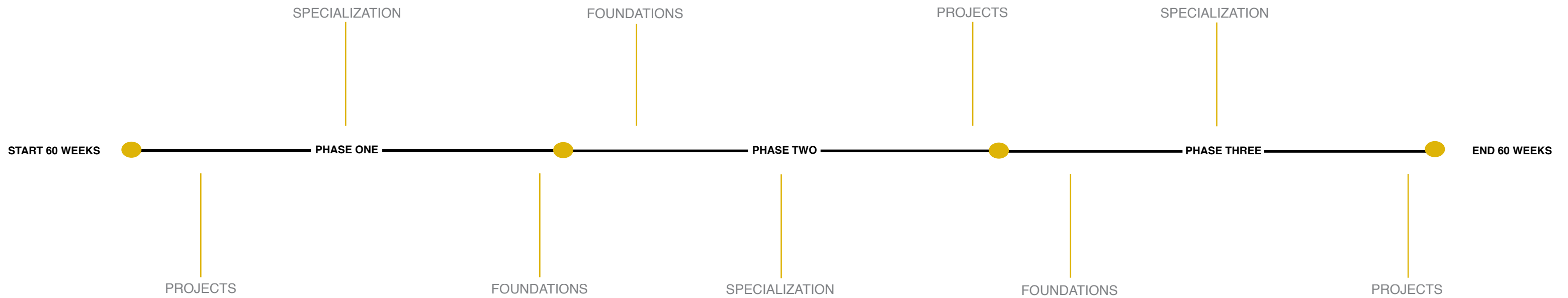




The structure of 60 Weeks may be unique, with a total of three phases over the full sixty-week period. Phases One and Two are identical in sequence, beginning with a Foundation period, moving to a Specialization period, and ending with a Projects period. Phase Three includes a planned exploration period of digital work offsite from the 60 Weeks campus, followed by a return to an intensive expert period at the BDW campus. All three phases conclude with a team project that is prototyped and presented to industry partners.

Each phase is a combined total of 18 weeks long, with breaks to accommodate holidays and travel—all of which adds up to 60 weeks.



Business, creative, and technology are integrated throughout all phases of 60 Weeks. The combination of the overall Foundations phases, Specialization phases, and team Projects phases results in individuals who are capable in a chosen area of expertise but also able to think across other areas. This hybrid person will possess a valuable combination of individual ability and broad perspective that will enable them to make an original and collaborative contribution to team projects.