAD professor now. The video detailed his design process and life in New York. It was cool for me to see a Black footwear designer featured. To see the inclusivity of SCAD and the diversity — that was when it all clicked for me.

### On his daily routine

Initially, there was no free time for me because I worked a full-time job at City Gear, the sneaker store. On most days, I would go to class 11 a.m. to 4:30 p.m. and then go straight to work. Towards the end of my school career, I stopped working and had more time to work, brainstorm, and hang out with my classmates in the studio. In my free time, I try to be active and stay in shape. I work out from time to time, play basketball, and I also like to cook.

### On collaboration at SCAD

Our open studio was set up in a collaborative way and, after class, we would bounce ideas off each other. Sometimes we'd goof off, tell jokes, or play music. We bonded in the studio. I also worked on a SCADpro project, which was another opportunity for teamwork.

### On his favorite SCAD memory

When we came out to work in the studio on our senior projects, we would all work late nights trying to get everything done. One day, on my classmate's birthday, we all went in to get a cake, buy party supplies, and sing "Happy Birthday." That memory stands out to me because we were more than just classmates, we were friends.

### On his most memorable project

My most memorable project was the sneaker design I did for SNKR 375, which was the first ever sneaker design course offered at SCAD. I decided to create a hiking shoe, so I did research on hiking, the outdoors, and the consumer the shoe was intended for. I went through the process of finding inspiration, ideation, making the tech pack, and redlining. When it was finished, I had the honor of speaking about my shoe in a PBS interview and



a mural of my shoe was painted in Atlanta's Adair Park. The best part was seeing my shoe in real life — touching and feeling it, seeing the ideas in my mind manifested in real life. The course not only gave me the foundation of skills, but also confidence. It put me one step closer to accomplishing my goal of being a footwear designer.

### On his postgraduate plans

After I finish an internship at Nike, my long-term goal is to be able to take this knowledge that I have and give it back to the next generation, bridging the gap.

### On lessons learned

The biggest lessons I learned from SCAD were to step outside of your comfort zone, put yourself out there, and keep developing people skills. Being able to effectively communicate with people from different cultures and backgrounds is vital. The relationships that you build in school may follow you into the real world. You never know where people will end up and who they will become, but they will remember how you treated them and how you made them feel. Chance meetings could turn into unexpected opportunities.







# Social Strategy and Management

Social media professionals perfect the posts that drive clicks, conversations, and company bottom lines, creating eye-catching content that dominates feeds on Instagram and TikTok. SCAD social strategy and management students are poised to launch brands to the stratosphere through a curriculum that maximizes the university's expertise in advertising and branding, graphic design, marketing, photography, film and television, motion media, and writing.

**SCAD offers the world's first B.F.A. in social strategy and management.**

In SCAD courses such as SOCL 220 Social Strategy: Messaging and Management, students learn how to capture attention by building unique, scalable, and strategy-adherent messaging, while in SOCL 320 Social Strategy: Lifecycle Marketing, students explore how to reach audiences across multiple platforms, prioritizing strategic content to deliver on value propositions and achieve brand goals. In SOCL 330 Social Analytics: Optimization and SOCL 440 Social Media Management: Brand Acceleration, students investigate all aspects of multiplatform campaign creation and metrics.

From these courses, students learn how to measure and communicate their value to businesses effectively. Students master the marketing, brand management, account management, customer service, analytics, advocacy, content creation, strategy skills, and knowledge that foster brand allegiance, open markets, and strengthen audience connections. Students also develop a distinctive writing voice, authoring blog posts, video scripts, marketing pitches, and podcasts. With expansive access to advanced technology, they gain fluency in producing attention-grabbing content for emerging platforms.

Through SCADpro, the university's boutique creative consultancy, SCAD students have pitched concepts to Coty for a new fragrance brand, conceptualized a brand campaign holiday film for David Yurman shot on SCAD's LED volume stage, conducted a thorough brand evaluation of SCAD alumni-owned clothing company The Big Favorite, and developed a mixed reality marketing experience for BMW. With this comprehensive approach to social media and opportunities for real-world experience before graduation, SCAD alumni are prepared to lead the online presence of major brands, dream up campaigns at top agencies, or jump into the influencer world with professional-quality posts.

## SCAD ALUMNI CREATORS

Summer Fridays	The Home Depot	JW Marriott
Johnson & Johnson	LAKE Pajamas	Laundry Service

For her senior capstone project, SCAD student Tyla Packish conceptualized *Glide & Pride*, a comprehensive social media campaign for Impala Skate.

## CREATIVE CAREERS

Social media/content strategist

Social media manager

Brand manager/ambassador

Digital content manager

Community/engagement manager

Social media producer

Social media account executive

Influencer marketing specialist

Reputation specialist

Social media data analyst





SCHOOL OF FILM AND ACTING

# Sound Design

Masters of the mix, sound designers amplify film, TV, music, and live performance with their resonant expertise. At SCAD, sound design students prepare to join the ranks of award-winning audio professionals through a program boosted by state-of-the-art studio and recording spaces and celebrated faculty. Preeminent professors, winners of Academy Awards, Emmy Awards, Tony Awards, and Motion Picture Sound Editors Golden Reel Awards, guide students through a curriculum that models the aesthetics, tools, and workflows of commercial media production across film and TV, video games, theater, animation, advertising, and more.

Throughout their studies, SCAD students have access to professional technology: two recording studios and two surround sound re-recording stages with Avid S6 Consoles; two LED volume stages, the first of their kind at a design university; six ADR suites and two Foley stages; a MIDI mock-up and augmented and virtual reality testing room; and more than 80 workstations equipped with the latest Pro Tools, Ableton Live, and Soundminer software. A full library comprised of 2,500 hours of sound effects and millions of licensed music tracks helps students develop highly sophisticated soundtracks, while opportunities also abound for professional certifications in Sibelius, Wwise, Avid, and Dolby Atmos in postproduction, music production, and Avid S6 techniques.

At the SCAD Savannah Film Festival and SCAD TVfest, students connect with major guests like Academy Award-winning and nominated composers Alan Silvestri and Harry Gregson-Williams, Oscar-winning sound editors Cecelia Hall and Richard King, composers, sound editors, and designers from Hollywood blockbusters like *Oppenheimer*, *Saltburn*, *The Bikeriders*, *Moonage Daydream*, and *Dune*, and the music supervisors from hit shows like *Yellowjackets*, *Euphoria*, and *Atlanta*. These professional connections help sound design students secure impressive internships and jobs with companies like Skywalker Sound, Warner Bros., Sony, Blizzard Entertainment, and Walt Disney Imagineering.

As professionals, SCAD sound design alumni have contributed to hit films and TV shows like *Everything Everywhere All at Once*, *American Fiction*, *The Last of Us*, *Pachinko*, *Free Solo*, *Spider-Man: Across the Spider-Verse*, *Killers of the Flower Moon*, *Guardians of the Galaxy Vol. 3*, and *Rick and Morty*; produced Grammy Award-winning songs and films for Beyoncé and Camila Cabello; and worked for top film, television, and game studios, including Warner Bros., Technicolor, Turner Broadcasting, NBC, 343 Industries, Naughty Dog, Bungie Studios, ESPN, Obsidian, and more.

— SCAD GRAD HONORS —

Emmy Awards

MPSE Student Golden Reel Awards

Latin Grammy Awards

European Product Design Awards

Cinema Audio Society Awards

Red Dot Communication Design Awards

CREATIVE CAREERS

Sound designer

Mix technician/  
re-recording mixer

Supervising sound editor

Music editor/supervisor

Recording/scoring  
engineer

Dialogue/sound effects  
editor

Game audio designer

Production mixer/boom  
operator

ADR/Foley artist

Composer

SCAD is the only university to confer B.F.A., M.A., and M.F.A. degrees in sound design.



As a producer and recording and mixing engineer, SCAD grad and Latin Grammy Award winner Nicolas Ramirez’s career tracklist includes megastars like Bad Bunny, Jennifer Lopez, Shakira, and Will Smith.





## Brent Kiser

OWNER AND SOUND DESIGNER, UNBRIDLED SOUND

Brent Kiser's connection to SCAD dates back more than 20 years — a span that has seen Kiser ascend from SCAD Rising Star student to Hollywood sound designer extraordinaire. As the founder of Unbridled Sound, Kiser has worked on such acclaimed films and TV shows as the Academy Award-winning *Everything Everywhere All at Once*, *Swiss Army Man*, *History of the World: Part II*, *Honey Boy*, *Murderville*, *Untold*, and *Together Together*. Kiser won an Emmy Award for his work on the History Channel documentary *Gettysburg* and earned a second nomination for the hit Netflix documentary series *Wild Wild Country*. In 2023, Kiser was honored at the SCAD Savannah Film Festival with the SCAD45 Award, recognizing graduates who have given all of themselves to their creative careers over the university's first four decades.

### How did SCAD prepare you for your career?

Through a theory of everything: From understanding how music and sound can affect the picture to how we can tell stories and learning many technical skills. I even came out of the program certified in Pro Tools. My professors helped hone my storytelling so that when I came out of the program, my understanding was strong and I was more easily able to work my way up the professional ladder.

### How did SCAD's alumni network help you?

I graduated with a professional network. Right when I moved to California, I was able to work on a ton of commercials with one alum, which helped me put things on my résumé immediately. And Jett Steiger, who founded Ways & Means, is who made my introduction to *Everything Everywhere All at Once* producer Jonathan Wang.

### What keeps you coming back to SCAD?

Half of it is just wanting to give back. When I was at SCAD, we only had a few people from the industry coming in, so visiting SCAD is an opportunity to meet with and talk straight with students about the industry and the possibilities

outside of big studio films. Many professionals are so far removed from how we got our start, so returning to SCAD is a great way to remember that and hear what the students have to say. It also happens to be a great place to recruit new employees.

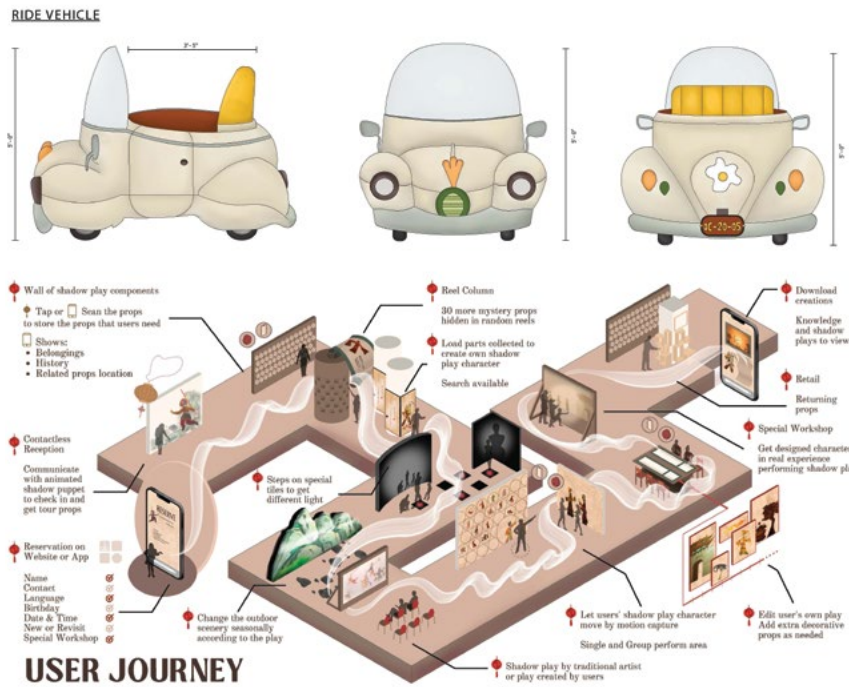
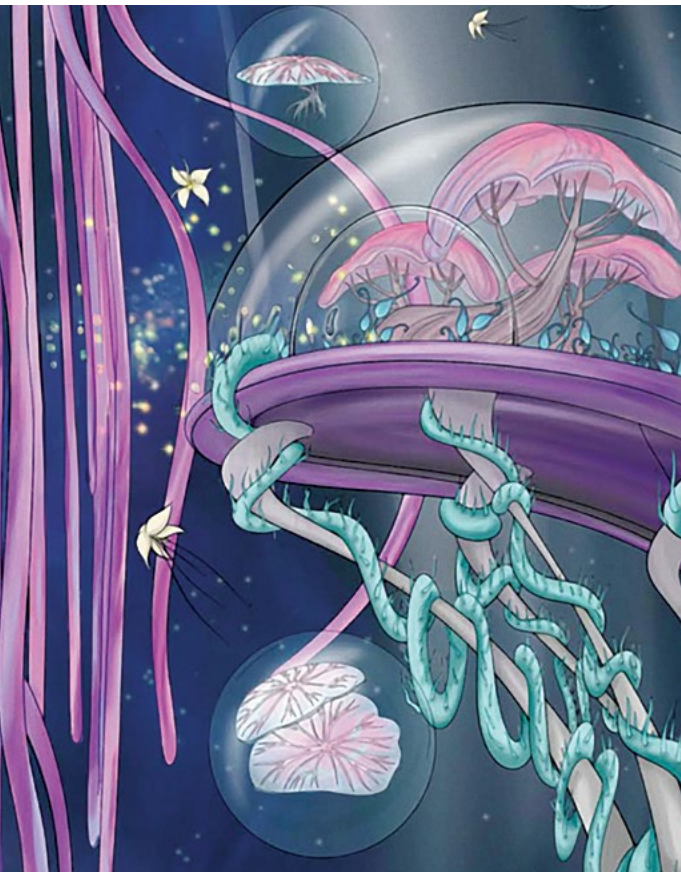
### You employ many SCAD graduates. What makes them so hireable?

One is the technical skills they come out with. I don't find myself needing to re-explain things and they can hit the ground running. There's the storytelling they're able to do. And the commitment to their SCAD studies shows that they can focus on long-term projects, finish them, and come out swinging after it.

### Do you have a favorite memory from SCAD?

My favorite memory is the yin and yang of professors Rob Miller and Robin Beauchamp. One professor pushed us with their high expectations, which made us strive to improve. The other showed us how to have fun, to be weird and creative, and think outside the box. That juxtaposition is one of my favorite memories.





## SCHOOL OF CREATIVE TECHNOLOGY

# Themed Entertainment Design

Architects of the marvelous and experts on concept design, show sets, extended reality, and immersive environments, themed entertainment designers turn beloved franchises and original stories into fantastical attractions across the globe. Students in the SCAD themed entertainment design program perfect this mix of compelling storytelling, complex rides, and event production to create memorable moments from the ground up. Backed by a suite of leading-edge technology and a curriculum exploring concept and spatial design, storytelling, and visualization, students are positioned for success at the vanguard of this rising profession.

Through a combination of narrative prowess, design expertise, and technological savvy, SCAD themed entertainment design students create functional designs for dazzling attractions, branded experiences, museums, resorts, pop-ups, and location-based venues — or, in the case of pioneering SCAD projects like the underwater adventure *Search for the Gryphon* and spaceflight simulator *Destination Imagination*, harness the power of virtual reality to articulate next-generation experiences. During their studies, students enjoy numerous opportunities for behind-the-scenes trips to Disney and Universal Studios theme parks in the U.S., connecting in-class practice to live implementation, and gain insight from visiting luminaries like Gensler global entertainment lead and former Walt Disney Imagineering president Bob Weis, the university's latest Executive in Residence.

Through SCADpro, the university's innovation and design studio, themed entertainment design students have partnered with Hong Kong Disneyland to create immersive digital experiences in hotel rooms, with Chick-fil-A to modernize locations, and with Trane to design a branded exhibit in the company's U.S. offices. SCAD alumni have added their expertise to major attractions like *Star Wars: Galaxy's Edge*, Jurassic World's *VelociCoaster*, *Hagrid's Magical Creatures Motorbike Adventure*, and Universal's upcoming Epic Universe theme park.

**SCAD offers the world's first M.F.A. in themed entertainment design.**

### SCAD GRAD EMPLOYERS

Walt Disney Imagineering  
Universal Creative  
ITEC Entertainment  
Falcon's Creative Group

Merlin Entertainments  
Nickelodeon  
Studio Ghibli  
Royal Caribbean

Dollywood  
Six Flags  
Sea World Parks and Entertainment

Top left: *Galactic Botanica: Seeds of Destiny*  
Kiki Chen

Top right: *Themed Attraction Ride Vehicle Concept*  
Miranda Ridley

Middle: *Luminous Surge Shadow Play Experience Center*  
Kiki Chen

Bottom: *Above & Beyond: A Royal Caribbean Adventure*  
Madison Demberg, Valerie Smetanka, Sally Lindsay

## CREATIVE CAREERS

Theme park designer

Show producer

Show set designer

Attraction designer

Creative director

Concept designer

Event/experience designer

Immersive experience designer

Museum/store designer

Production designer



SCHOOL OF DESIGN

# User Experience (UX) Design

UX designers combine the power of science, art, and technology to reimagine the customer experience. Students in the SCAD UX design program, developed in collaboration with Google, harness the university’s unparalleled resources — from next-level tech and connected faculty to world-renowned events — to engineer moments that connect and fulfill.

Ever attuned to marketplace needs, the SCAD UX design program is focused on four foundational pillars: human behavior, technical proficiency, aesthetics, and collaboration. In their coursework, students learn the fundamentals of graphic design, industrial design, and interaction design. These studies are bolstered by classes in mathematics and programming and culminate in a strong studio experience. In UXDG 415 UX Design Studio II: The Complexity of Simplicity, students translate complex tasks and information to produce working prototypes of their designs and generate digital products that deliver meaningful and engaging user experiences.

The SCAD UX program prepares students to connect with industry titans in careers that transform the digital landscape. Through mentorships and collaborations with companies such as Google, Ford, Lucid Motors, 3M, Capital One, Meta, Hewlett-Packard, The Home Depot, Instagram, Microsoft, and others, SCAD UX design students develop professional practices with real-world applications, from mobile devices and intelligent clothing to automobile interiors and health care informatics. Thanks to this hands-on learning experience, SCAD students have garnered recognition for their work as winners of UX Awards, Red Dot Communication Design Awards, European Product Design Awards, and Indigo Awards.

CREATIVE CAREERS

- UX strategist
- UX researcher
- Front-end developer
- Interaction design director
- Mobile application designer
- Product designer/researcher
- UI/UX designer
- UX design analyst
- CX designer
- Visual designer

SCAD GRAD INDEX

Google	IBM	Deloitte Digital	Truist	Apple
Meta	State Farm	Lextant	FedEx	Microsoft
Amazon	Funko	Ernst & Young	Uber	Volvo

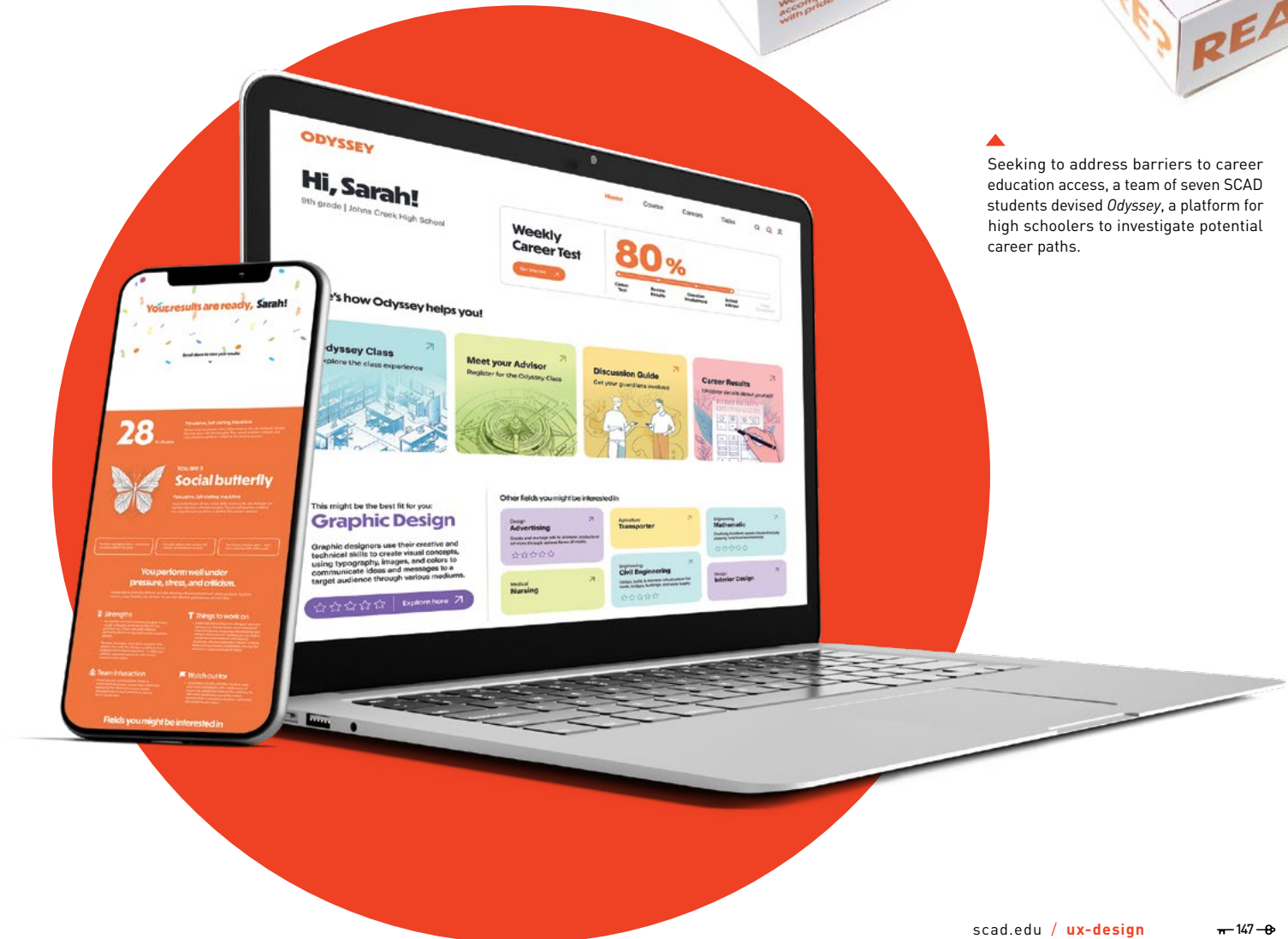


This degree program was developed in collaboration with Google.

“ UX design became more than my major. It became my family. My professors were always challenging me and helping refine my process and design techniques. ”

ZACHRA PRADIPTA

UX designer, Amazon  
SCAD B.F.A., user experience (UX) design, 2021



▲ Seeking to address barriers to career education access, a team of seven SCAD students devised *Odyssey*, a platform for high schoolers to investigate potential career paths.





## Jhannae Hisby

SCAD SAVANNAH STUDENT

### On choosing SCAD

I've always felt like I was a creative person. However, prior to SCAD, I didn't have any art education — I actually studied computer science and software engineering for a while. But, I realized that even though things I made were cool and functional, I wanted to be a part of designing with intention. SCAD was one of the only schools that I saw out there that offered programs like that while also allowing me to pursue other things that I've always been interested in, like music and writing. I felt as if I could get that here, as well as be able to use my background in computer science to create experiences overall that were useful for people.

### On collaboration at SCAD

I've always found SCAD, especially with my major, to be extremely collaborative. Besides collaborating in classes, I have taken a SCADpro course with Deloitte where I was the project manager. It went well, and I admired my team, especially as everyone was willing to work towards one goal even though we were from different majors or different backgrounds. Everyone was willing to put in the work and learn from each other, and that's something I'll forever be grateful for because that's how it is in the real world — you really have to know how to collaborate with people and to get to a common goal or solution that works for everyone.

### On her daily routine

Some days I'll go to Art's café to work. I also work at the International Student Services Office (ISSO) as an international experience coordinator, so sometimes I'll meet with students and work through problems they may have. When I'm not doing that, I model as well, so maybe I'll be at Eckburg Hall for a fitting or The Stage at Savannah Film Studios to do a shoot, but it just depends on the day and the tasks at hand. In between all those activities, I'm at The Shed or Gulfstream for classes.

### On her favorite SCAD memory

Getting to be a part of the fashion show and modeling with SCAD's visual media department have allowed me to unlock something in myself in terms of my creativity. Also, working for ISSO to help international students is something that I'm passionate about, just because I know what it's like to move to a strange place. I didn't have to face the barrier of not being able to speak English, but to move to a strange place and to have language barriers — moving into a new school, meeting new people, and kind of starting your life over again on your own — is something that is very brave. I'm happy that I get to be a part of helping these students learn as much as they can before classes. It's rewarding to do that type of work. I like helping people in general, and I'm very glad I get to do that with international students, since that's something that's relatable for me.



### On her postgraduate plans

I'd love to work in big tech. Just because, as I said, my background is in computer science and software engineering, and I'd love the opportunity to merge those two worlds and also incorporate design. With tech companies, I won't be tied to a single project for the entirety of my career — there's flexibility and always more to learn. I'll be interning with Microsoft this summer, and I hope I'll get a return offer. I'd potentially like to work long-term with Microsoft, or maybe even Google.

### On advice for potential students

SCAD is such a different type of educational environment where you're pushed to be your best creative self. I'm surrounded by people who've made some of the best works I've ever seen in my life, but that's not something that intimidates me; it pushes me to try to be my best. If I had to pick a lesson, I think it's the importance of valuing all these individual disciplines and trying to learn as much as possible in a collaborative way. SCAD has so many people from different backgrounds as well, so you're given the opportunity to immerse yourself and learn as much as you can about things that weren't something you grew up around. Always be open to collaborate with people and try to learn as much as you can from the people around you. It is an invaluable experience.







SCHOOL OF DESIGN

# User Experience Research (UXR)

SCAD UX research students become champions of products, services, and moments that improve lives and bridge the space between consumer needs and business value. From mega tech corporations like Google and Meta to the health care, finance, retail, and real estate industries, UX researchers are in-demand professionals who establish, drive, and evolve insights that inform the consumer experience — and SCAD grads are uniquely positioned to launch sterling careers in this booming field.

**Developed in collaboration with Google, SCAD offers the first and only B.F.A. in UX research.**

Instructed by faculty with experience at UX powerhouses like Samsung and mentored by design leaders from Google, SCAD UX research students are prepped to become the industry pioneers leading design sprints at large corporations and finding tomorrow's solutions to today's challenges. At name brands like Honeywell, Edward Jones, and Monster, SCAD grads are already making an impact with their expertise and knowledge.

At the preeminent university for UX research, SCAD students learn to use analytics, consumer data, and behavioral insights to generate opportunities to improve services and products end-to-end. In SDES 215 Contextual Research Methods, students secure the exclusive-to-SCAD Lextant Design Research and Insight Translation certification, a value-added professional credential embedded in university coursework. In courses like UXR 201 Data Mining Technology and MATH 280 Predictive Modeling and Analytics, students learn to unleash the power of predictive analytics and combine statistics, artificial intelligence, and machine learning to find patterns, relationships, and opportunities in large data sets.

As students deepen their understanding of UX design and research methods, they explore ethical responsibilities in UXR 350 Research Ethics and Professional Practices and UXDG 380 Usability Testing: People vs. the World. Courses in information architecture and data visualization further advance students' abilities to translate their research findings into compelling visual narratives. The B.F.A. program culminates in a capstone studio sequence where students generate original research and synthesize their findings into innovative solutions and actionable business strategies.



This degree program was developed in collaboration with Google.

◀ In the SCAD user experience research (UXR) program, students benefit from coaching sessions with industry changemakers like Google senior UX manager Utkarsh Seth.

CREATIVE CAREERS

- UX researcher
- Hardware/software UX researcher
- Quantitative UX researcher
- Qualitative UX researcher
- CX/UX researcher
- UX writer and researcher
- UX product researcher
- Senior UX researcher
- Lead UX researcher
- Principal product UX researcher



# Visual Effects

Wizards of digital entertainment, visual effects artists harness the power of leading-edge tech and software to set the stage in blockbuster films and TV shows, build worlds in hit video games, and advance advertising, architecture, health care, and more. SCAD prepares its students to make leaps in a wide range of career contexts through a curriculum grounded in the fine arts. Students learn to draw and design in the classical tradition, integrating these foundational skills with industry-standard programs like Autodesk’s Maya, Foundry’s Nuke, SideFX’s Houdini, Epic Games’ Unreal Engine, and more.

Students also master practical hands-on techniques, including visual effects cinematography, 3D camera match moving, digital lighting and rendering, compositing, procedural effects, and dynamic simulations as they build an extensive visual language. At SCAD locations in Atlanta and Savannah, student workspaces reflect the highest standards of digital entertainment production, including green screen environments, motion capture studios, and the first two LED volume stages at any design university. Through the visual effects department’s mentorship program, students learn and expand their skill sets on collaborative projects supervised by faculty members, receiving weekly feedback on their progress from industry professionals.

An extensive internship network, professional connections with top visual effects studios, and SCADpro design partnerships offer students career-building experience before graduation. In recent collaborations, students have worked with FOX Sports to design a live-rendered virtual studio set for the FIFA World Cup, partnered with CBS Sports to generate augmented reality concepts for football coverage, collaborated with Hasbro to develop interior and exterior digital sets to promote franchises like Marvel, *Star Wars*, and *Transformers*, and produced an innovative game to help stroke survivors learn to walk and recover faster. These experiences prepare alumni to make crucial contributions on Academy Award-nominated films like *Dune*, *Encanto*, *Raya and The Last Dragon*, *Puss in Boots: The Last Wish*, *Black Panther: Wakanda Forever*, *The Sea Beast*, *Luca*, and *Napoleon*, and for companies like Blizzard Entertainment, Lucasfilm, DreamWorks, Electronic Arts, Industrial Light & Magic, Pixar, The Mill, and more.

The SCAD visual effects program ranks among the top 10 in the world, according to The Hollywood Reporter.

SCAD ACADEMY AWARD NOMINEES

*Guardians of the Galaxy Vol. 3*

*The Creator*

*Elemental*

*Indiana Jones and the Dial of Destiny*

*Nimona*

*Mission: Impossible – Dead Reckoning Part One*

*Spider-Man: Across the Spider-Verse*

*Barbie*

*Avatar: The Way of Water*

*Top Gun: Maverick*

*The Batman*

*Guillermo del Toro’s Pinocchio*

Mentored by standout visual effects company The Mill, SCAD students Ethan Nasiff, Tempest Oh, Davis Hardy, and Nhat Anh Phan created an ad spot concept for Amtrak over a 10-week collaboration.

CREATIVE CAREERS

Lighting artist/technical director

CGI FX technical director

Visual effects supervisor

3D environment artist

Digital compositor

Character FX artist

Concept artist

Surfacing artist

Look development artist

Previsualization artist







SCHOOL OF LIBERAL ARTS

# Writing

Cover to cover, SCAD writing students expertly construct narratives that enthrall, entertain, and enlighten. Students master the written word and learn to build thriving brands through traditional and emerging media, all within a comprehensive program at the forefront of storytelling.

From podcast scripts and intriguing novels to multimedia projects and IP development, the SCAD writing curriculum prepares students to build audiences, cultivate connections, and curate memorable experiences through the art of language. Students explore nascent media posts for social networks (WRIT 210 Promotional Writing), pioneering immersive experiences (WRIT 235 Multi-platform and Immersive Storytelling), and buzzworthy branding and copywriting (WRIT 255 Problem Solving for Corporate and Brand Storytelling). Courses are led by accomplished SCAD faculty with bylines and credits at noteworthy publishing companies, including Simon & Schuster, Picador, Other Press, Anvil Press, National Geographic, Oxford American, Publishers Weekly, and Town & Country, as well as with studios such as Sony, Lionsgate, and Netflix.

Students amplify their portfolio with columns and broadcast blocks at award-winning student-run media organizations like District, The Connector, SCAN magazine, and SCAD Radio. Combined, these entities have won hundreds of awards from the Associated Collegiate Press, College Media Association, and the Society of Collegiate Journalists. Well before graduating, students find literary agents and secure book proposals and deals. Alumni have earned James Beard Awards and have authored articles and stories at the world’s foremost names in print and broadcast media as well as Fortune 500 companies and nonprofits. Much like their in-demand professors, SCAD students and alumni build an impressive oeuvre, with articles in Harper’s Bazaar, McSweeney’s Internet Tendency, The New Yorker, The New York Times, USA Today, The Washington Post, and others.

CREATIVE CAREERS

Copywriter

Editor

Marketing and PR director

Brand storyteller

Novelist

Video game narrative designer

Journalist

Technical writer

Web/interactive writer

UX writer

ALUMNI BYLINES

The New York Times	Vanity Fair	Oxford American
Marvel Comics	The Atlantic	The Wall Street Journal
Penguin Random House	Eater	Complex
Time	Vice Media	Hulu

◀ SCAD grad and production coordinator Maeve Elliot stewards captivating narratives at the helm of cinematic series, including Netflix’s *Rebel Moon* and Max’s *Peacemaker*.



# Connect with Us

## SCAD TOURS

Schedule a tour to learn more about everything SCAD has to offer. Come to Atlanta, Lacoste, or Savannah, or visit virtually with a daily tour, and find your calling at The University for Creative Careers. [scad.edu/visit](https://scad.edu/visit)

## SCAD DAYS AND SCAD SPOTLIGHT DAYS

During SCAD Days, explore academic buildings and residence halls, get to know other future SCAD Bees, talk with professors, apply for admission, and meet with advisers. At Spotlight Days, engage in hands-on workshops or experience the university's premier showcases of art, fashion, film, and more. [scad.edu/scadday](https://scad.edu/scadday)

## SCADSTORY

An immersive 4D experience, SCADstory carries guests on an inspiring journey through SCAD history, across four decades of beauty, design, and invention. Book your tour in Atlanta or Savannah today and share your #SCADstory. [scadstory.com](https://scadstory.com)

## INFORMATION SESSIONS AND WORKSHOPS

Attend a SCAD information session near you to learn more about university locations, programs of study, admission guidelines, and career options. [scad.edu/yourarea](https://scad.edu/yourarea)

## EDUCATOR PROGRAMS

SCAD offers professional development opportunities within an inspiring community of creatives, designers, and faculty members. [scad.edu/educator](https://scad.edu/educator)

## LIVE CHAT

Chat online with admission staff and current students about all things SCAD. [scad.edu/admission](https://scad.edu/admission)

## PRE-COLLEGE PROGRAMS

Throughout the year, the university offers enriching courses and workshops through SCAD Summer Seminars, SCAD Rising Star, and the online SCADnow pre-college programs. [scad.edu/summer](https://scad.edu/summer)

## SCADCARES

SCADCares provides individual support and personal attention to students, alumni, families, and communities, enhancing SCAD experiences and ensuring a positively oriented university environment. Call, email, or chat directly with a SCADCares concierge guide. [scad.edu/scadcares](https://scad.edu/scadcares)

 [scaddotedu](https://www.instagram.com/scaddotedu)

 [scad.edu](https://www.facebook.com/scad.edu)

 [aboutscad](https://www.youtube.com/aboutscad) and [scad.tv](https://www.youtube.com/scad.tv)

 [scaddotedu](https://www.tiktok.com/scaddotedu)

 800.869.7223

 [admission@scad.edu](mailto:admission@scad.edu)

 WeChat





# Minors

At SCAD, minors are avenues for discovery. They invite students to think about the creative process in new ways while illuminating future possibilities. Minors enrich the career preparation that happens every day at SCAD, enhancing students’ education across a range of disciplines and complementing major programs of study. For a full list of minors, visit [scad.edu/minors](https://www.scad.edu/minors).

Accessory design	Design for sustainability	Language and cultural studies
Acting	Dramatic writing	Marine design
Acting for the camera	Drawing	Menswear
Advertising and branding	Editing	Motion media design
Advertising art direction	Electronic design	Museum studies
Advertising copywriting	Equestrian studies	Music composition
Advertising photography	Fashion	Music production
Animated illustration and publication design	Fashion journalism	Music theater
Animation	Fashion marketing and management	Package design
Architectural history	Fashion photography	Photography
Architecture	Fibers	Preservation design
Art history	Film and television	Printmaking
Bridal and eveningwear design	Fragrance marketing and management	Producing for film and media
Business collaboration	Furniture design	Production design
Business management and entrepreneurship	Game UX	Scientific illustration
Casting	Gender studies	Sculpture
Character technical direction	Graphic design	Sequential art
Cinema studies	Illustration for entertainment	Service design
Cinematography	Illustration for surface design	Sneaker design
Concept art for games	Inclusive fashion design	Social strategy and management
Concept design for animation and games	Industrial design	Sound editing
Costume design	Interactive design and game development	Storyboarding
Creative writing	Interior design	Technical direction
Denimwear design	Jewelry	Themed entertainment design
Design for 3D action figures	Kinetic design	User experience (UX) design
		Visual effects
		Writing

# Certifications

SCAD graduates enter a cross-disciplinary world where the ability to adapt skills has never been more important for professional success. SCAD facilitates opportunities for professional certifications in addition to a SCAD degree. These certifications are an added value to award-winning degree programs and are designed to augment professional credentials and propel SCAD graduates to the top of their fields.

Adobe® Certified Professional in Digital Video: Adobe® Premiere Pro®
Adobe® Certified Professional in Graphic Design/Illustration: Adobe® Illustrator®
Adobe® Certified Professional in Multiplatform Animation: Adobe® Animate®
Adobe® Certified Professional in Print/Dig Media Publication: Adobe® InDesign®
Adobe® Certified Professional in Visual Design: Adobe® Photoshop®
Adobe® Certified Professional in Visual Effects/Motion Graphics: Adobe® After Effects®
Adobe® Certified Professional in Web Authoring: Adobe® Dreamweaver®
Audiokinetic®/CRAS Wwise® 101 Certification
AVID® Certified Operator: Pro Tools/Music AVID® Certified Operator: Pro Tools/Post
AVID® Certified Professional: Pro Tools/Dolby Atmos®
AVID® Certified User: Media Composer AVID® Certified User: Sibelius
AVID® Certified User: Pro Tools
Certiport Adobe Certified Professional: Video Design Specialist CC
Certiport Adobe Certified Professional: Visual Design Specialist CC
Certiport Adobe Certified Professional: Web Design Specialist CC
Element Console Programming® Level 1: Essentials
Gravity Sketch Student Ambassador Certification
HubSpot Academy: Email Marketing Certification
Inside LVMH: Certificate of Completion
LEXTANT® Certification in Design Research and Insight
Rhinoceros® 3D Modeling/Level 1 Certification
SCADamp Certificate of Completion
SCADforward Certificate of Completion
Toon Boom® Certified Associate: Harmony
Toon Boom® Certified Associate: Storyboard Pro
USGBC LEED Green Associate (LEED GA)





# Curriculum

Ⓢ Savannah   Ⓐ Atlanta   Ⓝ SCADnow online

## Accessory Design

**B.F.A. DEGREE** Ⓢ  
ACCESSORY DESIGN

<b>Foundation studies</b>	<b>30 HOURS</b>
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DRAW 101 Drawing II: Composition and Media	
DSGN 101 Color: Theory and Application	
DSGN 102 Design II: 3D Form in Space	
DRAW 200 Life Drawing I	
<b>General education</b>	<b>55 HOURS</b>
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
BUSI 220 Business II: Economic Principles	
— ARLH or ARTH elective	
— ENGL elective	
— General education elective	
— Mathematics/natural sciences elective	
<b>Major curriculum</b>	<b>85 HOURS</b>
ACCE 110 Sewing Technology for Accessory Design	
ACCE 120 Materials and Processes for Accessory Design	
ACCE 203 Sketching and Rendering for Accessory Design	
ACCE 205 Introduction to Fashion Accessory Design	
FASH 247 History of Fashion	
ACCE 300 Computer-aided Design for Accessory Design	
ACCE 362 Handbag Design I: Introduction to Design and Construction	
ACCE 364 Footwear Design I: Introduction to Design and Construction	
ACCE 372 Handbag Design II: Advanced Patternmaking and Design Technique	
ACCE 374 Footwear Design II: Advanced Patternmaking and Design Technique	
SNKR 375 Making Sneakers: Design for Performance	
ACCE 415 Senior Collection I: Research and Design Development	
ACCE 420 Senior Collection II: 3D Prototype and Development	
ACCE 422 Accessory Portfolio Presentation	
ACCE 430 Senior Collection III: Final Collection	
SNKR 475 Digital Sneaker Design: VR to 3D Prototype	
<i>Select one of these three options:</i>	
⋮ ACCE 479 Undergraduate Internship	
⋮ — 500-level SCADpro elective	
⋮ — Business-focused elective	
<b>Additional electives</b>	<b>10 HOURS</b>
— Free elective	
— Free elective	

## Acting

**B.F.A. DEGREE** Ⓐ Ⓢ  
ACTING

<b>Foundation studies</b>	<b>20 HOURS</b>
DSGN 100 Design I: Elements and Organization	
DSGN 101 Color: Theory and Application	
DSGN 102 Design II: 3D Form in Space	
DSGN 204 Design III: Time	
<b>General education</b>	<b>55 HOURS</b>
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
ENGL 142 Foundations of Story	
BUSI 220 Business II: Economic Principles	
CINE 275 History of Cinema	
— General education elective	
— Mathematics/natural sciences elective	
<b>Major curriculum</b>	<b>85 HOURS</b>
ACT 170 Truth in Acting: The Methods	
ACT 187 Improvisation for the Actor	
ACT 199 Acting for the Camera: Fundamentals	
ACT 201 Survey of Performance	
<i>Select one of these three options:</i>	
⋮ ACT 206 Conditioning for the Body and Mind	
⋮ DANC 211 Jazz Dance Techniques	
⋮ DANC 350 Musical Theater Dance Technique	
ACT 235 Vocal Training for the Actor	
ACT 260 The Art of the Audition: From Stage to Screen	
ACT 270 Truth in Acting: Stage to Screen	
ACT 280 Period Acting: Fundamentals and Techniques	
<i>Select one of these three options:</i>	
⋮ ACT 335 Voice-over for Game Design, Animation, and Commercials	
⋮ ACT 380 Period Acting: Stage and Screen	
⋮ ACT 387 Improvisation for Web Content and Sketch Comedy	
ACT 360 The Art of the Audition: Film and TV	
ACT 370 Advanced Acting: Film and TV Drama	
ACT 470 Advanced Acting: Film and TV Comedy and Commercials	
ACT 495 Building the Actor's Reel	
ACT 498 Branding the Actor	
<i>Select one of these two options:</i>	
⋮ ACT 377 Performance Lab	
⋮ — ACT or SFLM elective	
<i>Select one of these three options:</i>	
⋮ ACT 479 Undergraduate Internship	
⋮ — 500-level SCADpro elective	
⋮ — Business-focused elective	
<b>Additional electives</b>	<b>20 HOURS</b>
— Free elective	
— Free elective	
— Free elective	
— Free elective	



Acting continued

M.F.A. DEGREE ⓘ

ACTING

ACT 701 Graduate Improvisation Technique for Screen and Stage

Select one of these three options:

ACT 705 Art of Combat for Screen and Stage

ACT 706 Directing for Stage and Screen

DANC 750 Dance Technique for Musical Theater

ACT 708 Vocal Technique for Screen, Stage, and Voice-over

ACT 711 Contemporary Drama in Context

ACT 718 Advanced Voice and Speech for Live and Recorded Media

ACT 721 Performance Styles: Classical and Period Texts

ACT 731 Performance Styles: Realism

ACT 735 On-camera Performance Technique

ACT 741 Performance Styles: Contemporary Acting

ACT 745 On-camera Dramatic Styles

ACT 755 On-camera Audition Techniques

ACT 770 Branding, Self-marketing for the Actor

ACT 775 On-camera Comedy Styles

ACT 777 Applications in Performance

ACT 790 Acting M.F.A. Thesis

Select two of these four options:

ACT 779 Graduate Internship

— 500-level SCADpro elective

— 500- to 700-level elective

— 500- to 700-level elective

— 700-level ARTH elective

Advertising and Branding

B.A. DEGREE ⓘ ⓘ ⓘ

ADVERTISING AND BRANDING

Foundation studies 20 HOURS

DRAW 100 Drawing I: Form and Space

DSGN 100 Design I: Elements and Organization

DRAW 101 Drawing II: Composition and Media

DSGN 101 Color: Theory and Application

General education 90 HOURS

COMM 105 Speaking of Ideas

BUSI 110 Business I: Fundamentals

MATH 110 Introduction to Statistics and Probability

CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives

CTXT 122 Visual Culture in Context: Making Modernities

ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing

DIGI 130 Digital Communication

BUSI 220 Business II: Economic Principles

PHIL 301 Aesthetics

BUSI 330 Business III: Strategy and Decision-making

— ARLH or ARTH elective

— ARLH or ARTH elective

— ENGL elective

— ENGL elective

— General education elective

— General education elective

— General education elective

— Mathematics/natural sciences elective

Major curriculum 50 HOURS

ADBR 150 Introduction to Advertising: Concept to Content

ADBR 205 Creative Production for Brand Content

GRDS 205 Typography I: Anatomy, Form, and Purpose

SDES 215 Contextual Research Methods

ADBR 252 Art Direction: Visual Brand Storytelling

ADBR 255 Brand Experiences in Interactive Environments

ADBR 304 Copywriting: Inventing the Brand Personality

Select one of these two options:

ADBR 312 Art Direction: Typography and Persuasive Design

ADBR 314 Copywriting: Brand Voice Across Platforms

ADBR 341 Designing the Brand

Select one of these three options:

ADBR 479 Undergraduate Internship

— 500-level SCADpro elective

— Business-focused elective

Additional electives 20 HOURS

— Free elective

— Free elective

— Free elective

— Free elective

Advertising and Branding continued

B.F.A. DEGREE ⓘ ⓘ ⓘ

ADVERTISING AND BRANDING

Foundation studies 30 HOURS

DRAW 100 Drawing I: Form and Space

DSGN 100 Design I: Elements and Organization

DRAW 101 Drawing II: Composition and Media

DSGN 101 Color: Theory and Application

DSGN 102 Design II: 3D Form in Space

Select one of these two options:

DSGN 105 Visual Design Systems

DSGN 115 Creative Thinking Strategies

General education 55 HOURS

Select one of these two options:

ANTH 101 Introduction to Anthropology

ANTH 106 Language, Culture, and Society

COMM 105 Speaking of Ideas

BUSI 110 Business I: Fundamentals

MATH 110 Introduction to Statistics and Probability

CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives

CTXT 122 Visual Culture in Context: Making Modernities

ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing

DIGI 130 Digital Communication

BUSI 220 Business II: Economic Principles

BUSI 330 Business III: Strategy and Decision-making

— ENGL elective

Major curriculum 85 HOURS

ADBR 150 Introduction to Advertising: Concept to Content

ADBR 205 Creative Production for Brand Content

GRDS 205 Typography I: Anatomy, Form, and Purpose

SDES 215 Contextual Research Methods

ADBR 252 Art Direction: Visual Brand Storytelling

ADBR 255 Brand Experiences in Interactive Environments

ADBR 304 Copywriting: Inventing the Brand Personality

ADBR 305 Brand Innovation: From Physical to Virtual

ADBR 312 Art Direction: Typography and Persuasive Design

ADBR 314 Copywriting: Brand Voice Across Platforms

Select two of these six options:

ADBR 332 Art Direction: Advanced Visual Integration

ADBR 334 Copywriting: Immersive Brand Narratives

ADBR 335 Creative Technology: Engineering Brand Experiences

ADBR 372 Art Direction: Brand Films and Social Content

ADBR 374 Copywriting: Brand Films and Social Content

ADBR 395 Creative Technology: Brand Think Tank for Product Innovation

ADBR 341 Designing the Brand

ADBR 441 Creating Contagion: From Experience to Entertainment

ADBR 461 Career Strategies for Advertising

ADBR 480 Collaborative Studio: Creating the Brand Solution

Select one of these three options:

ADBR 479 Undergraduate Internship

— 500-level SCADpro elective

— Business-focused elective

Additional elective 10 HOURS

— Free elective

— Free elective

M.A. DEGREE ⓘ

ADVERTISING

ADVE 705 Typography for Advertising Designers

ADVE 709 Advertising Studio I: Creative Strategies

ADVE 715 Digital Production Strategies for Advertising

ADVE 719 Advertising Studio II: Branding Solutions

ADVE 729 Art Direction

ADVE 731 Creative Copywriting for Advertising

ADVE 749 Advertising M.A. Final Project

Select one of these three options:

ADVE 779 Graduate Internship

— 500-level SCADpro elective

— 500- to 700-level elective

— 700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE ⓘ ⓘ

ADVERTISING

ADVE 705 Typography for Advertising Designers

ADVE 709 Advertising Studio I: Creative Strategies

IXDS 712 Dynamic Web Development

ADVE 715 Digital Production Strategies for Advertising

ADVE 719 Advertising Studio II: Branding Solutions

ADVE 725 Digital Media for Advertising

ADVE 729 Art Direction

ADVE 731 Creative Copywriting for Advertising

ADVE 751 Advertising for Alternative Media

ADVE 779 Graduate Internship

ADVE 791 Advertising M.F.A. Thesis

ADVE 792 Advertising M.F.A. Visual Thesis

Select four of these five options:

— 500-level SCADpro elective

— 500- to 700-level elective

— 500- to 700-level elective

— 500- to 700-level elective

— 500- to 700-level elective

— 700-level ARTH elective

— 700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.



Animation

B.F.A. DEGREE ANIMATION

Foundation studies 30 HOURS  
DRAW 100 Drawing I: Form and Space  
DSGN 100 Design I: Elements and Organization  
DRAW 101 Drawing II: Composition and Media  
DSGN 101 Color: Theory and Application

Select one of these three options:  
DSGN 102 Design II: 3D Form in Space  
DRAW 200 Life Drawing I  
DRAW 240 Inventing Environments

Select one of these two options:  
DRAW 206 Drawing for Storyboarding  
DSGN 208 Storyboarding Essentials

General education 55 HOURS  
COMM 105 Speaking of Ideas  
BUSI 110 Business I: Fundamentals  
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives  
CTXT 122 Visual Culture in Context: Making Modernities  
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing  
DIGI 130 Digital Communication  
ENGL 142 Foundations of Story

Select one of these three options:  
CINE 205 Reading Films  
CINE 275 History of Cinema  
ARLH or ARTH elective

BUSI 220 Business II: Economic Principles  
General education elective  
Mathematics/natural sciences elective

Major curriculum 80 HOURS  
ANIM 190 Survey of Animation: Professional Pathways  
ANIM 223 Historical Adventures in Cinematic Animation  
ANIM 390 Animation Business and Professional Practices

Select one of these two options:  
ANIM 395 Collaborative Experiences in Animation  
SANM 560 Collaborative Experiences in the School of Animation and Motion

ANIM 408 Animated Capstone Film: Preproduction  
ANIM 448 Animated Capstone Film: Production  
ANIM 488 Animated Capstone Film: Postproduction

Select one of these three options:  
ANIM 479 Undergraduate Internship  
500-level SCADpro elective  
Business-focused elective  
ANIM, ARVR, DWRI, FILM, GAME, ILLU, ITGM, MOME, SANM, SEQA, SNDS, STEC, or VSFX elective

Select one concentration to complete the major curriculum:

2D animation  
ANIM 202 Core Principles of 2D Animation  
ANIM 272 2D Animation: Character Set-up and Pipeline Creation  
ANIM 332 2D Animation: Character Performance Essentials  
ANIM 352 2D Animation Effects: Mastering the Elements  
ANIM 372 Collaborative Experiences: 2D Production Pipeline  
ANIM 382 2D Animation: Digital Production and Compositing  
ANIM 402 2D Animation: Expressive Character Acting

3D character animation  
ANIM 253 Core Principles of 3D Character Animation  
ANIM 303 3D Character Animation: Performance Essentials  
ANIM 313 Collaborative Experiences: 3D Production Pipeline  
ANIM 323 3D Character Animation: Expressive Character Acting  
ANIM 353 3D Character Animation: Creatures and Quadrupeds  
ANIM 383 3D Character Animation: Performance Through Dialogue  
ANIM 423 3D Character Animation: Believability and Nuance

Storytelling and concept development  
ANIM 275 Core Principles of Animated Storytelling and Concept Development  
ANIM 315 Story and Concept: Narrative Principles for Animation  
ANIM 325 Story and Concept: Visual Design and World Building  
ANIM 335 Story and Concept: Animation Character and Creature Design  
ANIM 345 Story and Concept: Storyboarding and Staging  
ANIM 365 Story and Concept: Seeding the Narrative  
ANIM 385 Story and Concept: Concept Development for Animation

Technical animation  
ANIM 249 Core Principles of Technical Animation  
ANIM 289 Technical Animation: Fundamentals of Character Rigging  
ANIM 349 Technical Animation: Digital Modeling for Environments and Props  
ANIM 359 Technical Animation: Organic Surface Modeling  
ANIM 369 Technical Animation: Animation Look Development  
ANIM 379 Technical Animation: Lighting for Animation  
ANIM 419 Technical Animation: Cloth and Hair for Animation

Additional electives 15 HOURS  
Free elective  
Free elective  
Free elective

Animation continued

M.A. DEGREE ANIMATION

ANIM 705 Animation Aesthetics and Practice  
ANIM 709 Computer-generated Modeling and Design  
ANIM 713 Drawing in Motion

Select one of these two options:  
ANIM 714 3D Cartoon Character Animation  
ANIM 715 Character Look Development

Select one of these two options:  
ANIM 724 3D Naturalistic Character Animation  
ANIM 725 Environment Look Development

ANIM 737 Collaborative Project  
SANM 748 School of Animation and Motion M.A. Final Project

Select one of these three options:  
ANIM 779 Graduate Internship  
500-level SCADpro elective  
700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, SNDS, STEC, THED, or VSFX elective  
700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE ANIMATION

ANIM 705 Animation Aesthetics and Practice  
ANIM 709 Computer-generated Modeling and Design  
ANIM 713 Drawing in Motion  
MOME 719 Media Theory and Application  
ANIM 721 Storyboarding and Previsualization  
ANIM 737 Collaborative Project  
ANIM 753 Animation M.F.A. Thesis Exploration and Research  
ANIM 775 Animation M.F.A. Thesis Visual Component Production  
ANIM 779 Graduate Internship  
ANIM 790 Animation M.F.A. Thesis Completion

Select one of these two options:  
500-level SCADpro elective  
700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, SNDS, STEC, THED, or VSFX elective  
700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, SNDS, STEC, THED, or VSFX elective  
700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, SNDS, STEC, THED, or VSFX elective  
500- to 700-level elective  
500- to 700-level elective  
500- to 700-level elective  
500- to 700-level elective  
700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.



Architectural History

B.F.A. DEGREE ⓘ

ARCHITECTURAL HISTORY

<b>Foundation studies</b>	<b>30 HOURS</b>
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DRAW 101 Drawing II: Composition and Media	
DSGN 101 Color: Theory and Application	
SBLD 115 Graphics for the Building Arts	
SBLD 223 Form, Space, Order	

<b>General education</b>	<b>65 HOURS</b>
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
BUSI 220 Business II: Economic Principles	
— ENGL elective	
— Foreign language I *	
— Foreign language II *	
— Foreign language III *	
— General education elective	
— Mathematics/natural sciences elective	

<b>Major curriculum</b>	<b>65 HOURS</b>
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Examining modernity

- ARLH Modern elective
- ARLH Modern elective

Discovering the non-Western world

- ARLH Non-Western elective
- ARLH Non-Western elective

Exploring pre-Modern traditions

- ARLH Ancient/Medieval elective
- ARLH Ancient/Medieval elective

Investigating the American hemisphere

- ARLH American elective
- ARLH American elective

- 300- to 400-level ARLH elective

ARLH 400 Architectural History Research Methods
ARLH 470 Documenting the Built Environment
ARLH 499 Architectural History B.F.A. Thesis

Select one of these three options:

- ARLH 479 Undergraduate Internship
- — 500-level SCADpro elective
- — Business-focused elective

<b>Additional electives</b>	<b>20 HOURS</b>
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- Free elective
- Free elective
- Free elective
- Free elective

\* To satisfy the foreign language requirement, all courses must be in the same language.

M.F.A. DEGREE ⓘ

ARCHITECTURAL HISTORY

ARLH 700 Research Methods in Architectural History
ARLH 705 Architectural History Methodology and Historiography

Evaluating pre-Modern traditions

Select one of these four options:

- ARLH 723 Contextualizing Medieval Architecture
- ARLH 724 Contextualizing Ancient Architecture
- ARLH 726 Art and Architecture of the Gothic Period
- ARLH 753 Architecture and the History of Provence

Analyzing modernity

Select one of these two options:

- ARLH 731 Economies and Building Culture
- ARLH 759 Power and the Built Environment

Investigation of the non-Western world

Select one of these three options:

- ARLH 743 Analyzing Architecture and Art of the Islamic World
- ARLH 744 Traditional Arts and Architecture of the African Continent
- ARLH 763 Traditions in Global Vernacular Architecture

Analysis of the American hemisphere

Select one of these three options:

- ARLH 761 Analyzing American Cultural Landscapes
- ARLH 772 Analyzing American Architecture
- ARLH 775 Savannah: Architecture and Urban History

ARLH 770 Documenting and Interpreting the Built Environment
ARLH 779 Graduate Internship
ARLH 779 Graduate Internship
ARLH 790 Architectural History M.F.A. Thesis

Select one of these two options:

- — 500-level SCADpro elective
- — 700-level ARLH elective
- — 700-level ARLH elective
- — 700-level ARLH seminar
- — 700-level ARLH or ARTH elective
- — Directed elective \*
- — Diversified elective †
- — 500- to 700-level studio elective
- — 500- to 700-level studio elective

\* Select one of these eight options: ELDS 704 Electronic Design, PRES 710 Studio I: Preservation Through Public Policy, URBA 725 Urban Ecology, INDS 726 Environmental Psychology for Interior Design, FURN 732 Evolution of Furniture Design, PRES 745 Digital Innovations in Preservation Design, ARCH 760 Sustainable Design, or ARCH 769 Hybrid Media Presentation in Architecture.

† Select one of these nine options: PHOT 502 Photographic Technique and Signification, ITGM 705 Interactive and Game Design: Research and Practice, DMGT 706 Idea Visualization, MOME 709 Motion Media Cinematography and Editing, SEQA 715 Environment as Character, GDVX 718 Contemporary Media Production Techniques, THED 720 Themed Entertainment Industry, COMM 740 Advanced Techniques for Professional Presentations, or WRIT 753 Freelance Writing for Publication.

Architecture

B.F.A. DEGREE ⓘ

ARCHITECTURE

<b>Foundation studies</b>	<b>30 HOURS</b>
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
SBLD 115 Graphics for the Building Arts	
SBLD 223 Form, Space, Order	
SBLD 224 Site as Design Generator	
SBLD 225 Spatial Relationships and Human Response	

<b>General education</b>	<b>55 HOURS</b>
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
MATH 201 Applied Mathematics	
PHYS 201 Applied Physics	
BUSI 220 Business II: Economic Principles	
— General education elective *	
— Social/behavioral sciences elective	

<b>Major curriculum</b>	<b>80 HOURS</b>
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ARCH 101 Introduction to Architecture
ARLH 206 Modern Architecture Before 1900
ARLH 208 Modern Architecture After 1900
ELDS 225 Electronic Design I: Digital Communication for the Building Arts
ARCH 241 Construction Technology I: Building Materials and Assemblies
ARCH 301 Architecture Design Studio I: Human-centered Design
ARCH 302 Architecture Design Studio II: Site and Environmental Context
ARCH 303 Architecture Design Studio III: Structural Applications
ARCH 319 Structures: General Structure
ARCH 341 Construction Technology II: Building Systems and Technologies
ARCH 361 Environmental Control I: Energy, Climate, and Human Comfort
ARCH 404 Architecture Design Studio IV: Urban Context
ARCH 405 Architecture Design Studio V: Research and Schematic Design
ARCH 406 Architecture Design Studio VI: Comprehensive Design Development
ARCH 461 Environmental Control II: Mechanical, Lighting, Acoustics, and Life Safety Systems
— 300- to 400-level ARLH non-Western elective

<b>Additional electives</b>	<b>15 HOURS</b>
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Select three of these four options:

- ARLH 479 Undergraduate Internship
- — 500-level SCADpro elective
- — Free elective
- — Free elective

\* Courses with the ARLH subject code will not satisfy this general education requirement.

PROFESSIONAL M.ARCH. DEGREE ⓘ

ARCHITECTURE

<b>Graduate curriculum</b>	<b>90 HOURS</b>
ARLH 702 History of Architectural Theory and Criticism	
ARCH 706 Architectural Practices	

Select one of these four options:

- ARCH 714 Advanced Parametric Design and Generative Modeling Strategies for the Building Arts
- ARCH 736 Complex Structural Applications
- ELDS 745 Digital Prototyping and Fabrication Methods for Building Design
- ELDS 775 Simulation, Animation, and Visualization in the Building Arts

ARCH 717 Graduate Architecture Studio I: Urban Design and Development
ARCH 719 Structures: Lateral Forces
ARCH 727 Graduate Architecture Studio II: Comprehensive Design and Programming
ELDS 727 Advanced Digital Applications for Practice and Project Management

ARCH 737 Graduate Architecture Studio III: Comprehensive Detailing and Systems
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ARCH 745 Graduate Seminar in Architecture
ARCH 747 Graduate Architecture Studio IV: Interdisciplinary Focus

Select one of these two options:

- ARCH 760 Sustainable Design
- ARCH 765 Emerging Urban Issues

ARCH 775 Global Architectural Practice
ARCH 798 Graduate Architecture Studio: Thesis I — Developing Concept, Context, and Program
ARCH 799 Graduate Architecture Studio: Thesis II — Design Detailing and Final Exposition

Select two of these three options:

- ARCH 779 Graduate Internship
- — 500-level SCADpro elective
- — 700-level elective
- — 700-level focused elective \*
- — 500- to 700-level diversified elective †

\* The focused elective is assigned by faculty and must be taken during the same quarter as ARCH 747 Graduate Architecture Studio IV: Interdisciplinary Focus.

† Courses with subject codes other than ARCH, ARLH, ELDS, INDS, PRES, SUST, or URBA meet these requirements.

‡ At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.



Art History

B.F.A. DEGREE ⑤  
ART HISTORY

<b>Foundation studies</b>	<b>25 HOURS</b>
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DRAW 101 Drawing II: Composition and Media	
DSGN 101 Color: Theory and Application	
DSGN 102 Design II: 3D Form in Space	

<b>General education</b>	<b>65 HOURS</b>
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
BUSI 220 Business II: Economic Principles	
— ENGL elective	
— ENGL elective	
— Foreign language I *	
— Foreign language II *	
— Foreign language III *	
— General education elective	
— General education elective	
— Mathematics/natural sciences elective	

<b>Major curriculum</b>	<b>65 HOURS</b>
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ARTH 400 Methods of Art History	
ARTH 499 Art History B.F.A. Thesis	
— 200-level ARTH elective †	
— 300-level ARTH elective †	
— 300- to 400-level ARTH elective †	
— 300- to 400-level ARTH elective †	
— 300- to 400-level ARTH elective †	
— 400-level ARTH elective †	
— 400-level ARTH elective †	
— 400-level ARTH elective †	

Select one of these three options:

•	ARTH 479 Undergraduate Internship
•	— 500-level SCADpro elective
•	— Business-focused elective

<b>Additional electives</b>	<b>25 HOURS</b>
— Free elective	
— Free elective	
— Free elective	
— Free elective	
— Free elective	

\* To satisfy the foreign language requirement, all courses must be in the same language.

† Electives must be distributed in four out of five concentrations: ancient/medieval, early modern, modern, contemporary, non-Western. One elective must be in non-Western. Two electives may be architectural history courses.

M.A. DEGREE ⑤  
ART HISTORY

ARTH 700 Historiography of Art History
ARTH 703 Modern and Contemporary Critical Theory
ARTH 788 Art History M.A. Thesis

Select one of these three options:

•	ARTH 779 Graduate Internship
•	— 500-level SCADpro elective
•	— 700-level ARTH elective *
•	— 700-level ARLH or ARTH elective *
•	— 700-level ARLH or ARTH elective *
•	— 700-level ARTH elective *
•	— 700-level ARTH elective *
•	— 700-level ARTH elective *

\* Electives must be selected from at least three out of four concentrations: ancient/medieval, early modern, modern, contemporary.

Business of Beauty and Fragrance

B.F.A. DEGREE ⑤

BUSINESS OF BEAUTY AND FRAGRANCE

<b>Foundation studies</b>	<b>25 HOURS</b>
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DSGN 101 Color: Theory and Application	
DSGN 102 Design II: 3D Form in Space	
DSGN 115 Creative Thinking Strategies	

<b>General education</b>	<b>60 HOURS</b>
ANTH 101 Introduction to Anthropology	
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
MATH 110 Introduction to Statistics and Probability	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
BUSI 220 Business II: Economic Principles	
BUSI 265 Principles of Marketing	
BUSI 330 Business III: Strategy and Decision-making	
— General education elective	

<b>Major curriculum</b>	<b>85 HOURS</b>
BEAU 210 Beauty and Fragrance Through the Ages	
FASM 210 Digital Presentation Techniques	
BEAU 220 Product Design for Customer Experience	
FASM 220 Fashion Merchandising, Planning, and Control	
FASM 245 Retail Buying Simulation	
FASM 310 Private Label Product Development	
FASM 311 Visual Communication for Consumer Engagement	
BEAU 320 Beauty and Fragrance Marketing and Management	
BEAU 330 Beauty and Fragrance New Product Launch	
BEAU 350 Brand Management for Global Markets	
FASM 410 Retail Management	
FASM 415 Future of Shopping: Retail Innovation for Customer Empowerment	
BEAU 420 Leadership, Ethics, and Influence	
BEAU 430 Collection I: Business Framework and Model	
BEAU 440 Collection II: Branding and Launch	

Select one of these three options:

•	BEAU 479 Undergraduate Internship
•	— 500-level SCADpro elective
•	— Business-focused elective
•	— ADBR, BEAU, BUSI, FASH, FASM, GRDS, MOME, SBIZ, SERV, or SFAS elective

<b>Additional electives</b>	<b>10 HOURS</b>
— Free elective	
— Free elective	

Cinematography

M.A. DEGREE ④ ⑤  
CINEMATOGRAPHY

Select two of these four options:

•	SFLM 560 Collaborative Experiences in the School of Film and Acting
•	FILM 712 Motion in Cinematography
•	FILM 737 Color Correction
•	FILM 758 Advanced Production Technologies: Steadicam

FILM 702 Short Film Forum
FILM 708 Designing Shots
FILM 722 Cinematic Lighting
FILM 765 Short Film Production Lab
FILM 767 Digital Cinematography
FILM 775 Film and Television M.A. Final Project

Select one of these three options:

•	FILM 779 Graduate Internship
•	— 500-level SCADpro elective
•	— 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.



Creative Business Leadership

M.A. DEGREE

Ⓐ Ⓢ Ⓝ

CREATIVE BUSINESS LEADERSHIP

LEAD	701	From Agoras to Digital Markets: Fundamentals of Business Design
SBIZ	704	The Innovator's Mindset
SDES	711	Methods of Contextual Research
SBIZ	717	Strategic Financial Management
LEAD	725	Influencers and Innovators: Characteristics of Transformative Leadership
LEAD	741	Funding Creative Businesses: Financial Strategies for Sustained Success
LEAD	746	Design the Future: Entrepreneurship Principles and Practice
SBIZ	755	M.A. High-impact Project

Select one of these three options:

- LEAD 779 Graduate Internship
- 500-level SCADpro elective
- 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.B.I. DEGREE

Ⓐ Ⓢ Ⓝ

CREATIVE BUSINESS LEADERSHIP

LEAD	701	From Agoras to Digital Markets: Fundamentals of Business Design
SBIZ	704	The Innovator's Mindset
LEAD	705	Game Changers: 10,000 Years of Leadership
SDES	711	Methods of Contextual Research
SBIZ	717	Strategic Financial Management
LEAD	725	Influencers and Innovators: Characteristics of Transformative Leadership
SBIZ	738	Persuasion, Influence, and Negotiation
SBIZ	739	Business Innovation in a Global Context
LEAD	741	Funding Creative Businesses: Financial Strategies for Sustained Success
SBIZ	742	Futurecasting: Trends and Foresight
LEAD	745	Marketing Creative Business Ventures
LEAD	746	Design the Future: Entrepreneurship Principles and Practice
SBIZ	750	From Complex Challenges to Sustained Success
SBIZ	757	Business Innovation Lab: Research and Insights
LEAD	779	Graduate Internship
SBIZ	797	Business Innovation Lab: Strategy and Implementation

Select two of these three courses:

- LEAD 779 Graduate Internship
- 500-level SCADpro elective
- 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Design for Sustainability

M.A. DEGREE

Ⓢ Ⓝ

DESIGN FOR SUSTAINABILITY

SUST	704	Applied Theories in Sustainability
SUST	708	Principles of Sustainable Materials
SDES	711	Methods of Contextual Research
SUST	713	Strategic Sustainability: Design for Business and Consumer Value
SUST	720	Designing in Deep Time
SUST	739	Biomimicry Methodology
SUST	743	Sustainable Living Laboratory
SUST	748	Design for Sustainability M.A. Final Project

Select one of these three options:

- SUST 779 Graduate Internship
- 500-level SCADpro elective
- 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE

Ⓢ Ⓝ

DESIGN FOR SUSTAINABILITY

SERV	700	Service Design: A Systemic Perspective
ANTH	701	Global Cultural Theory
SUST	704	Applied Theories in Sustainability
SUST	708	Principles of Sustainable Materials
SDES	711	Methods of Contextual Research
SUST	713	Strategic Sustainability: Design for Business and Consumer Value
SUST	717	Strategic Financial Management
SUST	720	Designing in Deep Time
SERV	727	Visualizing Services: Storyboards, Maps, and Models
DMGT	732	Facilitating Creative Thinking
SUST	739	Biomimicry Methodology
SUST	743	Sustainable Living Laboratory
SUST	754	Beyond Sustainability: Ethical Interventions for Social Innovation
SUST	779	Graduate Internship
SUST	791	Design for Sustainability M.F.A. Thesis I: Planning and Research
SUST	792	Design for Sustainability M.F.A. Thesis II: Design Execution

Select two of these three options:

- GOOD 560 Design for Good
- 500-level SCADpro elective
- 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Design Management

M.A. DEGREE

Ⓢ Ⓝ

DESIGN MANAGEMENT

DMGT	702	Innovation: Past, Present, and Future
SBIZ	704	The Innovator's Mindset
DMGT	706	Idea Visualization
SDES	711	Methods of Contextual Research
SBIZ	717	Strategic Financial Management
DMGT	720	Design Innovation: Planning and Implementation

Select one of these two options:

- DMGT 732 Facilitating Creative Thinking
- DMGT 754 Visionary Leadership: Driving Growth and Innovation

SBIZ 755 M.A. High-Impact Project

Select one of these three options:

- DMGT 779 Graduate Internship
- 500-level SCADpro elective
- 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.B.I. DEGREE

Ⓢ Ⓝ

DESIGN MANAGEMENT

DMGT	702	Innovation: Past, Present, and Future
SBIZ	704	The Innovator's Mindset
DMGT	706	Idea Visualization
SDES	711	Methods of Contextual Research
SBIZ	717	Strategic Financial Management
DMGT	720	Design Innovation: Planning and Implementation
DMGT	732	Facilitating Creative Thinking
SBIZ	738	Persuasion, Influence, and Negotiation
SBIZ	739	Business Innovation in a Global Context
DMGT	740	Ethics and Sustainability for Business Innovation
SBIZ	742	Futurecasting: Trends and Foresight
SBIZ	750	From Complex Challenges to Sustained Success
DMGT	754	Visionary Leadership: Driving Innovation and Growth
SBIZ	757	Business Innovation Lab: Research and Insights
SBIZ	797	Business Innovation Lab: Strategy and Implementation

Select three of these five options:

- PRO 560 User-centered Research for Business
- PRO 580 SCADpro Collaboration
- DMGT 779 Graduate Internship
- 500- to 700-level elective
- 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Dramatic Writing

B.F.A. DEGREE

Ⓐ Ⓢ Ⓝ

DRAMATIC WRITING

<b>Foundation studies</b>	.....	<b>20 HOURS</b>
DSGN	100	Design I: Elements and Organization
DSGN	101	Color: Theory and Application
DSGN	102	Design II: 3D Form in Space
DSGN	204	Design III: Time

**General education** ..... **55 HOURS**

COMM	105	Speaking of Ideas
BUSI	110	Business I: Fundamentals
CTXT	121	Visual Culture in Context: Pre-Modern Global Perspectives
CTXT	122	Visual Culture in Context: Making Modernities
ENGL	123	Ideas to Ink: Critical Concepts in Academic Writing
DIGI	130	Digital Communication

Select one of these two options:

- ENGL 142 Foundations of Story
- ENGL elective

BUSI	220	Business II: Economic Principles
—	200- to 300-level CINE	elective
—	General education	elective
—	Mathematics/natural sciences	elective

**Major curriculum** ..... **85 HOURS**

Select one of these two options:

- FILM 100 Digital Film Production: Story to Screen
- FILM 115 Preproduction: From Concept to Set

DWRI 106 Introduction to Screenwriting

Select one of these two options:

- ACT 170 Truth in Acting: The Methods
- ACT 199 Acting for the Camera: Fundamentals

Select one of these two options:

- WRIT 178 The Short Story
- ACT 201 Survey of Performance

DWRI	237	Improvisation for Writers
DWRI	272	Introduction to Playwriting
DWRI	305	Script Analysis for Film and Television
DWRI	310	Survey of American Television
DWRI	315	Feature Film Screenwriting: Outline and Development
DWRI	355	Spectrum of Storytelling: Interactive and Immersive Narratives

Select one of these two options:

- DWRI 384 Writing the Television Comedy Spec Script
- DWRI 388 Writing the Television Drama Spec Script

DWRI 415 Feature Film Screenwriting: Completion and Revision

Select one of these two options:

- DWRI 434 Writing the Television Comedy Pilot Script
- DWRI 438 Writing the Television Drama Pilot Script

DWRI 495 Dramatic Writing Senior Project and Professional Development

Select one of these three options:

- DWRI 479 Undergraduate Internship
- 500-level SCADpro elective
- Business-focused elective
- ACT, ANIM, ARVR, CINE, DWRI, ENGL, FILM, ITGM, MOME, PROD, SEQA, SFLM, SLIB, SNDS, STEC, THED, VSFX, or WRIT elective
- DWRI elective

**Additional electives** ..... **20 HOURS**

- Free elective
- Free elective
- Free elective
- Free elective



## Dramatic Writing continued

### M.F.A. DEGREE ⑤

#### DRAMATIC WRITING

FILM	709	Pitching and Development
DWRI	710	Beyond the Page: Improvisation for Writers
DWRI	715	From Greeks to Geeks: Script Analysis from Aristotle to the Digital Age
DWRI	720	Stories as Experiences: Writing Immersive Narratives
DWRI	730	Small Screen, Big Impact: Analysis of Television
DWRI	735	Dramaturgy: Contextualizing the World of the Play
DWRI	746	Feature Film Screenplay: Conjuring the Story
DWRI	750	Writing for Live Performance

*Select one of these two options:*

⋮	DWRI	762	The Writers' Room: Creating a Television Spec Comedy
⋮	DWRI	763	The Writers' Room: Creating a Television Spec Drama

90 HOURS	<i>Select one of these two options:</i>		
⋮	DWRI	772	The Writers' Room: Creating an Original Comedy Series
⋮	DWRI	773	The Writers' Room: Creating an Original Drama Series

DWRI	776	Feature Film Screenplay: The Alchemy of Resolution
DWRI	779	Graduate Internship
DWRI	790	Dramatic Writing M.F.A. Thesis

*Select two of these three options:*

⋮	—	500-level SCADpro elective
⋮	—	500- to 700-level elective
⋮	—	500- to 700-level elective

—	500- to 700-level elective
—	500- to 700-level elective
—	700-level ARTH or CINE elective

## Editing

### M.A. DEGREE ④ ⑤

#### EDITING

*Select one of these three options:*

⋮	SFLM	560	Collaborative Experiences in the School of Film and Acting
⋮	VSFX	715	Digital Compositing I: The Art and Science of Digital Integration
⋮	SNDS	741	Sound Effects and Dialogue Editing

SNDS	701	Sound Design for Film and Video
FILM	702	Short Film Forum
FILM	728	Theory of Motion Picture Editing
FILM	737	Color Correction
FILM	757	Advanced Postproduction Techniques and Methods
FILM	765	Short Film Production Lab
FILM	775	Film and Television M.A. Final Project

*Select one of these three options:*

⋮	FILM	779	Graduate Internship
⋮	—	500-level SCADpro elective	
⋮	—	500- to 700-level elective	

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

## Equestrian Studies

### B.A. DEGREE ⑤

#### EQUESTRIAN STUDIES

<b>Foundation studies</b>	.....	20 HOURS
DRAW	100	Drawing I: Form and Space
DSGN	100	Design I: Elements and Organization
DSGN	101	Color: Theory and Application
DSGN	115	Creative Thinking Strategies

<b>General education</b>	.....	60 HOURS
COMM	105	Speaking of Ideas
BUSI	110	Business I: Fundamentals
CTXT	121	Visual Culture in Context: Pre-Modern Global Perspectives
CTXT	122	Visual Culture in Context: Making Modernities
ENGL	123	Ideas to Ink: Critical Concepts in Academic Writing
DIGI	130	Digital Communication
BUSI	220	Business II: Economic Principles
—	ARLH	or ARTH elective
—	ARTH	or ENGL elective
—	General education	elective
—	Mathematics/natural sciences	elective
—	Social/behavioral sciences	elective

<b>Major curriculum</b>	.....	80 HOURS
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*Select 10 credits from the following options:*

⋮	RIDE	100	Foundations of Riding
⋮	RIDE	101	Riding Fundamentals: Position and Control
⋮	RIDE	102	Riding Fundamentals: Stabilization
⋮	EQST	112	Theory of Riding
⋮	EQST	113	Advanced Riding Theory
⋮	RIDE	201	Forward Seat Riding Methods
⋮	RIDE	202	Systematic Training of the Horse and Rider
⋮	RIDE	230	Dressage: Rhythm and Acceptance
⋮	RIDE	300	Dressage: Self-carriage
⋮	RIDE	301	Riding the Show Hunter
⋮	RIDE	302	Concepts in Equitation
⋮	RIDE	303	Show Jumpers: Foundations
⋮	RIDE	304	Riding the Eventer
⋮	RIDE	410	Schooling for Competition

EQST	110	Equine Care, Behavior, and Handling
EQST	115	Equine Health and Stable Management
EQST	205	The History of the Horse and Equestrian Sport
EQST	215	Principles and Applications of Training Horses
EQST	220	Equine Facility Design
EQST	305	Principles of Equine Anatomy
EQST	315	Equine Business Practices
EQST	330	Equine Systems, Disorders, and Lameness
EQST	345	Equestrian Instruction: Techniques and Theory
EQST	355	Equestrian Instruction: Methods and Applications
EQST	400	Judging the Performance Horse
EQST	405	Equestrian Competition Design
EQST	425	Equestrian Studies Capstone Experience

*Select one of these three options:*

•	EQST	479	Undergraduate Internship
•		—	500-level SCADpro elective
•		—	Business-focused elective

<b>Additional electives</b> .....	<b>20 HOURS</b>
— Free elective	
— Free elective	
— Free elective	
— Free elective	

## Fashion

### B.F.A. DEGREE ④ ⑤

#### FASHION

<b>Foundation studies</b>	.....	30 HOURS
DRAW	100	Drawing I: Form and Space
DSGN	100	Design I: Elements and Organization
DRAW	101	Drawing II: Composition and Media
DSGN	101	Color: Theory and Application
DSGN	102	Design II: 3D Form in Space
DRAW	200	Life Drawing I

<b>General education</b>	.....	55 HOURS
COMM	105	Speaking of Ideas
BUSI	110	Business I: Fundamentals
CTXT	121	Visual Culture in Context: Pre-Modern Global Perspectives
CTXT	122	Visual Culture in Context: Making Modernities
ENGL	123	Ideas to Ink: Critical Concepts in Academic Writing
DIGI	130	Digital Communication
BUSI	220	Business II: Economic Principles
—	ARLH, ARTH, or ENGL	elective
—	General education	elective
—	Mathematics/natural sciences	elective
—	Social/behavioral sciences	elective

<b>Major curriculum</b>	.....	85 HOURS
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FASH	100	Fashion Technology
FASH	105	Introduction to Textiles
FASH	110	Introduction to Fashion Design
FASH	216	Pattern Development
FASH	219	Introduction to Fashion Sketching
FASH	247	History of Fashion
FASH	303	The Business of Fashion
FASH	316	Draping Techniques for Fashion
FASH	319	Advanced Fashion Sketching
FASH	324	Computer-aided Fashion Design
FASH	399	Fashion Design: Concept Development
FASH	410	3D Patternmaking Simulation
FASH	420	Senior Collection I: Research and Design Development
FASH	422	Fashion Portfolio Presentation
FASH	430	Senior Collection II: 3D Prototype and Development
FASH	440	Senior Collection III: Final Collection

*Select one of these three options:*

•	FASH	479	Undergraduate Internship
•	—		500-level SCADpro elective
•	—		Business-focused elective

<b>Additional electives</b> .....	<b>10 HOURS</b>
— Free elective	
— Free elective	

### M.A. DEGREE ④ ⑤ ⑨

#### FASHION

ARTH	701	Contemporary Art
FASH	710	Fashion Materials and Structures
FASH	713	Drawing and Illustration for the Fashion Designer
FASH	714	Computer-enhanced Fashion Design
FASH	716	Fashion Studio I: Directed Design Innovation
FASH	724	Multimedia Communication for Fashion
FASH	725	Fashion Studio II: Exploring Multifaceted Design

FASH	749	Fashion M.A. Final Project
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*Select one of these three options:*

⋮	FASH	779	Graduate Internship
⋮	—	500-level SCADpro elective	
⋮	—	500- to 700-level elective	

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

### M.F.A. DEGREE ④ ⑤ ⑨

#### FASHION

ARTH	701	Contemporary Art
ARTH	702	Art Criticism
FASH	710	Fashion Materials and Structures
FASH	713	Drawing and Illustration for the Fashion Designer
FASH	714	Computer-enhanced Fashion Design
FASH	716	Fashion Studio I: Directed Design Innovation
FASH	724	Multimedia Communication for Fashion
FASH	725	Fashion Studio II: Exploring Multifaceted Design

LXMT	742	Advertising Luxury
FASH	779	Graduate Internship
FASH	781	Fashion M.F.A. Thesis I: Research and Ideation
FASH	782	Fashion Theory
FASH	791	Fashion M.F.A. Thesis II: Collection Development
FASH	792	Fashion M.F.A. Thesis III: Finalization and Presentation

*Select four of these five options:*

⋮	—	500-level SCADpro elective
⋮	—	500- to 700-level elective
⋮	—	500- to 700-level elective
⋮	—	500- to 700-level elective
⋮	—	500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.



Fashion Marketing and Management

B.F.A. DEGREE A S N

FASHION MARKETING AND MANAGEMENT

<b>Foundation studies</b> .....		<b>30 HOURS</b>
DRAW 100	Drawing I: Form and Space	
DSGN 100	Design I: Elements and Organization	
DRAW 101	Drawing II: Composition and Media	
DSGN 101	Color: Theory and Application	
DSGN 102	Design II: 3D Form in Space	
DSGN 115	Creative Thinking Strategies	

<b>General education</b> .....		<b>60 HOURS</b>
COMM 105	Speaking of Ideas	
BUSI 110	Business I: Fundamentals	
CTXT 121	Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122	Visual Culture in Context: Making Modernities	
ENGL 123	Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130	Digital Communication	
BUSI 220	Business II: Economic Principles	
BUSI 265	Principles of Marketing	
	— ARLH or ARTH elective	
	— ENGL elective	
	— General education elective	
	— Mathematics/natural sciences elective	

<b>Major curriculum</b> .....		<b>80 HOURS</b>
FASH 105	Introduction to Textiles	
FASH 110	Introduction to Fashion Design	
FASM 210	Digital Presentation Techniques	
FASM 215	Fashion Aesthetics and Style	
FASM 220	Fashion Merchandising, Planning, and Control	
FASM 245	Retail Buying Simulation	
FASH 247	History of Fashion	
FASM 310	Private Label Product Development	
FASM 400	Contemporary Issues in Fashion Merchandising	
FASM 410	Retail Management	
FASM 415	Future of Shopping: Retail Innovation for Customer Empowerment	
FASM 419	Current Trends and Forecasting	
FASM 420	Global Sourcing and Import Buying for Fashion	
FASM 430	Professional Portfolio Practices	
FASM 440	Visual Communication in Fashion	

<i>Select one of these three options:</i>	
•• FASM 479	Undergraduate Internship
••	— 500-level SCADpro elective
••	— Business-focused elective

<b>Additional electives</b> .....		<b>10 HOURS</b>
	— Free elective	
	— Free elective	

Fibers

B.F.A. DEGREE S

FIBERS

<b>Foundation studies</b> .....		<b>30 HOURS</b>
DRAW 100	Drawing I: Form and Space	
DSGN 100	Design I: Elements and Organization	
DRAW 101	Drawing II: Composition and Media	
DSGN 101	Color: Theory and Application	
DSGN 102	Design II: 3D Form in Space	
	— DRAW elective	

<b>General education</b> .....		<b>60 HOURS</b>
COMM 105	Speaking of Ideas	
BUSI 110	Business I: Fundamentals	
CTXT 121	Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122	Visual Culture in Context: Making Modernities	
ENGL 123	Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130	Digital Communication	
ARTH 207	20th-century Art	
BUSI 220	Business II: Economic Principles	
	— ARLH or ARTH elective	
	— General education elective	
	— Mathematics/natural sciences elective	
	— Social/behavioral sciences elective	

<b>Major curriculum</b> .....		<b>75 HOURS</b>
FIBR 160	Surface Design: Drawing for Print and Pattern	
FIBR 170	Textile Structures: Material, Form, and Function	
FIBR 190	Color Lab: Textile Trends and Techniques	
FIBR 201	Woven Structures: Cloth and Context	
FIBR 221	Survey of Textiles: Origins and Evolution	
FIBR 276	Digital Surface Design: Image, Pattern, and Presentation	
FIBR 312	Surface Design: Screen Printing for Textiles	

<i>Select one of these three options:</i>	
•• FIBR 315	Complex Woven Structures: Dobby Technology
•• FIBR 318	Digital Surface Design: Print and Pattern Development
•• FIBR 319	Textile Futures: Digital Applications for Kinematic Structures

FIBR 337	Business Practices for Fibers
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<i>Select one of these three options:</i>	
•• FIBR 342	Embellished Surfaces: Bespoke Embroidery to Thermoformed Fabric
•• FIBR 415	Complex Woven Structures: Jacquard Technology
•• FIBR 416	Digital Surface Printing: Material and Image Innovation

<i>Select one of these three options:</i>	
•• FIBR 405	Machine Knitting for Art and Industry
•• FIBR 412	Surface Design: Screen Printing for Fashion, Interiors, and Fine Art
•• FIBR 418	Digital Surface Design: Collection Development for Interiors and Fashion

FIBR 440	Fibers Senior Studio I: Research and Concept Development
FIBR 450	Fibers Senior Studio II: Innovation and Production
FIBR 460	Fibers Senior Studio III: Portfolio and Professional Practice

<i>Select one of these three options:</i>	
•• FIBR 479	Undergraduate Internship
••	— 500-level SCADpro elective
••	— Business-focused elective

<b>Additional electives</b> .....		<b>15 HOURS</b>
	— Free elective	
	— Free elective	
	— Free elective	

Fibers continued

M.A. DEGREE S

FIBERS

<i>Select one of these three options:</i>	
•• ANTH 701	Global Cultural Theory
•• ARTH 701	Contemporary Art
••	— 700-level ARTH elective

FIBR 704	Fibers Studio I: Discovery
FIBR 707	Fibers Culture and Context

<i>Select one of these four options:</i>	
•• FIBR 720	Textile Innovation I: 3D Digital Structures
•• FIBR 724	Digital Surface Design I: Print and Pattern
•• FIBR 726	Complex Woven Structures I: Dobby Design
•• FIBR 727	Interworked Structures I: Machine-knitted Textiles

<i>Select one of these four options:</i>	
•• FIBR 731	Textile Innovation II: Surface Manipulation and Embellishment
•• FIBR 732	Digital Surface Design II: Global Production
•• FIBR 733	Complex Woven Structures II: Jacquard Design
•• FIBR 737	Interworked Structures II: Industrialized Knitting

FIBR 748	Business and Entrepreneurship for Fibers
FIBR 749	Fibers M.A. Final Project

<i>Select two of these four options:</i>	
•• FIBR 779	Graduate Internship
••	— 500-level SCADpro elective
••	— 500- to 700-level elective
••	— 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE S

FIBERS

<i>Select two of these four options:</i>	
•• ANTH 701	Global Cultural Theory
•• ARTH 701	Contemporary Art
•• ARTH 702	Art Criticism
••	— 700-level ARTH elective

FIBR 704	Fibers Studio I: Discovery
FIBR 707	Fibers Culture and Context

<i>Select one of these four options:</i>	
•• FIBR 720	Textile Innovation I: 3D Digital Structures
•• FIBR 724	Digital Surface Design I: Print and Pattern
•• FIBR 726	Complex Woven Structures I: Dobby Design
•• FIBR 727	Interworked Structures I: Machine-knitted Textiles

FIBR 729	Fibers Studio II: Practice
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<i>Select one of these four options:</i>	
•• FIBR 731	Textile Innovation II: Surface Manipulation and Embellishment
•• FIBR 732	Digital Surface Design II: Global Production
•• FIBR 733	Complex Woven Structures II: Jacquard Design
•• FIBR 737	Interworked Structures II: Industrialized Knitting

FIBR 738	Critical Perspectives for Fibers
FIBR 745	Fibers Studio III: Refinement
FIBR 748	Business and Entrepreneurship for Fibers
FIBR 767	Theory and Practice for Fibers
FIBR 769	Fibers M.F.A. Thesis I: Research and Innovation
FIBR 775	Fibers M.F.A. Thesis II: Refinement and Implementation
FIBR 779	Graduate Internship
FIBR 790	Fibers M.F.A. Thesis III: Documentation and Exhibition

<i>Select three of these four options:</i>	
••	— 500-level SCADpro elective
••	— 500- to 700-level elective
••	— 500- to 700-level elective
••	— 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Film and Television

B.F.A. DEGREE A S

FILM AND TELEVISION

<b>Foundation studies</b> .....		<b>30 HOURS</b>
DRAW 100	Drawing I: Form and Space	
DSGN 100	Design I: Elements and Organization	
DSGN 101	Color: Theory and Application	
DSGN 102	Design II: 3D Form in Space	
DSGN 204	Design III: Time	
DSGN 208	Storyboarding Essentials	

<b>General education</b> .....		<b>55 HOURS</b>
COMM 105	Speaking of Ideas	
BUSI 110	Business I: Fundamentals	
CTXT 121	Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122	Visual Culture in Context: Making Modernities	
ENGL 123	Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130	Digital Communication	
ENGL 142	Foundations of Story	

<i>Select one of these two options:</i>	
•• CINE 205	Reading Films
•• CINE 275	History of Cinema

BUSI 220	Business II: Economic Principles
	— General education elective
	— Mathematics/natural sciences elective

<b>Major curriculum</b> .....		<b>80 HOURS</b>
FILM 100	Digital Film Production: Story to Screen	
SNDS 101	Sound for Film and Television	
DWRI 106	Introduction to Screenwriting	
FILM 115	Preproduction: From Concept to Set	
SNDS 206	Production Audio	
FILM 232	Production: Lighting and Camera	
FILM 240	Postproduction: Cutting the Story	

<i>Select two of these five options:</i>	
•• DWRI 265	Short Film Screenwriting
•• FILM 327	Multi-Camera Production
•• FILM 328	Directing Actors
•• FILM 329	Shot Design
•• FILM 330	Editing Aesthetics

<i>Select two of these four options:</i>	
•• FILM 337	Visual Storytelling: Directing the Documentary
•• FILM 339	Visual Storytelling: Producing the Narrative
•• FILM 341	Visual Storytelling: Directing the Narrative
•• FILM 343	Visual Storytelling: Virtual Reality to Interactive

<i>Select one of these four options:</i>	
•• FILM 424	Commercial and Branded Content Production
•• FILM 426	Production for Mobile and Social Platforms
•• FILM 428	Music Video Production
•• FILM 455	Content, Platform, and Distribution Revolution

FILM 452	Preproduction Lab: Story and Development
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<i>Select one of these three options:</i>	
•• FILM 472	Production Lab: Producing and Directing
•• FILM 474	Production Lab: Picture and Sound Editing
•• FILM 476	Production Lab: Cinematography and Visual Design

<i>Select one of these two options:</i>	
•• FILM 492	Advanced Production: The Language of Cinematography
•• FILM 494	Advanced Postproduction: Finishing and Distribution

<i>Select one of these three options:</i>	
•• FILM 479	Undergraduate Internship
••	— 500-level SCADpro elective
••	— Business-focused elective

<b>Additional electives</b> .....		<b>15 HOURS</b>
	— Free elective	
	— Free elective	
	— Free elective	



Film and Television continued

M.F.A. DEGREE

FILM AND TELEVISION

ARTH	701	Contemporary Art
SNDS	701	Sound Design for Film and Video
FILM	702	Short Film Forum
CINE	705	Cinema in Context: From the Fairground to the French New Wave.
Select one of these three options:		
FILM	708	Designing Shots
FILM	709	Pitching and Development
FILM	728	Theory of Motion Picture Editing
Select one of these three options:		
FILM	722	Cinematic Lighting
FILM	737	Color Correction
FILM	755	Developing the Thesis Film: Inspiration and Discovery
DWRI	725	Short Form Narrative Lab
Select one of these two options:		
CINE	737	Graduate Seminar in Cinema Studies
FILM	747	Graduate Seminar in Film and Television
Select one of these four options:		
FILM	751	Production Management
FILM	757	Advanced Postproduction Techniques and Methods
FILM	767	Digital Cinematography
FILM	768	Directing Screen Performance
FILM	765	Short Film Production Lab
FILM	779	Graduate Internship
FILM	787	Thesis Preproduction: Professional Collaboration
FILM	791	Thesis Production: Principal Photography
FILM	792	Thesis Postproduction: Editing, Finishing, and Distribution
Select four of these five options:		
SFLM	560	Collaborative Experiences in the School of Film and Acting
		500-level SCADpro elective
		500- to 700-level elective
		500- to 700-level elective
		500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Furniture Design

B.F.A. DEGREE

FURNITURE DESIGN

Foundation studies		30 HOURS
DRAW	100	Drawing I: Form and Space
DSGN	100	Design I: Elements and Organization
DRAW	101	Drawing II: Composition and Media
DSGN	101	Color: Theory and Application
SBLD	115	Graphics for the Building Arts
SBLD	223	Form, Space, Order
General education		55 HOURS
COMM	105	Speaking of Ideas
BUSI	110	Business I: Fundamentals
CTXT	121	Visual Culture in Context: Pre-Modern Global Perspectives
CTXT	122	Visual Culture in Context: Making Modernities
ENGL	123	Ideas to Ink: Critical Concepts in Academic Writing
DIGI	130	Digital Communication
BUSI	220	Business II: Economic Principles
		ARLH or ARTH elective
		General education elective
		Mathematics/natural sciences elective
		Social/behavioral sciences elective
Major curriculum		80 HOURS
FURN	200	Furniture Materials and Techniques I: Tools, Fabrication, and Joinery
FURN	201	Design Studio: Introduction to Furniture
SDES	213	Idea Visualization and Communication
SDES	215	Contextual Research Methods
FURN	236	Furniture Materials and Techniques II: Integrating Design and Fabrication
FURN	238	Design Studio: Furniture and Spatial Composition
FURN	302	Materials and Processes
FURN	305	Design Studio: Furniture Design for the Market
FURN	307	History of Furniture Design
FURN	309	Electronic Design and Visualization
FURN	360	Professional Practice in Furniture Design
FURN	405	Design Studio: Directed Project
FURN	410	Design Studio: Advanced Furniture Design
FURN	425	Design Studio: Senior Focus
Select one of these three options:		
FURN	479	Undergraduate Internship
		500-level SCADpro elective
		Business-focused elective
		300- or 400-level studio elective
Additional electives		15 HOURS
		Free elective
		Free elective
		Free elective

Furniture Design continued

M.A. DEGREE

FURNITURE DESIGN

FURN	708	3D Computer-aided Design for Furniture
FURN	715	Methods in Furniture Fabrication
FURN	732	Evolution of Furniture Design
FURN	738	Furniture Studio: Design and Implementation
FURN	748	Furniture Studio: Process and Prototype
FURN	749	Furniture Design M.A. Final Project
Select one of these three options:		
FURN	779	Graduate Internship
		500-level SCADpro elective
		500- to 700-level elective
		700-level ARLH or ARTH elective
		700-level DMGT, IDUS, INDS, SBIZ, SDES, or SUST elective
* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.		
M.F.A. DEGREE		
FURNITURE DESIGN		
FURN	708	3D Computer-aided Design for Furniture
FURN	710	Issues in Furniture Design
FURN	715	Methods in Furniture Fabrication
FURN	732	Evolution of Furniture Design
FURN	738	Furniture Studio: Design and Implementation
FURN	742	Directed Research in Furniture Design
FURN	748	Furniture Studio: Process and Prototype
FURN	754	Directed Studies I: Thesis Research, Application, and Design
FURN	764	Directed Studies II: Thesis Development, Execution, and Exhibition
FURN	770	Professional Portfolio: Entrepreneurial and Business Strategies
FURN	779	Graduate Internship
FURN	790	Furniture Design M.F.A. Thesis
Select four of these five options:		
		500-level SCADpro elective
		500- to 700-level elective
		500- to 700-level elective
		500- to 700-level elective
		500- to 700-level elective
		700-level ARLH or ARTH elective
		700-level DMGT, IDUS, INDS, SBIZ, SDES, or SUST elective
* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.		

Game Development

B.A. DEGREE

GAME DEVELOPMENT

Foundation studies		20 HOURS
DRAW	100	Drawing I: Form and Space
DSGN	100	Design I: Elements and Organization
DRAW	101	Drawing II: Composition and Media
DSGN	101	Color: Theory and Application
General education		90 HOURS
COMM	105	Speaking of Ideas
BUSI	110	Business I: Fundamentals
CTXT	121	Visual Culture in Context: Pre-Modern Global Perspectives
CTXT	122	Visual Culture in Context: Making Modernities
ENGL	123	Ideas to Ink: Critical Concepts in Academic Writing
DIGI	130	Digital Communication
MATH	140	The Geometry of Physical Space
BUSI	220	Business II: Economic Principles
PHIL	301	Aesthetics
		ARLH or ARTH elective
		ARLH or ARTH elective
		ENGL elective
		ENGL elective
		General education elective
		General education elective
		General education elective
		Social/behavioral sciences elective
		Social/behavioral sciences elective
Major curriculum		50 HOURS
GAME	121	Introduction to Game Development
GAME	130	Digital Design Aesthetics
GAME	220	Core Principles: Programming
GAME	236	Core Principles: Game Art
GAME	256	Core Principles: Game Design
GAME	266	Core Principles: Game Tech
GAME	326	Applied Principles: Programming
Select one of these three options:		
GAME	336	Applied Principles: Game Art
GAME	356	Applied Principles: Game Design
GAME	366	Applied Principles: Game Tech
GAME	405	Game Development Studio I
Select one of these three options:		
GAME	479	Undergraduate Internship
		500-level SCADpro elective
		Business-focused elective
Additional electives		20 HOURS
		Free elective
		Free elective
		Free elective
		Free elective



Game Development continued

B.F.A. DEGREE A S 5

GAME DEVELOPMENT

Foundation studies 25 HOURS  
DRAW 100 Drawing I: Form and Space  
DSGN 100 Design I: Elements and Organization  
DRAW 101 Drawing II: Composition and Media  
DSGN 101 Color: Theory and Application  
DSGN 102 Design II: 3D Form in Space

General education 55 HOURS  
COMM 105 Speaking of Ideas  
BUSI 110 Business I: Fundamentals  
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives  
CTXT 122 Visual Culture in Context: Making Modernities  
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing  
DIGI 130 Digital Communication  
MATH 140 The Geometry of Physical Space  
BUSI 220 Business II: Economic Principles  
— ARLH or ARTH elective  
— ARLH or ARTH elective  
— Social/behavioral sciences elective

Major curriculum 75 HOURS  
GAME 121 Introduction to Game Development  
GAME 130 Digital Design Aesthetics  
GAME 220 Core Principles: Programming  
GAME 236 Core Principles: Game Art  
GAME 256 Core Principles: Game Design  
GAME 266 Core Principles: Game Tech

Select two of these three options:  
• GAME 326 Applied Principles: Programming  
• GAME 356 Applied Principles: Game Design  
• GAME 366 Applied Principles: Game Tech

GAME 336 Applied Principles: Game Art

Select one of these three options:  
• GAME 337 Applied Principles: Information Architecture  
• GAME 347 Applied Principles: Physical Computing  
• GAME 357 Applied Principles: Interactive Web Design

GAME 380 Game Development Portfolio  
GAME 405 Game Development Studio I  
GAME 465 Game Development Studio II  
GAME 475 Game Development Postproduction

Select one of these three options:  
• GAME 479 Undergraduate Internship  
• — 500-level SCADpro elective  
• — Business-focused elective

Additional electives 25 HOURS  
— Free elective  
— Free elective  
— Free elective  
— Free elective  
— Free elective

Graphic Design and Visual Experience

B.A. DEGREE A S N

GRAPHIC DESIGN

Foundation studies 20 HOURS  
DRAW 100 Drawing I: Form and Space  
DSGN 100 Design I: Elements and Organization  
DRAW 101 Drawing II: Composition and Media  
DSGN 101 Color: Theory and Application

General education 90 HOURS  
COMM 105 Speaking of Ideas  
BUSI 110 Business I: Fundamentals  
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives  
CTXT 122 Visual Culture in Context: Making Modernities  
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing  
DIGI 130 Digital Communication  
ARTH 207 20th-century Art  
BUSI 220 Business II: Economic Principles  
PHIL 301 Aesthetics  
— ARLH or ARTH elective  
— ENGL elective  
— ENGL elective  
— General education elective  
— General education elective  
— General education elective  
— Mathematics/natural sciences elective  
— Social/behavioral sciences elective  
— Social/behavioral sciences elective

Major curriculum 50 HOURS  
GRDS 201 Introduction to Graphic Design  
GRDS 205 Typography I: Anatomy, Form, and Purpose  
GRDS 285 Production for Physical Environments  
GRDS 301 Audience, Behavior, and Influence  
GRDS 323 Production for Digital Environments  
GRDS 348 Studio I: Production and Technique  
GRDS 353 Typography II: Language, Expression, and Media  
GRDS 400 Studio II: Brand Direction and Activation  
GRDS 408 Graphic Design Professional Portfolio

Select one of these three options:  
• GRDS 479 Undergraduate Internship  
• — 500-level SCADpro elective  
• — Business-focused elective

Additional electives 20 HOURS  
— Free elective  
— Free elective  
— Free elective  
— Free elective

Graphic Design and Visual Experience continued

B.F.A. DEGREE A S N

GRAPHIC DESIGN

Foundation studies 30 HOURS  
DRAW 100 Drawing I: Form and Space  
DSGN 100 Design I: Elements and Organization  
DRAW 101 Drawing II: Composition and Media  
DSGN 101 Color: Theory and Application  
DSGN 102 Design II: 3D Form in Space  
DSGN 105 Visual Design Systems

General education 55 HOURS  
COMM 105 Speaking of Ideas  
BUSI 110 Business I: Fundamentals  
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives  
CTXT 122 Visual Culture in Context: Making Modernities  
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing  
DIGI 130 Digital Communication  
ARTH 207 20th-century Art  
BUSI 220 Business II: Economic Principles  
— ENGL elective  
— Mathematics/natural sciences elective  
— Social/behavioral sciences elective

Major curriculum 75 HOURS  
GRDS 201 Introduction to Graphic Design  
GRDS 205 Typography I: Anatomy, Form, and Purpose  
GRDS 229 The Evolution of Graphic Design  
GRDS 285 Production for Physical Environments  
GRDS 301 Audience, Behavior, and Influence  
GRDS 323 Production for Digital Environments  
GRDS 348 Studio I: Production and Technique  
GRDS 353 Typography II: Language, Expression, and Media  
GRDS 376 Business of Graphic Design  
GRDS 400 Studio II: Brand Direction and Activation  
GRDS 405 Typography III: Type Design and Implementation  
GRDS 408 Graphic Design Professional Portfolio  
GRDS 440 Studio III: Discovery, Innovation, and The Human Experience  
GRDS 480 Graphic Design Career Strategies and Launch

Select one of these three options:  
• GRDS 479 Undergraduate Internship  
• — 500-level SCADpro elective  
• — Business-focused elective

Additional electives 20 HOURS  
— Free elective  
— Free elective  
— Free elective  
— Free elective

M.A. DEGREE A S N

GRAPHIC DESIGN AND VISUAL EXPERIENCE

GDVX 701 Design Research, Analysis, and Discourse  
GDVX 702 Ideation Models and Process  
SDES 711 Methods of Contextual Research  
GDVX 734 Typographic Voice and Visual Narrative  
GDVX 742 Visual Analysis of Static Content  
GDVX 749 Professional Practice for Visual Design

Select two of these four options:

GDVX 779 Graduate Internship  
— 500-level SCADpro elective  
— 500- to 700-level elective  
— 500- to 700-level elective  
— 700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE A S N

GRAPHIC DESIGN AND VISUAL EXPERIENCE

GDVX 701 Design Research, Analysis, and Discourse  
GDVX 702 Ideation Models and Process  
SDES 711 Methods of Contextual Research  
GDVX 734 Typographic Voice and Visual Narrative  
GDVX 742 Visual Analysis of Static Content  
GDVX 754 Curated Narrative for Dynamic Content  
GDVX 757 Experience Design for Physical Spaces  
GDVX 770 User-centered Strategy and Process  
GDVX 779 Graduate Internship  
GDVX 784 Visual Design for Interactive Contexts  
GDVX 789 Graphic Design and Visual Experience M.F.A. Thesis I: Research and Discovery  
GDVX 791 Graphic Design and Visual Experience M.F.A. Thesis II: Synthesis and Insight  
GDVX 792 Graphic Design and Visual Experience M.F.A. Thesis III: Validation and Execution

Select four of these five options:

— 500-level SCADpro elective  
— 500- to 700-level elective  
— 500- to 700-level elective  
— 500- to 700-level elective  
— 500- to 700-level elective  
— 700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.



Illustration

B.A. DEGREE A S ILLUSTRATION

Foundation studies 25 HOURS  
DRAW 100 Drawing I: Form and Space  
DSGN 100 Design I: Elements and Organization  
DRAW 101 Drawing II: Composition and Media  
DSGN 101 Color: Theory and Application  
DRAW 200 Life Drawing I

General education 85 HOURS  
COMM 105 Speaking of Ideas  
BUSI 110 Business I: Fundamentals  
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives  
CTXT 122 Visual Culture in Context: Making Modernities  
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing  
DIGI 130 Digital Communication  
ARTH 207 20th-century Art  
BUSI 220 Business II: Economic Principles  
PHIL 301 Aesthetics  
— ARLH or ARTH elective  
— ENGL elective  
— ENGL elective  
— General education elective  
— General education elective  
— Mathematics/natural sciences elective  
— Social/behavioral sciences elective  
— Social/behavioral sciences elective

Major curriculum 50 HOURS  
ILLU 100 Introduction to Illustration Strategies  
ILLU 160 Illustrative Anatomy and Perspective  
ILLU 204 Historical and Contemporary Illustration  
ILLU 218 Materials and Techniques  
ILLU 225 Digital Illustration  
ILLU 309 Illustrating Beyond the Page: The Narrative Experience  
ILLU 312 Color with Intent  
ILLU 321 Animated Illustration  
ILLU 325 Editorial Illustration

Select one of these three options:  
•• ILLU 479 Undergraduate Internship  
— 500-level SCADpro elective  
•• — Business-focused elective

Additional electives 20 HOURS  
— Free elective  
— Free elective  
— Free elective  
— Free elective

B.F.A. DEGREE A S ILLUSTRATION

Foundation studies 30 HOURS  
DRAW 100 Drawing I: Form and Space  
DSGN 100 Design I: Elements and Organization  
DRAW 101 Drawing II: Composition and Media  
DSGN 101 Color: Theory and Application  
DSGN 102 Design II: 3D Form in Space  
DRAW 200 Life Drawing I

General education 55 HOURS  
COMM 105 Speaking of Ideas  
BUSI 110 Business I: Fundamentals  
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives  
CTXT 122 Visual Culture in Context: Making Modernities  
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing  
DIGI 130 Digital Communication  
ARTH 207 20th-century Art  
BUSI 220 Business II: Economic Principles  
— ENGL elective  
— General education elective  
— Mathematics/natural sciences elective

Major curriculum 75 HOURS  
ILLU 100 Introduction to Illustration Strategies  
ILLU 160 Illustrative Anatomy and Perspective  
ILLU 204 Historical and Contemporary Illustration  
ILLU 218 Materials and Techniques  
ILLU 225 Digital Illustration  
ILLU 309 Illustrating Beyond the Page: The Narrative Experience  
ILLU 312 Color with Intent  
ILLU 321 Animated Illustration

Select one of these two options:  
•• ILLU 351 Contextual Character Design  
•• ILLU 352 Creative Concepting for World Building

ILLU 460 Business and Career Strategies for Illustration  
ILLU 480 Professional Portfolio for Illustrators

Select one of these three options:  
•• ILLU 479 Undergraduate Internship  
— 500-level SCADpro elective  
•• — Business-focused elective

Select one concentration to complete the major curriculum:

Animated illustration and publication design  
ILLU 325 Editorial Illustration

Select one of these two options:  
•• ILLU 373 Advertising Illustration  
•• ILLU 383 Book Illustration  
ILLU 433 Dynamic Publication: Traditional and Animated Illustration

Concept design for animation and games  
ILLU 326 Atmospheric and Environmental Illustration  
ILLU 384 Anatomy and Rendering for the Real and Imagined  
ILLU 434 Concept Design for Animation and Games

Illustration for entertainment  
ILLU 335 Imaginative Illustration: Character Refinement  
ILLU 385 Visualizing the Macabre and Divine  
ILLU 435 Animated Digital Asset Development for the Illustrator

Illustration for surface design  
ILLU 318 Type and Image for Illustrators  
ILLU 386 Repeat-pattern Illustration  
ILLU 436 Developing Collections for Surface Design

Additional electives 20 HOURS  
— Free elective  
— Free elective  
— Free elective  
— Free elective

Illustration continued

M.A. DEGREE A S N ILLUSTRATION

ARTH 701 Contemporary Art  
ILLU 701 Media and Techniques  
ILLU 714 Drawing for Illustrators  
ILLU 727 Illustration Concepts and Composition  
ILLU 730 Digital Solutions for Illustration  
ILLU 735 Illustration Markets  
ILLU 742 Directed Projects in Illustration  
ILLU 749 Illustration M.A. Final Project

Select one of these three options:  
•• ILLU 779 Graduate Internship  
— 500-level SCADpro elective  
•• — 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE A S N ILLUSTRATION

ARTH 701 Contemporary Art  
ILLU 701 Media and Techniques  
ARTH 702 Art Criticism  
ILLU 714 Drawing for Illustrators  
ILLU 721 Advanced Studio Techniques  
ILLU 727 Illustration Concepts and Composition  
ILLU 730 Digital Solutions for Illustration  
ILLU 735 Illustration Markets  
ILLU 742 Directed Projects in Illustration  
ILLU 764 Illustration for Publications  
ILLU 774 Professional Practices in Illustration  
ILLU 779 Graduate Internship  
ILLU 779 Graduate Internship  
ILLU 790 Illustration M.F.A. Thesis

Select four of these five options:  
•• — 500-level SCADpro elective  
•• — 500- to 700-level elective  
•• — 500- to 700-level elective  
•• — 500- to 700-level elective  
•• — 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Immersive Reality

B.F.A. DEGREE S IMMERSIVE REALITY

Foundation studies 30 HOURS  
DRAW 100 Drawing I: Form and Space  
DSGN 100 Design I: Elements and Organization  
DSGN 101 Color: Theory and Application  
DSGN 102 Design II: 3D Form in Space

Select one of these two options:  
•• DSGN 115 Creative Thinking Strategies  
•• DSGN 204 Design III: Time

DSGN 208 Storyboarding Essentials

General education 55 HOURS  
MATH 104 Mathematics of Computer Science  
COMM 105 Speaking of Ideas  
BUSI 110 Business I: Fundamentals  
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives  
CTXT 122 Visual Culture in Context: Making Modernities  
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing  
DIGI 130 Digital Communication  
ENGL 142 Foundations of Story  
BUSI 220 Business II: Economic Principles  
— ARLH or ARTH elective  
— General education elective

Major curriculum 80 HOURS  
MOME 105 Principles of Motion Media Design  
ARVR 110 Immersive Revolution: Augmented to Virtual Reality  
SNDS 208 Immersive Sound Design

Select one of these three options:  
•• VSFX 210 Digital Visual Effects  
•• GAME 236 Core Principles: Game Art  
•• ANIM 249 Core Principles of Technical Animation

GAME 220 Core Principles: Programming  
MOME 221 Virtual Reality for Motion Media  
GAME 266 Core Principles: Game Tech  
ARVR 300 Game Engine Applications for Immersive Computing

Select one of these two options:  
•• ARVR 305 Visual Effects for Immersive Environments  
•• FILM 343 Visual Storytelling: Virtual Reality to Interactive

ARVR 310 Integration of Immersive Realities

Select one of these three options:  
•• VSFX 313 Advanced Application Scripting  
•• GAME 347 Applied Principles: Physical Computing  
•• VSFX 375 Advanced Programming for Visual Effects

ARVR 440 Immersive Reality Professional Portfolio  
ARVR 455 Studio I: Storytelling and Spatial Interaction  
ARVR 465 Studio II: Production and Project Management  
ARVR 475 Immersive Studio Postproduction

Select one of these three options:  
•• ARVR 479 Undergraduate Internship  
— 500-level SCADpro elective  
•• — Business-focused elective

Additional electives 15 HOURS  
— Free elective  
— Free elective  
— Free elective



Industrial Design

B.F.A. DEGREE A S
INDUSTRIAL DESIGN

Foundation studies 35 HOURS
DRAW 100 Drawing I: Form and Space
DSGN 100 Design I: Elements and Organization
DRAW 101 Drawing II: Composition and Media
DSGN 101 Color: Theory and Application
DSGN 102 Design II: 3D Form in Space
DSGN 115 Creative Thinking Strategies
DRAW 230 Drawing for Design

General education 55 HOURS
COMM 105 Speaking of Ideas
BUSI 110 Business I: Fundamentals
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives
CTXT 122 Visual Culture in Context: Making Modernities
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing
DIGI 130 Digital Communication
ARTH 207 20th-century Art
BUSI 220 Business II: Economic Principles
General education elective
Mathematics/natural sciences elective
Social/behavioral sciences elective

Major curriculum 75 HOURS
IDUS 100 Introduction to Industrial Design
SDES 205 Computer-aided Product Design

Select one of these two options:
IDUS 209 Rapid Prototyping: Analog to Digital Fabrication
IDUS 212 Model and Prototype Development
SDES 213 Idea Visualization and Communication
SDES 215 Contextual Research Methods
IDUS 221 Human Factors in Industrial Design
IDUS 250 The Development of Product Form
IDUS 313 Computer Modeling
IDUS 314 Manufacturing and Assembly of Innovative Materials
IDUS 316 Portfolio and Résumé Development
IDUS 321 Industrial Design in the Marketplace

Select one of these two options:
IDUS 421 Commercial Practices for Industrial Design
PRO 580 SCADpro Collaboration
IDUS 471 Industrial Design Senior Studio I: Research and Ideation
IDUS 491 Industrial Design Senior Studio II: Development and Communication

Select one of these three options:
IDUS 479 Undergraduate Internship
500-level SCADpro elective
Business-focused elective

Additional electives 15 HOURS
Free elective
Free elective
Free elective

M.A. DEGREE S
INDUSTRIAL DESIGN

ARTH 701 Contemporary Art
SBIZ 704 The Innovator's Mindset
SBIZ 710 Financial Reporting and Analysis
SDES 711 Methods of Contextual Research
IDUS 713 Industrial Design Studio I: Discovery to Design Solutions
IDUS 718 Industrial Design Studio II: Delivering the Design Solution
IDUS 733 Entrepreneurship for Designers
IDUS 748 Industrial Design M.A. Final Project

Select one of these three options:
IDUS 779 Graduate Internship
500-level SCADpro elective
500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE S
INDUSTRIAL DESIGN

ARTH 701 Contemporary Art
SBIZ 704 The Innovator's Mindset
SBIZ 710 Financial Reporting and Analysis
SDES 711 Methods of Contextual Research
IDUS 713 Industrial Design Studio I: Discovery to Design Solutions
IDUS 718 Industrial Design Studio II: Delivering the Design Solution
DMGT 732 Facilitating Creative Thinking
IDUS 733 Entrepreneurship for Designers
IDUS 751 Graduate Seminar on Research and Thesis Development
IDUS 755 Thesis Development I: Investigation and Argumentation
IDUS 765 Thesis Development II: Synthesis and Application
IDUS 770 Professional Practices in Industrial Design
IDUS 779 Graduate Internship
IDUS 790 Industrial Design M.F.A. Thesis

Select four of these five options:
500-level SCADpro elective
500- to 700-level elective
500- to 700-level elective
500- to 700-level elective
500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Interactive Design and Game Development

M.A. DEGREE A S N
INTERACTIVE DESIGN AND GAME DEVELOPMENT

Select one of these three options:
ARTH 701 Contemporary Art
ARTH 757 Media Art
ARLH 776 History and Theory of Virtual Spaces
ITGM 748 Interactive Design and Game Development M.A. Final Project

Select one of these three options:
ITGM 779 Graduate Internship
500-level SCADpro elective
500- to 700-level elective

Select one concentration to complete the program of study:

Game development
GAME 710 Game Art: Engine Pipeline and Practices
GAME 720 Game Art: Virtual World Building
GAME 722 Game Tech: Real-time Materials and Shaders
GAME 730 Game Art: Character Creation and Digital Sculpting
GAME 740 Game Art: Art Direction and Look Development
GAME 754 Game Design: Professional Production Pipeline

Interactive design
ITGM 708 Effective Design Communication
IXDS 710 Human Experience Prototyping
IXDS 720 Human-centered Interactive Design

Select one of these two options:
IXDS 722 Connective Systems for the Web
IXDS 724 Visual Hierarchies and Digital Affordances

Select one of these two options:
IXDS 732 Physical Computing for Tangible Interfaces
IXDS 734 Innovative Systems for Digital Convergence

Select one of these two options:
IXDS 742 Physical Computing for Immersive Environments
IXDS 744 Pervasive Information Architecture

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE A S N
INTERACTIVE DESIGN AND GAME DEVELOPMENT

Select one of these three options:
ARTH 701 Contemporary Art
ARTH 757 Media Art
ARLH 776 History and Theory of Virtual Spaces

ITGM 705 Interactive and Game Design: Research and Practice
ITGM 708 Effective Design Communication
ITGM 755 Thesis Studio I: Research and Ideation
ITGM 765 Thesis Studio II: Production and Prototyping
ITGM 775 Evidence-based Design Interactivity and Gaming
ITGM 790 Thesis Studio III: Validation and Documentation

Select two of these four options:
ITGM 779 Graduate Internship
500-level SCADpro elective
500- to 700-level elective
500- to 700-level elective
700-level GAME, ITGM, or IXDS elective

Select one concentration to complete the program of study:

Game development
GAME 710 Game Art: Engine Pipeline and Practices
GAME 712 Game Tech: Gameplay Scripting
GAME 714 Game Design: Ludic Methodology

Select one of these three options:
GAME 720 Game Art: Virtual World Building
GAME 722 Game Tech: Real-time Materials and Shaders
GAME 724 Game Design: Immersive Level Design

Select one of these two options:
GAME 730 Game Art: Character Creation and Digital Sculpting
GAME 734 Game Design: Systems and Simulation

Select one of these two options:
GAME 740 Game Art: Art Direction and Look Development
GAME 742 Game Tech: Real-time Particles and Effects

GAME 754 Game Design: Professional Production Pipeline
700-level ANIM, GAME, ITGM, IXDS, MOME, SEQA, or VSFX elective

Interactive design
IXDS 710 Human Experience Prototyping
IXDS 712 Dynamic Web Development
IXDS 720 Human-centered Interactive Design

Select two of these four options:
IXDS 722 Connective Systems for the Web
IXDS 724 Visual Hierarchies and Digital Affordances
IXDS 732 Physical Computing for Tangible Interfaces
IXDS 734 Innovative Systems for Digital Convergence

Select two of these three options:
IXDS 742 Physical Computing for Immersive Environments
IXDS 744 Pervasive Information Architecture
IXDS 754 User Interface Design for Virtual Communities

700-level DMGT, GAME, IDUS, ITGM, IXDS, MOME, or SERV elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.



Interior Design

B.F.A. DEGREE

A S

INTERIOR DESIGN

Foundation studies 30 HOURS

- DRAW 100 Drawing I: Form and Space
- DSGN 100 Design I: Elements and Organization
- DRAW 101 Drawing II: Composition and Media
- DSGN 101 Color: Theory and Application
- SBLD 115 Graphics for the Building Arts
- SBLD 223 Form, Space, Order

General education 60 HOURS

- COMM 105 Speaking of Ideas
- BUSI 110 Business I: Fundamentals
- CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives
- CTXT 122 Visual Culture in Context: Making Modernities
- ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing
- DIGI 130 Digital Communication
- ARLH 206 Modern Architecture Before 1900
- ARLH 208 Modern Architecture After 1900

Select one of these two options:

- ARLH 211 Survey of World Architecture and Urbanism
- ARLH 363 World Vernacular Architecture

- BUSI 220 Business II: Economic Principles
  - General education elective
  - Mathematics/natural sciences elective

Major curriculum 80 HOURS

- INDS 101 Introduction to Interior Design
- INDS 110 Interior Design Studio I: Exploring People and Space
- INDS 204 Rendering for the Interior
- INDS 209 Interior Materials
- INDS 210 Interior Design Studio II: Specialized Interior Environments
- INDS 211 History of Interior Design
- ELDS 225 Electronic Design I: Digital Communication for the Building Arts
- INDS 302 Lighting for the Interior
- INDS 306 Building Construction and Systems for the Interior
- INDS 320 Interior Design Studio III: Documentation and Communication
- INDS 350 Interior Design Studio IV: Collaborative Practice in Design
- INDS 413 Professional Practice in Interior Design
- INDS 470 Interior Design Studio V: Capstone I - Design Thinking for Innovation
- INDS 480 Interior Design Studio VI: Capstone II - Design Development and Communication

Select one of these three options:

- INDS 479 Undergraduate Internship
  - 500-level SCADpro elective
  - Business-focused elective

- ARCH, ARLH, ELDS, FURN, INDS, PRES, or SBLD elective

Additional electives 10 HOURS

- Free elective
- Free elective

M.A. DEGREE

A S N

INTERIOR DESIGN

- INDS 702 Interior Design Seminar
- INDS 706 Interior Design Theory and Criticism
- INDS 709 Research Methods for Interior Design
- INDS 721 Emerging Interior Materials
- INDS 726 Environmental Psychology for Interior Design
- INDS 740 Contemporary Issues in Interior Design
- INDS 749 Interior Design M.A. Final Project

Select two of these four options:

- INDS 779 Graduate Internship
  - 500-level SCADpro elective
  - 500- to 700-level elective
  - 500- to 700-level elective

M.F.A. DEGREE

A S

INTERIOR DESIGN

- INDS 702 Interior Design Seminar
- INDS 706 Interior Design Theory and Criticism
- INDS 709 Research Methods for Interior Design
- INDS 712 Graduate Interior Design Studio I: Analysis and Design of Live-work Settings
- INDS 714 Graduate Interior Design Studio II: Environments for Special Populations
- INDS 726 Environmental Psychology for Interior Design
- INDS 740 Contemporary Issues in Interior Design
- INDS 751 Graduate Interior Design Studio III: Inclusive Design for Special Populations
- INDS 752 Graduate Interior Design Studio IV: Environments for Public Interaction
- INDS 779 Graduate Internship
- INDS 779 Graduate Internship
- INDS 791 Graduate Interior Design Studio V: Thesis I — Developing Research to Inform Design
- INDS 792 Graduate Interior Design Studio VI: Thesis II — Informed Design Application

Select four of these five options:

- 500-level SCADpro elective
- 500- to 700-level elective
- 500- to 700-level elective
- 500- to 700-level elective
- 500- to 700-level elective

- 700-level ELDS elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Jewelry

B.F.A. DEGREE

S

JEWELRY

Foundation studies 30 HOURS

- DRAW 100 Drawing I: Form and Space
- DSGN 100 Design I: Elements and Organization
- DRAW 101 Drawing II: Composition and Media
- DSGN 101 Color: Theory and Application
- DSGN 102 Design II: 3D Form in Space
- DRAW 230 Drawing for Design

General education 55 HOURS

- COMM 105 Speaking of Ideas
- BUSI 110 Business I: Fundamentals
- CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives
- CTXT 122 Visual Culture in Context: Making Modernities
- ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing
- DIGI 130 Digital Communication
- BUSI 220 Business II: Economic Principles
  - ARLH, ARTH, or ENGL elective
  - General education elective
  - Mathematics/natural sciences elective
  - Social/behavioral sciences elective

Major curriculum 80 HOURS

- JEWL 120 Introduction to Jewelry: Materials and Processes
- JEWL 140 Technical Drawing for Jewelry Design
- SFAS 160 Introduction to 3D Modeling and Rapid Prototyping
- JEWL 220 Jewelry Studio I: Technical Exploration
- JEWL 250 Jewelry Studio II: Production Processes
- JEWL 280 Adornment, Identity, and Power of Jewelry

Select three of these six options:

- JEWL 315 Digital Visualization for Industry
- JEWL 327 Advanced Fabrication
- JEWL 345 Advanced 3D Modeling and Rapid Prototyping
- JEWL 357 Surface Embellishment for Jewelry
- JEWL 375 Collaborative Design Practice
- JEWL 387 Jewelry Innovation Lab

- JEWL 340 Rendering for Jewelry Design
- JEWL 370 The Business of Jewelry
- JEWL 400 Collection I: Research and Development
- JEWL 460 Collection II: Design and Production
- JEWL 490 Collection III: Branding and Promotion

Select one of these three options:

- JEWL 479 Undergraduate Internship
  - 500-level SCADpro elective
  - Business-focused elective
- ACCE, BEAU, FASH, FASM, FIBR, IDUS, JEWL, SFAS, or SNKR elective

Additional electives 15 HOURS

- Free elective
- Free elective
- Free elective

M.A. DEGREE

S

JEWELRY

Select one of these four options:

- ANTH 701 Global Cultural Theory
- ARTH 701 Contemporary Art
- JEWL 702 Historical and Critical Perspectives for Jewelry
- ARTH 703 Modern and Contemporary Critical Theory

- SFAS 706 Digital Drawing and Visualization
- JEWL 710 Graduate Studio I: Mastery in Techniques
- JEWL 715 Graduate Studio II: Mastery in Materials
- SFAS 720 3D Visualization and Digital Fabrication
- JEWL 725 Graduate Studio III: Concept and Color
- JEWL 735 Business and Entrepreneurship for Jewelry
- JEWL 749 Jewelry M.A. Final Project

Select one of these four options:

- JEWL 779 Graduate Internship
  - 500-level SCADpro elective
  - 500- to 700-level LEAD, LXMT, or SBIZ elective
  - 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE

S

JEWELRY

Select two of these four options:

- ANTH 701 Global Cultural Theory
- ARTH 701 Contemporary Art
- ARTH 702 Art Criticism
- ARTH 703 Modern and Contemporary Critical Theory

- JEWL 702 Historical and Critical Perspectives for Jewelry
- SFAS 706 Digital Drawing and Visualization
- JEWL 710 Graduate Studio I: Mastery in Techniques
- JEWL 715 Graduate Studio II: Mastery in Materials
- SFAS 720 3D Visualization and Digital Fabrication
- JEWL 725 Graduate Studio III: Concept and Color
- JEWL 735 Business and Entrepreneurship for Jewelry
- JEWL 740 Jewelry M.F.A. Thesis I: Research and Context
- JEWL 747 Graduate Studio IV: Exploration
- JEWL 750 Jewelry M.F.A. Thesis II: Synthesis and Documentation
- JEWL 757 Graduate Studio V: Innovation
- JEWL 777 Graduate Studio VI: Resolution
- JEWL 779 Graduate Internship
- JEWL 790 Jewelry M.F.A. Thesis III: Realization and Presentation

Select two of these four options:

- 500-level SCADpro elective
- 500- to 700-level LEAD, LXMT, or SBIZ elective
- 500- to 700-level LEAD, LXMT, or SBIZ elective
- 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.



Luxury and Brand Management

M.A. DEGREE

A S N

LUXURY AND BRAND MANAGEMENT

- SBIZ 717 Strategic Financial Management
- LXMT 730 The Art of Luxury: Trends, Strategies, and Insights
- LXMT 740 Visual Narrative for Consumer Engagement
- LXMT 742 Advertising Luxury
- LXMT 745 Global Distribution for Luxury Brands
- LXMT 747 Supply Chain Management in the Global Marketplace
- LXMT 749 Luxury and Brand Management M.A. Final Project

Select one of these three options:

- LXMT 779 Graduate Internship
  - 500-level SCADpro elective
  - 500- to 700-level elective
  - 700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE

A S N

LUXURY AND BRAND MANAGEMENT

- ARTH 702 Art Criticism
- SDES 711 Methods of Contextual Research
- SBIZ 717 Strategic Financial Management
- LXMT 730 The Art of Luxury: Trends, Strategies, and Insights
- LXMT 740 Visual Narrative for Consumer Engagement
- LXMT 742 Advertising Luxury
- SBIZ 742 Futurecasting: Trends and Foresight
- LEAD 745 Marketing Creative Business Ventures
- LXMT 745 Global Distribution for Luxury Brands
- LXMT 747 Supply Chain Management in the Global Marketplace

Select two of these six options:

- GDVX 757 Experience Design for Physical Spaces
- LXMT 760 Leadership, Ethics, and Sustainability in the Luxury Marketplace
- LXMT 772 Beauty: Global Management and Brand Building
- LXMT 774 Fragrance: Global Management and Brand Building
- LXMT 776 Travel and Hospitality: Global Management and Brand Building
- LXMT 778 Luxury Tech: Global Management and Brand Building

- LXMT 779 Graduate Internship
- LXMT 790 Luxury and Brand Management M.F.A. Thesis

Select three of these four options:

- 500-level SCADpro elective
- 500- to 700-level elective
- 500- to 700-level elective
- 500- to 700-level elective
- 700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Motion Media Design

B.F.A. DEGREE

A S

MOTION MEDIA DESIGN

- Foundation studies 25 HOURS
- DRAW 100 Drawing I: Form and Space
- DSGN 100 Design I: Elements and Organization
- DRAW 101 Drawing II: Composition and Media
- DSGN 101 Color: Theory and Application
- DSGN 102 Design II: 3D Form in Space

- General education 60 HOURS
- COMM 105 Speaking of Ideas
- BUSI 110 Business I: Fundamentals
- CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives

- CTXT 122 Visual Culture in Context: Making Modernities
- ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing
- DIGI 130 Digital Communication
- ARTH 207 20th-century Art
- BUSI 220 Business II: Economic Principles
- LIBA 288 Media Literacy Theory
  - ENGL elective
  - General education elective
  - Mathematics/natural sciences elective

- Major curriculum 75 HOURS

- MOME 105 Principles of Motion Media Design
- MOME 115 Survey of Motion Media Design
- MOME 120 Concepts and Storyboards
- MOME 130 Motion Media Design Techniques I
- MOME 206 Motion Media Design Techniques II
- MOME 309 Concepts in Motion Media Design
- MOME 360 Motion Media Cinematography
- MOME 369 Time-based Typography
- MOME 390 Motion Media Design Professional Development
- MOME 400 Senior Motion Media Design Project I
- MOME 408 Multiplatform Media Brand Packaging
- MOME 448 Senior Motion Media Design Project II

Select one of these three options:

- MOME 479 Undergraduate Internship
  - 500-level SCADpro elective
  - Business-focused elective
  - ANIM, ARVR, DWRI, FILM, GAME, GRDS, ILLU, ITGM, MOME, PHOT, PROD, SANM, SEQA, SFLM, SNDS, STEC, THED, UXDG, UXR, or VSFX elective
  - ANIM, ARVR, DWRI, FILM, GAME, GRDS, ILLU, ITGM, MOME, PHOT, PROD, SANM, SEQA, SFLM, SNDS, STEC, THED, UXDG, UXR, or VSFX elective

- Additional electives 20 HOURS
- Free elective
- Free elective
- Free elective
- Free elective

M.A. DEGREE

A S N

MOTION MEDIA DESIGN

- ARTH 701 Contemporary Art
- MOME 705 Visualization and Concept Storyboarding
- MOME 709 Motion Media Cinematography and Editing
- MOME 719 Media Theory and Application
- MOME 721 Studio Business Practice
- MOME 729 Dynamic Typography
- SANM 748 School of Animation and Motion M.A. Final Project

Select one of these three options:

- MOME 779 Graduate Internship
  - 500-level SCADpro elective
  - 700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, SNDS, STEC, THED, or VSFX elective
  - 700-level MOME elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE

A S N

MOTION MEDIA DESIGN

- ARTH 701 Contemporary Art
- MOME 705 Visualization and Concept Storyboarding
- MOME 709 Motion Media Cinematography and Editing
- MOME 719 Media Theory and Application
- MOME 721 Studio Business Practice
- MOME 729 Dynamic Typography
- MOME 735 Motion Media Design Studio I: Thesis Preproduction
- MOME 749 Motion Media Design Portfolio
- MOME 775 Motion Media Design Studio II: Thesis Development
- MOME 779 Graduate Internship
- MOME 790 Motion Media Design M.F.A. Thesis

Select one of these two options:

- 500-level SCADpro elective
- 700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, SNDS, STEC, THED, or VSFX elective
- 700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, SNDS, STEC, THED, or VSFX elective
- 700-level MOME elective
- 500- to 700-level elective
- 500- to 700-level elective
- 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.



Painting

B.F.A. DEGREE
PAINTING

Foundation studies	30 HOURS
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DRAW 101 Drawing II: Composition and Media	
DSGN 101 Color: Theory and Application	
DSGN 102 Design II: 3D Form in Space	
DRAW 200 Life Drawing I	
General education	60 HOURS
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
ARTH 207 20th-century Art	
BUSI 220 Business II: Economic Principles	
Select one of these two options:	
PHIL 301 Aesthetics	
ARLH or ARTH elective	
ENGL elective	
General education elective	
Mathematics/natural sciences elective	
Major curriculum	75 HOURS
PNTG 203 Oil-based Techniques and Exploration	
PNTG 206 Water-based Techniques and Exploration	
SFIN 220 Art of Tomorrow	
PNTG 302 Concept and Strategies: Developing Ideas	
PNTG 309 Abstraction: The Language of Paint	
SFIN 330 Digital Tools for Fine Arts	
Select one of these three options:	
PNTG 345 From Wall to Space: Extended Media	
PNTG 382 Painting the Scene: Visual Narrative and Mythmaking	
PNTG 386 Human Image: Capturing Identity and Essence	
SFIN 413 Business and Professional Practices for Fine Arts	
SFIN 415 Branding and Entrepreneurship for Fine Arts	
PNTG 470 Painting Senior Studio I: Concept to Audience	
PNTG 490 Painting Senior Studio II: Refining a Cohesive Body of Work	
Select one of these two options:	
SFIN 492 Exhibition Design as Practice	
SFIN 494 Collaboration and Production in Creative Industries	
Select one of these three options:	
PNTG 479 Undergraduate Internship	
500-level SCADpro elective	
Business-focused elective	
PNTG or SFIN elective	
PNTG or SFIN elective	
Additional electives	15 HOURS
Free elective	
Free elective	
Free elective	

M.F.A. DEGREE
PAINTING

ARTH 701 Contemporary Art	
Select one of these two options:	
ARTH 702 Art Criticism	
ARTH 703 Modern and Contemporary Critical Theory	
PNTG 704 Formal Aspects of Painting	
PNTG 709 Drawing for Painters	
SFIN 716 Theory and Processes I: Critical Analysis	
PNTG 728 Studio I: Ideation	
PNTG 738 Studio II: Theory in Practice	
PNTG 758 Studio III: Vision and Aesthetics	
PNTG 768 Studio IV: Individual Exploration	
SFIN 770 Fine Art M.F.A. Self-promotion	
PNTG 775 Advanced Painting Studio Analysis	
PNTG 779 Graduate Internship	
PNTG 779 Graduate Internship	
PNTG 790 Painting M.F.A. Thesis	
Select four of these five options:	
500-level SCADpro elective	
500- to 700-level elective	
500- to 700-level elective	
500- to 700-level elective	
500- to 700-level elective	
* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.	

Photography

B.A. DEGREE
PHOTOGRAPHY

Foundation studies	20 HOURS
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DRAW 101 Drawing II: Composition and Media	
DSGN 101 Color: Theory and Application	
General education	90 HOURS
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
ARTH 207 20th-century Art	
BUSI 220 Business II: Economic Principles	
PHIL 301 Aesthetics	
ARLH or ARTH elective	
ARLH or ARTH elective	
ENGL elective	
ENGL elective	
General education elective	
General education elective	
General education elective	
Mathematics/natural sciences elective	
Social/behavioral sciences elective	
Major curriculum	50 HOURS
PHOT 113 Camera Exploration and Technique	
PHOT 114 Digital Imaging and Compositing	
PHOT 214 Lighting Applications: From Products to Portraits	
PHOT 215 Survey of Photography	
PHOT 218 Black-and-white Technique	
PHOT 301 Video Techniques for Photographers	
PHOT 319 Developing a Photographic Aesthetic	
Select one of these two options:	
PHOT 325 The Photographic Narrative: Visualizing Stories	
PHOT 336 The Photographic Portrait: Capturing Identity and Essence	
PHOT 455 Business Acumen for Commercial Photographers	
Select one of these three options:	
PHOT 479 Undergraduate Internship	
500-level SCADpro elective	
Business-focused elective	
Additional electives	20 HOURS
Free elective	
Free elective	
Free elective	
Free elective	

B.F.A. DEGREE
PHOTOGRAPHY

Foundation studies	30 HOURS
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DRAW 101 Drawing II: Composition and Media	
DSGN 101 Color: Theory and Application	
DSGN 102 Design II: 3D Form in Space	
DRAW or DSGN elective	
General education	55 HOURS
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
BUSI 220 Business II: Economic Principles	
Select one of these two options:	
PHIL 301 Aesthetics	
ARLH or ARTH elective	
ENGL elective	
General education elective	
Mathematics/natural sciences elective	
Major curriculum	75 HOURS
PHOT 113 Camera Exploration and Technique	
PHOT 114 Digital Imaging and Compositing	
PHOT 214 Lighting Applications: From Products to Portraits	
PHOT 215 Survey of Photography	
PHOT 218 Black-and-white Technique	
SFIN 220 Art of Tomorrow	
PHOT 301 Video Techniques for Photographers	
PHOT 319 Developing a Photographic Aesthetic	
Select three of these five options:	
PHOT 324 Documentary Photography: Truth in Image	
PHOT 325 The Photographic Narrative: Visualizing Stories	
PHOT 336 The Photographic Portrait: Capturing Identity and Essence	
PHOT 410 Advertising Photography: Creating Demand with Image	
PHOT 412 Social Content Creation: Elevating Smartphone Aesthetics	
Select one of these two options:	
SFIN 413 Business and Professional Practices for Fine Arts	
PHOT 455 Business Acumen for Commercial Photographers	
PHOT 475 Professional Photography Portfolio	
Select one of these three options:	
PHOT 479 Undergraduate Internship	
500-level SCADpro elective	
Business-focused elective	
ADBR, FILM, GRDS, PHOT, PRMK, PROD, SFIN, or SVIS elective	
Additional electives	20 HOURS
Free elective	
Free elective	
Free elective	
Free elective	



Photography continued

M.A. DEGREE

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PHOTOGRAPHY

Select one of these three options:

- PHOT 706 Documentary Photography I
- PHOT 715 Studio Craft
- PHOT 754 Business of Marketing Photography

- PHOT 709 Graduate Critique Seminar
- PHOT 714 Digital Craft I: Technique and Concept

Select one of these three options:

- PHOT 716 Commercial I: Standards and Innovations in Lighting Design
- PHOT 726 Documentary Photography II
- PHOT 734 Digital Craft II: Beyond Visual Limits

- PHOT 719 Photographic Arts I: Ideation and Experimentation
- PHOT 730 Digital Printing Methodology
- PHOT 749 Photography M.A. Final Portfolio

Select one of these three options:

- PHOT 779 Graduate Internship
  - 500-level SCADpro elective
  - 500- to 700-level elective
- 700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE

A 5 16

PHOTOGRAPHY

- ARTH 701 Contemporary Art
- ARTH 702 Art Criticism

Select two of these four options:

- PHOT 704 Black-and-white Craft
- PHOT 707 Color Craft
- PHOT 715 Studio Craft
- PHOT 730 Digital Printing Methodology

- PHOT 709 Graduate Critique Seminar
- PHOT 714 Digital Craft I: Technique and Concept
- PHOT 719 Photographic Arts I: Ideation and Experimentation
- PHOT 722 Photographic Arts II: Project Definition and Development
- PHOT 753 Photographic Arts III: Aesthetics and Direction
- PHOT 762 Issues in Contemporary Photography
- PHOT 764 Photographic Arts IV: Sequence and Nuance

Select one of these two options:

- PHOT 775 Photographic Arts V: Portfolio Refinement
- PHOT 779 Graduate Internship

- PHOT 779 Graduate Internship
- PHOT 790 Photography M.F.A. Thesis

Select four of these five options:

- 500-level SCADpro elective
- 500- to 700-level elective
- 500- to 700-level elective
- 500- to 700-level elective
- 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Preservation Design

B.F.A. DEGREE

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PRESERVATION DESIGN

Foundation studies

30 HOURS

- DRAW 100 Drawing I: Form and Space
- DSGN 100 Design I: Elements and Organization
- DRAW 101 Drawing II: Composition and Media
- DSGN 101 Color: Theory and Application
- SBLD 115 Graphics for the Building Arts
- SBLD 223 Form, Space, Order

General education

65 HOURS

- COMM 105 Speaking of Ideas
- BUSI 110 Business I: Fundamentals
- CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives
- CTXT 122 Visual Culture in Context: Making Modernities
- ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing
- DIGI 130 Digital Communication
- ARLH 206 Modern Architecture Before 1900
- ARLH 208 Modern Architecture After 1900
- BUSI 220 Business II: Economic Principles
  - ENGL elective
  - General education elective
  - Mathematics/natural sciences elective
  - Social/behavioral sciences elective

Major curriculum

70 HOURS

- PRES 110 Studio I: Introduction to Preservation Design — Global Theory and Practice
- PRES 210 Studio II: Investigating and Evaluating Heritage — Research and Survey
- PRES 220 Studio III: Conservation Science — Traditional to Modern Materials
- ELDS 225 Electronic Design I: Digital Communication for the Building Arts
- PRES 305 Digital Practices in Preservation Design
- PRES 310 Studio IV: Policy and Planning — Preservation Design and Advocacy
- PRES 320 Studio V: Measuring Heritage — Construction Technology and Condition Assessment
- PRES 330 Studio VI: Elements of Style and Elegance in the Classical Tradition
- PRES 401 The Business of Community Revitalization
- PRES 410 Studio VII: Luxury Design in the Built Environment
- PRES 480 Studio VIII: Innovative Adaptation — Collaborative Practicum
- PRES 490 Studio IX: Innovative Adaptation — Capstone Project

Select one of these two options:

- ARCH 465 Sustainable Design for the Built Environment
  - ARCH, ARLH, BUSI, ELDS, FURN, INDS, MUSM, PRES, SBLD, SUST, or URBA elective

Select one of these three options:

- PRES 479 Undergraduate Internship
  - 500-level SCADpro elective
  - Business-focused elective

Additional electives

15 HOURS

- Free elective
- Free elective
- Free elective

Preservation Design continued

M.A. DEGREE

5 16

PRESERVATION DESIGN

- PRES 701 Practicing Preservation in a Global Context
- PRES 702 Style and Elegance in the Classical Tradition
- PRES 706 Defining Place: Research and Survey
- PRES 710 Studio I: Preservation Through Public Policy
- PRES 720 Studio II: Construction Technology and Assessment
- PRES 730 Studio III: Conserving the Built Environment
- PRES 741 Entrepreneurship for Community Revitalization
- PRES 749 Preservation Practicum — Adapting Existing Buildings

Select one of these three options:

- PRES 779 Graduate Internship
  - 500-level SCADpro elective
  - 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE

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PRESERVATION DESIGN

- LEAD 701 From Agoras to Digital Markets: Fundamentals of Business Design
- PRES 701 Practicing Preservation in a Global Context
- PRES 702 Style and Elegance in the Classical Tradition

Select one of these two options:

- ELDS 704 Electronic Design
- ELDS 720 Geospatial Analysis and Digital Design for Urban Environments

- PRES 706 Defining Place: Research and Survey
- PRES 710 Studio I: Preservation Through Public Policy
- PRES 720 Studio II: Construction Technology and Assessment
- PRES 730 Studio III: Conserving the Built Environment
- PRES 740 Studio IV: Place and Luxury in the Built Environment
- PRES 741 Entrepreneurship for Community Revitalization
- PRES 745 Digital Innovations in Preservation Design
- PRES 750 Collaborative Studio I: Managing Value in Adaptive Use Projects
- PRES 760 Collaborative Studio II: Marketing Identities for Adaptive Use Projects
- PRES 779 Graduate Internship
- PRES 791 Preservation Design M.F.A. Thesis I: Vision and Innovation
- PRES 792 Preservation Design M.F.A. Thesis II: Application and Engagement

Select two of these six options:

- ARCH 760 Sustainable Design
- ARLH 761 Analyzing American Cultural Landscapes
- ARLH 763 Traditions in Global Vernacular Architecture
  - 500-level SCADpro elective
  - 500- to 700-level elective
  - 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.



Production Design

B.F.A. DEGREE ⑤  
PRODUCTION DESIGN

<b>Foundation studies</b> .....	<b>30 HOURS</b>
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DRAW 101 Drawing II: Composition and Media	
DSGN 101 Color: Theory and Application	
DSGN 102 Design II: 3D Form in Space	
DSGN 208 Storyboarding Essentials	
<b>General education</b> .....	<b>55 HOURS</b>
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
ENGL 142 Foundations of Story	

- Select one of these three options:
- ARLH 206 Modern Architecture Before 1900
  - ARTH 207 20th-century Art
  - CINE 275 History of Cinema

- BUSI 220 Business II: Economic Principles
  - General education elective
  - Mathematics/natural sciences elective

<b>Major curriculum</b> .....	<b>75 HOURS</b>
FILM 100 Digital Film Production: Story to Screen	
PROD 103 Introduction to Entertainment Design	
PROD 220 Illuminating the Narrative	
PROD 221 Designing the Environment	
PROD 222 Dressing the Persona	
PROD 303 Interpreting the Script	
PROD 313 Digital Rendering for Entertainment	
PROD 333 Professional Practice for Entertainment	
PROD 473 Production Design Senior Project	

- Select one of these three options:
- PROD 479 Undergraduate Internship
    - 500-level SCADpro elective
    - Business-focused elective
  - 
  -

Select one concentration to complete the major curriculum:

<b>Costume design</b>
PROD 302 Costume Design Techniques
PROD 322 Character Interpretation for Costume in Film and Television
PROD 402 Applications of Costuming
PROD 422 Costume Design Studio: Research and Exploration <ul style="list-style-type: none"><li>— ACCE, FASH, FIBR, FURN, ILLU, JEWL, PROD, SANM, SFLM, or THED elective</li></ul>

<b>Lighting design</b>
PROD 314 Computer-aided Entertainment Design
PROD 320 Illuminating the Full Story: Process and Techniques
PROD 350 Standards and Specifications for Lighting
PROD 419 Lighting Design Studio: Digital Visualization and Programming <ul style="list-style-type: none"><li>— FILM, ILLU, MOME, PNTG, PROD, SANM, SEQA, SLFM, or THED elective</li></ul>

<b>Set design and art direction</b>
SBLD 115 Graphics for the Building Arts
PROD 314 Computer-aided Entertainment Design
PROD 321 Advanced Concepts in Art Direction for Film and Television
PROD 421 Scenic Design Studio: Digital Visualization and Documentation <ul style="list-style-type: none"><li>— ARCH, ARLH, ELDS, FILM, FURN, GRDS, IDUS, ILLU, INDS, ITGM, PROD, SCPT, SANM, SEQA, SFLM, THED, or VSFX elective</li></ul>

<b>Theme parks and attractions</b>
Select one of these two options:
•• SDES 205 Computer-aided Product Design
•• ELDS 225 Electronic Design I: Digital Communication for the Building Arts
••

PROD 304 Technical Drawing for Entertainment
THED 305 Designing for Interactive Entertainment
THED 425 Theme Park Master Plan: Storytelling on a Grand Scale <ul style="list-style-type: none"><li>— ARCH, ARLH, DWRI, FILM, GRDS, IDUS, ILLU, INDS, PROD, SCPT, SANM, SEQA, SFLM, or THED elective</li></ul>

<b>Additional electives</b> .....	<b>20 HOURS</b>
— Free elective	
— Free elective	
— Free elective	
— Free elective	

M.A. DEGREE ⑤  
PRODUCTION DESIGN

ARTH 701 Contemporary Art
PROD 720 Production Design Theory and Practice
PROD 726 Production Design Studio I: Conceptualization
PROD 730 Script Analysis and Conceptualization
PROD 745 Decorative Arts: Context in Storytelling
PROD 749 Production Design M.A. Final Project
PROD 756 Evolution of Production Design

- Select one of these three options:
- PROD 779 Graduate Internship
    - 500-level SCADpro elective
    - 700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SNDS, SFLM, THED, or VSFX elective
  - 
  -
- 500- to 700-level elective

Production Design continued

M.F.A. DEGREE ⑤  
PRODUCTION DESIGN

ARTH 701 Contemporary Art
ARTH 702 Art Criticism
FILM 708 Designing Shots
PROD 720 Production Design Theory and Practice
PROD 726 Production Design Studio I: Conceptualization
PROD 730 Script Analysis and Conceptualization

- Select one of these two options:
- PROD 741 Digital Design for Entertainment
  - PROD 746 Draping as Design for Costume

PROD 745 Decorative Arts: Context in Storytelling
PROD 750 Digital Visualization for Production Design
PROD 756 Evolution of Production Design
PROD 762 Production Design Studio II: Design Development
PROD 770 Professional Practices in Production Design
PROD 772 Production Design Studio III: Implementation
PROD 790 Production Design M.F.A. Thesis

- Select one of these three options:
- PROD 779 Graduate Internship
    - 500-level SCADpro elective
    - 700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SNDS, SFLM, THED, or VSFX elective
  - 
  -
- 700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SNDS, SFLM, THED, or VSFX elective
- 500- to 700-level elective
- 500- to 700-level elective

90 HOURS

Sculpture

B.F.A. DEGREE ④  
SCULPTURE

<b>Foundation studies</b> .....	<b>35 HOURS</b>
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DRAW 101 Drawing II: Composition and Media	
DSGN 101 Color: Theory and Application	
DSGN 102 Design II: 3D Form in Space	
DRAW 200 Life Drawing I	
DSGN 204 Design III: Time	

<b>General education</b> .....	<b>60 HOURS</b>
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
ARTH 207 20th-century Art	
BUSI 220 Business II: Economic Principles	

- Select one of these two options:
- PHIL 301 Aesthetics
    - ARLH or ARTH elective
  - 
  -
- ENGL elective
- General education elective
- Mathematics/natural sciences elective

<b>Major curriculum</b> .....	<b>75 HOURS</b>
SCPT 214 Fabrication, Construction, and Materials	
SCPT 216 Ideas Taking Shape: Malleable Media and Multiples	
SFIN 220 Art of Tomorrow	

- Select one of these two options:
- SCPT 301 Moldmaking Technologies: Design and Production for Industry and Special Effects
  - SCPT 307 Foundry: Expression in Cast Metals

- Select one of these three options:
- SFIN 305 Body as Concept: Prosthetics to Cosplay
  - SCPT 445 Integrating Place and Audience: The Art of Spectacle
  - SCPT 450 Digital Fabrication: From Idea to Object

SCPT 320 Mind to Matter: Realizing Concepts Through Material Exploration
SFIN 330 Digital Tools for Fine Arts
SFIN 360 Light, Sound, and the Projected Image
SFIN 413 Business and Professional Practices for Fine Arts
SFIN 415 Branding and Entrepreneurship for Fine Arts
SCPT 470 Sculpture Senior Studio I: Concept to Audience
SCPT 490 Sculpture Senior Studio II: Refining a Cohesive Body of Work

- Select one of these two options:
- SFIN 492 Exhibition Design as Practice
  - SFIN 494 Collaboration and Production in Creative Industries

- Select one of these three options:
- GAME 347 Applied Principles: Physical Computing
  - VSFX 447 Models and Miniatures
    - SCPT or SFIN elective
  -

- Select one of these three options:
- SCPT 479 Undergraduate Internship
    - 500-level SCADpro elective
    - Business-focused elective
  - 
  -

<b>Additional electives</b> .....	<b>10 HOURS</b>
— Free elective	
— Free elective	

180 HOURS



Sequential Art

B.A. DEGREE

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SEQUENTIAL ART

**Foundation studies**..... 20 HOURS  
DRAW 100 Drawing I: Form and Space  
DSGN 100 Design I: Elements and Organization  
DRAW 101 Drawing II: Composition and Media  
DSGN 101 Color: Theory and Application

**General education**..... 90 HOURS  
COMM 105 Speaking of Ideas  
BUSI 110 Business I: Fundamentals  
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives  
CTXT 122 Visual Culture in Context: Making Modernities  
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing  
DIGI 130 Digital Communication  
ARTH 207 20th-century Art  
BUSI 220 Business II: Economic Principles  
PHIL 301 Aesthetics  
— ARLH or ARTH elective  
— ENGL elective  
— ENGL elective  
— General education elective  
— General education elective  
— General education elective  
— Mathematics/natural sciences elective  
— Social/behavioral sciences elective  
— Social/behavioral sciences elective

**Major curriculum**..... 50 HOURS  
SEQA 100 Introduction to Sequential Art  
SEQA 202 Drawing for Sequential Art  
SEQA 205 Survey of Sequential Art  
SEQA 215 Materials and Techniques for Sequential Art  
SEQA 224 Character Design and Storyboarding for Animation  
SEQA 244 Comic Book Scripting  
SEQA 277 Digital Coloring and Lettering Applications for Comics  
SEQA 325 Environments, Props, and Structures  
SEQA 382 Visual Storytelling I

Select one of these three options:  
SEQA 479 Undergraduate Internship  
— 500-level SCADpro elective  
— Business-focused elective

**Additional electives**..... 20 HOURS  
— Free elective  
— Free elective  
— Free elective  
— Free elective

B.F.A. DEGREE

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SEQUENTIAL ART

**Foundation studies**..... 35 HOURS  
DRAW 100 Drawing I: Form and Space  
DSGN 100 Design I: Elements and Organization  
DRAW 101 Drawing II: Composition and Media  
DSGN 101 Color: Theory and Application  
DSGN 102 Design II: 3D Form in Space  
DRAW 200 Life Drawing I  
DRAW 206 Drawing for Storyboarding

**General education**..... 60 HOURS  
COMM 105 Speaking of Ideas  
BUSI 110 Business I: Fundamentals  
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives  
CTXT 122 Visual Culture in Context: Making Modernities  
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing  
DIGI 130 Digital Communication  
ARTH 207 20th-century Art  
BUSI 220 Business II: Economic Principles  
— ARLH or ARTH elective  
— ENGL elective  
— General education elective  
— Mathematics/natural sciences elective

**Major curriculum**..... 70 HOURS  
SEQA 100 Introduction to Sequential Art  
SEQA 202 Drawing for Sequential Art  
SEQA 205 Survey of Sequential Art  
SEQA 215 Materials and Techniques for Sequential Art  
SEQA 224 Character Design and Storyboarding for Animation  
SEQA 244 Comic Book Scripting  
SEQA 277 Digital Coloring and Lettering Applications for Comics  
SEQA 325 Environments, Props, and Structures  
SEQA 382 Visual Storytelling I  
SEQA 405 Visual Storytelling II  
SEQA 410 Sequential Art Senior Project

Select one of these three options:  
SEQA 479 Undergraduate Internship  
— 500-level SCADpro elective  
— Business-focused elective  
— SEQA or SVIS elective  
— SEQA elective

**Additional electives**..... 15 HOURS  
— Free elective  
— Free elective  
— Free elective

Sequential Art continued

M.A. DEGREE

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SEQUENTIAL ART

ARTH 701 Contemporary Art  
SEQA 701 Theories and Practices for Sequential Art  
SEQA 707 Anatomy and Perspective for Sequential Art  
SEQA 716 Studio I: Sequential Art Methods  
SEQA 717 Exploring the Narrative  
SEQA 731 Digital Design Issues in Sequential Art

45\* HOURS  
Select one of these two options:  
SEQA 741 Inking Techniques  
SEQA 745 Writing for Sequential Art  
SEQA 749 Sequential Art M.A. Final Project

Select one of these three options:  
SEQA 779 Graduate Internship  
— 500-level SCADpro elective  
— 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE

Ⓐ Ⓢ

SEQUENTIAL ART

ARTH 701 Contemporary Art  
SEQA 701 Theories and Practices for Sequential Art  
ARTH 702 Art Criticism  
SEQA 707 Anatomy and Perspective for Sequential Art  
SEQA 712 Concept Design in Sequential Art  
SEQA 716 Studio I: Sequential Art Methods  
SEQA 717 Exploring the Narrative  
SEQA 726 Studio II: Sequential Art Applications  
SEQA 731 Digital Design Issues in Sequential Art

Select one of these two options:  
SEQA 741 Inking Techniques  
SEQA 745 Writing for Sequential Art

SEQA 756 Studio III: Sequential Art Professional Practices  
SEQA 770 Sequential Art Self-promotion  
SEQA 779 Graduate Internship  
SEQA 790 Sequential Art M.F.A. Thesis

Select four of these five options:  
— 500-level SCADpro elective  
— 500- to 700-level elective  
— 500- to 700-level elective  
— 500- to 700-level elective  
— 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Service Design

B.F.A. DEGREE

Ⓢ

SERVICE DESIGN

**Foundation studies**..... 25 HOURS  
DRAW 100 Drawing I: Form and Space  
DSGN 100 Design I: Elements and Organization  
DSGN 101 Color: Theory and Application  
DSGN 102 Design II: 3D Form in Space  
DRAW 230 Drawing for Design

**General education**..... 70 HOURS  
ANTH 101 Introduction to Anthropology  
COMM 105 Speaking of Ideas  
BUSI 110 Business I: Fundamentals  
MATH 110 Introduction to Statistics and Probability  
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives  
CTXT 122 Visual Culture in Context: Making Modernities  
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing  
DIGI 130 Digital Communication  
ARTH 207 20th-century Art  
BUSI 220 Business II: Economic Principles  
BUSI 265 Principles of Marketing  
BUSI 330 Business III: Strategy and Decision-making  
— ENGL elective  
— General education elective

**Major curriculum**..... 65 HOURS  
UXDG 101 User Experience Design Methods  
SDES 205 Computer-aided Product Design

Select one of these two options:  
IDUS 209 Rapid Prototyping: Analog to Digital Fabrication  
IDUS 212 Model and Prototype Development

SDES 215 Contextual Research Methods  
SERV 216 Blueprinting Services  
SERV 310 Idea Visualization for Service Designers  
SERV 311 Service Architectures, Ecologies, and Touch Points  
SERV 312 Prototyping Experiences  
IDUS 316 Portfolio and Résumé Development  
SERV 325 Technology and Services  
SERV 421 Services and Enterprise  
SERV 431 Service Design Senior Studio

Select one of these three options:  
SERV 479 Undergraduate Internship  
— 500-level SCADpro elective  
— Business-focused elective

**Additional electives**..... 20 HOURS  
— Free elective  
— Free elective  
— Free elective  
— Free elective



Service Design continued

M.A. DEGREE ⑤ ⑩  
SERVICE DESIGN

SERV	700	Service Design: A Systemic Perspective
<i>Select one of these two options:</i>		
⋮	SERV	710 Mixed Methods Research: Analysis to Synthesis
⋮	SDES	711 Methods of Contextual Research
DMGT	720	Design Innovation: Planning and Implementation
SERV	727	Visualizing Services: Storyboards, Maps, and Models
SERV	732	Service Design Prototyping: Testing Service Solutions
SERV	735	Service Design Metrics: Evaluating Results
SERV	747	Systemic Innovation for Service Evolution
SERV	748	Service Design M.A. Final Project
<i>Select one of these three options:</i>		
⋮	SERV	779 Graduate Internship
⋮	—	500-level SCADpro elective
⋮	—	500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student’s required course of study to a total of 50 to 70 hours.

M.B.I. DEGREE ⑤ ⑩  
SERVICE DESIGN

SERV	700	Service Design: A Systemic Perspective
SBIZ	704	The Innovator’s Mindset
SERV	710	Mixed Methods Research: Analysis to Synthesis
SDES	711	Methods of Contextual Research
SBIZ	717	Strategic Financial Management
SERV	727	Visualizing Services: Storyboards, Maps, and Models
SERV	732	Service Design Prototyping: Testing Service Solutions
SERV	735	Service Design Metrics: Evaluating Results
SBIZ	738	Persuasion, Influence, and Negotiation
SBIZ	739	Business Innovation in a Global Context
SBIZ	742	Futurecasting: Trends and Foresight
SERV	747	Systemic Innovation for Service Evolution
SBIZ	750	From Complex Challenges to Sustained Success
SBIZ	757	Business Innovation Lab: Research and Insights
SERV	762	Service Design Implementation: Insight to Action
SBIZ	797	Business Innovation Lab: Strategy and Implementation
<i>Select two of these five options:</i>		
⋮	PRO	560 User-centered Research for Business
⋮	PRO	580 SCADpro Collaboration
⋮	SERV	779 Graduate Internship
⋮	—	500- to 700-level elective
⋮	—	500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student’s required course of study to a total of 95 to 115 hours.

Sneaker Design (SNKR+)

M.A. DEGREE ⑤  
SNEAKER DESIGN

SNKR	701	Old School/New School: The Rise of Sneaker Culture
SNKR	709	Sneaker Lab: Material, Construction, and Prototyping
SNKR	723	Sneaker Tech: VR to 3D Prototype
SNKR	730	Limited Editions I: Design, Science, and Performance
SNKR	735	Factory Fresh: Mass Production Decoded
SNKR	740	Limited Editions II: Production, Planning, and Execution
SNKR	749	Sneaker Design M.A. Final Project
<i>Select two of these three options:</i>		
⋮	SNKR	779 Graduate Internship
⋮	—	500-level SCADpro elective
⋮	—	500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student’s required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE ⑤  
SNEAKER DESIGN

LEAD	701	From Agoras to Digital Markets: Fundamentals of Business Design
SNKR	701	Old School/New School: The Rise of Sneaker Culture
SNKR	709	Sneaker Lab: Material, Construction, and Prototyping
SNKR	723	Sneaker Tech: VR to 3D Prototype
SNKR	730	Limited Editions I: Design, Science, and Performance
SNKR	735	Factory Fresh: Mass Production Decoded
SNKR	740	Limited Editions II: Production, Planning, and Execution
LXMT	745	Global Distribution for Luxury Brands
LEAD	746	Design the Future: Entrepreneurship Principles and Practice
LXMT	747	Supply Chain Management in the Global Market Place
SNKR	750	The Blueprint: Next Gen Sneaker Design
SNKR	765	The Kicks: Prototype and Production
SNKR	770	Pops, Shocks, and Product Drops: Sneaker Marketing and Merchandising
SNKR	779	Graduate Internship
SNKR	790	The Hype: Brand Launch
<i>Select three of these four options:</i>		
⋮	—	500-level SCADpro elective
⋮	—	500- to 700-level elective
⋮	—	500- to 700-level elective
⋮	—	700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student’s required course of study to a total of 95 to 115 hours.

Social Strategy and Management

B.F.A. DEGREE ⑤ ⑩  
SOCIAL STRATEGY AND MANAGEMENT

<b>Foundation studies</b>	.....	<b>25 HOURS</b>
DRAW	100	Drawing I: Form and Space
DSGN	100	Design I: Elements and Organization
DSGN	101	Color: Theory and Application
DSGN	105	Visual Design Systems
DSGN	208	Storyboarding Essentials
<b>General education</b>	.....	<b>60 HOURS</b>
PSYC	101	Introduction to Psychology
COMM	105	Speaking of Ideas

<i>Select one of these two options:</i>		
⋮	ANTH	106 Language, Culture, and Society
⋮	ANTH	107 Introduction to Visual Anthropology
BUSI	110	Business I: Fundamentals
MATH	110	Introduction to Statistics and Probability
CTXT	121	Visual Culture in Context: Pre-Modern Global Perspectives
CTXT	122	Visual Culture in Context: Making Modernities
ENGL	123	Ideas to Ink: Critical Concepts in Academic Writing
DIGI	130	Digital Communication
BUSI	220	Business II: Economic Principles
BUSI	330	Business III: Strategy and Decision-making
—	—	General education elective

<b>Major curriculum</b>	.....	<b>80 HOURS</b>
SOCL	110	History and Evolution of Social Media
ADBR	150	Introduction to Advertising: Concept to Content
ADBR	205	Creative Production for Brand Content
GRDS	205	Typography I: Anatomy, Form, and Purpose
WRIT	210	Promotional Writing
SDES	215	Contextual Research Methods
SOCL	220	Social Strategy: Messaging and Management
SOCL	230	Social Analytics: Content Velocity
ADBR	252	Art Direction: Visual Brand Storytelling

<i>Select two of these three options:</i>		
⋮	FASM	311 Visual Communication for Consumer Engagement
⋮	ADBR	372 Art Direction: Brand Films and Social Content
⋮	FILM	426 Production for Mobile and Social Platforms
SOCL	320	Social Strategy: Lifecycle Marketing
SOCL	330	Social Analytics: Optimization
SOCL	430	Social Media Management: Playbook
SOCL	440	Social Media Management: Brand Acceleration

<i>Select one of these three options:</i>		
⋮	SOCL	479 Undergraduate Internship
⋮	—	500-level SCADpro elective
⋮	—	Business-focused elective

<b>Additional electives</b>	.....	<b>15 HOURS</b>
—	—	Free elective
—	—	Free elective
—	—	Free elective

Sound Design

B.F.A. DEGREE ④ ⑤  
SOUND DESIGN

<b>Foundation studies</b>	.....	<b>20 HOURS</b>
DSGN	100	Design I: Elements and Organization
DSGN	101	Color: Theory and Application
DSGN	102	Design II: 3D Form in Space
DSGN	204	Design III: Time

<b>General education</b>	.....	<b>60 HOURS</b>
COMM	105	Speaking of Ideas
BUSI	110	Business I: Fundamentals
CTXT	121	Visual Culture in Context: Pre-Modern Global Perspectives
CTXT	122	Visual Culture in Context: Making Modernities
ENGL	123	Ideas to Ink: Critical Concepts in Academic Writing
DIGI	130	Digital Communication
ENGL	142	Foundations of Story
BUSI	220	Business II: Economic Principles

<i>Select one of these three options:</i>		
⋮	CINE	275 History of Cinema
⋮	LIBA	288 Media Literacy Theory
⋮	—	ARLH or ARTH elective
—	—	General education elective
—	—	Mathematics/natural sciences elective
—	—	Social/behavioral sciences elective

<b>Major curriculum</b>	.....	<b>80 HOURS</b>
<i>Select one of these two options:</i>		
⋮	SNDS	101 Sound for Film and Television
⋮	SNDS	102 Sound for Animation and Games

SNDS	110	Fundamentals of Audio
SNDS	125	Sound in Media
SNDS	203	Field Sound Effects Recording
SNDS	206	Production Audio
SNDS	212	Music for Media
SNDS	223	Sound Editing

<i>Select one of these two options:</i>		
⋮	SNDS	308 Sound Art
⋮	SNDS	309 Modular Synthesis

SNDS	312	ADR and Voice-over
SNDS	313	Dialogue Editing
SNDS	322	Foley Production Techniques
SNDS	403	Sound Design Collaboration
SNDS	409	Game Audio Design

<i>Select one of these two options:</i>		
⋮	SNDS	419 Stereo Mixing
⋮	SNDS	429 Multi-channel Mixing

SNDS	440	Sound Supervision
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<i>Select one of these three options:</i>		
⋮	SNDS	479 Undergraduate Internship
⋮	—	500-level SCADpro elective
⋮	—	Business-focused elective

<b>Additional electives</b>	.....	<b>20 HOURS</b>
—	—	Free elective
—	—	Free elective
—	—	Free elective
—	—	Free elective



Sound Design continued

M.A. DEGREE ⑤  
SOUND DESIGN

- CINE 703 Analyze This: Cinema Studies Methods and Practices
- SNDS 705 Production Mixing
- SNDS 729 Theory and Practice in Sound Design
- SNDS 730 Scoring to Picture
- SNDS 734 ADR and Foley Mixing

Select one of these two options:

- SNDS 737 Game Audio Design
- SNDS 743 Postproduction Methodologies

- SNDS 749 Sound Design M.A. Final Project

Select one of these three options:

- SNDS 779 Graduate Internship
  - 500-level SCADpro elective
  - 500- to 700-level elective
- 700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE ⑤  
SOUND DESIGN

- CINE 703 Analyze This: Cinema Studies Methods and Practices
- SNDS 705 Production Mixing
- SNDS 729 Theory and Practice in Sound Design
- SNDS 730 Scoring to Picture
- SNDS 734 ADR and Foley Mixing

Select one of these two options:

- SNDS 737 Game Audio Design
- SNDS 743 Postproduction Methodologies

- SNDS 741 Sound Effects and Dialogue Editing
- SNDS 755 Sound Design M.F.A. Studio
- SNDS 756 Sound Art and Installation
- SNDS 761 Audio Signal Processing
- SNDS 776 Surround Sound for Media
- SNDS 779 Graduate Internship
- SNDS 790 Sound Design M.F.A. Thesis

Select four of these five options:

- 500-level SCADpro elective
- 500- to 700-level elective
- 500- to 700-level elective
- 500- to 700-level elective
- 500- to 700-level elective
- 700-level ARTH elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.

Themed Entertainment Design

M.F.A. DEGREE ⑤  
THEMED ENTERTAINMENT DESIGN

Select one of these two options:

- INDS 503 Design Visualization, Communication, and Documentation
- ELDS 708 Communication in Electronic Design

Select one of these two options:

- ELDS 704 Electronic Design
- ARCH 714 Advanced Parametric Design and Generative Modeling Strategies for the Building Arts

- THED 720 Themed Entertainment Industry
- THED 730 Concept Design Studio
- THED 735 Component Design Studio
- PROD 750 Digital Visualization for Production Design
- THED 765 Design for Themed Entertainment
- PROD 770 Professional Practices in Production Design
- THED 775 Themed Environments and Attractions: Design Development

- THED 777 Collaborative Design Studio
- THED 790 Themed Entertainment Design M.F.A. Thesis
  - 700-level ARTH or CINE elective

Select one of these three options:

- THED 779 Graduate Internship
  - 500-level SCADpro elective
  - 700-level ACT, ANIM, ARCH, DWRI, FILM, GAME, IDUS, INDS ITGM, IXDS, MOME, PROD, SERV, SANM, SFLM, SNDS, STEC, THED, or VSFY elective
- 700-level ACT, ANIM, ARCH, DWRI, FILM, GAME, IDUS, INDS ITGM, IXDS, MOME, PROD, SERV, SANM, SFLM, SNDS, STEC, THED, or VSFY elective
- 500- to 700-level elective
- 500- to 700-level elective
- 500- to 700-level elective
- 500- to 700-level elective

User Experience (UX) Design

B.F.A. DEGREE ④ ⑤  
USER EXPERIENCE (UX) DESIGN

- Foundation studies 20 HOURS
- DRAW 100 Drawing I: Form and Space
- DSGN 100 Design I: Elements and Organization
- DSGN 101 Color: Theory and Application
- DRAW 230 Drawing for Design

General education 60 HOURS

- ANTH 101 Introduction to Anthropology
- PSYC 101 Introduction to Psychology
- MATH 104 Mathematics of Computer Science
- COMM 105 Speaking of Ideas
- BUSI 110 Business I: Fundamentals
- CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives
- CTXT 122 Visual Culture in Context: Making Modernities
- ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing
- MATH 204 Algorithm Design and Analysis
- SDES 205 Computer-aided Product Design
- BUSI 220 Business II: Economic Principles
- MATH 240 Logic

Major curriculum 90 HOURS

- UXDG 101 User Experience Design Methods
- GRDS 205 Typography I: Anatomy, Form, and Purpose
- IDUS 209 Rapid Prototyping: Analog to Digital Fabrication
- SDES 215 Contextual Research Methods
- UXDG 315 Front-End Visual Interface Design
- UXDG 320 Coding for UX Designers
- GRDS 323 Production for Digital Environments
- UXDG 325 Prototyping Electronics for Designers
- UXDG 340 Interactive Product Design
- GRDS 348 Studio I: Production and Technique
- UXDG 360 Information Architecture
- UXDG 370 Perceptual and Cognitive Human Factors
- UXDG 380 Usability Testing: People vs. the World
- UXDG 390 UX Design Studio I: Innovation
- UXDG 415 UX Design Studio II: The Complexity of Simplicity
- UXDG 450 UX Design Senior Studio I: Researching and Ideation
- UXDG 490 UX Design Senior Studio II: Prototyping and Communication

Select one of these three options:

- UXR 479 Undergraduate Internship
- PRO 580 SCADpro Collaboration
  - Business-focused elective

Additional electives 10 HOURS

- Free elective
- Free elective

M.F.A. DEGREE ⑤  
USER EXPERIENCE (UX) DESIGN

- SERV 700 Service Design: A Systemic Perspective
- UXDG 701 Theory of UX Design
- UXDG 705 Front-End Design for User Experience

Select one of these two options:

- DMGT 706 Idea Visualization
- GDVX 742 Visual Analysis of Static Content

- SDES 711 Methods of Contextual Research
- UXDG 720 Prototyping Coding: Proof of Concept
- SERV 727 Visualizing Services: Storyboards, Maps, and Models
- UXDG 730 Modeling Electronics for Designers
- UXDG 731 Information Architecture for Designers
- GDVX 734 Typographic Voice and Visual Narrative
- UXDG 740 Cognitive Human Factors for Designers
- UXDG 750 Usability Testing and Evaluation

Select one of these three options:

- PRO 560 User-centered Research for Business
- PRO 580 SCADpro Collaboration
- UXDG 779 Graduate Internship

- UXDG 770 Leading UX Design
- UXDG 780 UX Design M.F.A. Thesis I: Research, Synthesis, and Insight
- UXDG 790 UX Design M.F.A. Thesis II: Design, Validation, and Execution
  - 500- to 700-level elective
  - 500- to 700-level elective

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.



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User Experience Research (UXR)

B.F.A. DEGREE ⓘ

USER EXPERIENCE RESEARCH (UXR)

<b>Foundation studies</b>	20 HOURS
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DSGN 101 Color: Theory and Application	
DSGN 105 Visual Design Systems	
<b>General education</b>	55 HOURS
ANTH 101 Introduction to Anthropology	
PSYC 101 Introduction to Psychology	
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
MATH 110 Introduction to Statistics and Probability	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
MATH 180 Applied Statistics and Probability	
BUSI 220 Business II: Economic Principles	
<b>Major curriculum</b>	85 HOURS
UXDG 101 User Experience Design Methods	
GRDS 201 Introduction to Graphic Design	
UXR 210 Data Mining Technology	
SDES 215 Contextual Research Methods	
UXR 250 User Behavior Research Methods	
MATH 280 Predictive Modeling and Analytics	
UXDG 315 Front-End Visual Interface Design	
UXR 350 Research Ethics and Professional Practices	
UXDG 360 Information Architecture	
GRDS 370 Data Visualization	
UXDG 370 Perceptual and Cognitive Human Factors	
UXDG 380 Usability Testing: People vs. the World	
UXR 390 Research Design and Data Collection	
UXR 415 Insight Generation and Business Strategies	
UXR 450 Senior Studio I: Research, Discovery, and Synthesis	
UXR 490 Senior Studio II: Actionable Insights to Innovative Solutions	
<i>Select one of these three options:</i>	
UXR 479 Undergraduate Internship	
500-level SCADpro elective	
Business-focused elective	
<b>Additional electives</b>	20 HOURS
Free elective	
Free elective	
Free elective	
Free elective	



Developed in collaboration with Google.

Visual Effects

B.F.A. DEGREE ⓘ ⓘ

VISUAL EFFECTS

<b>Foundation studies</b>	30 HOURS
DRAW 100 Drawing I: Form and Space	
DSGN 100 Design I: Elements and Organization	
DRAW 101 Drawing II: Composition and Media	
DSGN 101 Color: Theory and Application	
<i>Select one of these three options:</i>	
DSGN 102 Design II: 3D Form in Space	
DRAW 200 Life Drawing I	
DRAW 240 Inventing Environments	
<i>Select one of these two options:</i>	
DRAW 206 Drawing for Storyboarding	
DSGN 208 Storyboarding Essentials	
<b>General education</b>	55 HOURS
COMM 105 Speaking of Ideas	
BUSI 110 Business I: Fundamentals	
CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives	
CTXT 122 Visual Culture in Context: Making Modernities	
ENGL 123 Ideas to Ink: Critical Concepts in Academic Writing	
DIGI 130 Digital Communication	
ENGL 142 Foundations of Story	
<i>Select one of these two options:</i>	
CINE 205 Reading Films	
CINE 275 History of Cinema	
<i>Select one of these two options:</i>	
ARTH 207 20th-century Art	
ARLH 208 Modern Architecture After 1900	
BUSI 220 Business II: Economic Principles	
Mathematics/natural sciences elective	
<b>Major curriculum</b>	75 HOURS
VSFX 101 Survey of Visual Effects	
VSFX 130 Visual Effects-based Cinematography	
VSFX 160 Introduction to Visual Effects Programming	
VSFX 210 Digital Visual Effects	
VSFX 270 Compositing	
<i>Select one of these two options:</i>	
VSFX 310 Matte Painting	
VSFX 316 Digital Lighting and Rendering	
VSFX 319 Programming Models and Shaders I	
VSFX 350 Procedural Modeling and Animation Techniques	
VSFX 406 Concept Development for Visual Effects	
VSFX 408 Visual Effects Studio I	
VSFX 409 Professional Development for Visual Effects	
VSFX 448 Visual Effects Studio II	
<i>Select one of these three options:</i>	
VSFX 479 Undergraduate Internship	
500-level SCADpro elective	
Business-focused elective	
ANIM, ARVR, DWRI, FILM, GAME, ITGM, MOME, PROD, SANM, SFLM, SNDS, STEC, THED, or VSFX elective	
ANIM, ARVR, DWRI, FILM, GAME, ITGM, MOME, PROD, SANM, SFLM, SNDS, STEC, THED, or VSFX elective	
<b>Additional electives</b>	20 HOURS
Free elective	
Free elective	
Free elective	
Free elective	

Visual Effects continued

M.A. DEGREE ⓘ ⓘ

VISUAL EFFECTS

<i>Select one of these three options:</i>	
ARTH 701 Contemporary Art	
ARTH 703 Modern and Contemporary Critical Theory	
ARTH 757 Media Art	
VSFX 705 Programming Concepts for Visual Effects	
<i>Select two of these four options:</i>	
VSFX 708 Modeling for Visual Effects	
VSFX 715 Digital Compositing I: The Art and Science of Digital Integration	
VSFX 721 Procedural Modeling and Animation for Production	
VSFX 752 3D Color, Lighting, and Rendering	
VSFX 709 Visual Effects Theory and Application	
SANM 748 School of Animation and Motion M.A. Final Project	
VSFX 749 Visual Effects Portfolio	
<i>Select one of these three options:</i>	
VSFX 779 Graduate Internship	
500-level SCADpro elective	
700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, STEC, THED, or VSFX elective	
700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, STEC, THED, or VSFX elective	

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.

M.F.A. DEGREE ⓘ ⓘ

VISUAL EFFECTS

<i>Select one of these three options:</i>	
ARTH 701 Contemporary Art	
ARTH 703 Modern and Contemporary Critical Theory	
ARTH 757 Media Art	
VSFX 705 Programming Concepts for Visual Effects	
VSFX 708 Modeling for Visual Effects	
VSFX 709 Visual Effects Theory and Application	
VSFX 715 Digital Compositing I: The Art and Science of Digital Integration	
VSFX 721 Procedural Modeling and Animation for Production	
<i>Select one of these three options:</i>	
VSFX 728 Particles and Procedural Effects: Stochastic and Calculated Methodologies	
VSFX 752 3D Color, Lighting, and Rendering	
VSFX 758 Digital Compositing II: Advanced Studies of Multi-layered Integration	
VSFX 735 Visual Effects Studio I: Preproduction	
VSFX 755 Procedural 3D and Shader Programming	
VSFX 775 Visual Effects Studio II: Production	
VSFX 779 Graduate Internship	
VSFX 790 Visual Effects M.F.A. Thesis	
<i>Select one of these two options:</i>	
500-level SCADpro elective	
700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, STEC, THED, or VSFX elective	
700-level ACT, ANIM, DWRI, FILM, GAME, ITGM, IXDS, MOME, PROD, SANM, SFLM, STEC, THED, or VSFX elective	
500- to 700-level elective	
500- to 700-level elective	
500- to 700-level elective	

\* At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 95 to 115 hours.







## Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Notes

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# Accreditation

## SOUTHERN ASSOCIATION OF COLLEGES AND SCHOOLS COMMISSION ON COLLEGES

The Savannah College of Art and Design is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award baccalaureate and masters degrees. The Savannah College of Art and Design also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of the Savannah College of Art and Design may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC’s website ([www.sacscoc.org](http://www.sacscoc.org)).



The SCAD department of institutional effectiveness is responsible for reporting substantive changes to SACSCOC according to the Commission’s published policies. Faculty and staff can email [accreditation@scad.edu](mailto:accreditation@scad.edu) to report or request information regarding substantive changes.

## NATIONAL ARCHITECTURAL ACCREDITING BOARD

In the United States, most registration boards require a degree from an accredited professional degree program as a prerequisite for licensure. The National Architectural Accrediting Board (NAAB), which is the sole agency authorized to accredit professional degree programs in architecture offered by institutions with U.S. regional accreditation, recognizes three types of degrees: the Bachelor of Architecture, the Master of Architecture, and the Doctor of Architecture. A program may be granted an eight-year term, an eight-year term with conditions, or a two-year term of continuing accreditation, or a three-year term of initial accreditation, depending on the extent of its conformance with established education standards.

Doctor of Architecture and Master of Architecture degree programs may require a non-accredited undergraduate degree in architecture for admission. However, the non-accredited degree is not, by itself, recognized as an accredited degree.

The Savannah College of Art and Design School of Building Arts offers the following NAAB-accredited degree program(s): M.Arch. (180 undergraduate credits plus 90 graduate credits). Next accreditation visit: 2030.

## MISSION

**SCAD prepares talented students for creative professions through engaged teaching and learning in a positively oriented university environment.**

## DEGREES OFFERED

Bachelor of Arts (B.A.)

Bachelor of Fine Arts (B.F.A.)

Master of Arts (M.A.)

Master of Fine Arts (M.F.A.)

Master of Architecture (M.Arch.)

Master of Business Innovation (M.B.I.)

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The interior design program leading to the Bachelor of Fine Arts in interior design at SCAD Atlanta and SCAD Savannah is accredited by the Council for Interior Design Accreditation, [www.accredit-id.org](http://www.accredit-id.org), 206 Cesar E. Chavez Ave SW, Suite 350, Grand Rapids, MI, 49503.

The CIDA-accredited program prepares students for entry-level interior design practice, for advanced study, and to apply for membership in professional interior design organizations. The Bachelor of Fine Arts in interior design granted by the Savannah College of Art and Design meets the educational requirement for eligibility to sit for the National Council for Interior Design Qualification Examination (NCIDQ Exam). For more information about NCIDQ Exam eligibility visit: <https://www.cidq.org/eligibility-requirements>.

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