



Baton Rouge levels up to gamers

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Center for Computation and Technology plays an active role in the [Arts, Visualization Advanced Technologies and Research \(AVATAR\)](#) Initiative at Louisiana State University that establishes a faculty focus on the intersections between the arts, technology, and computational sciences.

Read this [article](#) in the Upstart Business Journal about digital media that mentions LSU's AVATAR program.

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Know all those fancy effects in video games and zombie films that make you feel like you're living in the story?

They're not all coming from studios in media capitals like Los Angeles or New York. In fact, there's a growing community of game and digital designers in Baton Rouge, Louisiana.

And now, they have a new place to hang out, design stuff and launch digital media businesses using state-of-the-art equipment and studio space.

The Louisiana Technology Park is opening up the first digital media incubator of its kind in the South. Called [Level Up Lab](#), the 1,800-square-foot studio will have a motion capture studio, sound recording area, Wacom Cintiq tablets and all the hardware teams will need to create and produce high-quality video games and apps for PC, iOS, Android and online platforms.

Staff at the park will also provide public relations and marketing support and help with financing projects and finding investors. And industry veterans, executives and designers from local and national studios are on board to mentor the young entrepreneurs. Funding comes from the Delta Regional Authority, a federal-state partnership to help create jobs in the seven-state Delta region of the nation. Members also pay monthly rent and a portion of royalties once a game or app is licensed or sold.

The incubator compliments and builds on Baton Rouge's established community of digital media expertise. There's EA's North American Quality Assurance Center and a key office for [Firebrand Games](#). Louisiana State University has a digital media degree program called [AVATAR](#), training students to develop and design games and apps.

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