

School of Design and Media

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Designers track changes in science, technology and in society. Through their work, they express the meaning of these changes and they maximize the opportunities these changes bring to our lives. In the process of interpreting change for the benefit of people, designers are shaping contemporary culture.

As change continues to accelerate, so does the designers' influence and value to clients and employers. Designers are coveted collaborators because of their ability to create synergy between the objectives of many other professions.

The School of Design and Media offers a unique environment for students to explore the relationships between the design disciplines. The School stresses in-depth exploration of the individual design disciplines and carries out interdisciplinary collaborations that frequently involve real clients. Design is studied, building on a foundation in the liberal arts and sciences. Through the curricular integration of the design, engineering and commerce disciplines, our students develop an unparalleled understanding of the professional dynamics that exist between these fields.

Our graduates are multi-dimensional young professionals with a broad based skill set and solid critical thinking abilities. The faculty of practicing professionals, state-of-the-art facilities, study abroad opportunities and our collaborative approach to learning all contribute to creating a unique, nurturing, exciting and creative environment within our school. Students interested in becoming designers can choose from four professionally related degree programs:

- Four-Year Bachelor of Science in Digital Animation
- Four-Year Bachelor of Science in Digital Design
- Four-Year Bachelor of Science in Graphic Design Communication
- Four-Year Bachelor of Science in Industrial Design

Students should also note that all four majors may be taken as a joint B.S./M.B.A. program in conjunction with the School of Business Administration. Students interested in this option should consult the section on the Pre-M.B.A. Minor for Non-Business majors.

The four-year **Bachelor of Science in Digital Animation** prepares students to produce animation for broadcast,

feature films simulations and interactive venues such as the web, video games and museum exhibits. Students combine their foundation in design with deeper studies of motion and timing, 2D and 3D techniques, storytelling, the history of the medium, and contemporary practices and practitioners. A project-based curriculum gives students experience with real-world scenarios while building a comprehensive portfolio. Whenever possible, students are encouraged and equipped to engage the broader community of professional animators.

The four-year **Bachelor of Science in Digital Design** features a strong emphasis on different modes of thinking and conceptualization as applied to the design and creation of electronic content. Interdisciplinary teaching and learning forms the backbone of this diverse and challenging degree program. Students are prepared to enter the job market with a unique set of technical skills and a sophisticated sense of multi-layered space as portrayed on a two-dimensional electronic screen.

The four-year **Bachelor of Science in Graphic Design Communication** prepares designers to work in the rapidly changing profession of graphic design. This program combines a strong design core with business awareness in addressing current issues of visual communication. Opportunities for concentration in marketing or specialized areas of design are offered in the context of a professionally focused academic environment.

The four-year **Bachelor of Science in Industrial Design** equips students to create attractive, meaningful and practical new products that serve the needs of people and those of industry. The program prepares students to respond creatively to the challenges of fast-changing cultures and global manufacturing. The strengths of the program are derived from its interdisciplinary curricular structure and faculty from many design specialties. Insights and unique collaborative project opportunities offer themselves to design students on a campus that hosts programs in related professions. Studio life is characterized by the simulation of work dynamics in design consultant studios and in corporate design departments.

Digital Animation

Animation has transformed the way we experience and interact with movies, television, video games, the internet and our mobile devices. In turn, digital technology has transformed the medium of animation. The tools of production are becoming increasingly accessible and sophisticated, and the channels of distribution are multiplying to meet a swelling demand for animated content.

Philadelphia University has created the Bachelor of Science in Digital Animation to address the needs of this growing industry. The program offers students a thorough

understanding of the fundamentals while introducing them to cutting-edge tools and techniques. Successful graduates of the program will be equipped to take leading creative roles in the industry.

First-year students are quickly immersed in the Philadelphia University design community, taking foundation classes with graphic designers, digital designers, fashion designers and architects. In their second year, students begin their studies in animation with introductory courses in animation production and storytelling. They also continue to improve their design and communication skills with advanced foundation classes covering typography, hierarchy, and image-making.

One focus for third-year students is basic 3D filmmaking. Using industry standard software, students learn to design, model and animate compelling 3D characters and environments. They also use 3D imagery as an element in their study of motion graphics, combining them with type, video and 2D imagery to create uniquely designed visual narratives. Both areas of study are infused with a thorough understanding of the principles of animation design and regular screenings of historic and contemporary examples.

Several electives allow students to focus on an area of particular interest, including animation history, compositing and animation for gaming and interactivity. Additionally, students are encouraged to supplement their education by taking advantage of available internships, design job fairs, study abroad opportunities and memberships in professional organizations.

Students in their final year continue in their advanced 3D and 2D studies as they plan and implement a short film. This film, which encompasses every phase of production, serves as the capstone to their animation education. At the end of the year, students publicly exhibit their film alongside the work of their fellow design colleagues.

The Bachelor of Science in Digital Animation combines a relevant education for this evolving medium with additional studies that integrate this learning into other aspects of contemporary culture and the needs of the modern marketplace.

The Digital Animation check sheet can be found on page 97.

Digital Design

The Bachelor of Science in Digital Design prepares students to work in the rapidly developing field of digital design. Digital technology is changing the way designers visualize, conceptualize and express their ideas. To succeed in the workforce, professionals will require a diverse combination of skills, including the understanding of basic design principles, the ability to harness the latest digital technologies and techniques, and experience in working in an interdisciplinary environment.

The curriculum in digital design features a foundation based on establishing the visual language and conceptual skills common to all art and design fields. In advanced courses, students develop the ability to visualize and produce work for more complex information environments. They

explore aspects of time-based, interactive design, web-based media and the creation of 3D virtual spaces. Additional emphasis can be placed on motion graphics or animation techniques, including principles of effective character development and how to structure a narrative.

A particular strength of the program lies in its integration with the University's courses in business and the liberal arts. Students study basic business practices and how characteristics of the new technologies relate to various aspects of the networked economy.

In the first two years of study, digital design students concentrate on developing basic skills necessary for visual literacy in the modern communication landscape. Basic design, expertise in typography, skill in electronic imaging, and the principles of hierarchy in communication are all addressed.

The final four semesters include a combination of required studios designed to develop the ability to complete complex projects, with consideration of social and economic factors as they apply to communication strategies. Elective courses allow study in areas of particular interest or the opportunity to explore specific digital skills or software more extensively.

Students are encouraged to participate in our active internship program and also to experience the richness that comes with one of our many study abroad opportunities. In the final semester, digital design students are required to complete a culmination capstone course where they partner with an outside "client" to plan and produce a major project. Many of these projects have been accepted for use in actual commercial or educational enterprises.

Graduating students are required to demonstrate expertise in software manipulation, an understanding of the social implications of the emerging technologies, and an ability to produce aesthetically pleasing products that can inform and delight while serving the needs of a variety of commercial environments.

The Digital Design check sheet can be found on page 99.

Graphic Design Communication

The Bachelor of Science in Graphic Design Communication prepares designers to work in the rapidly changing and increasingly global profession of graphic design. By combining a strong design core and a vigorous College Studies program with a business awareness segment, this program addresses the issues of visual communications, cultural understanding and today's market-driven economy.

First-year design courses stress the visual language and conceptual exploration common to all art and design fields as the essential foundation for more advanced work in graphic design. The next three semesters continue this exploration by using the computer as a design and production tool combined with more traditional methods. Students develop a visual vocabulary of typography, symbols and cultural imagery while studying the ethical, historical and business side of this exciting profession.

The final three semesters require students to concentrate on utilizing their skills in research, design development and execution in solving "real-life" assignments in preparation for

the culmination project in Graphic Design Communication. The final capstone course prepares students to enter the professional world.

By the beginning of the third year, students choose to concentrate in either Design electives or Business/Marketing electives. This allows them to strengthen their design skills with studio electives or to enhance them with business/marketing electives to prepare them to work closely with professionals in that area.

The Business/Marketing electives are located in the Business School. The Design electives can be chosen from several of the other design disciplines on campus. Students should plan these choices with the assistance of their academic advisors.

The Graphic Design Communication check sheet can be found on page 101.

Industrial Design

Industrial designers conceive and develop ideas for products and systems that are useful, desirable and meaningful. Good design generates business; therefore, design services are in demand with product manufacturers and other clients. During the design process the designer synthesizes marketing, aesthetics, engineering, safety, manufacturing and environmental issues to the mutual benefit of the client and the user. To this end, the industrial designer works with interdisciplinary development teams, in which it is the designer's

specific concern to give shape to the quality and culture of a person's interaction with products.

The curriculum places strong emphasis on critical thinking. Knowledge of ergonomics, of basic materials, communication skills, computer skills and the technology of production is taught, as it is essential knowledge to the practicing design professional. The interdisciplinary structure of the Industrial Design program exposes students to ideas and methods in other design majors. Other departments on campus act as project clients or design-team resources to simulate the reality students will encounter in their careers. Frequently projects are carried out in collaboration with industry clients in the same manner that this would be done by design professionals.

In their junior year, students enter a design-studio environment in which they can witness the various design tools, design processes and their outcomes. Beyond the achievement of fundamental design competencies, students are encouraged to define the profession as it relates to them and to choose those design tools and processes that best realize their interests and potential.

The Industrial Design program is accredited by the National Association of Schools of Art and Design (NASAD). NASAD was established in 1944 to improve the educational practices and maintain high professional standards in art and design education.

The Industrial Design check sheet can be found on page 103.

