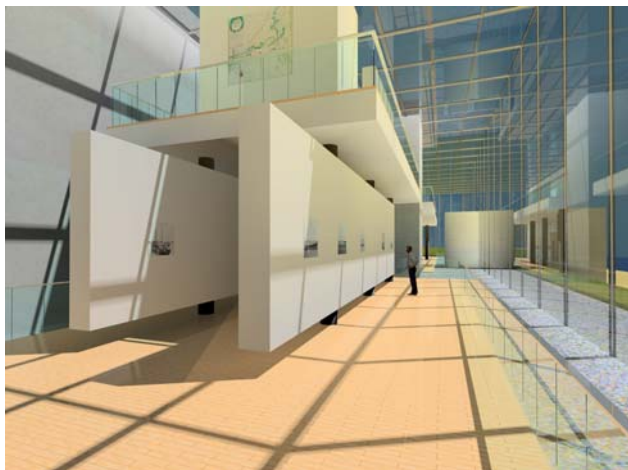


The Digital Design Program at the New Jersey School of Architecture offers a unique atmosphere in which students can develop their innate inventiveness and natural curiosity into an exciting, diverse and rewarding professional career.



Freshman work by Frank Gurdak

To see what some professional Digital Designers are doing today please visit the websites listed below:

Blur <http://www.blur.com/>
REZN8 <http://www.rezn8.com/>
Bunkerluft <http://www.bunkerluft.de/>
EA <http://www.ea.com/language.jsp>

For more information about Digital Design, check out the ACM Siggraph website:

<http://www.siggraph.org/>



NEW JERSEY SCHOOL OF ARCHITECTURE

TO APPLY:

Office of Undergraduate Admissions, 1-800-925-NJIT
Or Apply on line:
http://www.njit.edu/admissions/undergrad/undergrad_apply.php

FOR FURTHER INFORMATION:

John Cays, Associate Dean for Academic Affairs
cays@njit.edu

NJIT

New Jersey School of Architecture

**DIGITAL
DESIGN**

BA in Digital Design Program*

What is a Digital Designer?

A Digital Designer is:

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

What does a Digital Designer Do?

The Digital Design program at NJIT is geared specifically to students interested in a combination of creative and technical fields. The course of study prepares professionals for careers in:

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

Digital Design at NJIT

Digital Design at NJIT is a natural development from the well established and award winning digital work produced by the New Jersey School of Architecture digital imaging lab.

In 1986 the New Jersey School of Architecture at NJIT was the first program in the country to run fully digital design studios. Since then, several of our faculty members have been recognized as leaders in digital design education. All design studios are currently taught using a wide array of digital media

The Digital Design program is housed within the largest architecture program on the east coast which includes an Infrastructure Planning program and a joint PhD program with Rutgers and UMDNJ. The College provides an exciting, creative atmosphere where the various design disciplines interact, exchange ideas and form synergies. The key characteristics that distinguish the NJIT Digital Design Program are:

- Pedagogy, interdisciplinary collaboration and business

The first year is dedicated to providing a common foundation for all design students. After the first year, a student can choose to continue in the digital design program or switch to one of the following programs:

Industrial Design
Interior Design
Fine Arts

Companies, entrepreneurs, NGO's, not-for-profit organizations and design leaders will be invited to submit projects to be explored by the students in upper level studios addressing real-life problems. The students will experience the challenges of designing, building and testing their designs in a collaborative effort. Working across multiple media, the teams will learn how their designs can effect positive social, political and economic change.

The program will draw from the vast academic talents available at NJIT's 92-degree programs by partnering Digital Design students and faculty with students and faculty in the other colleges such as theater, architecture, electrical engineering, biomedical engineering, management and computing.

- Entrepreneurialism

The students, faculty and school will share royalties for novel and marketable inventions generated through industry-sponsored projects. NJIT's Office of Technology Development will assist in the legal protection of intellectual property.

- State-of-the-art facilities

Along with the facilities available throughout campus, the digital design students have access to state-of-the-art Computer Aided Design (CAD) and Digital Media Laboratories.