IMMERSIVE EXPERIENCE DESIGN

UCF SCHOOL OF VISUAL ARTS AND DESIGN

Immersive Experience Design is a track in the Art, B.A. program.

DESCRIPTION

This track prepares students to work as studio art, design and emerging media practitioners in the expanding creative workforce and for graduate-level study.

The curriculum explores historical and contemporary themed environments, public sculpture, wayfinding and streetscape design, creative placemaking, event planning, product design, and more.

Select upper division courses include academic and "real-world" opportunities to propose themed creative placemaking solutions that enliven the built environment; and aim to improve "livability" conditions for users, foster civic pride and engagement, improve safety and walkability, and stimulate cultural and economic development.

"As an Engineering major working as a laser lab technical assistant in SVAD I discovered a newfound passion for sculpture. What initially drew me in was the faculty who facilitated incredible classroom assignments that responded to client-driven design problems. Many of the skills that I use today as a professional in the design industry came from using the state-of-the-art equipment in AD Lab like 3D printers, CNCs and particularly the laser cutters. I am excited to see how the new track expands career opportunities for students."

Hunter Pylant '22

Please Note: As part of the program, some courses study the form and proportion of the human figure. Nude models are used as reference.

CAREERS

- **Maquette Sculptor/Model Maker**
- **Environmental Design**
- **Public Artist/Designer**
- **Arts Policy Consultant**
- **Muralist/Commission Artist**
- **Public Art Program Manager**
- **Themed Event Designer/ Coordinator**
- **Prop Designer/Fabricator**
- **Teaching Artist**
- **Community Arts Director/Liaison**

SVAD.UCF.EDU
cahsa@ucf.edu

Art B.A.–Immersive Experience Design

SCHOOL OF VISUAL ARTS AND DESIGN

TRACK SPECIFIC INFO

Prerequisites:

- ARH 2050 History of Western Art I
- ARH 2051 History of Western Art II
- ART 2201C Design Fundamentals 2D
- ART 2203C Design Fundamentals 3D
- ART 2300C Drawing Fundamentals I
- ART 2301C Drawing Fundamentals II
- GRA 2101C Introduction to Computer Art

These courses must have a "C" or better..

Portfolio Requirements:

This track requires a successful Studio Art Portfolio Review. Portfolio can be submitted and reviewed in the Spring and Fall semester once the prerequisite courses above have been met. Visit, **svad.cah.ucf.edu/portfolio** for more information.

TRACK HIGHLIGHTS

- This track builds on client-driven projects in our Advanced Design Lab (AD Lab) that blend hands-on and computer-aided skills covered in our 3-D foundations and sclupture programs.
- Inventiveness, organizational skills, traditional materials, and methods and computer-aided equipment and fabrication competencies are emphazied.
- Professional verbal, written, and visual communication skills, and an aptitude for research, entrepreneurial thinking, and a commitment to excellence are expected.
- Collaboration is essential as students from various fields of study often enroll in AD Lab classes.
- Students have conveinent access to computer labs, a new laser facility, complete woodshop with a CNC machine, and a sclupture lab with metalworking equipment, hand tools, and moldmaking and casting facilities.
- Industry collaborative partners include: U.S. Space Force, Universal Creative, Orlando Utilities Commission (OUC), Boss Laser, Celeste Hotel, Guitar Center, Hard Rock Café, among others.

"The preparation Advanced Design Lab has given me in working with real clients on large scale projects is something truly valuable. The classes took us from the beginning stages of workshopping ideas in a collaborative environment with clients and students to creating high fidelity scale models, thinking about the engineering, building codes, and costs to create such pieces."

Johan Kramm '24

APPLY TO UCF

Whether this is your first time in college, or you are transferring from another institution or enrolling from another country, we've streamlined the process to make it as clear and quick as possible.

Apply to UCF online:
www.ucf.edu/apply-to-ucf

UCF Undergraduate Catalog:
http://catalog.ucf.edu/

Admission deadlines vary for freshmen, transfers and international students. Check the website for exact dates.

CONTACT

SVAD.UCF.EDU

cahsa@ucf.edu

Please Note: The information on this flyer is subject to change at any time.