INTEGRATED DESIGN AND MEDIA (MS)

NYSED: 30609 HEGIS: 0605.00 CIP: 11.0103

Program Description
The Integrated Design & Media (IDM) program (formerly known as Integrated Digital Media) fosters creative practice, design research and multidisciplinary experimentation with emerging media technologies. As a research-active program within NYU Tandon School of Engineering, IDM faculty collaborate in research that integrates digital media and society. Our projects range from using motion capture technology to reimagine theatrical performance, to developing novel uses of virtual/augmented reality for health and wellness, to the integration of STEAM learning into special needs education, to the development of citizen science tools to empower NYC residents to monitor and report on noise pollution in their communities, to helping NASA JPL develop next-generation user interfaces for space exploration, to assisting with the search and visualization of the historical record of New York City.

Our faculty include leading artists, designers, developers and performers who passionately engage in professional work and research at the intersection of engineering and creative practice.

Research and Outreach
Graduate students in IDM participate fully in research initiatives through our partnerships with other programs and schools at NYU Tandon, NYC Media Lab (http://nycmedialab.org/), the Center for Urban Science and Progress (CUSP) (https://cusp.nyu.edu/), NYU, and other NYC institutions.

• The ABILITY Project (https://wp.nyu.edu/ability/) supports research in client-centered, assistive technology and adaptive design for people with disabilities.
• The Mobile Augmented Reality Lab (http://mobilearlab.bxmc.poly.edu/) supports research into design modalities where digital experiences meet the physical world.

Some of our top research areas include:

• Assistive Technology
• Augmented Reality
• Human-Computer Interaction
• Motion Capture
• Real-Time Performance
• Social Activism
• User Experience

Internships and Careers
From industry giants to fast-paced startups, the most competitive companies in the world seek NYU Tandon School Of Engineering graduate students. Below is a small sample of some of the places our IDM students have interned or worked at:

Companies
• ABC Network
• American Express
• Apple Corporate
• Bank of America
• EMI Music
• Facebook Inc.
• Google
• HTC China
• LG Electronics
• Major League Gaming
• New York Stock Exchange
• Simon & Schuster Incorporated
• Wunderman/Y&R Advertising

Careers
• Multimedia Artist
• Video Editor
• Graphic Designer
• Sound Designer
• Web Designer/Developer
• Game Developer
• Mobile Application Developer
• User Experience (UX) Designer
• Creative Director

Admissions
Admission to graduate programs in the Tandon School of Engineering requires the following minimum components:

• Résumé/CV
• Statement of Purpose
• Letters of Recommendation
• Transcripts
• Proficiency in English

The NYU Tandon Graduate Admissions website (https://engineering.nyu.edu/admissions/graduate/apply/requirements/) has additional information on school-wide admission.

Some programs may require additional components for admissions.

See the program’s How to Apply (https://engineering.nyu.edu/admissions/graduate/how-apply/) for department-specific admission requirements and instructions.

Requirements
Priority Deadline: December 1st
Regular Admission: February 15th

The following items are required for admission:

• Online Application + $90 application fee
• Transcripts from all previously attended institutions
• Letters of Recommendation (minimum of 2)
• Personal Statement
• Résumé/CV
• Portfolio of Creative Work (as PDF or website)
• TOEFL or IELTS Scores (for international applicants only) (school code: 2668)
• Interview (on Skype or in person) with faculty and administration, if requested

*No GRE is required for the Graduate IDM application*

**Video and Portfolio Submission**
Submit a portfolio of your creative work as a PDF. If you have materials online that you wish to use, please provide a PDF with a URL to your website.

The one-minute video required for application to IDM is an opportunity for you to give us a stronger sense of who you are as a person. We’d like to hear specifically what you might expect to do with your time at NYU. This may include faculty you want to work with and why, which of our courses are exciting to you, a project you’re currently passionate about that you’d like to explore, or what labs or research activities spark your interest. This video should be as unique as you. Think of it as an extension of your portfolio and use your own voice. We get many videos of people reading our website back to us, this is an opportunity for your personality to come through.

Post to Youtube or Vimeo and share the link for viewing. We strongly encourage you to post this privately and share the password with us. There are many IDM application videos on the web, and yours should not look like any of the others out there.

If you require accommodations for either the portfolio or video requirements, please contact Eric Maiello at em1680@nyu.edu to discuss.

**Program Requirements**
Students must complete 30 credits in a minimum of three semesters, but no more than ten to obtain a Master of Science in Integrated Design and Media (formerly known as Integrated Digital Media). Students typically take a four course load (3 credits per course) in the fall and spring of their first year. Students must enroll in M.S. Pre-Thesis and M.S. Thesis in their final two consecutive semesters (not simultaneously). Below is the distribution of credit requirements.

• IDM Grad Core (4 courses)
• 4 Elective Courses
• Thesis sequence (2 courses)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>DM-GY 6043</td>
<td>Theories and Cultural Impact of Media &amp; Technology</td>
<td>3</td>
</tr>
<tr>
<td>DM-GY 6053</td>
<td>Ideation &amp; Prototyping</td>
<td>3</td>
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<tr>
<td>DM-GY 6063</td>
<td>Creative Coding</td>
<td>3</td>
</tr>
<tr>
<td>DM-GY 7033</td>
<td>Media Law</td>
<td>3</td>
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**Thesis Sequence**

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<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>DM-GY 9963</td>
<td>MS Pre-Thesis in Digital Media: Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>DM-GY 9973</td>
<td>MS THESIS IN DESIGN MEDIA</td>
<td>3</td>
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**Elective Courses**
Select four elective courses for a total of 12 credits.

<table>
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<tr>
<th>Total Credits</th>
<th>12</th>
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**Sample Plan of Study**

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>1st Semester/Term</td>
<td>DM-GY 6053 Ideation &amp; Prototyping</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>DM-GY 6063 Creative Coding</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Thesis Sequence</td>
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</tr>
<tr>
<td>2nd Semester/Term</td>
<td>DM-GY 6043 Theories and Cultural Impact of Media &amp; Technology</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Thesis Sequence</td>
<td>6</td>
</tr>
<tr>
<td>3rd Semester/Term</td>
<td>DM-GY 7033 Media Law</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>DM-GY 9963 MS Pre-Thesis in Digital Media: Research Methods</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>4th Semester/Term</td>
<td>DM-GY 9973 MS THESIS IN DESIGN MEDIA</td>
<td>3</td>
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<tr>
<td></td>
<td>Total Credits</td>
<td>30</td>
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**Learning Outcomes**

Upon successful completion of the program, graduates will:

1. Develop conceptual thinking skills to generate ideas and content in order to solve problems or create opportunities. Students will develop a research and studio practice through inquiry and iteration.
2. Develop technical skills to realize their ideas. Students will understand and utilize tools and technology, while adapting to...
constantly changing technological paradigms by learning how to learn. Students will be able to integrate/interface different technologies within a technological ecosystem.

3. Develop critical thinking skills that will allow them to analyze and position their work within cultural, historic, aesthetic, economic, and technological contexts.

4. Gain knowledge of professional practices and organizations by developing their verbal, visual, and written communication for documentation and presentation, exhibition and promotion, networking, and career preparation.

5. Develop collaboration skills to actively and effectively work in a team or group.

Policies

NYU Policies

University-wide policies can be found on the New York University Policy pages (https://bulletins.nyu.edu/nyu/policies/).

Tandon Policies

Additional academic policies can be found on the Tandon academic policy page (https://bulletins.nyu.edu/graduate/engineering/academic-policies/).