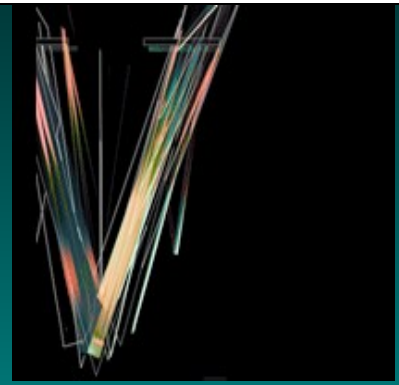


Bachelor of Science in

Visualization

*College of Architecture
Texas A&M University*



The Bachelor of Science in Visualization focuses on the fundamentals of art and design in the context of technologically based image making. Courses in the program are structured to encourage the integration of artistic, scientific and technical abilities. By providing the specialized skill set necessary for the creation of synthetic visual images, the student is well prepared for the challenges and opportunities of visual communication in the digital age.

Creative Inspiration + Design Sensitivity + Technological Innovation

Visual media entertains, informs, motivates. Whether its the artist's sketch or computer generated animation, the task is very much the same: to communicate to an audience the ideas, messages and content by involving the viewer in the experience. The interdisciplinary program of Visualization focuses on the processes of creation, design and development of the visual experience using a variety of media and techniques.

Creative Inspiration + Design Sensitivity + Technological Innovation

Creative inspiration is the soul of visual communication. Whether its image making, the creation of a story or explaining the construction of an ancient temple, each begins with an idea, a concept that guides the development of the finished work. Aesthetic concerns, critical inquiry and a visually rich vocabulary provide the means through which inspiration grows and develops. The Visualization Studio experience provides the interaction between faculty and student where the spirit is nurtured and developed.

Creative Inspiration + Design Sensitivity + Technological Innovation

Finding solutions to the problems of visual communication requires the heart and perseverance of the designer. Design is the process of solving problems. Good visual communication requires defining the goals of the visual experience as well as a clear understanding about the messages to be communicated. Sensitivity to the needs and demands of the client or audience provides the direction for organizing, crafting and presenting the visual experience. Critique and critical evaluation within the studio helps the student to understand the skills necessary to create effective visual experiences that solve real problems.

Creative Inspiration + Design Sensitivity + Technological Innovation

Digital, as well as traditional media, provide the communication tools. In the rapidly evolving technologies employed in today's media – from the Internet to emersive gaming and design environments, innovation is a most important commodity. Finding new, effective solutions requires a willingness to develop new approaches and use technology in new, exciting ways. The Visual Studies Studio provides the opportunity to experiment with the technologies that will define the visual communication experience of the future.

Facilities

The Department of Visualization, as part of the College of Architecture, hosts a wide variety of research centers and specialized laboratories. The computing infrastructure provides both copper and wireless network access throughout the three building complex as well as access to wide format plotters and scanners, 3D printers and laser cutters.

Included in the College are two traditional black & white darkrooms, a color darkroom, videography studio and editing facilities. The Visualization Laboratory provides advanced imaging and animation capabilities for students seeking advanced degrees and a variety of research projects. Additionally, the Environmental Psychophysiology Laboratory maintains specialized equipment and testing areas for conducting studies in human behavior and human reaction to environmental stimuli.

The Bachelor of Science in Visualization Curriculum

A required semester away provides the opportunity to study abroad in one of several foreign studies programs or to serve an internship in an industry related to the student's area of interest.

Design studios are the backbone of the Visualization Curriculum. Critique and critical evaluation within the studio helps the student to understand the skills necessary to create effective visual experiences that solve real problems.

The Bachelor of Science in Visualization program is a four-year, undergraduate degree that requires a minimum of 120 credit hours. The curriculum integrates aspects of fine arts, three-dimensional design and digital technology into the studio experience. The following curriculum is effective beginning in the Fall of 2010.

University Core Curriculum

Communications	6
History	6
Humanities	3
Int'l/Cultural Diversity	9
Kinesiology	2
Political Science	6
Social & Behavioral Science	3
Visual & Performing Arts	3
Natural Sciences	6
Mathematics	8

Visualization Curriculum

Visualization Studio	25
Art History	3
Graphic Communication	6
Programming	6
Visualization (technology)	6
Directed Electives (arts)	6
Directed Electives (computing)	9
Free Electives	7

Career opportunities exist as designers or artists in architecture, information technology, education, graphic design, electronic publication, entertainment, and independent practice.

Contact Information

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