The Technology, Arts & Media major is an undergraduate major within CU Boulder’s College of Engineering and Applied Science. Administered by the ATLAS Institute, an interdisciplinary academic and research unit, this unique degree creates the opportunity for engineering students to pursue careers in creative fields by leveraging their talents in science, technology, engineering and math. With small, studio-based courses—in which women typically make up more than 40 percent—the TAM program emphasizes project work, collaboration and creative problem solving. Since its launch, the BS TAM degree has been one of the fastest growing majors at CU Boulder.

CONTACT
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LEARN MORE
tam.colorado.edu
TAM MAJOR OVERVIEW

Students graduating from the Technology, Arts & Media (TAM) major are prepared for technical careers in a wide range of creative fields. Through a curriculum that emphasizes project-based coursework, students develop engineering, design and critical thinking skills, making them uniquely versatile. With broad skill sets, they can tackle complex projects that span multiple domains.

During freshmen and sophomore years, students complete the College of Engineering core curriculum alongside TAM courses. During junior and senior years, students concentrate electives on one focus area, such as user interface and user experience (UI/UX), sound design, interactive computing, robotics, internet of things, physical computing, augmented and virtual reality (AR/VR), or game design. A two-semester capstone course, that includes one major project, completes the major.

TAM students are exposed to regular professional development opportunities, workshops and guest speakers. Many secure internships with industry partners and/or work in research and student labs. In particular, they enter the job market with robust portfolios of creative projects.

CAREERS

Graduates are prepared for a wide spectrum of existing and emerging careers, including:

- motion graphics and animation
- interactive design
- UNIX
- AR/VR
- digital content production
- web design and development
- computer graphics & visual communication
- gaming and simulation
- digital sound and electronic music
- mobile app design and development

"SparkFun enjoys hiring the talent and creativity that a TAM degree provides. We look forward to hiring more students graduating from ATLAS programs."

- Nathan Seidle (ElecEng ’04), Founder, CEO, SparkFun Electronics

EXPLORE TAM & ENGINEERING

College of Engineering tours and informational sessions, including tours of ATLAS research labs and studios, are offered throughout the year. A schedule of events for prospective students is online: colorado.edu/engineering/future-students

Prospective TAM students are also encouraged to email questions or request information directly from TAM program staff: tamprogram@colorado.edu

HOW TO APPLY

Students wishing to apply should follow the College of Engineering and Applied Science application process prescribed by the CU Boulder Office of Admissions: colorado.edu/admissions

Early Action Deadline: Nov. 15
Regular Decision Deadline: Jan. 15