Imaging is one of the most rapidly growing disciplines in the multimedia digital world. This exciting field requires sophisticated computer skills, an understanding of advancing technology, and a keen interest in how and why people engage with designed objects.

Lawrence Technological University’s Bachelor of Fine Arts in Imaging – Digital Arts offers you the opportunity to develop the skills you need with faculty who have experience in the field. You will enjoy a rich educational environment in which to develop and express your creativity.

“The Imaging program gives students a broad foundation in interaction design. It focuses not only on the form-giving of computer interfaces and product interactions, but also on satisfying the needs and desires of the end user. Students are encouraged to think about user behaviors and to craft narratives and tell stories through the objects they make.”

– Peter Beaugard, assistant professor, College of Architecture and Design
Program Overview
Lawrence Tech’s Bachelor of Fine Arts in Imaging – Digital Arts is a comprehensive exploration of the evolving field of interaction design and multimedia. Your course work will range from traditional two-dimensional design, drawing, and photography to the latest innovations in interaction design, application design, and interface design. You will develop fundamental skills and explore the history and theory of designed objects and human-product interactions. Critical thinking and creativity, important to the development of the person as well as the professional, are emphasized throughout the curriculum.

The Bachelor of Fine Arts in Imaging – Digital Arts offers you a rich liberal arts core curriculum encouraging intellectual inquiry as the foundation of a life-long awareness that informs artistic expression. Studies in literature, the sciences, philosophy, math, and history all contribute to the vision of the design professional. You can also take elective courses in architecture, business, computer science, and engineering to explore interdisciplinary creative avenues.

Why Imaging – Digital Arts at Lawrence Tech?
- Team-centered environment
- All students are issued Apple laptops with industry-standard software
- Digital labs feature advanced capabilities in graphic design, animation, and virtual reality
- Photography studio and digital and video cameras available
- Computer and web graphics designer
- Game designer
- Mobile application designer and developer
- User experience specialist
- Interactive project manager
- Motion graphics designer

Curriculum
Your 128-credit-hour program consists of:
- Imaging core 83
- Humanities (with emphasis on leadership) 24
- Math and Science 12
- Electives 9
- Total 128

For more information, visit www.ltu.edu/architecture_and_design, email design@ltu.edu, or contact Lawrence Tech’s Office of Admissions at 800.225.5588 or admissions@ltu.edu.

Career Options
- Interaction designer
- Art director
- Front-end web developer
- Flash designer

GET MORE. DO MORE. Lawrence Technological University produces leaders with an entrepreneurial spirit and a global view. That’s why most Lawrence Tech students are employed within a month of graduating and the earning power of a Lawrence Tech bachelor’s degree ranks in the top third of all U.S. universities. Your benefits: Leadership Program that helps you develop the marketable skills that employers seek • Leadership Portfolio that enhances your diploma – and your resume • 11:1 student-faculty ratio • Faculty with current industry experience • High-end personal computer customized with industry-standard software – a benefit, valued up to $15,000, unique in Michigan and nationally • Schedules that work for you, with convenient day, evening, weekend, or online classes • High-tech, wireless 102-acre campus that’s commuter friendly, with recreation, housing, and meal service options • Financial-aid, co-op, and internship opportunities • Proactive career placement services

Explore over 100 undergraduate, master’s, and doctoral programs in Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management.

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