From designing and programming games to writing mobile apps to exploring visual communication and design, soft robotics, and the internet of things, the transdisciplinary BS in Technology, Arts and Media (BS-TAM) infuses creativity into engineering and technology. Equal parts production, skills, critique and theory, this program integrates technical expertise with project-based explorations and a critical and historical understanding of creative and digital technologies. Our small studio courses—generally more than 50 percent female—encourage group work and collaboration. We invite designers, artists and engineers with unconventional approaches to technology and unorthodox perspectives to predict the future by inventing it through technically-based, creative investigation.

As a creative technologist, you’ll move fluidly between engineering, design, creativity and computing. You will develop diverse, robust and adaptable skills to address 21st-century challenges and opportunities. Whether you start your own firm or join a technology company, your solid engineering core and critical creative faculties will be valuable in tomorrow’s workplace, enabling you to build innovative products and services for people and communities.

**AREAS OF FOCUS:**

// Interactivity including game, web and user design  
// Design including graphic or information design  
// Time including animation or motion design  
// Sound including digital or interactive sound
TAM is like a marriage between art and technology, and the ethics surrounding both.

—Melissa Guba ’14

DID YOU KNOW?

Each semester ATLAS hosts an amazing array of inspiring speakers and hands-on-workshops from wearable computing, to technology for human need, to crowd-sourced creativity. Engineering is beautiful.

COURSE HIGHLIGHTS

PHYSICAL COMPUTING

We start with design projects that interact with humans and the physical world. You will learn ways to integrate sensors, motors, and simple electronics into interactive installations, art projects, wearable computing, games, gadgets and music controllers.

HISTORY OF CREATIVE TECHNOLOGY

This first-year course will introduce you to key practitioners, periods and artifacts in the history of creative technology. You’ll explore the creative perspectives and unconventional approaches that led to the technological innovations—from Leonardo da Vinci’s flying machines to Tim Berners-Lee’s World Wide Web—that have revolutionized our world.

CONTACT

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