

# SCHOOL OF CREATIVE TECHNOLOGY

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## Applied AI

### AI 101 Survey of AI Applications (5 Credits)

From generative media to intelligent environments, students discover the expanding role of AI across industries and creative disciplines. Students analyze real-world examples and trends to build a broad, cross-sector understanding of what AI can do— and imagine what comes next.

### AI 180 Unleashing Creativity (5 Credits)

This interdisciplinary course dives into how cognitive biases and past experiences limit creativity—and how to move beyond them. Students explore psychological research, practice divergent thinking, and apply hands-on techniques to recognize blind spots, overcome mental rigidity, and generate bold, original ideas across disciplines.

**Prerequisite(s):** FOUN 110.

### AI 201 Creative Computing with AI (5 Credits)

Students explore how to harness computing power for creativity, expression, and interactive design as they experiment with code, systems, and tools that bring intelligent behaviors to life.

**Prerequisite(s):** AI 101.

### AI 250 Evolution of Computing (5 Credits)

From early mechanical devices to today's intelligent systems, students explore the breakthroughs, patterns, and paradigm shifts that have shaped computing—building the historical and conceptual fluency to engage with tomorrow's technologies.

**Prerequisite(s):** AI 101.

### AI 295 Action Lab (5 Credits)

In this high-velocity studio—where collaboration meets invention—students co-design AI-powered prototypes that tackle real-world challenges, spark dialogue, and push creative limits.

**Prerequisite(s):** AI 201.

### AI 301 Agentic Design (5 Credits)

In this milestone course, students design autonomous agents that perceive, decide, and act—creating AI systems that feel intentional, responsive, and alive. From virtual assistants to expressive characters, each prototype explores how intelligence can be both deeply technical and profoundly human.

**Prerequisite(s):** AI 201 and AI 295.

### AI 330 Human in the Loop AI (5 Credits)

Students design intelligent systems that prioritize human judgment, creativity, and care—while cultivating an ethical design perspective grounded in responsibility, impact, and intention.

**Prerequisite(s):** DIGI 230.

### AI 360 Systems Design (5 Credits)

Students learn to think like systems designers, mapping interactions, behaviors, and feedback loops to understand how AI shapes—and is shaped by—complex, evolving environments. From products to services to built environments, they explore how intelligent systems respond to human and contextual input across diverse applications.

**Prerequisite(s):** IDUS 215.

### AI 395 Studio X: Story, Space, Simulation (5 Credits)

In this interdisciplinary studio, students act as embedded AI specialists, collaborating across disciplines to amplify SCAD's collective genius. They apply AI thinking to enhance narrative, environment, or system design—building immersive, responsive experiences across the domains of story, space, and simulation.

**Prerequisite(s):** AI 201.

### AI 410 Applied AI Studio I (5 Credits)

In this high-tempo studio, students take on a new design sprint each week—exploring fresh tools, techniques, and applications as they emerge. With every challenge, students strengthen their creative agility, technical range, and ethical judgment in a field that evolves by the minute.

### AI 420 Applied AI Studio II (5 Credits)

Through a series of intense sprints, students pressure-test new approaches, confront edge cases, and stretch their own assumptions. Students synthesize their discoveries into a focused direction that sets the stage for a high-impact capstone project.

**Prerequisite(s):** AI 410.

**AI 430 Applied AI Studio III (5 Credits)**

With guidance from faculty and industry mentors, students refine, test, and launch ambitious work that fuses creative vision and technical mastery. They emerge not just with a portfolio, but with proof of what's possible, claiming their space in the AI design landscape.

**Prerequisite(s):** AI 420.

**AI 479 Undergraduate Internship (5 Credits)**

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

**AI 560 Applied AI Design and Development Lab (5 Credits)**

This course serves as a precursor to SCAD's upcoming BDES in Applied AI degree program, bridging the gap between traditional design practice and AI-enhanced creative workflows. Students will progress from Adobe Firefly through ComfyUI to enterprise-level NVIDIA DGX Spark systems, developing both technical competency and creative application skills through hands-on, project-based learning.

## Immersive Reality

**ARVR 110 Immersive Revolution: Augmented to Virtual Reality (5 Credits)**

Augmented, virtual and mixed reality technologies push the boundaries of human perception and revolutionize industries, from gaming and themed entertainment to industrial design, advertising and architecture. In this course, students explore the evolution of immersive technology and the unique challenges and opportunities presented by its integration into the design process.

**Prerequisite(s):** DIGI 130 or CMPA 110.

**Attributes:** Studio Elective Requirement

**ARVR 300 Game Engine Applications for Immersive Computing (5 Credits)**

Virtual reality presents an entirely new digital playground that is changing the interactive and game design landscape. In this course, students use game engine applications to leverage the immersive, interactive opportunities of human movement, gaze and touch. Using industry-standard technology, students develop games and mobile apps with unique interactive content for augmented and virtual reality environments.

**Prerequisite(s):** ITGM 266; ITGM 452 or GAME 266.

**Attributes:** Studio Elective Requirement

**ARVR 305 Visual Effects for Immersive Environments (5 Credits)**

From intergalactic battles to simulated tornados, immersive environments amplify the visual experience and challenge human perception. In this course, students synthesize practical camerawork, real-time camera tracking and digital compositing skills to create realistic 3D virtual sets. Using the tools and techniques of immersive technology, students produce hyper-realistic scenes through the integration of live-action footage and virtual environments.

**Prerequisite(s):** VSFY 210; VFX 210; ITGM 236; GAME 236; ITGM 240; ANIM 249 or ANIM 250.

**Attributes:** Studio Elective Requirement

**ARVR 310 Integration of Immersive Realities (5 Credits)**

Immersive realities transform how audiences experience content and brands interact with consumers. In this course, students explore the complexities and opportunities presented by the integration of human factors into the design and programming of augmented and virtual reality experiences.

**Prerequisite(s):** ITGM 220; GAME 220 or ITGM 303.

**Attributes:** Studio Elective Requirement

**ARVR 440 Immersive Reality Professional Portfolio (5 Credits)**

From media and entertainment design to the way consumers select and try on apparel, augmented and virtual reality technologies are rapidly evolving career opportunities in a wide range of industries. Students prepare for a career in augmented and virtual reality through the development of a strategic framework and professional presentation materials.

**Prerequisite(s):** VSFY 313; VFX 313; TECH 312; ITGM 347; GAME 347; ITGM 440; VSFY 375 or VFX 375.

**Attributes:** Business-focused elective; Studio Elective Requirement

**ARVR 455 Studio I: Storytelling and Spatial Interaction (5 Credits)**

In this course, students explore storytelling principles, user stories, and spatial interaction to evoke emotional connections, foster engagement, and create environments that blur the line between the digital and physical worlds. Students generate optimized digital art and spatial content to effectively convey narrative themes and elevate the overall immersive experience. Culminating in portfolio-quality, proof-of-concept projects using real-time 3D engines, students showcase their mastery of captivating immersive storytelling.

**Prerequisite(s):** ARVR 300 and (ARVR 310 or SDGM 310).

**Attributes:** Studio Elective Requirement

**ARVR 465 Studio II: Production and Project Management (5 Credits)**

To position students for success in the rapidly evolving field of immersive media, students collaborate as a professional team to develop functional, real-time 3D immersive experiences. They devise formal plans and documentation, encompassing goal-setting, workload distribution, and adhering to deadlines throughout all project stages. Students produce high-quality concept art, style guides, and process books adhering to industry standards. Identifying and innovatively resolving design challenges within a simulated professional environment, they foster creativity, efficiency, and career-readiness through content creation for portfolio-quality immersive media projects.

**Prerequisite(s):** ARVR 455.

**Attributes:** Studio Elective Requirement

**ARVR 475 Immersive Studio Postproduction (5 Credits)**

In this course, students master the art of producing an industry-ready project that includes prototyping, programming, scripting, and design. Within this final phase of the senior project, students create a professional portfolio, self-promotional materials, and competition-ready work such as user experience videos, product websites, print-ready promotional assets, and process books.

**Prerequisite(s):** ARVR 465.

**Attributes:** Studio Elective Requirement

**ARVR 479 Undergraduate Internship (5 Credits)**

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

# Interactive Design and Game Development

## ITGM 522 Programming for Designers (5 Credits)

Students learn basic programming concepts that can be applied to the development of interactive applications. The course begins with a procedural approach, which leads to object-oriented programming techniques. Students apply computation-thinking and problem-solving techniques to design well-structured and commented code. Students also explore open-source programming resources and communities.

**Attributes:** Studio Elective Requirement

## ITGM 705 Interactive and Game Design: Research and Practice (5 Credits)

The investigation and application of appropriate research methodologies and theoretical frameworks is central to art and design. With a focus on the scientific method, students formulate research questions, deconstruct applied concepts, and validate hypothetical solutions to establish the foundation of a professional interactive and game design practice.

## ITGM 708 Effective Design Communication (5 Credits)

Every professional design and game studio expects exceptional communication skills from its talented designers. In this course, students learn how to effectively present their ideas and generate supportive content for pitch delivery. As part of future executive and leadership training, student designers learn to craft their delivery of formal presentations to achieve desired results. From gathering informational data to organizing visuals and infographics, students perfect the art and design of pitch delivery for a variety of formal and informal contexts, from client pitches to thesis presentations to professional conferences.

**Attributes:** Studio Elective Requirement

## ITGM 719 Scripting for Interactivity (5 Credits)

With an emphasis on scripting interactivity, students develop applications and projects that include games and interactive applications. This course explores implementation skills for digital applications centered on object-oriented programming techniques. Students use logic and problem solving to design sound coding structures that enhance interactive digital interfaces.

**Attributes:** Studio Elective Requirement

## ITGM 733 Digital Sculpting for Video Games (5 Credits)

This course explores the creation of complex models and textures for use in video game development. Students are introduced to current theory, functional aesthetics and advanced techniques relevant to digital sculpture.

**Prerequisite(s):** ANIM 709 or (ITGM 710 or GAME 730).

**Attributes:** Studio Elective Requirement

## ITGM 746 Digital Sculpting Pipelines and Practices (5 Credits)

Digital sculpting has brought new depths to the world of game development, animation, visual effects, and action figure modelling. Utilizing the professional production pipeline for game creation, students focus on the step-by-step process of translating 2D concepts into 3D sculpts for the creation of realistic characters. Students enhance their technical and digital sculpting skills for the optimization of real-time animated productions.

**Prerequisite(s):** ITGM 733.

**Attributes:** Studio Elective Requirement

## ITGM 748 Interactive Design and Game Development M.A. Final Project (5 Credits)

As the culminating experience for interactive design and game development graduate students, the M.A. final project embodies the synthesis and skillful application of discipline knowledge and techniques covered throughout the program. Addressing individual professional goals, and reflecting technical mastery of chosen specialties, each student in this course completes an industry-level project from research to conceptualization to implementation.

**Prerequisite(s):** (IXDS 720; GAME 722 or ITGM 723) and minimum score of 5 in 'Graduate Prerequisite Test'.

**Attributes:** Studio Elective Requirement

## ITGM 749 ITGM Portfolio and Business Practices (5 Credits)

Students focus on the integration of imagery, websites, video and various other elements into an interactive portfolio. Concepts, cross-platform developments and issues concerning aesthetics, interface design and use of media are addressed. Students collect relevant material and produce a CD/DVD/Web-based portfolio, packaging for portfolio, résumé, cover letter, business cards and flat book portfolio.

**Prerequisite(s):** (GAME 720 or ITGM 721) or (IXDS 720 or ITGM 723).

**Attributes:** Studio Elective Requirement

## ITGM 755 Thesis Studio I: Research and Ideation (5 Credits)

Every thesis starts with a well-constructed problem statement. In this course, students translate a well-defined personal vision and area of interest into a cohesive and focused thesis topic. Students investigate multiple approaches and methodologies for constructing their problem statement, and engage in critical review of relevant academic and professional perspectives to inform the direction of their thesis.

**Prerequisite(s):** ITGM 705.

**Attributes:** Studio Elective Requirement

## ITGM 765 Thesis Studio II: Production and Prototyping (5 Credits)

With a strong emphasis on critique and process, students begin to develop and prototype the visual component of their graduate thesis. Grounded in a strong thesis direction and supported by a solid theoretical framework, students initiate and document their production process.

**Prerequisite(s):** ITGM 755 and minimum score of 6 in 'Graduate Prerequisite Test'.

**Attributes:** Studio Elective Requirement

## ITGM 775 Evidence-based Design Interactivity and Gaming (5 Credits)

Evidence-based design uses objective assessments to provide empirical justification that validates design questions and claims. Through iterative user testing and various validation methodologies, students provide supportive data for their thesis and other previously prototyped design projects. Conclusive visualized data are amalgamated to enhance understanding and strengthen professional documentation and presentations.

**Prerequisite(s):** GAME 720; ITGM 721; IXDS 720; ITGM 723 or ITGM 765 and minimum score of 6 in 'Graduate Prerequisite Test'.

**Attributes:** Studio Elective Requirement

## ITGM 779F Graduate Field Internship (5 Credits)

Students in this course undertake a field assignment under the supervision of a faculty member.

## ITGM 779T Graduate Teaching Internship (5 Credits)

Students in this course undertake a teaching assignment under the supervision of a faculty member.

**ITGM 790 Thesis Studio III: Validation and Documentation (5 Credits)**

As culmination of their graduate experience, students execute a thesis that demonstrates a mature, resolved body of work and advanced professional competence through mastery of the technical, creative, and aesthetic elements of the discipline. Students synthesize research from various sources with their own creative ideas, technical skills, aesthetic sensibility, and mastery of design principles to make an original contribution to the field of game art or interactive design.

**Prerequisite(s):** ITGM 755; ITGM 765 and minimum score of 6 in 'Graduate Prerequisite Test'.

## School of Creative Technology

**STEC 560 Collaborative Experiences in the School of Creative Technology (5 Credits)**

Students from a variety of disciplines within the School of Creative Technology work as a team to research, conceptualize, and develop creative solutions for current design challenges. Specific projects vary from quarter to quarter. [This course may be taken up to three times for credit.]

**Attributes:** Business-focused elective; Studio Elective Requirement

## Themed Entertainment Design

**THED 103 Introduction to Themed Entertainment Experiences and Design (5 Credits)**

From sprawling theme parks to intimate immersive experiences, the world of themed entertainment brings storytelling to life. Students in this course investigate the intricate process of developing and operating immersive experiences, from initial concept to guest interaction. Through hands-on projects and case studies, students gain insight into storytelling, design principles, and operational strategies that define successful themed environments.

**Prerequisite(s):** (FOUN 111 or DRAW 100) and (FOUN 112 or DSGN 101).

**Attributes:** Studio Elective Requirement

**THED 203 Concept Sketching for Themed Experiences (5 Credits)**

Concept design sketches create a platform for abstract ideas to be realized, bringing themed experiences to life. In this course, students explore various techniques for creative ideation, visualization, and communication of concepts for immersive environments within theme parks, entertainment venues, and virtual experiences. By translating ideas into compelling visual narratives, students develop presentation skills to effectively communicate design concepts in a professional setting.

**Prerequisite(s):** THED 103.

**Attributes:** Studio Elective Requirement

**THED 205 3D Modeling for Themed Entertainment (5 Credits)**

Essential in bringing imaginative concepts to tangible reality, 3D modeling is a fundamental skill in themed entertainment design. In this course, students master industry-standard 3D modeling software within the context of themed spaces. Students design immersive environments with compelling backstories and model guest interactions. This hands-on course equips students with the technical abilities and creative vision necessary for designing theme parks, attractions, and immersive experiences.

**Prerequisite(s):** (THED 103 or THED 225) and DIGI 130.

**Attributes:** Studio Elective Requirement

**THED 206 Themed Experience Storyboarding (5 Credits)**

Storyboarding breathes life into themed experiences, from concept to finale. In this course, students explore the art of visual storytelling, crafting compelling narratives for theme parks, museums, concerts, and pop-ups. While developing storyboards that capture key iconic scenes and full experience walkthroughs, students focus on the crucial role of storyboarding in visualizing and communicating immersive experiences.

**Prerequisite(s):** THED 203; ILLU 100 or SEQA 100.

**Attributes:** Studio Elective Requirement

**THED 210 Themed Concept Studio (5 Credits)**

The conceptual design phase of any project is the most critical phase for establishing goals, design criteria, content and scope. In this course, students focus on conceptual design projects typical in a theme park and location-based experience event, concert, pop-up, retail or venue. Then develop multiple designs exploring the established goals, design criteria, content and scope. This process develops the student's ability to design multiple concept solutions.

**Prerequisite(s):** THED 203 and THED 205.

**Attributes:** Studio Elective Requirement

**THED 215 Themed Digital Experience Design (5 Credits)**

Interactive encounters that incorporate digital and physical elements can significantly elevate guest experiences at theme parks, concerts, museums, and other venues. In this course, students design an interactive application connected to a physical, location-based experience to enhance guest interaction with the space and experience. Students explore various techniques for visualizing concepts to design guest journey maps and high-fidelity color renderings of their digital application, tied to a physical space.

**Prerequisite(s):** THED 203 and THED 205.

**Attributes:** Studio Elective Requirement

**THED 305 Designing for Interactive Spaces (5 Credits)**

Interactive spaces transform passive environments into dynamic, engaging experiences. In this course, students design components within immersive environments such as museums, discovery centers, and themed attractions. While applying principles of guest engagement, spatial design, and interactive storytelling, students create components in a complex design scheme and create comprehensive plans for spaces that captivate, educate, and inspire diverse audiences.

**Prerequisite(s):** PROD 313 or THED 210.

**Attributes:** Studio Elective Requirement

**THED 306 Show Writing and Visualization (5 Credits)**

Stories have the power to transport audiences into new worlds. In this course, students dissect the elements that make narratives compelling and learn to craft their own through immersive storytelling, and backstories tied to themed locations including theme park attractions and location based experiences from museums, to pop-ups, retail and restaurants. While focusing on the development of written treatments and visual walkthroughs, students integrate adaptive narratives and character development to bring stories to life in themed environments.

**Prerequisite(s):** THED 210.

**Attributes:** Studio Elective Requirement



**THED 315 Themed Entertainment Environmental Graphics (5 Credits)**

Dimensional, environmental graphic design in theme parks plays a crucial role in shaping guest experiences, reinforcing the backstory of a theme park ride or attraction, and contributing to its success as a destination. Students in this course develop a full environmental graphics package to create an immersive environment for theme park guests. With an emphasis on a backstory, creative and visual communication, material selection, and color coordination, students design comprehensive graphics tailored to various elements within theme parks, including entrances, marquees, show graphics, wayfinding systems, and retail.

**Prerequisite(s):** THED 210.

**Attributes:** Studio Elective Requirement

**THED 320 Themed Show Set Design (5 Credits)**

Set designs within immersive experiences enrich the narrative and enhance the entertainment value of theme parks and attractions. In this course, students design an immersive environment for a theme park, event, venue or location-based experience. With emphasis on backstory, creative concept exploration, and spatial design, students create comprehensive show set packages focusing on exterior and interior entrances, queue, pre-show, attraction vehicle and show scenes, finale, and exit retail.

**Prerequisite(s):** THED 210.

**Attributes:** Studio Elective Requirement

**THED 330 Live Entertainment in Themed Environments (5 Credits)**

Blending creativity with practical execution, students in this course explore the intricate process of integrating live entertainment elements like parades, floats, shows, live events, interactive guest experiences, character development, and costuming into themed experiences. Students produce story-driven work to synchronize narrative elements with the logistical demands of live performances.

**Prerequisite(s):** THED 305.

**Attributes:** Studio Elective Requirement

**THED 350 Project Management and Show Producing (5 Credits)**

From initial concept to grand opening, every stage of a theme park or location-based project presents unique challenges and opportunities. This course offers a comprehensive exploration of themed location based experiences, park attractions and venue project planning, exploring each phase of development including schematics, design, fabrication, installation, and vendor management. Students learn to coordinate multidisciplinary teams, manage budgets, and oversee the production process from concept to completion, ensuring immersive experiences that captivate audiences.

**Prerequisite(s):** THED 305.

**Attributes:** Studio Elective Requirement

**THED 355 Themed Interiors and Props (5 Credits)**

Designing an immersive environment for theme parks and other location-based experiences requires a meticulous approach to interior theming and prop integration. In this course, students craft a comprehensive interiors package centered around a brand, sponsor, or theme, emphasizing storyline, backstory, and scene-by-scene theming. Through detailed walkthroughs and design exercises, students transform spaces into captivating experiences.

**Prerequisite(s):** THED 305.

**Attributes:** Studio Elective Requirement

**THED 399 Themed Entertainment Field Experience (5 Credits)**

Students travel to a themed entertainment epicenter, conducting in-depth research on the theme parks, resorts and attractions that draw in millions of visitors from around the globe. Key artists and designers share with students inside stories, technical expertise and advice for professional development. Students also meet with prominent entertainment design firms and present their portfolios for review.

**Attributes:** Studio Elective Requirement

**THED 410 Themed Architectural Story Spaces (5 Credits)**

Crafting architectural spaces that narrate and enhance themed experiences is a blend of art and science. In this course, students design cohesive backstories for theme park lands, focusing on façade design, queue line and preshow entry. Emphasizing the importance of sight lines and integrating graphics, lighting, elevations, slope, and interiors, students create architectural story spaces that are visually captivating and narratively compelling.

**Prerequisite(s):** THED 305.

**Attributes:** Studio Elective Requirement

**THED 425 Park Planning and Attraction Design (5 Credits)**

Effective theme park design requires a comprehensive approach to master planning and attraction development. In this course, students create detailed master plans for themed spaces, incorporating industry standards and criteria for layout, attraction spatial planning, and design. Through the study of spatial plan views and immersive walkthrough experiences, students develop and refine attraction concepts that enhance the overall theme park experience.

**Prerequisite(s):** THED 305; THED 315 or THED 320.

**Attributes:** Studio Elective Requirement

**THED 440 Professional Portfolio for Themed Entertainment Designers (5 Credits)**

An innovative and engaging portfolio is essential to establishing a career within the themed entertainment industry. In this course, students focus on the development and refinement of a visually cohesive and engaging portfolio. Showcasing role-based skills in themed entertainment development and production, design & delivery, technology, and live entertainment, students create a professional and impactful portfolio to launch their careers.

**Prerequisite(s):** THED 305; THED 315 or THED 320.

**Attributes:** Studio Elective Requirement

**THED 465 Themed Entertainment Design: Studio I (5 Credits)**

In this course, students focus on the redesign or expansion of attractions, parks, or venues by overlaying new major sponsors or themes. Through the development of comprehensive site plans featuring multiple zones, each with various guest interactions, students create visual walkthroughs demonstrating various guest experiences. Students will focus on the initial stages of themed entertainment design, including discovery, concept development, journey mapping, and spatial planning.

**Prerequisite(s):** THED 425.

**Attributes:** Studio Elective Requirement

**THED 475 Themed Entertainment Design: Studio II (5 Credits)**

Building on the projects developed in Studio I, students will focus on the final stages of themed entertainment design, including final designed components in each zone of their attraction, a polished end-to-end visual walkthrough of key moments in their attraction, and a final design package, including elevation drawings with callouts, models, and show writing treatments.

**Prerequisite(s):** THED 465.

**Attributes:** Studio Elective Requirement

**THED 479 Undergraduate Internship (5 Credits)**

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

**THED 705 Sketching and Ideation for Themed Experiences (5 Credits)**

Sketching and ideation are vital skills for bringing themed experiences to life. In this course, students explore various techniques for visualizing concepts of immersive environments within theme parks, entertainment venues, and virtual experiences. While translating ideas into compelling and full-color narratives, students create portfolio-quality concept designs and full-color renderings.

**Attributes:** Studio Elective Requirement

**THED 710 Themed Digital Experience Design and Spaces (5 Credits)**

Interactive encounters that incorporate digital and physical elements can significantly elevate guest experiences at theme parks, concerts, museums, and other venues. In this course, students design an interactive application connected to a physical, location-based experience to enhance guest interaction with the space and experience. Students explore various techniques for visualizing concepts to design guest journey maps and high-fidelity color renderings of their digital application tied to a physical space, along with visualizing the physical space and walkthrough.

**Prerequisite(s):** INDS 503 or ELDS 708.

**Attributes:** Studio Elective Requirement

**THED 720 Themed Entertainment Industry (5 Credits)**

Students explore design projects that replicate key phases – conceptualization, design, building, management and delivery of themed entertainment enterprises and organizations. They research industry history, visit a working operational venue and study the design and operational criteria used at every phase of the project's life cycle.

**THED 725 Themed Entertainment Environmental Graphics & Specifications (5 Credits)**

Dimensional, environmental graphic design is pivotal within theme parks, profoundly impacting guest experiences, driving the narrative of park attractions, and optimizing its success as a destination. In this course, students generate an advanced environmental graphics package to create an immersive environment for theme park guests. With emphasis on a narrative, materials and color selection, elevation considerations, fabrication, and installation techniques, students design comprehensive graphics tailored to various elements within theme parks, including entrances, marquees, show graphics, wayfinding systems, and retail.

**Prerequisite(s):** THED 720.

**Attributes:** Studio Elective Requirement

**THED 730 Concept Design Studio (5 Credits)**

The conceptual design phase of any project is the most critical phase for establishing goals, design criteria, content and scope. In this course, students focus on conceptual design projects typical in the industry and develop multiple designs exploring the established goals, design criteria, content and scope. This process develops the student's ability to design multiple concept solutions.

**Prerequisite(s):** THED 720 or PROD 721.

**Attributes:** Studio Elective Requirement

**THED 735 Component Design Studio (5 Credits)**

Through both individual and team projects, students participate in all phases of design for "components" in a complex design scheme. These may include merchandise carts, restaurants, merchandise displays, attractions, hotels and any types of projects that require this level of design process.

**Prerequisite(s):** THED 730 or PROD 731.

**Attributes:** Studio Elective Requirement

**THED 740 Themed Show Set Design and Specifications (5 Credits)**

Set designs within immersive experiences enrich the narrative and enhance the entertainment value of theme parks and attractions. In this course, students develop a full show set package to create a themed and immersive environment for a theme park, event, venue, or location-based experience. With emphasis on backstory, creative concepting, material and color selection, spatial design, and installation techniques, students design comprehensive show set packages tailored to various elements within a themed space.

**Prerequisite(s):** INDS 702; ARCH 706; PROD 720 or THED 720.

**Attributes:** Studio Elective Requirement

**THED 765 Design for Themed Entertainment (5 Credits)**

Students focus on design projects typical of common projects in the industry. Students and professor choose assignments such as the repurposing or expanding of an existing attraction or facility, adding a new major sponsor or new merchandise expansion shop at the exit of an existing attraction, creating a new outdoor stage for live performance in an unused land area based on the needs, interests and composition of the class.

**Prerequisite(s):** THED 735 and PROD 750.

**Attributes:** Studio Elective Requirement

**THED 769 Field Immersion for Themed Entertainment (5 Credits)**

In this off-campus course, students experience the breadth of the entertainment design field, conducting site visits to theme parks, resorts and attractions, meeting the creatives responsible for their design and implementation. They research theme park history, the key companies that dominate the field and explore the future of the industry. Valuable contacts are made at prominent entertainment design firms, where students present their portfolios.

**THED 775 Themed Environments and Attractions: Design Development (5 Credits)**

Students focus on large design projects typical of the industry. Projects may include such large-scale ventures as a new theme park attraction; a new hotel inside a theme park; a new water park attraction; a new transportation complex; a major resort expansion project with a show, interior design and exterior building facades; exhibit designs for a museum, aquarium or city tourism district; or similar projects. Students analyze the guest experience for both proposed and operating attractions, parks and resorts.

**Prerequisite(s):** THED 765 or PROD 766.

**Attributes:** Studio Elective Requirement

**THED 777 Collaborative Design Studio (5 Credits)**

Students focus on multidisciplinary projects, working in teams on complex design projects such as an expansion to an existing theme park, a new hotel added to an existing resort complex, a new event for a "Las Vegas style" water feature sound and light spectacle or a large scale "EPCOT style" parade event. Student proposals for specific projects are intended to best utilize the skills of the teams and are adjusted to meet the needs of the class design experience and expertise.

**Prerequisite(s):** THED 775.

**Attributes:** Studio Elective Requirement

**THED 779F Graduate Field Internship (5 Credits)**

Students in this course undertake a field assignment under the supervision of a faculty member.

**THED 779T Graduate Teaching Internship (5 Credits)**

Students in this course undertake a teaching assignment under the supervision of a faculty member.

**THED 790 Themed Entertainment Design M.F.A. Thesis (5 Credits)**

The themed entertainment design thesis for M.F.A. students is the culmination of the learning and growth by the student over the course of study. It concludes with a comprehensive design presentation, in conjunction with supporting written documentation and the demonstration of an understanding of the importance of the narrative in creating a successful guest experience.

**Prerequisite(s):** THED 775 and minimum score of 6 in 'Graduate Prerequisite Test'.