Advanced Media Lab

The Advanced Media Lab at NC State University College of Design is a multimedia facility housing the latest in digital hardware and software. The lab is maintained by Lee Cherry, Marc Russo and Pat FitzGerald. The facility is used to support innovative, collaborative research projects between the design disciplines as well as the Graduate students and researchers in the Master of Art+Design program.

In the New Media and Animation program at NC State, we leverage an array of technology to create images, animation and interactive projects. To address the needs of contemporary artists and designers, we offer students a foundation for working with a range of digital tools, an awareness of formal relationships and strategies for generating and refining design solutions.

Students in the program are individuals who synthesize both traditional and digital skills. In addition, they should embrace being conceptual translators who are both able to design for clients and create self-motivated works. A unifying thread throughout the program is visual storytelling. As a result, we manipulate images, motion, time and user interaction to convey meaning and create specific experiences. While there are many ways to apply the knowledge gained in the program, it is geared toward those who are interested in sequential art, digital illustration, digital modeling, compositing, character animation, motion graphics and multimedia interactive projects.

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Location

NC State University
College of Design
Advanced Media Lab

http://design.ncsu.edu/resources/advanced-media-lab
The lab has a wide range of animation and interactive software including Maya, Mud Box, Motion Builder, Nuke, Shake, Final Cut Pro, After Effects, and Flash as well as specialized 3D Match Moving and visual effects software such as TrapCode, PFTrack, RenderMan and Maxwell Render. The lab houses multiple suites of, dual-bootable, Apple Mac Pros with pressure sensitive Cintiq monitors. Students have access to high-end, HD digital video cameras, including an Epic Red One, as well as audio recording equipment, digital green screen room and projection rooms. Current upgrades and developments include a recording sound studio and infrared camera tracking systems.

Sponsored studio projects and collaborative research teams focus their area of studies in the following concentrations:

interaction Design & Information Design

A new design discipline centered around innovative technologies, services and systems with an emphasis on user experience, form and function. Interaction between people through hybrid/mobile technology with an emphasis on the organization and presentation of data transferred into valuable, meaningful information.

Exhibit Designs & Interactive Architectures

Art and museum installations, location-based sound and visual narrative, navigation systems, physical interface design that enhance the experience based on the behavior of the user and their surrounding environment.

Animation & Digital Entertainment

Great story-creating and telling, is at once both an ancient art coupled with new technology. The telling of stories and the creation of experiences has affected by Medium, but current digital design and animation offer capabilities and opportunities not yet addressed in the history of interaction and performance.

Mechatronics & Electronic Art

A crossroads between art, technology and society through the synergistic combination of precision engineering, electronic control, sensory inputs, information design and intelligent systems. These systems can provide users a clearer comprehension of information and a means of distributing knowledge through haptic and sensory feedback.

Computer Gaming & Serious Games

Commercial game and simulation developers, practices, and technology can be utilized by a wider field of organizations that build and apply models within training and simulations balancing adaptive learning with and natural learning environments.