



KINETIC IMAGING

ANIMATION
GAME ART
VIDEO ART

FROSTING SCHOOL OF ART



**WESTERN
MICHIGAN**
UNIVERSITY

August Bade wears an Oculus 2 headset to navigate through his classmate Kaylie Fortin's virtual reality project. Time and Process, a KI foundation course, is focused on the development of creative thinking for communication and visual expression, incorporating four-dimensional problem-solving, conceptualization, and implementation.

KINETIC IMAGING

Animation, Game Art, Video Art

Kinetic Imaging at Western Michigan University's Gwen Frostic School of Art is a Bachelor of Science Degree with tracks in Animation, Game Art, and Video Art. The Kinetic Imaging core includes coursework in illustration, AR/VR, coding, 3D modeling, world building, sound art, installation, and performance art.

Kinetic Imaging prepares students for professional practice as multimedia artists by creating a multitude of contemporary approaches through a flexible curriculum. The program is a four-year course of study that emphasizes critical thinking, problem-solving, collaboration, and experimentation, as well as the creative use and mis-use of technology. At critical points in the curriculum, the KI program intersects with the Multimedia Art Technology (MAT) program in the School of Music. By studying media history, theory, technique, methodologies, and related technology, students will accumulate a wide range of experiences and skills applicable to a diverse set of artistic endeavors and media-focused careers.

MAJORS

Studio Art B.A.

Animation B.S.

Art History B.A.

Art Education B.F.A.

Ceramics B.F.A.

Game Art B.S.

Graphic Design B.F.A.

Metals/Jewelry B.F.A.

Painting B.F.A.

Photography B.F.A.

Printmedia B.F.A.

Sculpture B.F.A.

Video Art B.S.

Pre-Art Therapy

MINORS

Art

Animation

Art History

Game Art

Video Art



"My favorite thing about the KI program is the welcoming nature of the learning materials and professors. The subjects taught are engaging while still providing a challenge so that it feels like your time is valued. The advisors are amazing and are very concise with what you need and how they can help you achieve your goals."

—James Ellsworth
Game Art



Visit us at
wmich.edu/art