

# Bachelor of Arts in **Immersive Media**

0218



## **WHAT DO STUDENTS LEARN?**

The Bachelor of Arts in Immersive Media (IMM) is an interdisciplinary program that equips students with knowledge of architecture, 3D modeling, game development engines, writing, and design thinking to prepare them for careers in immersive media creation. Students will blend industry-standard design practices and artistic methods with cutting-edge technology to create experiences in gaming, architecture, software, entertainment, and a variety of other industries looking to create interactive content.

## **WHAT DO GRADUATES GO ON TO DO?**

It's getting harder and harder to find an industry that isn't adopting immersive media technologies to create new types of experiences for (and to better connect with) their audiences. Students will find opportunities in design firms, film studios, game companies, medical technology, architecture firms, and a variety of other industries deploying these systems. Students will find themselves in jobs that require them to solve exciting problems that require a great level of technical skill, creative intuition, and design know-how.

The Bachelor of Arts in Immersive Media (IMM) gives students the knowledge and tools to create interactive content for a variety of digital platforms. Rooted in design thinking, technical mastery and creativity, the major prepares students to be cross-discipline professionals who have access to work in some of the world's most exciting fields.

Students gain hands-on experience through intimate studio courses in fields informing immersive media including 3D modeling, 3D landscapes, architecture, interior design, immersive design research, human centered design, interactive 3d engines, and finally, a capstone internship or co-op experience.



## PROGRAM HIGHLIGHTS

- The IMM program blends the strengths of Chatham's interior architecture and arts and design programs.
- The IMM program provides access to cutting edge virtual reality (VR) and augmented reality (AR) hardware; 3D printing; a laser cutter; a prototyping and design lab; and a massive library of VR and AR software titles.
- IMM program and faculty are committed to the ethos of Universal Design, insuring that environments and products—both virtual and physical—are as accessible as possible by everyone, regardless of age, size, ability, disability, or any other consideration.
- Students can customize their education with electives in subjects including screenwriting, interactive animation, sculpture, landscape design, and many more.
- Chatham Eastside, where our program's state-of-the-art classroom, studio, and exhibition spaces reside, is recognized as a LEED Silver renovation project that manifests sustainable design practices and uses recycled materials and energy-efficient lighting to create a green academic and social space in an urban setting.

## SAMPLE COURSES

### FDT213 Intro to Virtual Reality

Explore the current state of virtual reality through in-class experiences, literature, and creating VR experiences. Learn how to create interactive experiences for room-scale virtual reality systems using a combination of Unreal Engine, 3d software, audio production, and other industry leading software. Travel into a variety of VR experiences, learn design theory related to the field, and create a full experience of your own.

### IMM 220 Studio I – 3D Modeling

Learn advanced 3D modeling techniques for environment design, basic character creation, and prop design. Using Autodesk 3ds Max, create a variety of 3D models and import them for interactivity and animation. Use a variety of desktop and VR based tools for creating models.

### IAR 260 Fallingwater Studio Residency

As an immersive, weeklong, onsite study at Frank Lloyd Wright's Fallingwater, develop and apply design thinking and visualization skills through the exploration and application of sustainable strategies, architectural theories, manifestos and phenomenology. Student workflow and artifacts are the culmination of site observations, hikes, lectures, readings, discussions, critiques and design charrettes resulting in a final project presentation.

► [www.chatham.edu/immersive-media/curriculum.cfm](http://www.chatham.edu/immersive-media/curriculum.cfm)

**“The immersive media program resides in an unoccupied space that is in huge demand by employers worldwide. We have developed a malleable curriculum that has the ability to quickly react to the ever changing landscape of immersive media. We invite you to be one of the first to experience what it is to exist at the intersection of technology, liberal arts, and design as we create new immersive experiences.”**

**- KYRA TUCKER, *program director***

