

TRANSFORMATION AT NJIT

THE LONG-ENVISIONED COLLEGE OF ARCHITECTURE AND DESIGN IS NOW WELCOMING STUDENTS TO AN EXPANDED RANGE OF PROGRAMS AT THE INTERSECTION OF TECHNOLOGY AND ART.

Building on the foundation laid more than 30 years ago, the youngest NJIT college is home to both the new School of Art+Design (SA+D) and the university's internationally acclaimed New Jersey School of Architecture. "By expanding its offerings in the design disciplines, NJIT is making a bold move toward becoming a more comprehensive university," says Urs Gauchat, dean of the College of Architecture and Design.

Art? Design? But NJIT is about science and technology. It even says so on banners displayed around the campus. And it's been heard that "NJIT traditionally did not attract the type of creative individuals who would study at a place like Rhode Island School of Design."

Until now.

Just ask Ida Torres, aspiring interior designer, who transferred from Rutgers-Newark to become a member of the inaugural freshman class at SA+D. "I love it here," she says. "The minute I walked up the ramp to tour the facilities, I knew that this was where my life is going to change. This program is much more career-oriented than my previous studies. Every professor is teaching from real-world experience, and that makes an impact on a student. And the good news is, if you like what you hear, there's a good chance you're going to love who you become." Ida is one of 45 students who began the first-year design foundation program in September.

Daniel Sosa, a student at the School of Art+Design, created promotional media and packaging for "Medalist Blu-ray laser pointers" – a hypothetical product line manufactured by "Monarch Research Laboratories."





ARCHITECTURE

MEASUREMENT

1. The drawing shows a technical drawing of a building's floor plan or a similar architectural drawing. It includes various lines, circles, and text, likely representing dimensions and structural details.

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PORTRAIT OF A STORIED CITY

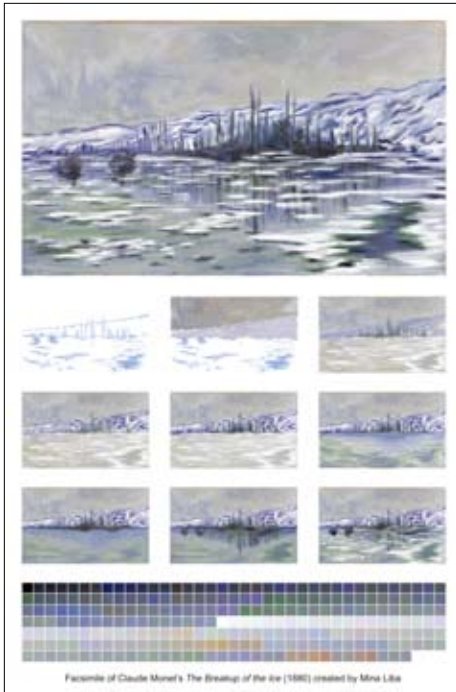
A Getty Research Institute exhibit created by co-curator Zeynep Celik, NJIT distinguished professor of architecture, underscores the expansive vision of faculty at the College of Architecture and Design. Titled “Walls of Algiers: Narratives of the City,” the exhibit runs May through October in Los Angeles.

The complex history of Algiers is examined through photographs, postcards, illustrated books and drawings. Along with these compelling visual images, the exhibit features historical voices drawn from government and military reports, scholarly essays, travel accounts, novels and poems. The essence of the city is also examined with reference to films such as Gillo Pontecorvo’s epic *The Battle of Algiers*.

Celik lectures throughout the world and has held visiting professorships at Harvard University, Barnard College, the Massachusetts Institute of Technology, and at the Ecole Des Hautes Etudes en Sciences Sociales in Paris. Her outstanding scholarship has been recognized with prestigious honors, among them three awards in 2004: the Guggenheim Memorial Foundation Fellowship, the American Council of Learned Societies Fellowship, and the Council of American Overseers Research Center Fellowship.

Celik’s publications include *The Remaking of Istanbul, Displaying the Orient, Urban Forms and Colonial Confrontations* and *Streets: Critical Perspectives on Public Space*, as well as numerous articles on cross-cultural topics. From 2000 to 2003, she served as the editor of the *Journal of the Society of Architectural Historians*.

Reconstructing Monet:
SA+D student Mina Liba
worked on learning
the nuances of digital
art by recreating the
subtleties of a painting
by Claude Monet.



“We have an interesting mix of students,” says Glenn Goldman, professor and director of the new school. “In addition to first-time freshmen, we have transfers from both community colleges and four-year colleges, as well as internal transfers from architecture and engineering. We now have a place at NJIT for creative designers who don’t want to be architects.”

All SA+D students take a common foundation year that emphasizes graphic design, digital design, color theory and art history. After the first year, students pursue their chosen major. Three degree programs are currently offered:

INDUSTRIAL DESIGN: The BS program teaches students to develop new products for the advancement of everyday living by addressing style, function, quality and safety of manufactured goods.

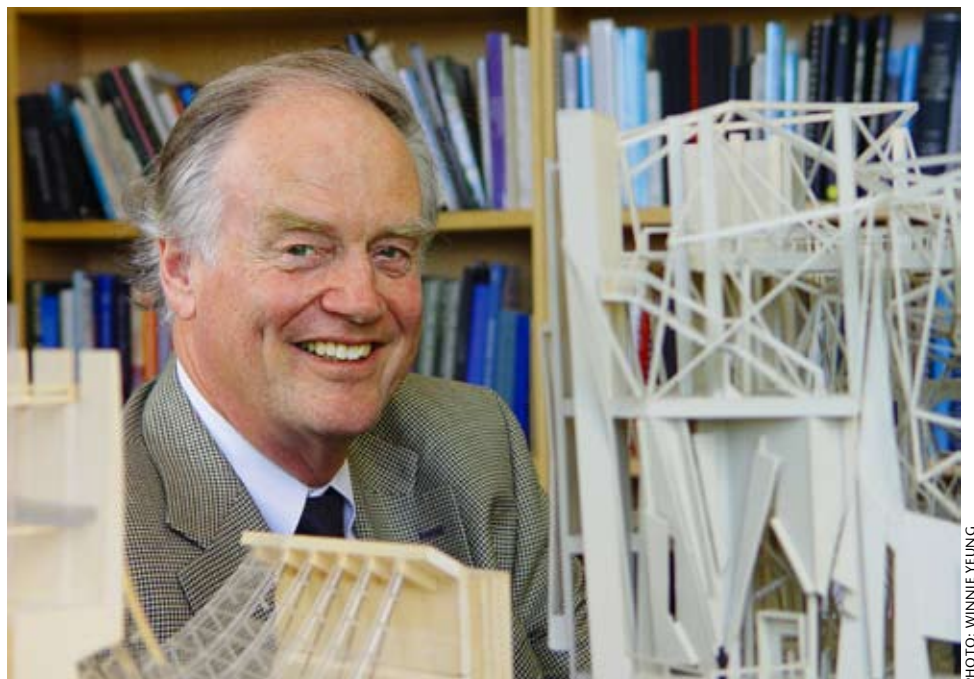
DIGITAL DESIGN: With concentrations in entertainment, and in interactive media and production, the BA program gives students the opportunity to develop skills in such areas

as graphic design, the creation of virtual environments, set design for games and movies, advertising and marketing, exhibit design, and animation and special effects creation.

INTERIOR DESIGN: The BA in interior design teaches students to design and rehabilitate interior spaces and facilities with an understanding of spatial organization, user needs, building systems, lighting design, sustainability and aesthetics.

A fourth degree program, an innovative bachelor of fine arts, is pending approval.

Urs Gauchat, dean of the College of Architecture and Design, says 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 says the new emphasis on arts and design is also an important new direction for NJIT.

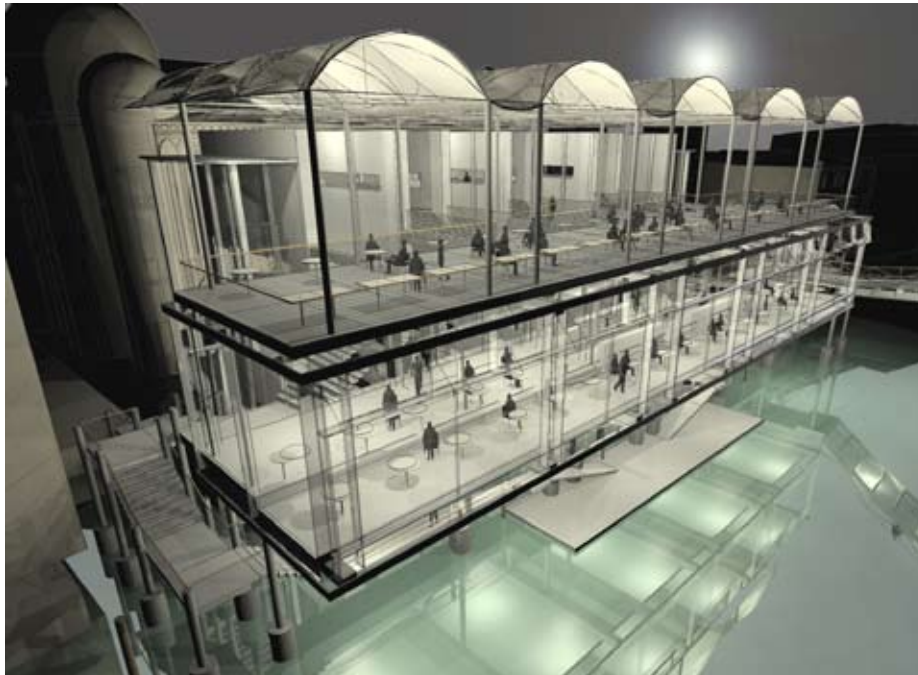


Dean Urs Gauchat



DESIGN IS THE KEY TO REINVIGORATING MANUFACTURING IN THE UNITED STATES.

Dean Urs Gauchat



“NJIT aspires to be a more comprehensive public university. You can’t do that on technical programs alone,” Gauchat says. “And design is increasingly important in today’s marketplace, often the sole distinguishing characteristic that decides the success of a product. Design is the key to reinvigorating manufacturing in the United States.”

Goldman says that the new school benefits from a combination of factors that make its programs uniquely appealing – expertise in digital design, synergy with New Jersey School of Architecture, and ties to a technological university.

“We have really been pioneers in the integration of digital media in the arts and design,” he explains. “Most of our current first-year students weren’t born when we began the first fully digital electronic architectural design studios in the United States incorporating color and 3-D modeling. We have been working ever since to advance the state of the art in digital design, so we know the medium well.”

The new design programs also have the advantage of having grown out of a school of architecture, Goldman continues. “It gives us a different outlook, a different expertise that enriches the design programs,” he says. “And finally, we look at all of our programs through the lens of technological expertise, and you’ll find science and technology deeply infused into our design programs.

“For instance, our design students take physics because we think that studying the basic principles is necessary for people who will design structures – both real and virtual – to understand lighting and sound, or the impact of an explosion in a video game. We view science and technology as important to the general education of our students. You don’t usually find that at an art school.” ■

University Communications staff contributed to this article.

The new, diverse programs at the College of Architecture and Design, such as interior design, expand upon NJIT’s leadership in the traditional aspects of architectural education.