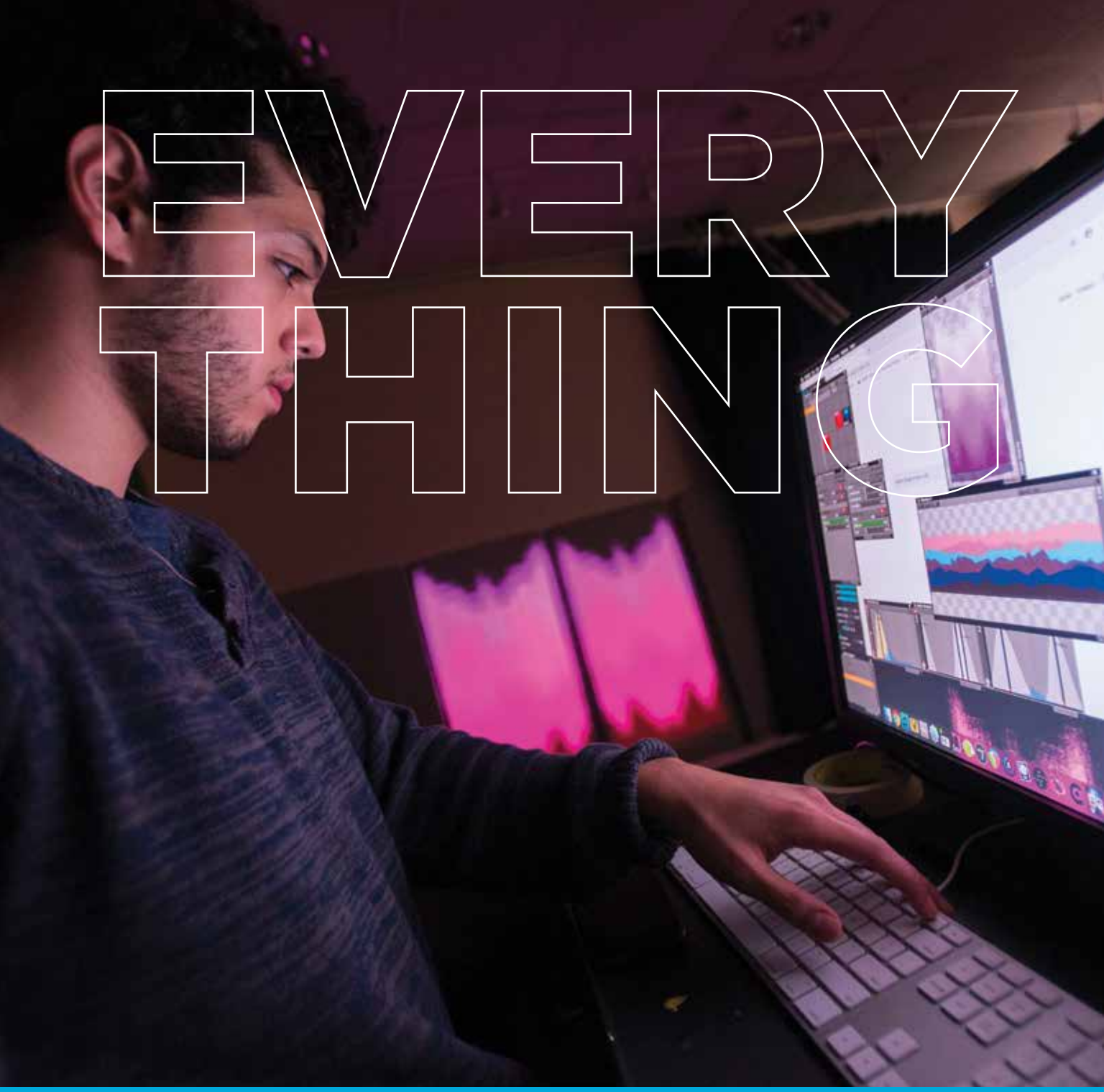

UCONN | SCHOOL OF FINE ARTS

DMD
DIGITAL MEDIA & DESIGN

"we provide an

INNOVATIVE & TRANSFORMATIVE EXPERIENCE

that employs the use of

INDUSTRY-LEADING CONCEPTS & TECHNOLOGIES."

At DMD, we are the designers, makers, and strategists of the future."

Bridget
3D Animation, Storrs

What's cool about DMD is that everyone has different talents. That's the beauty of such a diverse program."

Nina
Digital Media Business Strategies, Stamford

We create future leaders in design, communications, business, and entertainment. Students can study animation, gaming, web design & development, digital media business strategies, film / video production, and the digital humanities.

Under the guidance of faculty who are all experienced professionals and practitioners, students have access to state-of-the-art facilities and engage with leading-edge hardware and software to both produce and measure digital media content for both today - and tomorrow's - brave new digital world. Our commitment to experiential learning in the classroom prepares our students to respond to real-world challenges that will distinguish them as thinkers, creators and innovators in the digital space.

ONE VISION.
TWO CAMPUSES.

Whether you choose Storrs or Stamford, the Digital Media & Design community is filled with bright and ambitious students and dedicated faculty. With our commitment to the humanities, we encourage students to find and express their voice, building from their unique background and perspective. We acknowledge that a diversity of thought and expression is needed in today's society and see great promise in our DMD students' ability to make a difference in the world as future digital media content creators, distributors, and analyzers.

Each of our concentrations fosters collaboration with cultural institutions, companies, and organizations to address creative, intellectual, technological and/or production challenges as part of our outcome-driven commitment to education.

Synesthesia, a UConn School of Fine Arts STEAM collaboration with Music and Dramatic Arts.

Fernando, one of the many DMD students who secured a professional internship with major companies located in Stamford.

Custom projection-mapped animations on the facade of the Bushnell Center for the Performing Arts in Hartford during the performance run of *Hamilton*.

Projected set animations for Connecticut Repertory Theatre's performance of *If We Were Birds*.

UCONN STORRS LEARNING FACILITIES

DMD @ STORRS

We believe that for our students to best succeed in their future careers, they should have access to, and experience with, industry-standard tools. In the Bishop Center, we host brand new (renovated summer 2018) state-of-the-art facilities. And all DMD classes are held within walking distance to the shops and restaurants of Downtown Storrs.

There are ample opportunities to work together on amazing projects. Recently, our students created incredible work in collaboration with: AntU (interactive museum exhibition), Connecticut Repertory Theatre (projection mapping set design), The Bushnell in Hartford (architectural projection mapping), and the Thomas J. Dodd Research Center (Courtroom 600 VR experience). Students will learn teamwork, have amazing mentorship, and earn incredible industry experience in DMD classes.

FILM PRODUCTION STUDIO

This professional film studio features a full lighting grid and a 20' wide by 12' tall green screen wall. The studio contains professional DMX-controlled lighting systems, a GlideCam camera crane jib with motorized camera head, Wally Dolly camera dolly track, and more. Sandbags, film flats, and multiple backdrop options are available for set design.

MOTION CAPTURE STUDIO

This black box Motion Capture Studio features a ceiling-mounted grid with 18 OptiTrack motion capture cameras from NaturalPoint. The motion capture system allows faculty and students to capture the full-body movements of two actors simultaneously as 3D data, for use in animation, virtual reality, game design, and movement science.

CINTIQ LAB

This lab features 14 high-powered PC workstations with 22" Wacom Cintiq interactive pen displays. Each lab machine is loaded with the Adobe Creative Suite, Autodesk Maya, Unity3D and a full suite of Red Giant plugins for Adobe Premiere and After Effects. The lab machines are capable of video editing, motion graphics and particle generation, 3D modeling and animation, 3D game development, and VR.

SOUND STUDIO

Our Sound Studio contains a high-end PC loaded with Ableton Live 10 Suite, the Adobe Creative Suite, Komplete 6 digital instrument suite from Native Instruments, and other sound editing software. The sound dampened lab is equipped with a voice over booth, Adam professional studio speakers with subwoofer, a selection of professional grade microphones, a digital keyboard, and multiple guitars.

TELEPRESENCE E-CLASSROOM

This DMD Linked Classroom features Cisco technology that allows for Telepresence between Stamford and Storrs. Autofocusing cameras detect and focus on the person speaking to display in the remote campus' classroom. The classroom also features a state-of-the-art laser projector, 10' projection screen, stereo speakers, microphones, and a high-end PC instructor station. The classroom has two large dry erase boards for collaboration and a 24-foot long magnetic metal display wall for organizing and displaying printed work.

IMAGINATION STATION / MEDIA CAGE

Through the Imagination Station, DMD students can sign out the latest equipment to create their work. Equipment includes: 4K video camcorders, Canon DSLR cameras and lenses, action cameras, 3D mapping cameras, LED and conventional light kits, tripods, portable audio recorders, microphones, and more.

DX LAB

The UConn DMD Digital Experience (DX) Lab explores the cutting edge of digital experience design, with a focus on emerging or under-explored technologies and methodologies. By engaging in project-based work and sponsored research, we push the boundaries of user experience design while producing useful software products, internet-connected devices, and best practices in the interactive design space.

VR / GAMING STUDIO

This gaming play space and lab is equipped with a VR-ready PC, three HTC Vive headsets, two Oculus Rift headsets, two Leap Motion hand controllers, and Arduinos that connect via plugin to the Unity3d development environment. An additional user research booth, equipped with cameras, gives students access to modern consoles, an archive of digital games to research, and space to conduct user tests.

SOCIAL MEDIA ANALYTICS COMMAND CENTER

In the Social Media Analytics Command Center (SMACC), DMD students learn to research and provide insights for clients' brands. With five large screens that simultaneously display various social media listening and research platforms, such as Talkwalker, and live broadcast cable feeds, the SMACC can analyze all publicly available social and digital media conversations globally. These capabilities teach DMD students to research political and human events, protect brand image, track social media campaigns, monitor crisis situations, and track live cultural events.

UCONN STAMFORD LEARNING FACILITIES

DMD @ STAMFORD

With about 100 DMD BFA and BA majors, Stamford is a great community with fantastic activities for students. The campus is located in the heart of the city with over 400 restaurants, entertainment, and arts venues nearby, as well as easy access by train to New York City.

Due to our strategic location, professional, paid internships are readily available for our DMD majors. In addition to internships, major corporations located in Stamford are expanding their Digital Media workforce and a variety of small and mid-sized agencies actively seek students skilled in Digital Media & Design. Additionally, DMD frequently invites industry professionals to speak and network with students.

PHYSICAL COMPUTING LAB

This year, UConn Stamford provided a classroom to set-up a Physical Computing Lab for our Interactive Media classes. This lab currently contains soldering irons, arduino devices, sewing machines, 3D printers, and other tools needed in support of our Wearable Technology and Web Practicum classes.

INNOVATION COLLABORATION SPACE (ICS)

ICS is a state-of-the-art technology lab designed to foster a culture of innovation and collaboration among the UConn Stamford community. Through the ICS, DMD students not only have access to advanced software applications dedicated to support the DMD program, but also 3D printers, a large format printer, 27' wacom touchscreen cintiqs, VR and AR headsets, and a high-end video / audio editing suite.

SPLASH PAD / MEDIA CAGE

Through the Splash Pad, DMD students can sign-out the latest equipment to support their work. Equipment includes: 4K video camcorders, Canon DSLR cameras and lenses, action cameras, 3D mapping cameras, LED and conventional light kits, tripods, portable audio recorders, high-end lavalier microphones, a dolly/track, and a jib. The Splash Pad is managed almost entirely by student workers, called lifeguards, who help students prep equipment and setup the space for special projects when needed (e.g., projection mapping, etc.).

FLEX SPACE / BEACH HOUSE

This multi-use space is mostly used for our design theory and strategy-based classes, but thanks to a 90'' 4K screen and furniture easily re-configured to accommodate our dynamic program. The space has also been used as a gallery, film recording studio, and to host guest lectures from industry professionals.

MAC LAB

This spacious classroom contains 18 iMacs, a 90' 4K monitor, a projector and 10' projection screen, stereo speakers, and a Wacom tablet at every work station. The Mac Lab also displays a collection of student work produced in the Digital Media & Design program, which is updated regularly throughout the semester and showcases student work from 3D modeling, lighting, rendering, and design classes.

TELEPRESENCE E-CLASSROOM

Benefiting from a recent upgrade, DMD classes now routinely take place in UConn Stamford's e-Classroom, which features Cisco technology that provides easy telepresence between the Stamford and Storrs DMD program. This equipment allows faculty to teach DMD classes across both campuses simultaneously, while also offering an opportunity to invite industry professionals from around the country to speak to our students as part of our *Digital Directions Speaker Series.*

RYAN GLISTA

CLASS OF 2016 (BA) AND 2018 (MFA)
DIGITAL MEDIA & DESIGN

Produces and teaches workshops in filmmaking.

Currently the Digital Institute Project Manager at The Bushnell Center for Performing Arts in Hartford, CT...

leading an initiative around community outreach and storytelling through video to rethink and update the theatrical experience for the 21st-century.

Set the record for the most viewed video on UConn's Facebook page.

Founded the UConn Film Club, now UCFilm.

His short horror film, 'Let's Be Friends' has screened in 18 festivals worldwide, recently winning Best New England Film at the Boston Underground Film Festival.

Freelances as a Filmmaker and Digital Producer for Ryan Glista Media.

Has written, directed, filmed, and edited over 300 films and video shorts.

Collaborated with UConn DMD students to create a projection mapped experience on the exterior of The Bushnell. Watch at vimeo.com/322821724

"DMD INTRODUCED THE CONCEPT OF MARRYING ART AND BUSINESS AND THAT HAS CARRIED ME ALL THE WAY THROUGH MY CAREER."

BY THE NUMBERS

20
FULL-TIME FACULTY
who are industry professionals and award-winning artists

319
UNDERGRADUATE STUDENTS
across our 7 concentrations

16:1
STUDENT-TO-FACULTY RATIO

89%
OF ALUMNI LAND AN INDUSTRY JOB
within a year of graduation

2
CAMPUSES
both Storrs & Stamford offer four-year undergraduate degrees

75
UNIQUE CLASSES
offered regularly to provide a full educational experience across concentrations

100+
INTERNSHIPS
secured each year

20+
COLLABORATIONS EACH YEAR
with creative arts entities and corporate clients

25+
VISITING INDUSTRY PROFESSIONALS
on campus to present, network, workshop, and mentor students each year

APPLY

dmd.uconn.edu/apply

1 **Review the Application Process**
dmd.uconn.edu/apply

2 **Submit an Application for Admission**
admissions.uconn.edu

3 **Submit Your Portfolio to SlideRoom**
uconnadmissions.slideroom.com

UConn's Digital Media & Design department offers four-year undergraduate degrees at the main campus in Storrs and at UConn Stamford. You will be asked to choose a campus in the SlideRoom application, or you may select either.

BACHELOR OF FINE ARTS
Motion Design & Animation
3D Animation*
Web & Interactive Media Design
Game Design*
Digital Film/Video Production

BACHELOR OF ARTS
Digital Media Business Strategies
Digital Culture, Learning, & Advocacy
General Digital Media & Design

** Only offered at the main campus in Storrs.*

FIRST-YEAR FALL SEMESTER APPLICATION DATES

DECEMBER 1
Priority First-Year Application Deadline for Merit Scholarship & Honors Consideration

JANUARY 15
Storrs Campus Application Deadline

FEBRUARY 15
FAFSA Deadline for Financial Aid Eligibility

MARCH 1
Admission Notification Begins

MAY 1
Stamford Campus Application Deadline

SPRING SEMESTER

OCT 1
Application Deadline for UConn Campuses

FOR ADMISSIONS INFORMATION & QUESTIONS

Email: digitalmedia@uconn.edu

AUTOMATIC CONSIDERATION FOR MERIT SCHOLARSHIPS

UConn considers all freshman admission applicants for merit scholarships, and we're thrilled to award scholarships to hundreds of our most outstanding and deserving students each year.

UConn School of Fine Arts embraces diversity through:

- teaching, creative and scholarly research, and exhibitions and performances.
- our inclusive and welcoming community of faculty, students, and staff.
- engagement with Connecticut's schools and communities.

The University of Connecticut values and supports diversity in many ways:

In order to develop an inclusive community for instruction, research, and outreach, the University of Connecticut embraces diversity and cultivates leadership, integrity, and engaged citizenship among our students, faculty and staff. This collegial and vibrant environment promotes and nurtures perspectives that are enabled through differences in culture, experience, and values. To achieve this goal, the university emphasizes diversity in the recruitment, retention, and advancement of students, faculty, and staff.

To learn more, please visit **diversity.uconn.edu** and **equity.uconn.edu**

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