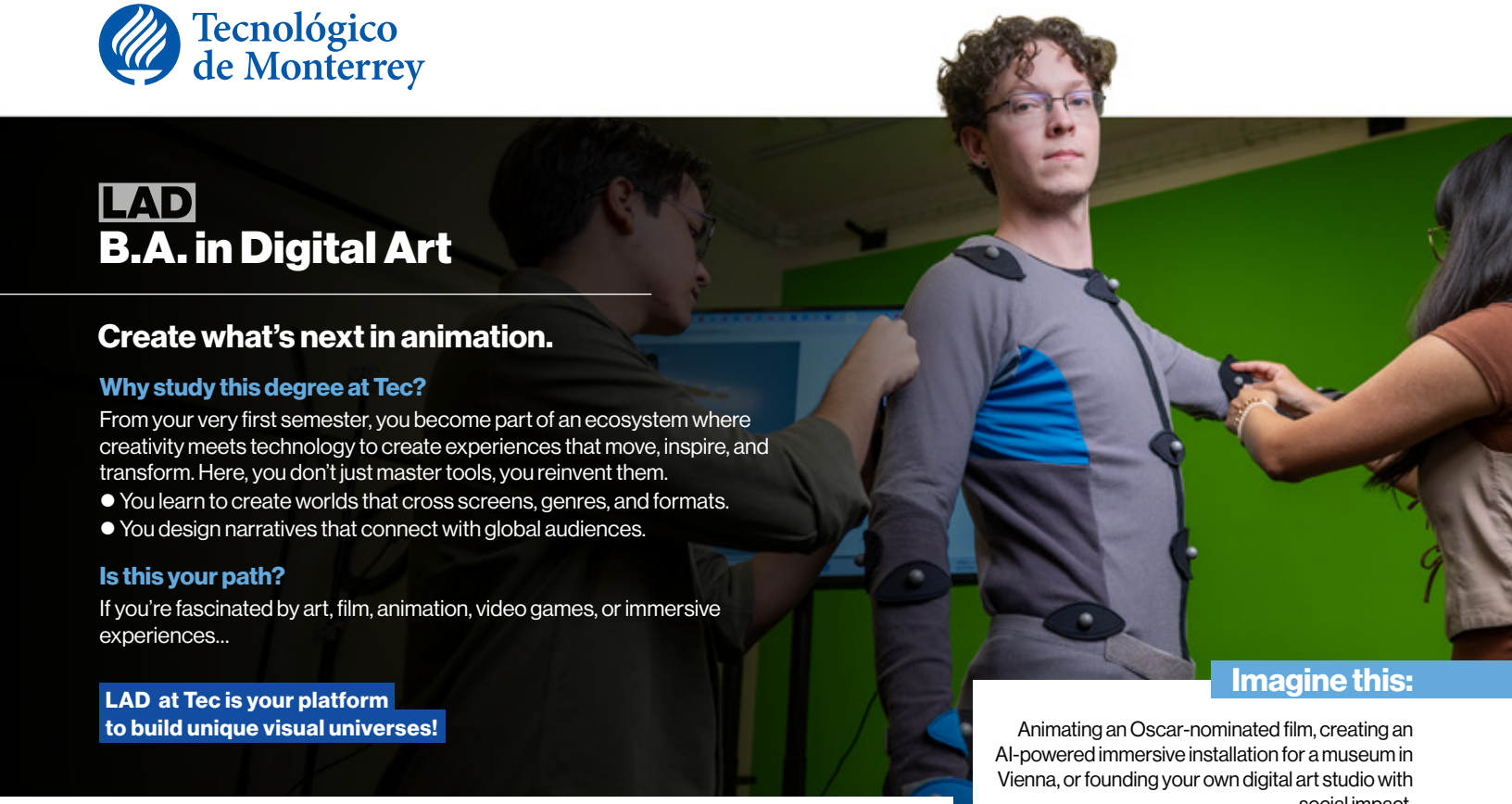
Tecnológico de Monterrey



LAD
B.A. in Digital Art

Create what's next in animation.

Why study this degree at Tec?

From your very first semester, you become part of an ecosystem where creativity meets technology to create experiences that move, inspire, and transform. Here, you don't just master tools, you reinvent them.

- You learn to create worlds that cross screens, genres, and formats.
- You design narratives that connect with global audiences.

Is this your path?

If you're fascinated by art, film, animation, video games, or immersive experiences...

LAD at Tec is your platform to build unique visual universes!

Imagine this:

Animating an Oscar-nominated film, creating an AI-powered immersive installation for a museum in Vienna, or founding your own digital art studio with social impact.

At Tec, that future starts today.

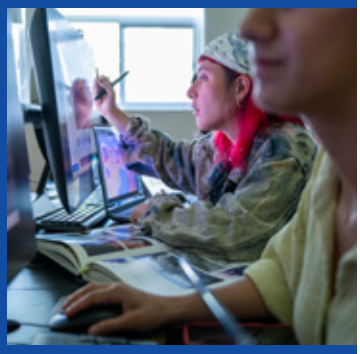


What makes this degree unique at Tec:

- A creative, technological, and human-centered ecosystem that drives transformative projects.
- Concentrations such as Audiovisual Production, Visual Effects, and Video Games.
- Professors with experience at Disney, Pixar, DreamWorks, and Oscar-winning studios.
- Industry connections with studios like Ánima, Cinema Fantasma, and Epic Games.

Your career field, full of possibilities. Some examples:

- Animation, VFX, and video game studios.
- Film, series, and digital media production companies.
- Creative agencies, publishing houses, and cultural projects.
- Creative tech startups and generative art.
- Immersive experiences, museography, and extended reality.





Skills you will develop:

- You will create animations, visual effects, and immersive experiences with an aesthetic and technological vision.
- You will develop projects with critical thinking, visual storytelling, and an ethical approach.
- You will lead interdisciplinary teams in cultural, creative, and technological industries.

You'll be part of something bigger

#50 Worldwide in Art & Design (QS Ranking by Subject 2026)

Double Degree with Design program at Tec.

Partnerships with Vancouver Film School, Gobelins, and Aalto–Tec

Check which campuses offer this program at tec.mx

The voices of those already making their mark

- **Cruz Contreras,** Character FX artist at Sony Pictures Imageworks, who worked on character animation for the acclaimed films Spider-Man: Into the Spider-Verse and Across the Spider-Verse.
- **Ivel Hernández Martínez ,** visual effects specialist, who contributed to the Oscar-winning effects in Avatar: The Way of Water and Dune.

A glimpse of how our graduates make an impact with their talent.

Your imagination already creates visual impact. Here, you learn how to project it to the world.

Take the first step toward creation that makes an impact.

Tecnológico de Monterrey

Curriculum
B.A. in Digital Art

1ST SEMESTER
- Elective Course Mathematics and Science
- Theory of Art, Design and Habitat
- Drawing and Graphic Expression
- Creative Methods
- History of Art, Design and City
- Design Fundamentals
- Induction to the Social Service
- Tec Week Elective I

2ND SEMESTER
- Exploration Topic
- Research for Creative Industries
- Data Analysis and Visualization
- Design with Mathematics and Physics
- Elective Course Humanities and Fine Arts
- Creative Coding
- Digital Experimentation
- Academic English
- Tec Week Elective II
- Tec Week Elective III

3RD SEMESTER
- Elective Course Social and Behavioral Sciences
- Principles of Animation
- Digital Culture Overview
- Artistic Drawing
- Script and Storyboard
- Animation Short
- Tec Week Elective IV
- Tec Week Elective V

4TH SEMESTER
- Elective Course Leadership, Entrepreneurship and Innovation
- Exploration of Form
- Technical Basics and VFX
- Digital Modeling
- Visual Development
- Character Animation
- Tec Week Elective VI
- Disciplinary Tec week

5TH SEMESTER
- Elective Course Ethics and Citizenship
- Worldbuilding
- Game Design
- Production for Digital Art
- Video Game Prototype
- Professional Life Planning
- Tec Week Elective VII

6TH SEMESTER
TEC SEMESTER

You'll be able to customize your career through:
- Professional Elective I
- Professional Elective II
- Professional Elective III
- Professional Elective IV
- Professional Elective V
- Professional Elective VI

- Tec Week Elective VIII
- Tec Week Elective IX

7TH SEMESTER
TEC SEMESTER

You'll be able to customize your career through:
- Elective I
- Elective II
- Elective III
- Elective IV
- Elective V
- Elective VI

- Tec Week Elective X
- Tec Week Elective XI

8TH SEMESTER
- Elective Multidisciplinary Professional
- Professional Development in Digital Art
- Strategies and Guides for the Final Degree Exam
- Tec Week Elective XII

You'll be able to customize your learning experience by choosing from the different available options.

*The curriculum may vary. Contact an admissions advisor or visit **tec.mx** for more information.

Your future in DIGITAL ART starts here.

Want more info?

Scan this QR to know more about this program.
tec.mx/lad

WHY NOT?

RVOE: DEC-520912