Students who enroll in the Bachelor of Fine Arts (BFA) program launching next September at NJIT will be as likely to express their creative vision with software programs and high tech machines as with paint brushes and chisels. The university's School of Art + Design is currently accepting applications for a degree program that blends the traditional study of the fine arts with the most advanced technologies including computerized design software, fabrication labs and digital methodologies.

Professor Glenn Goldman, director of the school, said that the new program will be markedly different from a traditional BFA program. (ATTENTION EDITOR: To interview Goldman, call Sheryl Weinstein, 973-596-3436.) “We plan to de-emphasize coursework in the more traditional topics such as painting and focus on the use of the new media in creative expression,” he said. “Our students will look beyond traditional modes of expression and explore the intersection between art and technology - pushing the boundaries of art and artistic expression in the 21st Century. They will be exposed to such projects as interactive art installations, time-based media and digital art.”

The BFA is the fourth degree program offered by the School of Art + Design, now in its third year. The school also offers a BS in Industrial Design focusing on developing new products for living by addressing style, function, quality and safety of manufactured goods; a BA in Digital Design that has concentrations in entertainment, and interactive media and production; and a BA in Interior Design that focuses on spatial organization, user needs, building systems, lighting design, sustainability and aesthetics.

The BFA students will share a common foundation year with students in the other programs that emphasizes graphic design, digital design, color theory and art history in addition to graphic communication with traditional media. After the first year, student follow a six-semester sequence of art studios, as well as take a variety of seminar courses such as Contemporary Aesthetics, Case Studies in Industrialized Art, and Practical Studies in Criticism. Students select design electives from a wide and ever-changing set of options that may include, history of architecture, architoons, history of games, cybertext, video and animation, and others. The final two years allow students to either broaden their exposure or to specialize.

Urs Gauchat, dean of the College of Architecture and Design which encompasses the School of Art + Design and the New Jersey School of Architecture, said that the new school is a natural next step for the College, because the architecture program has engendered the "creative energy, design expertise and technological competence" to support the new design programs. He said that the School of Architecture is an established national leader using technology in design.

"We've always been in the forefront of using computers to do creative things," Gauchat said. We have all this high-tech equipment - 3-D printers, computer numerically-controlled (CNC) laser cutters and routers, and the latest 3-D design software. We need to learn to use these things in service of expressing creative ideas. Our fine arts students will break new ground, finding that place where technology and art intersect." For more information, contact Goldman glenn.goldman@njit.edu or apply at https://null.njit.edu/undergradAdmissionPortal/. For any query with respect to this article or any other content requirement, please contact Editor at htsyndication@hindustantimes.com