



Provost Studio

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SCAD Partners with Provost Studio for Innovative XR Technology Class

Atlanta, GA – January 10, 2025 – Savannah College of Art and Design (SCAD), in partnership with industry leader Provost Studio, announces the launch of “**Exploring XR Technology: Virtual Environments & Immersive Experiences,**” a groundbreaking course designed to immerse students in cutting-edge Extended Reality (XR) technology. Running during the Winter 2025 term at SCAD Atlanta, the course brings together academic excellence and real-world industry insights to prepare students for the future of immersive design.

The 10-week course is part of the innovative SCADpro program. **SCADpro** is the university’s collaborative innovation studio that generates business solutions for the world’s most influential brands. SCADpro is recognized as the preeminent university partner in higher education and among design agencies worldwide. Unlike other agencies and university programs, SCADpro invites clients to engage in every step of the ideation and creative process and to work directly with student designers, professors, and alumni focused on clients’ desired outcomes.

The course leverages SCAD’s state-of-the-art LED volume and Unreal Engine platforms, providing approximately 20 students with hands-on experience in creating virtual environments that solve real-world challenges. With a focus on Sports, Financial Services, and Healthcare, the class encourages students to push the boundaries of XR technology while gaining insight into its transformative potential across multiple industries.

“This partnership with SCAD represents an exciting step forward in how we approach education and innovation in XR technology,” said Peter Provost, President & Director of Design at Provost Studio. “This course exemplifies how academic and professional collaboration can push boundaries and set new benchmarks for immersive design and corporate video content. By combining SCAD’s exceptional talent with Provost Studio’s expertise, we are equipping the next generation of designers to tackle complex challenges and redefine industry standards.”

"We are thrilled to be working with Provost Studio as they join our students on creating innovative marketing solutions for top industry brands," said Jesús Rojas Aché, SCAD vice-president of academics. "Our students have a distinct advantage in this emerging space, as SCAD has two LED volumes for virtual production, the only university in the country with this cutting-edge technology at this scale."



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Key Industry Focus Areas

Students will explore XR applications through three key verticals:

- **Sports and Fan Engagement:** Enhancing fan experiences with immersive XR content for events like game day or race day.
- **Financial Services:** Transforming complex financial data into intuitive, impactful narratives using XR.
- **Healthcare:** Leveraging XR to improve patient care and medical training through simulations and virtual guidance.

Industry Integration and Real-World Relevance

To ensure students' projects align with market needs, the course will feature Provost Studio's clients as guest jurors throughout the semester. Leaders from these Fortune 500 organizations and professional sports teams, will provide feedback and industry-based insights at key checkpoints, culminating in a final presentation in March 2025.

Deliverables and Impact

Students will produce three distinct XR solutions—one per vertical—supported by 3D Unreal Engine models, comprehensive project documentation, and one-page summaries outlining the potential industry impact of their work. These projects will not only serve as a proof of concept but also position Provost Studio as a thought leader in XR innovation.

Provost Studio's Vision for the Future

This partnership aligns with Provost Studio's mission to advance XR technology in virtual production within the corporate and sports space. Beyond fostering innovative solutions, the class will act as a talent pipeline, connecting Provost Studio with SCAD's top graduates to meet the growing demand for XR expertise in corporate video production and immersive storytelling.

"Virtual Production has already drastically changed the way we create media in entertainment, and we are just starting to see the effective use of digital worlds to captivate audiences in broadcast," said Eric Allen, associate chair of interactive design and game development and motion media at SCAD.



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About Provost Studio

Provost Studio is a leader in designing content-driven environments with a foundation in crafting practical, physical spaces such as content studios and immersive production facilities. Building on this expertise, Provost Studio has expanded into XR solutions, LED volumes, and virtual production, blending innovative technology with compelling storytelling. The company partners with Fortune 500 companies and global brands to deliver cutting-edge environments and immersive experiences that redefine industries.

About SCAD: The University for Creative Careers

SCAD is a private, nonprofit, accredited university, offering more than 100 graduate and undergraduate degree programs across locations in Atlanta and Savannah, Georgia; Lacoste, France; and online via SCADnow. SCAD enrolls more than 18,500 undergraduate and graduate students from more than 110 countries. The future-minded SCAD curriculum engages professional-level technology and myriad advanced learning resources, affording students opportunities for internships, professional certifications, and real-world assignments with corporate partners through SCADpro, the university's renowned research lab and prototype generator. SCAD has earned top rankings for degree programs in interior design, architecture, film, fashion, digital media, and more.

Career success is woven into every fiber of the university, resulting in a superior alumni employment rate. A 2024 study found that 99% of recent SCAD graduates were employed, pursuing further education, or both within 12 months of graduation. SCAD provides students and alumni with ongoing career support through personal coaching, alumni programs, a professional presentation studio, and more. Visit scad.edu.

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