

AD 463 COLLABORATIVE DESIGN STUDIO – Fall 2025

New Jersey Institute of Technology

School of Art + Design & School of Architecture

In the interest of multidisciplinary collaboration across all HCAD majors, this year's selection of AD 463 studios offers room and approval for up to 6 students from the School of Architecture students* (1-2 per studio section) who may select specific studios and participate on a team. With the addition of Architecture students, we are able to offer up to three different studios for Fall 2025.

*Architecture students can take AD 463 to fulfill an Options studio.

Studio Selection Process:

Eligible students* must **register for AD 463, Section 001** and complete the online [Studio Selection Form](https://rebrand.ly/13n30eb) (<https://rebrand.ly/13n30eb>). The Selection Form provides students an opportunity to identify their studio placement preferences.

The Studio Selection Form must be completed no later than 4:00pm, June 20, 2025.

Students must rank **all** studio options - first choice being ranked #1, second choice #2, and so on. The studios selected are dealing with very different types of projects and different processes. It is hoped the variety is sufficient for everyone in our diverse community.

Students may either create their own three-person teams *or* complete the Selection form as an individual and be assigned to a team after the studios have been divided.

Criteria for Team Submissions:

- **Only three-person teams** may be submitted for consideration. Two-person teams or four-person teams are not acceptable.
- **Teams CANNOT include two students from the same major, and cannot include both an Architecture and Interior Design student.** Architecture students will be assigned interchangeably with Interior Design students. That means an acceptable three-person team will include one Industrial Design student, one Digital Design student and EITHER an Architecture OR Interior Design student.
- Each team member **must submit their own separate selection form**, listing the name of the potential team member(s) on their form. NOTE: The submission of separate selection forms serves as a check that all students want to be together on the same team. If the information on the team selection forms are different from one another, the students will be assigned as individuals according to available space.

Late registration will result in a loss of choice for studio selection and assignment will be made where space presents itself.

Studio Section Distribution Process:

The studio distribution process will involve multiple steps and attempt to maximize student choice (think of it as a “happiness algorithm”). Students will be divided in a manner that will have, to the greatest extent possible and where demographics allow, an equal number of students from each participating discipline.

First choice will be given to teams containing HCAD students enrolled in the Albert Dorman Honors College. The initial order of assignment/selection will be (1) Honors Teams; Honors Individuals; (2) General Student Population Teams of Three with all three majors being represented; and (3) General Student Population Individuals.

No placement in any studio is guaranteed. If there are too many Honors students to accommodate on first choice, priority goes to the teams containing the greater number of HCAD Honors students.

Final studio assignments will be confirmed via email during the summer. Section enrollment in Banner will be changed on your behalf.

AD 463 - Location-Based Entertainment and the Design of Fun

Fall 2025; Monday and Thursday; 1:00 PM – 5:20 PM

Instructor: Professor Glenn Goldman

"It's fun to have fun, but you have to know how... If you never did you should. These things are fun and fun is good."

Dr. Seuss

Theme parks, games, rides, toys, and more: physical and virtual experiences facilitating fun. Fun is important. It allows us to relax, recharge, recalibrate. Theme parks (in contrast with amusement parks which are often a collection of unrelated rides or experiences) have a message: they can inspire us, teach us, allow us to escape to a world that does not exist (yet).

Parks built on a theme can be based on existing intellectual fictional property like "The Wizarding World of Harry Potter" at Universal Studios, "Star Wars: Galaxy's Edge" at Disneyland, or "Pandora: The World of Avatar" at Disney's Animal Kingdom. Or they can be based on original content created by the designer. They can be created and inspired by a work of art (e.g., a world inspired by the art of Picasso, Mondrian, Bosch, or Van Gogh). They can be created and inspired by a book (that has not yet been made into a movie or television series), or they can be designed to teach (think about various museums of natural history, or the many science or industry-based/inspired expositions at world fairs). They can be an art-focused collection of interactive experiences (e.g., Superblue Miami). They can be for a general audience, or for a smaller targeted audience (like Sesame Place). The common element is that these are collective experiences and exist in a location and there is a social/group component – and include examples of individualized experiences within the context. Even VR/AR/XR experiences are located in a place.

This studio will design multidisciplinary experiences for fun as a type of location-based entertainment. The studio will start with research and investigation into historical and "family-friendly" ways of having fun outside the home. (In other words, criminal, anti-social, and inappropriate activities are excluded from the investigation and design project.) Specifically, this preliminary investigation will include theme parks and other imaginary worlds (including world fairs) that are already visualized that "could be" built as a place for entertainment from sources like graphic novels/comic books and movies. Student teams, after identifying the theme and/or purpose of their park, shall design the park and the ride(s) contained therein. Roles team members take in any project are flexible. However, as a preliminary method of organization, it can be assumed that Architecture and Interior Design students shall design the layout of the park (which may be housed in a single building or be a collection of buildings on a larger site, depending on the type of rides proposed, the theme/purpose, and the demographic nature of the group membership) and any structures contained within (including those buildings that are part of rides). Digital Design students shall design interactive and other visual components of the project (which may include onscreen or game interactivity as well as physical interactivity) that may be make up discrete experiences or part of other, larger, more comprehensive experiences. Industrial Design students shall be designing associated merchandise as well as physical artifacts from toys to transportation that are part of the park and entertainment experiences. It is expected that all members collaboratively determine the overall direction and purpose(s) of the proposed project.

AD 463 - Multi-Dimensional Zine Exhibit: Designing the Newark Zine Fest

Fall 2025; Monday and Thursday; 1:00 PM – 5:20 PM

Instructor: Petia Morozov

Course Description:

This interdisciplinary studio invites interior, industrial, and digital design students to collaboratively design and build a multi-dimensional zine exhibit and festival experience, in partnership with the Newark Museum of Art and the Newark Public Library. Students will co-create the full Newark Zine Fest environment—from event and exhibit spaces to signage, seating, merchandise, animations, and mixed reality content. Alongside the collective work, students will develop and publish their own zines—exploring storytelling, authorship, and alternative publishing through both physical and digital formats. The course emphasizes collaboration, fabrication, public engagement, and experimental design across media and disciplines.



AD⁴⁶³ – Collaborative Design Studio | Design for the Theater Arts

Instructor: Martina Decker, with support of Courtney Self

Design for the Theater Arts is an interdisciplinary Fall semester studio that unites Interior Design, Digital Design, Industrial Design, and Architecture students in collaboration with NJIT's Theatre Arts and Technology program. The studio is structured around the design, production, and marketing of critical elements for the Fall and Spring theatrical production, offering students hands-on experience in creating spatial narratives through material, digital, and performative means. **Industrial Design** students will develop props, prosthetics, and costume elements, exploring innovative fabrication techniques and wearable design. **Interior Design** and **Architecture** students will collaborate on set and environment design, addressing spatial composition, audience engagement, and basic theatrical lighting considerations as part of their overall scenic strategy. **Digital Design** students will focus on the development of motion graphics, projection mapping, and other time-based digital content that supports the narrative and enhances the sensory atmosphere of the performance.

Students will also create flyers, posters, and promotional materials for the production, bridging visual communication and experiential design. The studio emphasizes interdisciplinary teamwork, iterative prototyping, and the integration of design thinking into the live performance process, preparing students to collaborate across creative boundaries in real-world contexts.



AD 463 - URBAN DIORAMAS: *connecting past, present and future communities in Newark*
Fall 2025; Monday and Thursday; 1:00 PM – 5:20 PM
Instructor: TBA



Virtual Reality and Augmented Reality have long roots in the history of immersive environments. As early as the late 18th century, artists like Robert Barker and, later, Louis Daguerre and Charles Marie Bouton experimented with large-scale panoramas and dioramas—physical installations designed to envelop viewers in simulated landscapes and events using light, scale, and perspective. These early immersive experiences paved the way for more recent technologies like Morton Heilig’s 1962 Sensorama Simulator, which combined moving images, sound, smell, and motion to create a multimodal virtual world.

Building on this lineage, this collaborative studio brings together interior design, architecture, digital design, and industrial design students to create contemporary dioramas—immersive, site-specific installations—embedded into the urban gaps and public spaces of Newark. These interventions will blend physical and digital storytelling to explore new spatial and experiential narratives within the city’s fabric.

Each group will conceive and build a site-specific diorama installation that weaves together: physical space-making (interior and architectural design and urban analysis); narrative and visual identity (graphic design); digital storytelling and interaction (digital design); immersive media integration (e.g., projection mapping, AR overlays, soundscapes)

Final deliverables may include full-scale mockups or built interventions, digital prototypes, 3D models, VR/AR elements, storyboards, and a curated public exhibition in Newark.

This studio is an opportunity to reimagine how we engage with public space—through collaboration, experimentation, and immersive design.

We are inviting students from Interior Design, Architecture, Digital Design, and Industrial Design to join a cross-disciplinary studio focused on reimagining Newark's public spaces through immersive, site-specific installations.

Urban Dioramas draws inspiration from historical techniques of immersive storytelling— panoramas, dioramas, and early VR experiments—to create contemporary interventions within the city. These installations will occupy gaps in the urban fabric—vacant lots, in-between spaces, underused corners—transforming them into portals of sensory experience and layered narrative.

Working in teams, participants will design and construct physical dioramas enhanced by digital media, exploring the intersections of space, story, and technology. The studio is hands-on, speculative, and collaborative, with outcomes to be publicly exhibited in Newark.

Come build the city's next immersive landscape.