OUR MISSION
At the School of Web Design & New Media, you’ll gain a comprehensive skill set in contemporary digital art and design that will prepare you for careers in the tech industry—the most vibrant, multifaceted, and expansive industry in the world. Our graduates are strategic thinkers, producers, and technologists poised to lead innovation in experiential design and digital media.

We teach an integrated approach based on four fundamentals: design thinking, visual communication, technology, and user experience. If you’re ready to create the future of digital media, our unparalleled training environment in the Silicon Valley is for you. Our students and alumni are literally 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 technologies that are emergent even as the classes are being taught by our expert instructors
• The fundamental tenets of design and typography, combined with experiential and linear design principles, will train you to have a discerning eye that governs everything you make
• We call on the very best of the industry to be instructors, speakers, and portfolio reviewers
• We’re on the industry’s radar as a primary source of design talent

SCHOOL OF WEB DESIGN & NEW MEDIA
Program Overview
Simply put, we prepare you for a leading career in experiential design and digital media. At the School of Web Design & New Media, our focus is to teach you the skills needed to create a professional portfolio that meets the needs of today’s most innovative industries—web, technology, advertising, entertainment, and more.
What We Teach

Our Web Design & New Media courses teach the skills you’ll need to help you pursue a career as an art director, front-end developer, or web designer.

You’ll design it. You’ll build it. You’ll have the eye and the skills you need for a fantastic career.

MOTION GRAPHICS

Time-based media and the sequential presentation of information are integral to the Motion Graphics track in Web Design & New Media. The study of how visual elements change over time is essential to crafting effective narrative, interactive, and branding experiences.
VISUAL DESIGN
Our Visual Design track 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.
TECHNOLOGY
We teach the latest programming and hardware techniques that allow you to create cutting-edge websites, mobile apps, 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).

PRODUCT DESIGN
To craft effective design solutions, you’ll master on-screen and environmental motion graphics that will enliven, inform, and engage users and audiences.
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 to navigation, information conveyance, and feedback. And it’s not limited to the web; the more screen-based the world becomes, the more design becomes crucial to everything we interact with on a daily basis.
Faculty

Our instructors don’t just teach you about the industry—they are the industry. They are nationally recognized professionals who maintain careers on the leading edge of industry trends. They will challenge you to reach your creative potential.
Ryan J. Medeiros
Co-Director

Ryan J. Medeiros has worked for over 15 years as a designer for a variety of technology and design companies in the Silicon Valley and San Francisco. He was recognized at the Moscow Biennale of Graphic Design in 2009 as best of show alongside luminary designer Stefan Sagmeister for his poster “100 Years of Futurism.”

Andrea Pimentel
Co-Director

Andrea is a committed educator and award-winning Interactive Art Director, Creative Director, and UI Designer in San Francisco and Silicon Valley. She has worked for large-scale websites, start-ups, and some of San Francisco’s top advertising agencies developing cutting-edge campaigns. In her roles as Art Director and Creative Director, Andrea has worked with many top brands.

Fred McHale
Online Director

Fred McHale has over 15 years of experience as web designer, front-end developer, and program manager. He works with numerous high-profile clients in the Bay Area to design and develop web and mobile applications and manage teams of designers and developers.

Nikki Oettinger
Associate Online Director

Nikki Oettinger is a new media designer and motion graphics artist from San Francisco, currently residing in Los Angeles. She is a 2010 Web Design & New Media graduate from Academy of Art University, where she received her BFA. Her work experience ranges from print and packaging to UX and UI design and front-end development to motion graphics.
CERTIFICATE
The four-year certificate program provides students with a disciplined approach to the study of web design and new media. Student portfolios will demonstrate the variety of skills and creativity developed.

ASSOCIATE OF ARTS (AA)
The School of Web Design & New Media’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 web design and new media. Taught by a faculty that works in the San Francisco Bay Area creative industry, our students are provided a unique opportunity to learn from teachers immersed in the field. The curriculum focuses on visual design, user experience, design strategies, web design, and motion graphics.

MASTER OF ARTS (MA)
The MA provides professional study for students pursuing a career in web design and new media. 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 web design and new media. 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.
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, Web Design & New Media 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 printers are available for presentation, mock-up, and display. Students can provide files for visualizing ideas both flat and form-based.

MOTION GRAPHICS LAB
Our high-end motion graphics lab has network-rendering Mac Pro computers capable of producing broadcast-quality motion graphics and animation. This enables students to render product mock-ups, proof-of-concept videos, and advanced motion graphics at lightning-fast speed.

CLASSROOMS & SOFTWARE
Web Design & New Media 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 programming technologies, allowing them to create the highest quality portfolio projects.

PHYSICAL COMPUTING
Our advanced classes help students create online-based 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 such as Microsoft Kinect and Leap Motion are explored in addition to touch paradigms, simple sensors, and control mechanisms.
Student work 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.
“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
Design Lead, Strava

“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 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
UX Designer, Cambia Health Solutions

“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 WNM Student
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 cutting-edge technology companies and interactive agencies. Based on these networking opportunities, many students go on to work as UX designers, front-end web designers, and product 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 is a place for all of that. WNM 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 were among a few of the names at the Fall 2017 Ideate Conference.

“[Ideate had] the perfect balance of industry and students. One of the big benefits of Ideate is [the] lasting connection that has led to internships, contract work, and full-time hire,” said WNM Director Ryan Medeiros.
Design collaboration between Industrial Design students Philip Samuel Tandio & Lewis Liu and Web Design students Jackie Yang & Manson Cai
Career Paths

As one of the top art and design schools in the country, Academy of Art University’s Web Design & New Media graduates have a range of opportunities to choose from. Our faculty, facilities, and hands-on learning approach are here to provide you with the tools you need to succeed as a working professional in the field.

WHO IS HIRING OUR ALUMNI

Adobe
AKQA
Apple
CBS Interactive
Code and Theory
Design Reactor
Eventbrite
Facebook
Google
Hot Studio
Optimizely
IBM
Juxtaoz Magazine
Kaiser Permanente
LinkedIn
Lyft
Microsoft Corporation
National Geographic
Organic
Pandora
Paypal
R/GA
Razorfish
SFMOMA
SurveyMonkey
Tesla Motors
Volvo
Williams & Sonoma Inc.
Yahoo!

ART DIRECTOR
Give conceptual and stylistic direction to design staff, developers, and anyone else involved in the creation or maintenance of a project.

USER EXPERIENCE (UX) DESIGNER
Work with a team of creatives to explore many different design solutions to a user’s particular needs. Ensure a consistent look and feel for the human side of a product, and ensure that the product logically flows as the user moves from decision to decision, making the overall experience a positive and satisfying one.

VISUAL DESIGNER/USER INTERFACE (UI) DESIGNER
Create beautiful and intuitive interfaces, environments, and promotional designs that envelop the user in the world of the product.

MOBILE DESIGNER
Create new and engaging experiences for emerging mobile devices and screens.
MOTION GRAPHICS DESIGNER/INTERACTIVE DESIGNER
Build time-based designs that present a product conceptually, take users through its functions, and animate its interactivity.

PRODUCT DESIGNER
Design an interactive product as a part of a team, taking it from concept to execution. Product designers generally have their hands on every stage of the process.

FRONT-END DEVELOPER
Realize the creative vision of the production team in code. Utilizing the newest technologies and frameworks, create the future of interfaces.

WEB DESIGNER
Create working prototypes from visual designs and wireframes. Define graphic components and standards, and drive creative projects from start to finish.
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.dev.academyart.edu/academics/pre-college-art-experience-program 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 at awards 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

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.
Awards and Accolades

Academy of Art University is committed to the highest standards of achievement in art and design. Here’s a small sampling highlighting some recent accomplishments of our outstanding students, faculty, and alumni.
FIND YOUR PLACE. MASTER YOUR CRAFT.

#3 BEST ONLINE ART PROGRAMS IN AMERICA

#1 ANIMATION & VISUAL EFFECTS SCHOOL IN NORTHERN CALIFORNIA

RANKED IN THE TOP TEN BEST PHOTOGRAPHY SCHOOLS

8 YEARS WORKING WITH NASA

70+ STUDENT AND ALUMNI ART EXHIBITIONS IN SF EACH YEAR

WHAT WE ARE LOOKING FOR

DEDICATION • PASSION • COMMITMENT • CREATIVITY
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. At Academy of Art University, we understand this. 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/students/clubs-organizations/events 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

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 web design.

Simply put, Academy of Art University is an absolutely amazing place to be a college student.
**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
Museo de la Raza

**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 Theater
The American Conservatory Theater
The Castro Theatre
SFJAZZ
San Francisco Conservatory of Music
San Francisco Opera
San Francisco Symphony
San Francisco Ballet
AT&T Park

**TRANSPORTATION**
MUNI
AC Transit
BART (Bay Area Rapid Transit)
Cal Train
Golden Gate Transit
We are the Urban Knights—the only higher arts education institution in the U.S. to have an NCAA athletics program. Urban Knight Nation is proud to support our fierce student-athletes as they fight on to victory. Go Urban Knights!

Athletics

We are the Urban Knights—14 varsity athletic teams that represent Academy of Art University in NCAA Division II intercollegiate sports. We are dedicated to distinction, sportsmanship, pride, teamwork, credibility, and creativity.

As an artist-athlete in the Academy of Art University Intercollegiate Athletic program, you are empowered to realize your full potential academically, personally, and professionally while on the path to collegiate success. The Academy’s Urban Knights compete as members of the Pacific West Conference.

**MEN’S**
- Baseball
- Basketball
- Cross Country
- Golf
- Soccer
- Softball
- Tennis
- Track & Field
- Volleyball

**WOMEN’S**
- Basketball
- Cross Country
- Golf
- Soccer
- Softball
- Tennis
- Track & Field
- Volleyball

**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.

academyart.edu

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

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

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
• International applicants require a $300* international student service fee
• Fees can be paid by MasterCard, Visa, Discover.
  By mail: check or money order
*all fees are non-refundable, non-transferable
I WAS NO LONGER THAT LONE KID WHO FLYERS EVERYTHING SURROUND ED. NOW I WAS MADE & FILMED BY THEM!

GET STARTED TOWARD A CAREER YOU’LL LOVE

At Academy of Art University, Chase no longer felt like the odd man out. He turned his love for social media, shooting videos, and making flyers into a blossoming career as a top creative in the advertising industry. We can teach you to turn the things you love to do into a career you’ll love—and have a ton of fun along the way. Sometimes it’s not so much about finding who you are, it’s about finding the place where you can be who you are. Find out how your passion can become a creative legacy at academyart.edu