We’re shaping the next generation of innovators and leaders in business, entertainment, non-profit, government and the arts.
We educate students for creative professions needed now and in the future, bringing together a number of programs—celebrated practice-based studios and undergraduate and graduate degrees—activating various initiatives and partnerships.

We teach design, design thinking, and creative technologies that equip our students to deliver artistic and thoughtful content in Graphic Design, Digital Visualization, UI/UX, Game Design, 3D Design, Music and Sound, and Projection, Lighting and Interactivity (PLAI).

Our goal is to shape the next generation of creatives to be innovators and leaders in business, entertainment, non-profit, government and the arts. SDCT offers a unique, responsive curriculum where design, content creation, and entrepreneurship are prioritized. Course work is shaped by multiple disciplines, allowing students to study a broad range of creative subjects within their degree plan.

We collaborate with artistic, non-profit, corporate, and government partners to offer courses where students work on real-world projects and make potential internship and employment connections.
AUSTIN IS RANKED TOP IN THE NATION FOR JOBS AND PLACES TO LIVE
Located in the center of Austin, a hub for creative jobs in the aptly-named Silicon Hills, we leverage the creative and technology ecosystems to give our students hands-on experiences with real-world scenarios in their classes, internships and co-curricular activities.

With our year-round sunshine, spring-fed waters of Barton Springs Pool, shady Greenbelt trails, world-famous live music scene, booming job market, and strong sense of community, Austin offers a wonderful quality of life, making it an excellent place to live and learn.
Here are some of the courses we offer through AET, Design & CID:

- Principles of Animation
- Design Theories & Methods
- Brand Storytelling
- Objects & Spaces
- Generative Protoyping
- Interactive Lighting Environments
- 3D Modeling and Texturing
- Furniture Experiments
- History of Design
- Audio Coding
- Live Audio Mixing

Additional courses include:

- Writing for Interactive Games
- Introduction to Digital Drawing
- Typography
- Creative Coding
- Prototyping Physical Space
- Thinking Through Sketching
- UI / UX
- Thinking Through Sketching
- Foundations of Music Technology
Arts and Entertainment Technologies (AET) is the first Bachelor of Science degree offered by the The University of Texas at Austin College of Fine Arts. In this interdisciplinary major, creative expression merges with technological innovation.

AET foundational courses deliver coding fundamentals, an introduction to a wide range of production software, and a colloquium series of guest speakers. Students have the opportunity to study across Game Design, Digital Visualization, Music and Sound and Projection, Lighting and Interactivity (PLAI).

In addition to completing the university’s core curriculum, students will also complete a secondary field of study in a complementary area, such as a minor in Business, Elements of Computing, Integrated Design or Studio Art. Graduates of AET will be prepared to create digital content, lead production teams and develop new applications of technology in the evolving entertainment industry.
Game Design

Game Design courses focus on level design, prototyping, technical art, and production for video games. Many students in this program elect to complement their studies with the Elements of Computing Certificate awarded by Computer Science. Students graduate ready to design, develop and provide leadership for the growing gaming industry.

Potential job opportunities
Level designer, technical artist, game producer

Music and Sound

Music and Sound courses explore the hardware, software and creative practices of computer-generated music and sound design. An overview of processing, synthesis and sampling prepares students to utilize virtual instruments, MIDI and Logic Pro to create their own sound for film, games, advertising and live events. Additional courses are also offered in popular music styles, commercial music and music programming.

Potential job opportunities
Sound designer for theatre, film or games; A&R representative, film music composer, game music composer, sound/live sound engineer, songwriter-performer, commercial and brand music composer

Digital Visualization

Digital Visualization courses provide a pathway for students pursuing careers as visual content providers for commercial art pursuits such as motion graphics and 2D/3D digital art. Through foundational courses in imaging and visualization, digital drawing and 3D modeling, students are introduced to industry-standard software like Adobe Creative Cloud and Autodesk Entertainment Suite. Students are encouraged to collaborate with students in all the other AET emphases and in other creative disciplines across the College of Fine Arts and beyond.

Potential job opportunities
Digital 2D & 3D artist, motion graphics artist.
AET Student Spotlight
with Alex Iveroth

Alex is currently working towards completing his degree within AET, focusing on Game Design. He just finished an internship at Blizzard after taking the 1st Place prize for Environment Art in Blizzard’s 2018 Student Art Contest.

Currently, he freelances as a 3D Artist and works as a Teaching Assistant with Game Art classes at UT.

As a 3D Environment Artist in the gaming industry, Alex creates a range of assets used to populate in-game environments.

How did UT prepare you for the gaming industry?

I had several professors encourage me to keep working outside of my classwork, which really forced me into a habit of self-discipline. This helped me in the work environment, because I went in with a “let’s get work done, but not gonna overdo it to the point where I hurt myself” attitude.

Any advice for incoming students?

Learn to be comfortable with being uncomfortable. What I mean is, change is going to happen, and that’s okay. The industry is a volatile place, but if you know how to adapt and assess the situation, you’ll save yourself from a lot of hard times.

Learn to be comfortable with being uncomfortable... change is going to happen, and that’s ok.
The Department of Design equips students with a rich, multi-faceted educational experience that poises graduates for careers in design and professions with a design component or strategic focus.

B.A. AND B.F.A. IN DESIGN

The Department of Design equips students with a rich, multi-faceted educational experience that poises graduates for careers in design and professions with a design component or strategic focus.
We offer two degree programs in Design: the B.F.A. which requires more upper division studio courses, or the B.A. which allows for more flexibility of study beyond Design.

The Design B.F.A. (Bachelor of Fine Arts) is a pre-professional degree program encompassing typography, image creation/manipulation, interaction design and 3D design that is intended to prepare students for the field of design. B.F.A. students take approximately two-thirds of their undergraduate courses in design and related course work and culminate their studies by completing one or more paid professional internships. Additionally, B.F.A. students undertake a substantial capstone design project and present their work in an annual public exhibition.

By choosing from a wide range of pre-approved supportive courses in fields across the university, B.F.A. students acquire not only the visual discernment and technical skills necessary to gain employment or admission to graduate school, but also the capacity for research, critical thinking, writing and speaking that enables them to rise to positions of creative leadership as designers, art directors, project managers, executives and entrepreneurs.

The Design B.A. (Bachelor of Arts) is a rich and rigorous exploration of design as a field intended for students who prefer the flexibility and breadth of a liberal arts degree to the more studio-intensive, pre-professional B.F.A. degree. B.A. students acquire a solid foundation in design techniques, aesthetics, research methods, history and theory, while maintaining the freedom to explore additional disciplines across the university.

The B.A. degree’s flexibility makes it a particularly good choice for external or internal transfers or students who want to add a simultaneous major.

B.A. students enroll side-by-side with B.F.A. students in rigorous introductory design studio courses; in their final two years of study, B.A. students take fewer upper-division studio courses.

FACULTY AREAS OF EXPERTISE

Graphic Design
Course work in Graphic Design prepares students for roles as engaged visual communicators, creating critical work utilizing type and image. Course work focuses on type, image-making, branding and identity, and research in individual and team-based projects. Students learn the principles of design, theories and strategies for problem solving, design history, as well as technical acumen of contemporary and historical tools and software.

Potential job opportunities

Interaction Design
Course work in Interaction Design explores the dialogue between products, people, and contexts (physical, cultural, historical), developing a sensitivity toward how designed artifacts will affect human communication and understanding. Classes utilize a range of contemporary tools and methodologies, from creative coding to the objects in the built environment.

Potential job opportunities
Interaction Designer (IxD), User Experience (UX) Designer, User Interface (UI) Designer, Web Designer, Content Strategist, Creative Director, Creative Technologist, Exhibition Designer, Service Designer

3D Design
Course work in 3D Design is human-centered, focusing on a design process that encourages creativity and craftsmanship while emphasizing research and problem solving. The course work provides students with the skills necessary to carry projects from initial concept to completion of working prototypes.

Potential job opportunities
What I really value about my education at UT was the more conceptual approach to a traditional curriculum... I was able to fully explore the potential of my creativity.
Every year, millions of monarch butterflies migrate from Canada to Mexico, where they spend their winters. They face many perils along their route, including a 3,000-mile journey: unpredictable weather, pesticides, low supply of milkweed, loss of habitat.
Our facilities range from flexible teaching spaces to computer labs to makerspaces to recording studios.

Additionally, our device library includes digital cameras and camcorders, drawing tablets, headphones, LCD projectors, digital voice recorders, LittleBits Synth Kits, Arduinos, Raspberry Pis, electronic sensors, and Oculus Rifts.

The Foundry

The Foundry is a joint venture between the College of Fine Arts and the University Libraries, and is open to all students, faculty, and staff at the university. The Foundry houses laser cutters, programmable sewing machines, a textile printer, 3D printers, soldering irons, and a host of other fabrication equipment.

Computer Lab

The lab houses Apple computers equipped with Adobe Creative Cloud, Rhino, and other design software. Students also have access to large-format scanners and printers. During the lab’s posted hours of operation, lab proctors can provide color printing services and check out digital cameras, DV cameras, projectors, recorders, and other equipment.

Design Lab

Students enrolled in the Design program receive key code access to the Design Lab’s production/publication facilities and equipment. The lab’s facilities include a photography studio for shooting photographs and videos of two- and three-dimensional objects, a fully-equipped chemical darkroom, a silkscreen production area, a polymer plate-making machine, bookbinding equipment, a spray booth, and a letterpress/relief publication studio.

FabLab

The Digital Fabrication Lab houses multiple 3D scanners and printers, a vinyl cutter, two laser cutters, a Shopbot flat-bed CNC router, and a CNC milling machine. 3D modeling software such as Rhino 3D and Geomagic Studio is available for use in the lab. Students are required to complete mandatory safety training prior to using equipment in this facility.

Center for Integrated Design (CID)

Founded in 2016, the Center for Integrated Design amplifies student learning experiences by teaching design across all disciplines at the University of Texas at Austin. The Center connects students through collaborative, project-based courses not offered anywhere else on the 40 Acres. Courses like Introduction to Design Thinking, Sketching for Thinking and Communications, and Intro to Prototyping are available to all undergraduate students, regardless of major. By applying design strategies to real-world challenges, students practice creative problem solving methodologies before entering the workplace.

UT Professors and esteemed members of Austin’s rich design community make up the Center for Integrated Design’s growing faculty and course offerings. The Center teaches courses in conjunction with design studios like Frog Design, argodesign, and IBM to offer students the hands-on studio experience with real-world learning opportunities.

Bridging Disciplines Program (BDP)

The Bridging Disciplines Programs (BDPs) at The University of Texas at Austin allow undergraduates to develop a secondary area of specialization that complements their major. To earn a BDP certificate, students must complete 19 credit hours combining interdisciplinary course work with hands-on research, internship, or creative experiences.

Some certificates that may complement a degree in SDCT include:

- Innovation, Creativity & Entrepreneurship
- Media, Culture & Identities
- Social Entrepreneurship & Non-profits
- Design Strategies
COLLABORATIONS AND PARTNERSHIPS

SDCT encourages course work across campus, leading to active relationships with the School of Architecture, Art & Art History, School of Engineering, Computer Science, School of Information, and Dell Medical School.

Arts and Entertainment Technologies offers a number of Minors and Certificate programs detailed on Page 15.

Off-campus, the School of Design and Creative Technologies collaborates with top creative firms, design studios and entertainment companies, providing UT students with new opportunities across the country.

Our industry partners

- Accenture
- Alienware
- ARGO
- AT&T
- Campus Computer Store
- Double A
- d3
- Epson
- Facebook
- frog
- Gensler
- High End Systems, an ETC company
- Hypergiant
- IBM
- McKinsey
- Precision Camera & Video
- R/GA
- Salesforce
- Southwest Airlines
- Sweetwater
- USAA
- Wacom
- Walt Disney Imagineering
Before You Apply to AET

No additional portfolio or audition is required for admission, but optional portfolios may be submitted that show examples of student work in animation, gaming, video, digital art or music. We recommend that you submit a resume highlighting your involvement in the visual and performing arts, technology-related hobbies or student organizations and other experiences that have informed your interest in the arts and entertainment technologies.

Before You Apply to Design

All applicants to the Design program must submit a portfolio. Your portfolio is an opportunity to show us your ideas, creativity, technical skills and what makes you unique. Submit 5-8 projects or works in any medium or discipline. These should be projects that you have made yourself using the tools of art, design, engineering or another way of working. A few guidelines:

» At least one portfolio project must be analog, meaning: made by hand, not software-supported in any way.
» We strongly recommend at least one observational drawing (and this could count as your analog submission if you are only submitting one).
» We recommend a maximum of one photography-based work.
» We recommend a maximum of one group project (and if you do choose to submit a group project, please explicitly specify your role in the project using the Slide-Room text boxes.)

Tuition and Costs

The University of Texas at Austin not only offers an outstanding education, but it is considered one of the best values in higher education among public universities. The affordability of an education at The University of Texas at Austin, including a full explanation of tuition and other costs of attendance, is detailed on UT’s Admissions website.

Learn more: admissions.utexas.edu

Laptop Requirement

The Department of Design requires all incoming students to have a laptop computer and a subscription to Adobe Creative Cloud. Classroom instruction, course assignments and research during and outside of class hours will require the use of a personal computer.

Learn More: designcreativetech.utexas.edu/laptop-requirement-design-students/

Scholarships

A limited number of merit-based scholarships are awarded each year to incoming freshmen and transfer students based on the quality of their portfolio and application materials. Students do not need to apply for these scholarships; all applicants are automatically considered for these awards.

Schedule a Visit

We invite you to attend an information session, tour the facilities, observe a class or schedule a one-on-one appointment.

Plan your visit: designcreativetech.utexas.edu

School of Design and Creative Technologies