ABOUT SIAT

The School of Interactive Arts + Technology (SIAT) at SFU is an interdisciplinary, research-focused school where technologists, artists, designers, and theorists collaborate in innovative research and immersive study.

DEGREE OPTIONS

Bachelor of Arts (Major or Honours)
Bachelor of Science (Major or Honours)

You can also combine SIAT with other areas of study:
Joint Major with Communication
Joint Major with Business Administration

SIAT students start in IAT One, an engaging and supportive first-year learning community.

SFU is by nature a flexible institution. You can combine SIAT with just about anything.

CO-OPERATIVE EDUCATION

A number of well-known employers hire SIAT Co-op students. Some of them include: IBM, EA, SAP, and Blistit Radius.

SIAT Co-op students and alumni are well regarded in the workforce for their technical skills, creativity, teamwork, and communication skills.

For more, see www.sfu.ca/coop

APPLY NOW!

Our website has the most detailed and up-to-date information about the program, including admissions, student projects, lab facilities, and more:

http://www.sfu.ca/siat/prospective_students.html

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ARE YOU AN INNOVATIVE MAKER?

ARE YOU AN INSPIRING STORYTELLER?

ARE YOU AN AMBITIOUS GAME-CHANGER?

ARE YOU SFU?

ARE YOU SIAT?
Define who you are & who you want to be

Education is about embarking on a journey of who you want to be.
Come learn about what inspires you at the School of Interactive Arts and Technology!

- storyteller
- creator
- systematic
- perfectionist
- crafty
- hands-on
- multitasker
- well-rounded
- specialized
- documenter
- talented
- eager
- curious
- encouraging
- communicator
- innovative
- creative
- open
- ideator
- brainstormer
- thinker
- driven
- insightful
- visualizer
- passionate
- logical
- adventurous
- cooperative
- leader
- programmer
- gamer
- technology inclined
- problem solver
- teamplayer
- undecided
- well-rounded
- creative
- logical
- adventurous
- _________

CONTACT US
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SIAT Co-op Coordinator
Email: fmclaffe@sfu.ca
Phone: 778-782-7480
Location: Room 2568
Define who you are & who you want to be. Discover the program.

Education is about embarking on a journey of who you want to be. Come learn about what inspires you at the School of Interactive Arts and Technology!

The School of Interactive Arts + Technology (SIAT) is an interdisciplinary research-focused school where technologists, artists, designers and theorists collaborate on innovative research and immersive study.

A degree in Interactive Arts + Technology prepares students to play a leading role in the inception of new media and the design of innovative technologies. Inspired by the creative economy, a SIAT education combines applied computing, the science of human experience, the analysis of media, art and culture, and the implementation of new technologies.

Contact us:

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Find us online:

www.sfu.ca/siat
@SIAT_SFU
FACEBOOK.COM/SIATSFU

Dr. Marek Hatala
Dr. Thecla Schiphorst
DEGREES

• Bachelor of Arts
• Bachelor of Science
• Minors
• Joint Majors (Business Administration & Communication)

INTERACTIVE SYSTEMS

Students in INTERACTIVE SYSTEMS learn about software applications used by people in everyday life. Learn how to design, develop and apply interactive systems with particular emphasis on how people use them through a combination of computing foundations, user-centred design principles, and programming practice. This focus on systems building knowledge and skills prepares students for creating applications in areas such as the web, handheld devices and games.

DESIGN

Students in our DESIGN concentration examine the relationship between people and technology and how thoughtful design practices improve these relations. Design principles are examined in order to improve the accessibility and intuitive nature associated with using technology. It also has an aesthetic mandate to provide products of clarity and attractiveness suited to their functional purposes within society and industry.

MEDIA ARTS

The MEDIA ARTS concentration prepares students to be creators of computational and interactive media, ranging from mobile devices to large-scale virtual environments. Media Arts students learn how to analyze, design and innovate in building narrative, interactivity, video, animation, sound design, programming, performance and immersive technologies. These skills are a foundation for careers in digital entertainment, film, communications and software industries.

INDUSTRY PARTNERS

- Andrew Park
- Axel Mulder
- Billy Cheung
- Dave Fracchia
- Desiree Nazareth and Family
- Don and Julie Wade
- Eleanore Smith
- Eileen Lin
- Hasti Seifi
- Helmine Serban
- Jim Biczocchi
- Joanne Curry
- John Dill
- Kellogg Booth
- Marek Hatala
- Nancy Cardozo
- Nancy Sampson
- Oliver Mactavish
- Richard Smith
- Sang Mah
- Sheng Wang
- Tim Collings
- Tom Calvert
- University Women’s Club of Vancouver
- Yingcheng Yang

SIAT is unique as it integrates both theoretical design principles, computing practices, and tangible work experience. For example, many of our instructors are integrating real-life case studies and industry application in their courses. The program has a strong group of industry partners and we encourage industry collaboration and exposure through a host of events and workshops throughout the academic year. (Check out our SIAT Showcase video - http://ow.ly/oNxWn)

THANK YOU
## Concentrations

### Interactive Systems

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### Media Arts

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Students normally apply to concentrations toward the end of their second year of study in order to tailor their educational focus, however concentrations are not necessary for program completion. Students accepted into the concentration streams are given enrollment priority.

### Industry

SIAT is unique as it integrates both theoretical design principles, computing practices, and tangible work experience. For example, many of our instructors are integrating real-life case studies and industry application in their courses.

The program has a strong group of industry partners and we encourage industry collaboration and exposure through a host of events and workshops throughout the academic year. (Check out our SIAT Showcase video - [http://ow.ly/oNvWn](http://ow.ly/oNvWn))

Industry partners include:

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- Yingcheng Yang

Thank you!
MICHAEL CHENG
B.A., Design & Media Arts, 2012
Location: Toronto, Canada
Occupation: CEO at Needle Inc.
Favourite SIAT Memory? Building a pair of self-tightening shoes that won the SIAT Showcase Competition in 2011.
Learnings? Innovation is created when you combine different fields of knowledge.

CATHERINE CHEN
B.A., Design, 2012
Location: Vancouver, Canada
Occupation: Community Manager, Higher Education at HootSuite (by day) and Creative Director at Le Méridien Bali Jimbaran (by night)
Favourite SIAT Memory? Sharing a room with 17 people in a sweaty, small Seattle hotel room with 3 extension cords powering 15 laptops from 1 wall plug.

OUR COMMUNITY
The Interactive Arts and Technology Student Union is made up of a friendly group of student elected representatives, who are all eager to help improve student life on SFU’s Surrey Campus. IATSU hosts various programs and events throughout the year, including the FCAT Formal, FroshOne, IATSU TV, the ongoing Design for Donation charity program, and industry workshops.

STUDENT SERVICES
- Student Learning Commons
- Library & Equipment
- Counseling
- Career Services
- Gym/Recreational
**MICHAEL CHENG**

B.A., Design & Media Arts, 2012

Location: Toronto, Canada

Occupation: CEO at Needle Inc.

**Favourite SIAT Memory?** Building a pair of self-tightening shoes that won the SIAT Showcase Competition in 2011.

**Learnings?** Innovation is created when you combine different fields of knowledge.

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**CATHERINE WANG**

B.Sc., Interaction Design, 2005

Location: Milan, Italy

Occupation: Senior Interaction Designer at frog design

**Advice?** You are not just a student. You are on a path to an exciting industry, and you'll play a key role in pushing this industry forward even more. Soak up all you can. Give all you have. Document your thoughts & learnings and share them.

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**STEPHANIE WIRIAHARDJA**

B.A., Design, 2012

Location: Vancouver, Canada

Occupation: Community Manager, Higher Education at HootSuite (by day) and Creative Director at Le Méridien Bali Jimbaran (by night)

**Favourite SIAT Memory?** Sharing a room with 17 people in a sweaty, small Seattle hotel room with 3 extension cords powering 15 laptops from 1 wall plug.

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**BEN HULSE**

B.Sc., Interaction Design, 2005

Location: Vancouver, Canada

Occupation: Vice President, Design & Brand at bazinga!

**Favourite SIAT Memory?** Attending the very first Italia Design Field Study with Russel Taylor and 40 fellow students. Epic...

**Advice?** The friends you make here will be your coworkers someday.

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**STANLEY LAI**

B.Sc., Interactive Systems, Honours, 2013

Location: Vancouver, Canada

Occupation: Mobile Designer with Mobify

**Advice?** Every project, however mundane, is an opportunity to do something crazy. Every person you meet, inspiration for that challenge you are trying to solve. Don’t let criticism and failure hold you back: SIAT is one big sandbox to making all the mistakes, and trying everything under the sun. Go nuts!

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**JACKIE FOK**

B.Sc., Interaction Design, 2011

Location: San Francisco

Occupation: User Experience Designer at AKQA

**Favourite SIAT Memory?** The hustle and bustle surrounding the first SIAT Student Showcase in 2009.

**Learnings?** SIAT is the catalyst to build passion for what you want to do, it’s up to you to get there.

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**OUR LEARNING ENVIRONMENT**

The SIAT learning environment integrates lectures, labs, collaborative work and independent work. Our facilities here on the Surrey campus include an extensive digital library, camera and film equipment rentals, computer labs, green screen rooms, sound rooms, a solid space lab, a virtual reality lab, and an open performance room just to name a few. In addition, undergraduate students have access to three separate study and work spaces here on campus.

Here’s a video of our solid space lab: [http://ow.ly/oGgxO](http://ow.ly/oGgxO)
GET INSPIRED
Words from our current students

HENRY LIN
Concentration: Design
Favourite SIAT Course: IAT 320 Body Interface
I am grateful for the lecturers and professor’s experience and teaching that has encouraged students like me to explore and find our passion. Working in the Solidspace lab as a fabrication technician, research assistant and teaching assistant has allowed me to contribute what I’ve learned by helping other students as well.

ROWAN WEISMILLER
Concentrations: Design and Media Arts
Favourite SIAT Course: IAT338 Interactive Objects & Environments
SIAT is a community and culture where one can stand in front of a group of gifted peers and mentors to say, “I made this, what do you think?”, and then grow from the resulting conversation.

INTERNATIONAL

DutchDesign and ItaliaDesign are undergraduate field schools. These experiential learning programs provide unique educational opportunities for exceptional senior level undergraduate students.

Students can also find international opportunities in our exchange and international co-op programs, both allowing students to learn abroad in an experience very unique from the usual classroom.
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**TYPES OF JOBS**

**INTERACTIVE SYSTEMS**

- Web Designer
- Lead Developer
- System Integration Advisor
- Mobile Application Developer
- Engineering Technologist
- Software Engineer
- Game Developer

**DESIGN**

- Graphic Designer
- User Experience Professional
- Product Designer
- Interaction Designer
- Information Designer
- Marketing Communications Coordinator

**MEDIA ARTS**

- Writer
- Photographer
- Videographer
- Animator
- Sound Designer

**INDUSTRY PARTNERS**

- SAP
- Simon Fraser University
- BC Children’s Hospital
- Kodak
- IBM
- HootSuite
- Volkswagen AG
- Relic Entertainment
- Blackberry
- Tealeaves
- Electronic Arts
- Blast Radius
- Mobify
- War Room Inc.
- Canon
- HSBC

**WYNNIE CHUNG**

- Concentration: Design and Media Arts
- Favourite SIAT Course: IAT 320 Body Interface

I experimented with body movements, performance technologies, and materials in my interaction design courses; leading to my research in wearable technology and the development of Wo.Defy (wodefy.wordpress.com), which was presented at several international & local conferences.

**JOHNSON ZHU**

- Concentrations: Design and Media Arts
- Favorite SIAT courses: IAT 343 Animation & IAT 337 Representation and Fabrication

I have always been passionate about Japan, and dreamed of living and working there. In 2012, SIAT provided me with the amazing opportunity to experience a Co-op term in Japan, using the skills I learned in SIAT to work as a 3D designer.
Nearly half of our SIAT students participate in Co-op.

3/5 SIAT alumni secured a job related to their area of study.

77% of SIAT graduates secured employment within 6 months of graduation.

16% of our SIAT alumni are working internationally.

9/10 of Co-op alumni said that Co-op gave them a competitive advantage in the job market.

I have been impressed with the urgency of doing. Knowing is not enough; we must apply. Being willing is not enough; we must do.”

- Leonardo da Vinci

“We learn by acting on the world and experiencing how the world pushes back. I am fascinated by games because they represent smaller worlds that push back in different ways, ways that are fun to design, explore, learn from, and analyze.”

PETER GORNIAK

“I’m happiest when I see students producing very professional and portfolio quality work that I know will serve them well when they finish their degree.”

MICHAEL FILIMOWICZ

“We learn by acting on the world and experiencing how the world pushes back. I am fascinated by games because they represent smaller worlds that push back in different ways, ways that are fun to design, explore, learn from, and analyze.”

PETER GORNIAK

“I enjoy working through the creative process with students. Seeing the unique potential in each creative project and discovering how to realize it.”

SUSAN CLEMENTS VIVIAN

“I enjoy talking to students about their ideas and discussing their challenges and how to evolve as designers.”

ANDREW HAWRYSHKEWICH

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SIAT CO-OP AND WORK INTEGRATED LEARNING

Website: http://www.sfu.ca/coop/programs/iat/home.html

Email: siatcoop@sfu.ca

We encourage our students to take advantage of our work integrated learning opportunities within the community and in the classroom. Employers want to see portfolio work and typically two or three years of work experience from recent graduates from the program. We make every effort to provide our students with this professional work experience by the time they complete their degree with SIAT.

*These figures reflect a survey administered in the Spring/Summer of 2013, in which one hundred SIAT alumni participated.
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- Leonardo da Vinci

Throughout history, people with new ideas—who think differently and try to change things—have always been called troublemakers.”
- Richelle Mead
I love what I do and what I make cool stuff. By combining computing, media & design, I'm changing the world. I'm challenging myself to design meaningful experiences. I work hard to play hard. I live for the big ideas. While creating memories worth sharing, that allow me to inspire and be inspired. I'm SIAT, are you SIAT?