



VCU Brandcenter

Creative Technology

What is the Creative Technology Track?

The Creative Technology track is the answer to the question heard so often and so loudly from agencies and brands - Where can we find people who really have that "digital DNA" and are also experts in the traditional aspects of advertising?

Creative Technology students understand that all modern communication happens in the context of technology - sometimes it's invisible, sometimes it's the cornerstone, but it's always there. And they know that creativity doesn't just mean words and images, and that the best ideas often come from the people who can put all the pieces together.

The program isn't about technology for technology's sake, and it's not a program to create more programmers. The Creative Technology track is about learning to be fluent and confident in using media technologies appropriately in the service of branding, advertising, marketing, and persuasion. The Creative Technology track is designed to help fill the growing demand for technologists who think creatively, holistically, who look at what best engages consumers while at the same time serving the brand - and who can then use appropriate technology to design, produce, and execute.

To help students become this new kind of creative technologist, the track includes business, creativity, brand and presentation classes, and also technology courses like computational media (applied programming and production for rapid prototyping), information architecture, user participation and social media platforms, courses about search engine strategies and optimization, as well as courses on futurology and digital engagement.

Collaboration and group work figure large in the program – in addition to team-based work in the Creative Technology courses, students work in groups with students from other tracks throughout their time at Brandcenter just as they will in their professional lives.

To further support the Creative Technologists, the track has launched a weekly brainstorming and idea development get-together, and will host workshops in entrepreneurship, intellectual property development, project management, and physical computing.

Creative Technologists work as leaders and members of expanded creative teams in agencies and production companies, as interactive designers, creative directors, producers, as directors of interactive media, as members of account teams, as entrepreneurs, as digital and interactive generalists, and in new "creative technology" positions emerging in forward-thinking agencies.