ACADEMY *of* ART UNIVERSITY®

School of Interaction & UI/UX Design

Contents

< *Polus*, **a futuristic interface by Jiwon Kim, Mauricio Bucardo Carbajal, Ramiz Sheikh, Suna Yang, and Blake Piyathanapong.**

Program Overview

Academy of Art University's School of Interaction & UI/UX Design will help you gain a comprehensive skillset in contemporary interaction, user experience, and user interface design that will prepare you for careers in some of the most vibrant, multifaceted, and expansive industries in the world.

OUR MISSION

We teach an integrated approach based on four fundamentals: design thinking, user experience, visual communication, and technology. Graduates from the Academy's interaction design school are strategic thinkers, producers, and technologists poised to lead innovation in interaction and experiential design.

If you're ready to create the future, our unparalleled training environment at the heart of the tech world is for you. Our students and alumni are building tomorrow.

WHAT SETS US APART

- San Francisco sits atop the epicenter of global technology—Silicon Valley. The area pulses with technical innovation and sustains a thriving community that supports and celebrates it
- Our curriculum looks constantly ahead to new technologies and experiences
- Our senior-level classes deal with emerging design and technology while being taught by expert instructors
- The fundamental tenets of design and typography, combined with experiential and Human Centered Design principles design principles, will train you to have a discerning eye that governs everything you make
- We can call on the very best of the industry as instructors, speakers, and portfolio reviewers
- We are a primary source of design talent for leaders in the industry

What We Teach

School of Interaction & UI/UX Design courses teach the skills you'll need to help you pursue a career as a user experience designer, product designer, user interface designer, or interaction designer. You'll design it. You'll build it. You'll have the eye and the skills you need for a fantastic career.

Student work by Anthony Hernandez
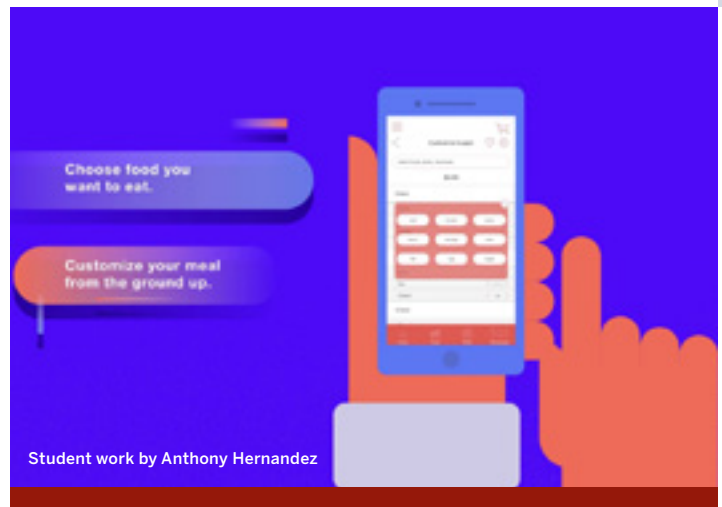
USER EXPERIENCE

UX is not just pretty buttons and interfaces. It's the sum total of how your audience views and interacts with your creation, from look and feel through navigation, information conveyance, and feedback. And it's not limited to the web; the more screen-based the world becomes, the more user experience design becomes crucial to everything we interact with on a daily basis.

academyart.edu

PRODUCT DESIGN

To craft effective design solutions, you'll master user interface design, visual design, and user experience that enliven, inform, and engage users and audiences.

Student work by Jeff Heppert

Student work by Cody Malick

VISUAL DESIGN

Our visual design curriculum is where everything comes together. You'll develop strong design strategy, take projects from concept to implementation across a wide scope of media, and create portfolio-worthy case studies. We teach proportion, color theory, typography, imaging, and branding—all the elements that make your designs superior.
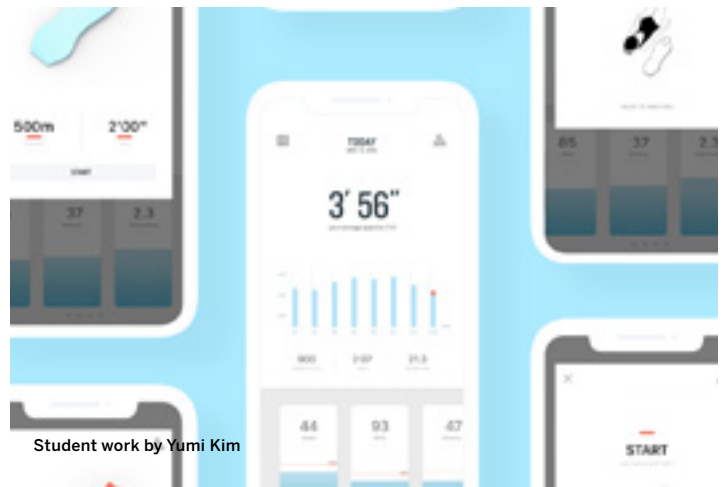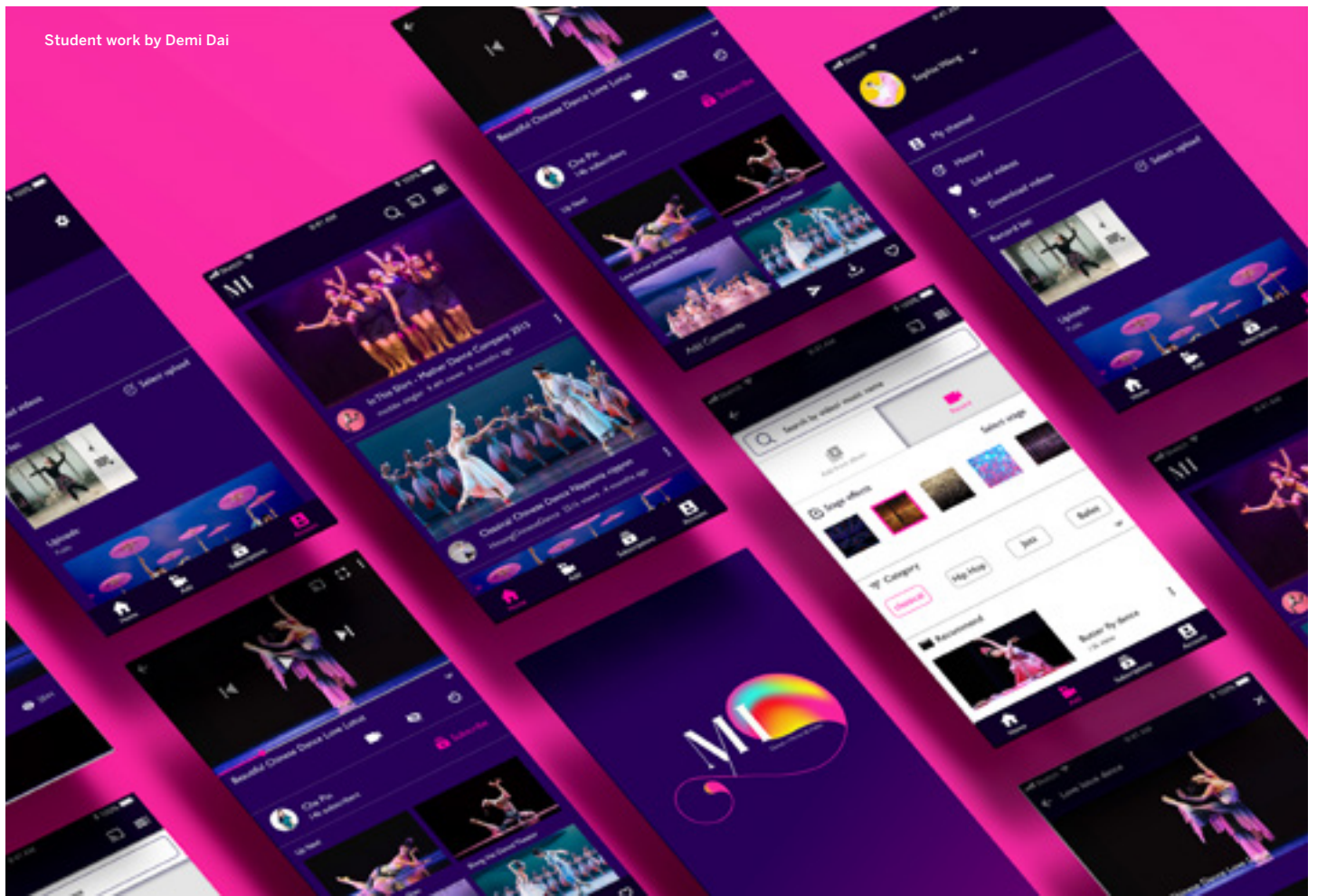

Student work by Yumi Kim

MOTION GRAPHICS

Time-based media and the sequential presentation of information are integral to the Motion Graphics track in Interaction & UI/UX Design. The study of how visual elements change over time is essential to crafting effective narrative, interactive, and branding experiences.

Student work by Semi Park

academyart.edu

TECHNOLOGY

We teach programming techniques using the latest hardware that allow you to create cutting-edge mobile apps, websites, and interactive experiences. As you progress through the program, you become exposed to more advanced coding and technology to produce generative art, VR and AR, and Internet of Things projects (wearables and physical computing).

Our Instructors
Walk the Talk

Student work by HuaYu Heh

BY ARTISTS, FOR ARTISTS

The Academy's first instructor was school founder, Richard S. Stephens. A Paris-trained fine artist and working commercial designer, he taught what he knew—fine art and the commercial arts. Mr. Stephens believed that professional artists and designers are the best equipped to bring real-world practical experience to the students.

Academy of Art University is a place where those tasked to teach, mentor, and lead our students do so by example. Their willingness to share work-related experiences, insider insights, and their connections to industry gives you an invaluable competitive edge in your future career.

Degree Options

CERTIFICATE
The four-year certificate program provides students with a disciplined approach to the study of interaction and UI/UX design. Student portfolios will demonstrate the variety of skills through creativity developed work.

ASSOCIATE OF ARTS (AA)
The School of Interaction & UI/UX Design's AA program guides students through the fundamentals of design for digital media. Students are introduced to core visual and user experience principles, web design, motion graphics, and the latest software and technology. Graduates will be well prepared to continue their education in the school's BFA program.

BACHELOR OF FINE ARTS (BFA)
The BFA program provides students with a comprehensive education in the principles of modern interaction and UI/UX design. Taught by a faculty that works in the San Francisco Bay Area's creative industries, our students are provided a unique opportunity to learn from teachers immersed in the field. The curriculum focuses on contemporary interaction, user experience, and user interface design.

MASTER OF ARTS (MA)
The MA provides professional study for students pursuing a career in interaction and UI/UX design. Progress is measured through a rigorous final project portfolio process.

MASTER OF FINE ARTS (MFA)
The MFA program provides advanced study for students pursuing a career in interaction and UI/UX design. Studio courses develop creative and technical acumen with attention to mastering user experience design, while advanced courses provide a focused learning environment for building final thesis projects. Students will graduate with a portfolio and comprehensive thesis project showcasing their talent.

Student work by Eriq Huang

Our Facilities

Learning to use the software, tools, and equipment used by the industry is essential to preparing you to enter the work force. That's why we make it a point to keep our facilities as up-to-date as possible with current advancements in technology and equipment.

VIRTUAL REALITY & AUGMENTED REALITY

Students experience the latest virtual technologies in advanced studio courses which explore dynamic interaction in emerging platforms. Using the latest offerings from Oculus, HTC, Sony, Microsoft, and more, Interaction & UI/UX Design is dedicated to supporting, investigating, and producing work for this exciting format.

3D PRINTING LAB

The 3D printing lab is a great place for students to experiment with physical form to prototype cutting-edge wearables and other alternative physical interfaces. Both small-scale and oversize 3D printing is available for presentation, mock-up, and display. Students can provide files for visualizing ideas both flat and form-based.

MOTION GRAPHICS LAB

A high-end motion graphics lab with network-rendering Mac Pro computers capable of producing broadcast-quality motion graphics and animation. This enables students to render product mockups, proof-of-concept videos, and advanced motion graphics at lightning-fast speed.

CLASSROOMS & SOFTWARE

Interaction & UI/UX Design students enjoy the use of classrooms furnished with state-of-the-art iMac work stations that are stocked with industry-standard software tools. During their time with the Academy, students learn a full suite of software and prototyping technologies, allowing them to create the highest quality portfolio projects.

PHYSICAL COMPUTING

Our advanced classes help students create onlinebased or online-related products and experiences. Microcontrollers such as the Arduino are utilized to extend the capabilities of web technology beyond a simple site. Depth-based input devices are explored in addition to touch paradigms, simple sensors, and control mechanisms.
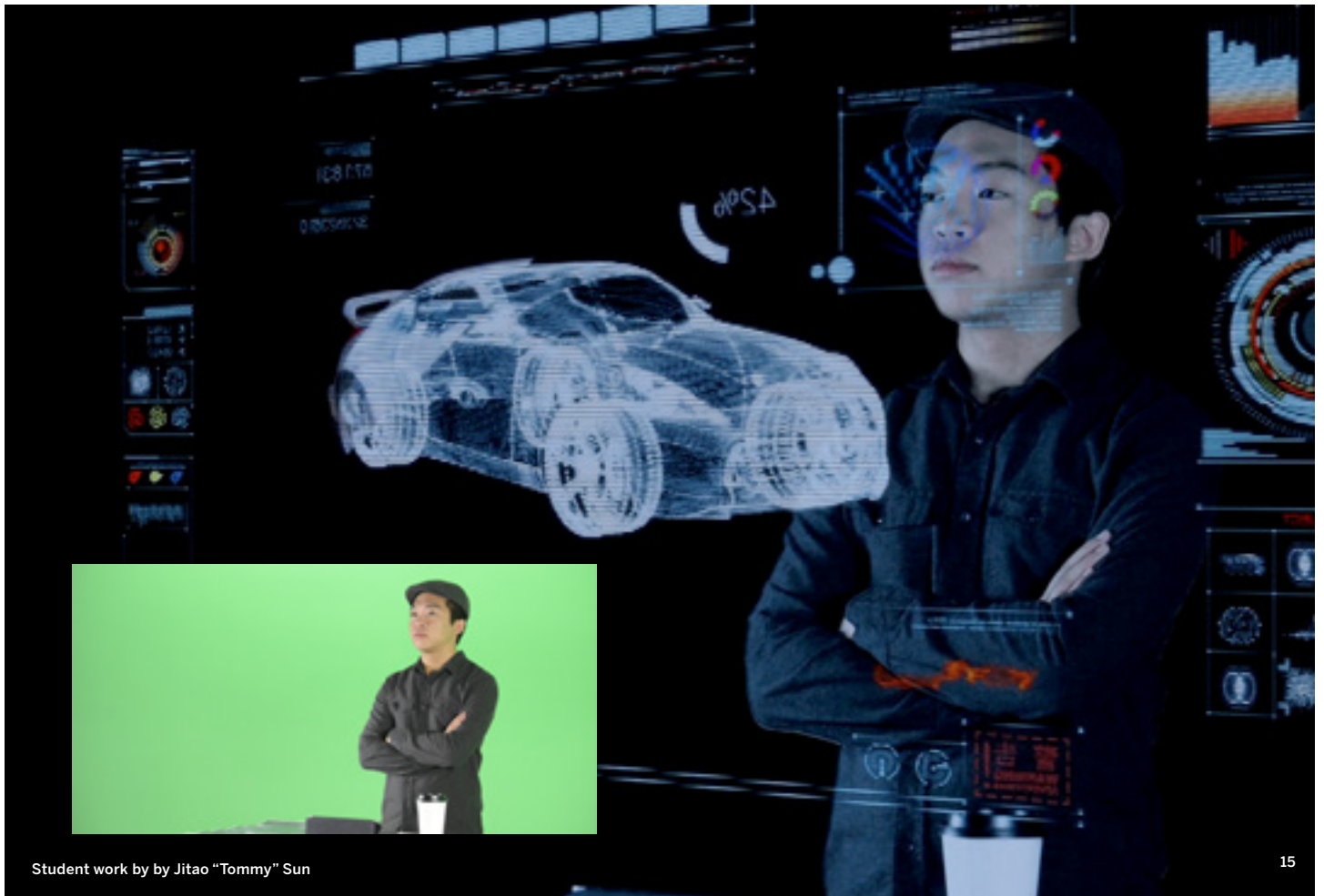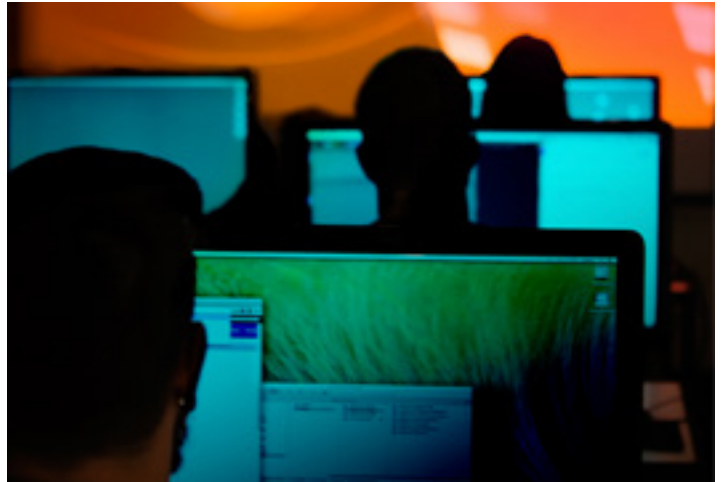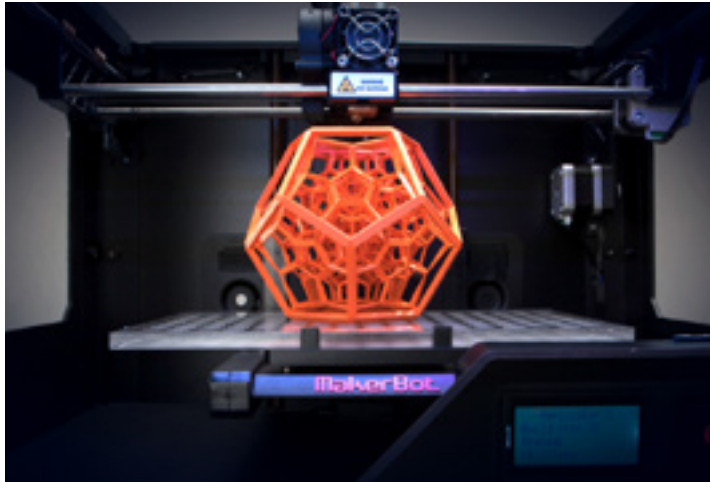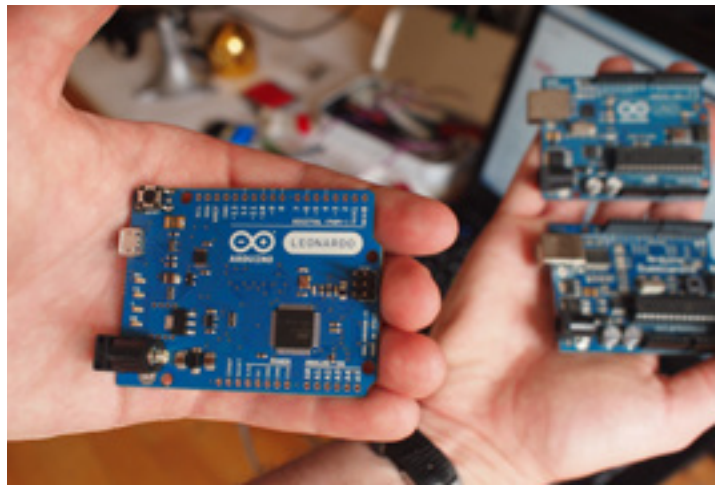
Student work by by Jitao "Tommy" Sun

Student and Alumni Testimonials

Our 50,000-plus Academy alumni are some of the most successful and sought-after professionals in art, entertainment, and design today. But we're just getting started. Our current pool of creative and innovative students are preparing to redefine the future.

"I feel like the Academy has helped me build and attain the right skills to be competitive in the workforce."

Justine Luis
UX Manager, Tesla

"The Academy has not only taught us skills to support ourselves with, but also the ability to tell compelling stories of our individuality. Seize every opportunity to speak the truth in your work. Tell us who you are, where you are from, and what you value."

Ray Chang
BFA '18

"When I decided to pursue my Master's degree, I knew I wanted to dedicate my time to a big project. Without the technical skills the Academy provided me, I wouldn't have been able to complete it. "

Kyle Yugawa
Product Design Lead, VSCO®

"The project-focused curriculum not only gave me end-to-end experience working through all phases of a digital project, but it also helped build my portfolio to launch my new career in user experience."

Lindsey Klavitter
Lead Experience Designer, Benefytt Technologies

Partnerships

Our network of industry partners provides opportunities to our students in the form of scholarships, grants, classroom support, and professional experience.

INTERNSHIPS & INDUSTRY COLLABORATION

With our industry connections and network of successful alumni, students enjoy many opportunities to work with and intern at top technology
companies, including Google, Facebook, Eventbrite, GoPro, LinkedIn, and PayPal.

INDUSTRY GUEST SPEAKERS & PORTFOLIO REVIEWS

We host technology seminars, speaking events, and portfolio reviews that connect students to thought leaders and recruiters from technology companies and interactive agencies. Based on these networking opportunities, many students go on to work as UX designers, product designers, and interaction designers.

IDEATE

In the professional world, it can be tough to get your work in front of people who can give valuable feedback or have the decision-making power to offer employment opportunities. Ideate changes all of that. IXD faculty take extra care to gather professionals from major and boutique companies all across the industry.

Facebook, Google, Lyft, Ancestry.com, PayPal, Robert Half, ROI DNA, and Home Depot are among many of the companies that have attended the Ideate Conference. At heart, the Ideate Conference exists to provide students with the invaluable resources intended to support them breaking into the creative industry.
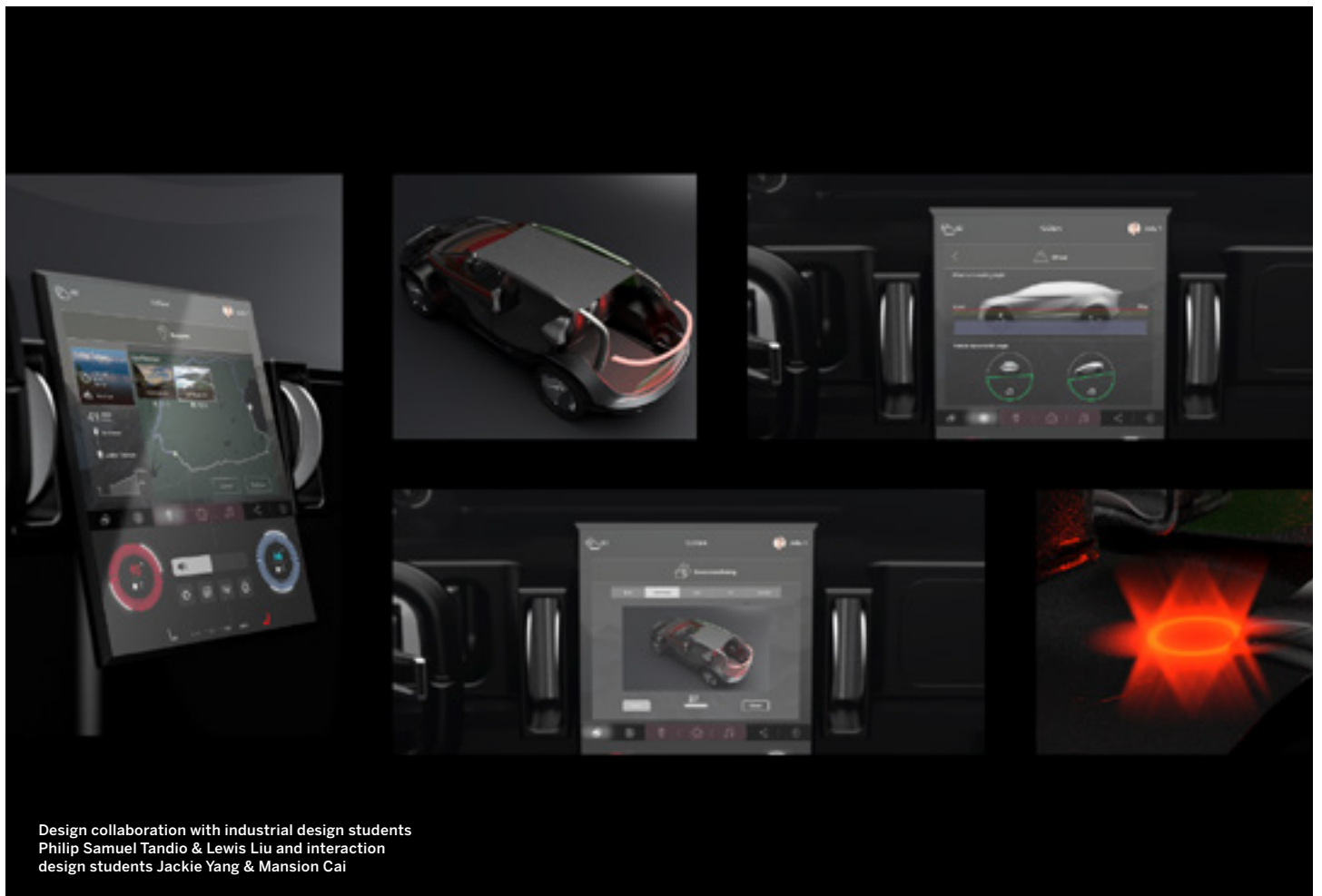
Design collaboration with industrial design students
Philip Samuel Tandio & Lewis Liu and interaction
design students Jackie Yang & Mansion Cai

Career Paths

As one of the top art and design schools in the country, Academy of Art University interaction and UI/UX design graduates have a range of opportunities to choose from. Our facilities, faculty, and hands-on learning approach are designed to provide you with the tools you need to succeed as a working professional in the field.

WHO IS HIRING OUR ALUMNI

Adobe	Oracle
AKQA	Organic
Apple	Pandora
CBS Interactive	PayPal
Cisco Systems	R/GA
Code and Theory	Razorfish
Design Reactor	SFMOMA
Eventbrite	SurveyMonkey
Facebook	Tesla, Inc.
Google	Twitter
Hot Studio	Volvo
Optimizely	Williams-Sonoma Inc.
IBM	Yahoo!
Juxtapoz Magazine	
Kaiser Permanente	
LinkedIn	
Lyft	
Microsoft Corporation	
National Geographic	

USER EXPERIENCE (UX) DESIGNER

As a user experience designer, you'll use the User Centered Design process to understand the what, why, and how a product is used. You'll get to know your users through research and you'll use their input to guide the process so that you can provide them with a design that is not only intuitive, but also delightful.

PRODUCT DESIGNER

As a product designer you'll focus on designing new features for digital products. You will create visual designs, interactive prototypes, and work with design staff, developers, and business stakeholders involved in the creation and maintenance of a project.

UI DESIGNER

As a user-interface designer, you'll work with user experience designers and developers to create mockups, prototypes, and layouts for mobile applications, web application, and other exciting digital experiences.

INTERACTION DESIGNER
An interaction designer is responsible for design strategy, identifying key interactions of a product, creating and testing prototypes, and keeping up to date on technology trends. Combining strong design thinking and excellent visual design skills, you'll create digital products that impact the user.

MOBILE DESIGNER
As a mobile designer, you'll create new and engaging experiences for emerging mobile devices and screens.

MOTION DESIGNER
As a motion designer, you'll concept user interfaces, interaction animations, and design for emerging devices and platforms.

Additional Learning Experiences

Academy of Art University has a hands-on program for every interest at every level. If you are looking to upgrade your career, explore something you have never tried before, or hone existing skills, we have a program for you.

PRE-COLLEGE ART EXPERIENCE (PCAE)

This dual-scholarship program allows current high school students to take art and design courses at no tuition charge. In addition, they earn scholarship dollars towards future undergraduate studies at Academy of Art University.

Visit https://www.academyart.edu/academics/pre-college-art-experience/ or call 415.274.2200 for more information.
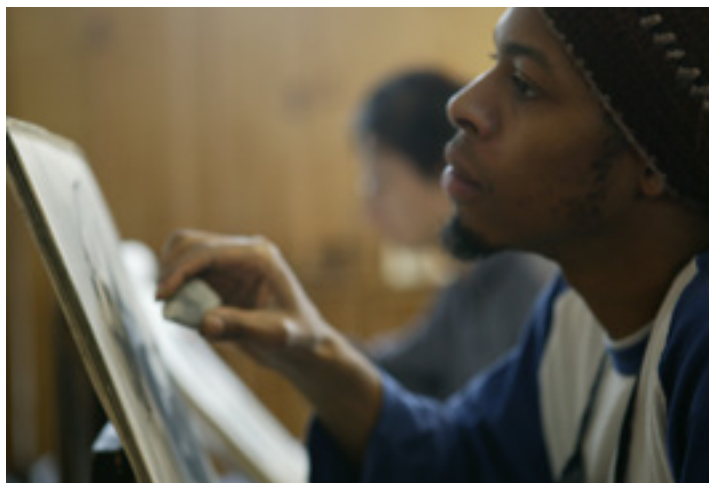
CONTINUING EDUCATION

Time for a career upgrade? Want to follow your passion? Learn, be inspired, and expand your creative potential by taking hands-on courses from industry-experienced faculty. Flexible art and design courses are available online and in San Francisco.

Visit https://www.academyart.edu/academics/continuing-education or call 415.274.2200 for more information.

STUDY ABROAD

One of the best ways to learn about the world is to see the world. Take advantage of one or all of these exciting Study Abroad opportunities.

The Liberal Arts Seminar in Europe is a three-week intensive traveling course visiting some of Europe's greatest cities and collections.

The Fine Art Intensive in Italy takes you to Florence, Italy, for seven and a half weeks during Summer semester.

The School of Fashion offers awards and scholarships to study in Paris with Studio Berçot and L'École de la Chambre Syndicale de la Couture Parisienne.

The Illustration Department also has a summer semester in Florence emphasizing cultural awareness in painting and drawing.

For more information about these Study Abroad opportunities, including cost and visa matters, visit www.academyart.edu/academics/study-abroad
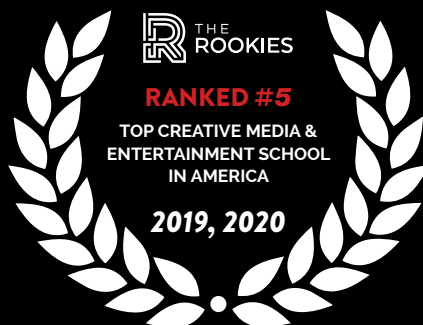
Awards and Accolades

Academy of Art University is committed to the highest standards of achievement in art and design. Here are some recent accolades for the work of our outstanding students, faculty, and alumni.

GAIN AWARD-WINNING, JOB-READY SKILLS

Best College Reviews

RANKED #7

BEST ONLINE MASTER'S
IN ART & ART HISTORY
IN AMERICA

2022

Intelligent

RANKED

AMONG 8 TOP ONLINE
MASTER'S IN GRAPHIC DESIGN
IN AMERICA

2021

ThoughtCo.

RANKED #1

BEST FASHION SCHOOL
IN AMERICA

2021

ANIMATION

RANKED #2

TOP ANIMATION MASTER'S
PROGRAMS IN AMERICA

2021

OnlineSchoolsReport

RANKED #1

BEST ONLINE ART &
ART HISTORY DEGREES

2021

COLLEGE RANK

TOP #3

BEST ONLINE
MUSIC DEGREE PROGRAMS

2021

COLLEGE CONSENSUS

RANKED

AMONG 25 BEST ONLINE
MASTER'S IN GAME DESIGN

2021

COLLEGE CONSENSUS

RANKED

AMONG 25 BEST ONLINE
BACHELOR'S IN GAME DESIGN

2021

MILITARY FRIENDLY

RANKED

MILITARY FRIENDLY® SCHOOL
IN AMERICA

2020

THE ROOKIES

RANKED #1

BEST CONCEPT ART &
ILLUSTRATION SCHOOL
IN AMERICA

2019, 2020

THE ROOKIES

RANKED #5

TOP CREATIVE MEDIA &
ENTERTAINMENT SCHOOL
IN AMERICA

2019, 2020

THE ROOKIES

RANKED #3

TOP VISUAL EFFECTS
SCHOOL IN AMERICA

2018, 2019,
2020

Online Education

Take any online course at the Academy, and experience the visual, interactive, and dynamic courses we're known for. You will have the same quality instructors, the same hands-on learning opportunities, and the same attentive support as our onsite students. The difference? The flexibility to earn your art and design degree on your terms.

ONLINE BENEFITS

- A support staff of over 100 Academy of Art employees offers 900+ online courses and 1,500 instructional videos per semester, spanning 35 online majors, and teaching students from 50+ countries
- Course content is proprietary, created in-house by industry experts, and exclusive to the Academy
- The classes are a mix of lecture content, video, written content, recorded audio, interactive slide-shows, and hands-on work
- The innovative curriculum is created by instructional designers and industry professionals
- A student-run Facebook group, AAUHOO, has more than 4,000 members and invites you to join this thriving online community
- We're constantly building new courses, reworking old ones and adding features to our LMS based on student feedback

Visit academyart.edu or call 415.274.2200 for more information.

" Taking classes online really benefited me as a student in allowing me to hone in on each of my skills and develop them before I got a job in the industry. "

— Mark Cofer
Graduate School of Music Production & Sound Design for Visual Media Alumn 2014
Hollywood Film Composer and Academy of Art University Instructor

Academy Life

A substantial part of an artist's growth and inspiration occurs outside the classroom or studio. Here are some resources and opportunities that are available to all students.

ACADEMIC CLUBS

Join students with similar interests to discuss ideas, promote your work, form collaborations, and share information.

FITNESS & RECREATION

Campus Recreation classes and workshops—and access to our free gym, pool, basketball courts, and skateboard ramp—will help you stay active healthy.

VIRTUAL BOOKSTORE

All required textbooks are available at our virtual bookstore.

CULTURAL CLUBS

Everyone needs a break from the studio. With dozens of clubs and organizations, find a new creative outlet and build lifelong relationships.

ESPORTS

Our active gaming community hosts and attends regular gaming events for both casual or competitive players.

EVENTS

Campus Life is designed to inspire, educate, and promote fun. Our events are created in coordination with student-run groups and organizations. Make the most of your university experience: grow, learn, laugh, and run with us.

Visit https://www.academyart.edu/campus-athletics/clubs-organizations/ for more info.

URBAN KNIGHTS RADIO

Listen live online to our athletics teams, hear unique talk shows, and dance to your favorite tunes on UrbanKnightsRadio.com, an iHeartRadio partner.

HOUSING

Housing is guaranteed for all new, full-time onsite students. We have 17 different housing options to choose from located in the heart of San Francisco.

DINING

Stay healthy with delicious and filling meals in one of our dining halls with flexible meal plans and Knight Kash. Use the Knight Kash on your student ID for dining on campus and at select off-campus vendors.

San Francisco

Academy of Art University is an extraordinary place to be a college student. One of the world's great creative capitals, San Francisco has been our home since 1929. Our neighbors include giants in everything from advertising, animation, and architecture to communications, game development, and UI/UX Design.

MUSEUMS

Academy of Art University Auto Museum
Legion of Honor
de Young Museum
Asian Art Museum
San Francisco Museum of Modern Art (SFMOMA)
California Academy of Sciences
Yerba Buena Center for the Arts
Cable Car Museum
Palace of Fine Arts Theatre
Exploratorium
Walt Disney Family Museum
Museum of Performance & Design
Museum of Craft & Design
Museo Italo Americano
Cartoon Art Museum
Museum of the African Diaspora
Galería de la Raza

TRANSPORTATION

MUNI
AC Transit
BART (Bay Area Rapid Transit)
Cal Train
Golden Gate Transit

THEATRES & VENUES

The Fillmore
Bill Graham Civic Auditorium
The Warfield
Bottom of the Hill
Rickshaw Stop
Alamo Drafthouse
Great American Music Hall
The Independent
The Fox Theatre
SHN Orpheum Theatre
The American Conservatory Theater
The Castro Theatre
SFJAZZ
San Francisco Conservatory of Music
San Francisco Opera
San Francisco Symphony
San Francisco Ballet

Athletics

We are the Urban Knights—the only higher arts education institution in the U.S. to have an NCAA athletics program. Competing specifically within NCAA Division II and the Pacific West Conference, the Urban Knights are made up of 14 collegiate sports teams dedicated to distinction, sportsmanship, pride, teamwork, credibility, and creativity.

The Academy is one of the unique places in the world where students can find a beautiful balance for their artistic and athletic passions.

Our student-athletes have told us that as they gain art and design skills, they become better athletes; and as they improve their athletic abilities, their art is augmented. You can pursue your love of art, and your love of sports, and you can be successful in both.

WOMEN'S
Basketball
Cross Country
Golf
Soccer
Softball
Tennis
Track & Field
Volleyball

MEN'S
Baseball
Basketball
Cross Country
Golf
Soccer
Track & Field

academyart.edu

NCAA PROGRAM

Join one of our teams or come out and support your fellow artist-athlete. We play in great venues throughout San Francisco, including Kezar Pavilion, Paul Goode Field, SF Bay Tennis Club, and Presidio Golf Course, among others. Let the Fan Bus take you to the games.

The NCAA is a trademark owned by the National Collegiate Athletic Association.

ARTIST ATHLETES

The Urban Knights have quickly made a name for themselves with numerous conference and national accomplishments including 10+ NCAA championships. We are the first athletic program to win two NCAA National Championships (indoor and outdoor women's track & field) in our first year of postseason eligibility. We have made over 40 postseason appearances in men's and women's cross country, women's basketball, men's indoor and outdoor track and field, men's and women's golf, and women's tennis.
Go Urban Knights!

Apply Today at academyart.edu

Apply year-round, and begin taking classes in Fall, Spring, and Summer semesters. Our Admissions Representatives will help you every step of the way. They want to help you succeed, and are trained to make sure your application best reflects your abilities. Apply today!

HOW TO APPLY

Apply online at academyart.edu

Or call 1.800.544.2787

Or apply in person in San Francisco (Monday-Saturday)

79 New Montgomery St. San Francisco, CA 94105

YOUR COMPLETED APPLICATION MUST INCLUDE:

- $50* application fee ($150 international)
- $95* enrollment fee (domestic only)
- Onsite international applicants require a $300* international student services fee
- Fees can be paid by MasterCard, Visa, Discover. By mail: check or money order
  *all fees are non-refundable, non-transferable

TRANSFER STUDENTS

1. Complete the application
2. Submit electronic transcripts to: transcripts@academyart.edu
   Or mail transcripts in a sealed envelope to:
       Academy of Art University
       Attn: Undergraduate Admissions Office
       79 New Montgomery St.
       San Francisco, California 94105
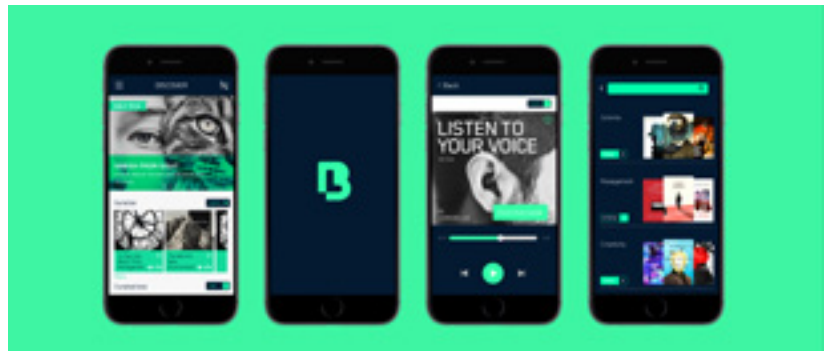
Master Your Craft

Academy of Art University is looking for dedicated students who want to become the great innovators, storytellers, collaborators, and problem solvers of tomorrow.
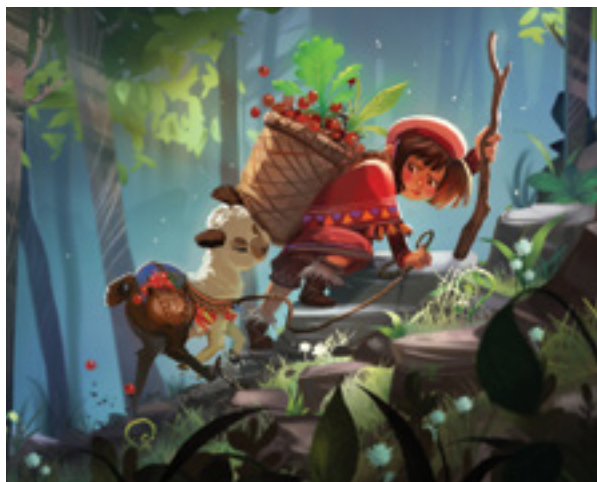
Our curriculum is rigorous—taught by some of the finest minds working in today's creative and innovative industries. We help you master your craft as you prepare for roles as professional artists and designers. You will be challenged.

But it's worth it.

Our students and alumni have made an impact on the world. They are Oscar and GRAMMY winners, animators, illustrators, and photographers. They make award-winning Super Bowl commercials, help create top-grossing movies and video games, and design some of the hottest fashion in the world. They are professional stylists, sculptors, actors, musicians, web designers, broadcasters, advertisers, screenwriters, architects, educators, transportation designers, bloggers and tattoo artists.

They are game changers—creative entrepreneurs who bring their magic, hunger, and work ethic to the world every day.

Isn't it time you joined them?

ACADEMY *of* ART UNIVERSITY®