New Media & Digital Design
An Undergraduate Interdisciplinary Program in Digital Technology and Creativity

Fordham University
Lincoln Center
fordham.edu
About New Media & Digital Design

We are in the midst of a revolution. And like all historical paradigm shifts, the possibilities are as challenging as they are inspiring, as creative as they are consequential. There are new careers and new questions in digital information, aesthetics, commerce and governance. Fordham’s new interdisciplinary program in New Media & Digital Design will educate undergraduates to envision, and work, and succeed, and lead mindfully in this dynamic new world.

Combining the forces of Communication and Media Studies, Computer and Information Science, Visual Arts, Creative Writing, and the Gabelli School of Business, this program is designed to cross boundaries. It not only brings together multiple disciplines, but also bridges the theoretical and the practical, providing an applied orientation with a deep grounding in social, historical and ethical understanding. Students will encounter a comprehensive but flexible learning experience that offers three area concentrations, a required internship, and a supervised capstone project, all in the critical and social contexts characteristic of a Jesuit education and essential to both innovation and accomplishment in these evolving fields.

Foundations Requirements

The major consists of eleven courses, five of which are required. Students must complete an introductory course; a fundamentals course in computer coding; an ethics course; and a capstone project. An internship, completed either during the school year or over a summer, is also required.

Students choose one of three concentrations, each of which offers a recommended Concept Course to ground future study:

- **New Media & Information**
- **Art, Text & Design**
- **New Media & Commerce**

Our unique location in the heart of Manhattan allows us to build bridges with a wide range of companies and non-profit organizations. NMDD will guide students in locating internships and work with Career Services to facilitate eventual job placement.
Directions

(curriculum)

(Selected Courses, beginning with Concept Course)

New Media & Information

- DTEM 1401: Intro to Digital Tech & Emerging Media
- CISC 2350: Information and Web Programming
- DTEM 2417: Data Visualization
- CISC 3020: Computer Graphics
- DTEM 2775: Writing for Online Media
- DTEM 2427: Digital Audio Production
- FITV 2621: Digital Video Design
- NMDD 3308: Professional Social Media
- INSY 4431: Web Analytics
- DTEM 4440: Privacy and Surveillance
- COMC 3350: New Media and Communication Law

Students will be required to produce a capstone project. Each will be exhibited in a curated online showcase, and incorporated into campus venues for undergraduate work.

Art, Text & Design

- VART 1135: Visual Thinking
- VART 2600: Graphic Design Concepts
- VART 2500: Typography & Design
- VART 3250: Design and the Web
- VART 2550: Designing Books, Zines and Chapbooks
- VART 1265: Film/Video I
- VART 2265: Film/Video II
- NMDD 3020: Explorations in Interactive Web Storytelling
- CISC 2540: Video Game Design
- NMDD 3220: Interactive Game Narrative
- VART 3268: Film Video Animation
- FITV 2612: Writing and Producing Web Miniseries

Students choose six electives from their concentration area with some flexibility. Up to two of the six elective courses may be selected from the other track concentrations, allowing students to customize their course of study.

New Media & Commerce

- CMBU 4471: The Business of New Media
- INSY 4505: Electronic Commerce
- INSY 3442: Web Apps: Design and Development
- INSY 4432: Mobile Commerce and Applications
- MKBU 3434: Integrated Marketing and Communications
- VART 2700: Logos, Branding and Presentation
- COMC 2112: Strategic Communication
- COMC 3172: Principles of Advertising
- MGBU 3226: Exploring Entrepreneurship
- VART 2055: Environmental Design
- NMDD 3880: Designing Smart Cities

Perspectives

(Exploration & Ethics)

- NMDD 1001: Explorations in New Media & Digital Design
- NMDD 4999: Senior Capstone Seminar: Design Projects in Theory & Practice
- CISC 4650: Cyberspace: Ethics & Issues
- VART 4205: Art & Ethics
- DTEM 4480: Digital Media & Public Responsibility
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Concentrations
New Media & Information
New Media & Commerce
Art, Text & Design

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