

Graduate from Creative to Founder.

An elite sandbox for digital entrepreneurs and visionary creators who refuse to choose between high-level artistry and deep-stack technical mastery. We don't teach you to use tools — we empower you to build the ones that don't exist yet.

<p>~2 Years to Complete</p>	<p>100% Online Asynchronous</p>	<p>1 Launch-Ready Capstone Product</p>
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PROGRAM AT A GLANCE

Generative AI & Intelligent Systems

UX / HCI

Creative Coding

AR / VR / Spatial Computing

Unreal Engine · Blender · Maya

Blockchain & Data Visualization

● Generative Intelligence & AI

Move beyond the prompt. Architect autonomous creative systems powered by machine intelligence.

● Interactive Architecture

Prototype the future of UI/UX and Human-Computer Interaction for mobile, web, and immersive platforms.

● Creative Code

Harness programming fundamentals as a primary medium for artistic expression and product development.

CORE FOCUS AREAS

What You'll Learn & Build

<p>Generative AI & Automation Ship intelligent systems — faculty actively building in this space</p>	<p>UI/UX & HCI Interfaces for mobile, web, and immersive spatial environments</p>
<p>AI Empowered Creative Coding Code as a creative medium — not a compliance requirement</p>	<p>AR, VR & 3D Development Unreal Engine, Unity, Maya, Blender — real industry toolchains</p>

PRODUCT DEVELOPMENT CYCLE

From Concept to Launch-Ready

<p>01 Ideation Define concept grounded in real opportunity</p>	<p>02 Prototype Build with industry tools</p>	<p>03 Iterate Break, refine, improve</p>	<p>04 Launch Startup, pitch, or deploy</p>
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THE FULL-STACK CREATOR PROFILE

Who Should Apply

<p>The Builder Bootstrapping Alone Vision & hustle — needs technical depth and peer cohort to scale</p>	<p>The Creative Going Deeper Artists & UX designers adding AI, AR/VR to their toolkit</p>
<p>The Technologist Who Makes Engineers moving toward design-forward, product-led work</p>	<p>The Intrapreneur Bringing AI tooling and immersive experiences into your org</p>

LEARNING OUTCOMES

What You Graduate With

- ✓ **A launch-ready capstone product** — a venture, a pitch deck, or a deployable prototype that proves what you can build
- ✓ **Architect autonomous creative systems** — generative AI, spatial intelligence, and blockchain into production-ready workflows
- ✓ **Apply design intelligence at scale** — UX principles, design thinking, and expressive code into immersive, real-world applications
- ✓ **Collaborate with genuine technical fluency** — operate at the intersection of human intuition and machine intelligence
- ✓ **Adapt faster than the tools change** — think in systems, not software versions
- ✓ **Command a portfolio that proves execution** — conceive, build, and launch across every phase of the product arc

CURRICULUM FLUENCY

Skills Across Every Phase

- **Graphic Design for AI-Augmented Environments**
Dynamic, interactive, and generative design systems
- **Rapid Prototyping with Industry Tools**
Unreal Engine · Unity · Maya · Blender
- **Data Visualization & Information Design**
Turn complexity into clarity — expressive, functional, beautiful
- **Animation, 3D Modeling & Visual Storytelling**
Industry-standard pipelines and production workflows

PROGRAM DIRECTOR

Ira Greenberg

PROFESSOR & DIRECTOR, MACT · CORNELL · UNIVERSITY OF PENNSYLVANIA

"The MACT program isn't about learning tools; it's about mastering the ethos of innovation. We position our students as the architects of emerging technology — our graduates don't just join companies. They redefine how those companies win."

AI Founder · Author of the definitive Processing programming text · 20+ years at the intersection of code and canvas

"The competitive advantage doesn't belong to those who understand the technology. It belongs to those who can make the technology feel human."

