INTERACTIVE MEDIA (BA)

CIP: 11.0801

Program Description

From the electric telegraph to personal computers, from the participatory web to intelligent networks, our tools for communication and media production are constantly changing the ways we connect with one another. Interactive Media's mission is to make sense of these developments by demystifying their inner-workings and leveraging them as a means for creative expression, communication, and participation. While Interactive Media courses attempt to keep pace with the latest in transformative technologies, the program's questions remain the same: Can these technologies improve society and enrich the lives of everyone? Can their application address issues of equity, beauty, diversity, or the environment? Can they facilitate delightful experiences, engaging conversations, and meaningful relationships?

The Interactive Media program at NYU Abu Dhabi approaches these questions through an ethos of creativity, community, accessibility, playful exploration, and critical investigation. In practice, the program rests at the convergence of art, design, communications, computer science, and engineering. The specific goals of the Interactive Media program are twofold. It aims to empower students with the knowledge and ability to explore expressive possibilities brought about by existing and emerging forms of technology. It also strives to cultivate an intellectual framework to investigate, understand, and navigate a world infused with media and communication technologies. The technologies are posited not as an end in themselves but as a means to address fundamental questions pertaining to the human condition, complex relationships between ourselves and our mediated environment, and what it means to be an active participant in a world increasingly informed by computation and automation.

Course work routinely involves electronics, programming, practical research, and design. Students create interactive projects and prototypes of their own choosing that involve the creative use of hardware, software, and digital media. Iteration, implementation, and analysis are key factors throughout this active learning process. The intent is not to master any one technical domain, but rather to foster the confidence and literacy to critically engage in a diverse technical landscape. Emphasis is directed towards questioning the socio-cultural roots and effects of the tools as well as their aesthetic, political, and ethical implications.

The strength of the Interactive Media program ultimately lies in its ability to facilitate a supportive environment where students are encouraged to imagine new possibilities for expression. Through an ever-evolving project-based curriculum, communal work spaces, and an emphasis on bringing creative ideas to life, the program embodies a culture of collaboration and inclusivity applicable to people of all backgrounds and interests. As a result, a student graduating as an Interactive Media major might land at a major entertainment studio creating immersive virtual games or they might pursue a career in the health care sector designing innovative print-at-home prostheses. Regardless, graduates of this major will be empowered to more fully engage in a world where technical change is anticipated, collaboration between humans and technology is expected, and a fluency in interactive media is fundamental.

The Interactive Media major consists of 12 courses. Students are required to take four foundation courses, a minimum of six elective courses, a Capstone Seminar, and a Capstone Project. The program's elective courses are organized into three clusters—*Computational Media, Media and Design Thinking*, and *Physical Computing*. The Computational Media course cluster focuses on logic and creative expression through programming and screen-based interaction design. *The Media and Design Thinking* course cluster emphasizes critical communication skills through a combination of theoretical discourse, mixed media, multimedia, and problem-based learning. The *Physical Computing* course cluster entails human-centric design patterns expressed through electronics and physical interaction design.

Study Away

The study away pathway can be found on the NYUAD Student Portal at students.nyuad.nyu.edu/pathways (https://docs.google.com/document/d/1UW9A1dslqzz0beU6aicxYLIzYp0i_fs-/edit/?tab=t.0). Students with questions should contact the Office of Global Education.

Admissions

New York University's Office of Undergraduate Admissions supports the application process for all undergraduate programs at NYU. For additional information about undergraduate admissions, including application requirements, see How to Apply (https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html).

Program Requirements

Course	Title	Credits
General Education Requirements		
Physical Education (2 courses)		
Quantitative Reasoning (1 course)		
Experimental Inquiry (1 course)		
Islamic Studies (1 course)		
First-Year Writing Seminar		4
Colloquia		4
Field Colloquia (2 J-Term courses)		6
Core Competencies		
Arts, Design, and Technology		4
Cultural Exploration Analysis		4
Data and Discovery		4
Structures of Thought and Society		4
Required Courses		
IM-UH 1010	Introduction to Interactive Media	4
IM-UH 1011	Communications Lab	4
IM-UH 1012	Communication and Technology	4
IM-UH 1013	Understanding Interactive Media - Critical Questions & Theories	4
Major Electives*		
Complete 1 Computational Media elective (see list below)		4
Complete 1 Media and Design Thinking elective (see list below)		4
Complete 1 Physical Computing elective (see list below)		4
Complete 3 additional electives from any of the above categories		12
Capstone		
IM-UH 4000	Capstone Seminar	4
IM-UH 4001	Capstone Project	4
Other Electives		

Complete enough courses to reach the minimum overall required 128 credits	50
Total Credits	**128**

***Major Elective Note:** At least two of the electives must also be identified in the IM 2000-Level Category, and at least one of the electives must also be identified in the IM 3000-Level Category.

Computational Media Electives

Code	Title	Credits
CDAD-UH 1034Q	Numbers, Models, and Chaos	4
CS-UH 1001	Introduction to Computer Science	4
ENGR-UH 1000	Computer Programming for Engineers	4
ENGR-UH 3331	Computer Vision	2
ENGR-UH 3720	Computer-Aided Design	2
IM-UH 2315	Software Art: Image	2
IM-UH 2316	Software Art: Text	2
IM-UH 2318	Decoding Nature	4
IM-UH 2320	Games and Play	4
IM-UH 2322	Live Coding	4
IM-UH 2324	Connections Lab	4
IM-UH 3115	Virtual Body Performance	4
IM-UH 3310	Politics of Code	4
IM-UH 3311	Alternate Realities	4
IM-UH 3312	A.rt I.ntel	4
IM-UH 3315	Desert Media Art	4
IM-UH 3325	Digital Matter: Parametric Design Lab	4
MUSIC-UH 2419	Computational Approaches to Music and Audio I	4
MUSIC-UH 3417	Computational Approaches to Music and Audio II	4

Media and Design Thinking Electives

Code	Title	Credits
ANTH-UH 1102X	Anthropology of and as Media	4
CADT-UH 1001	Manus et Machina	4
CADT-UH 1005	Creativity and Innovation	4
CADT-UH 1020	Wayfinding: Graphic Design in the Built Environment	4
CADT-UH 1074	Creative Robotics and Tech	4
CCEA-UH 1098	Immersive Experiences	4
CCEA-UH 1138	Eco-Art and Ecomedia	4
CDAD-UH 1001Q	Data	4
CDAD-UH 1024Q	Reading Like a Computer	4
CSTS-UH 1099	Global Media Seminar: Latin America	4
ENGR-UH 1021	Design and Innovation	2
FILMM-UH 2513	Principles of Post-Production for Film and Video	2
FILMM-UH 3110	Archives, Methods, Screens	4
HIST-UH 1126X	Digital History	4
IM-UH 1511	Introduction to Digital Humanities	4
IM-UH 2513	Future Punk	4
IM-UH 2514E	Bioart Practices	4
IM-UH 2515	Designing Virtual Worlds	4
IM-UH 2516	Virtual Reality Research and Applications	4
IM-UH 2517	Breaking the Code: Gender, Art, and Interactivity in the Digital Age	4
IM-UH 3510	Living Systems Design	4
MUSIC-UH 1002	Music Technology Fundamentals	4
MUSIC-UH 2416	Recording and Production Techniques	4
THEAT-UH 1519	Installation Art	4

Physical Computing Electives

Code	Title	Credits
ENGR-UH 4330	Robotics	4
IM-UH 1110	Circuit Breakers!	4
IM-UH 2113	Machine Lab	4
IM-UH 3116	Music Devices	4
IM-UH 3117	Performing Robots	4
IM-UH 3315	Desert Media Art	4

IM 2000-Level Category

Code	Title	Credits
CADT-UH 1005	Creativity and Innovation	4
CCEA-UH 1138	Eco-Art and Ecomedia	4
CDAD-UH 1034Q	Numbers, Models, and Chaos	4
CSTS-UH 1099	Global Media Seminar: Latin America	4
ENGR-UH 3331	Computer Vision	2
ENGR-UH 3720	Computer-Aided Design	2
ENGR-UH 4330	Robotics	4
FILMM-UH 2513	Principles of Post-Production for Film and Video	2
FILMM-UH 3110	Archives, Methods, Screens	4
IM-UH 2113	Machine Lab	4
IM-UH 2315	Software Art: Image	2
IM-UH 2316	Software Art: Text	2
IM-UH 2318	Decoding Nature	4
IM-UH 2320	Games and Play	4
IM-UH 2322	Live Coding	4
IM-UH 2324	Connections Lab	4
IM-UH 2513	Future Punk	4
IM-UH 2514E	Bioart Practices	4
IM-UH 2515	Designing Virtual Worlds	4
IM-UH 2516	Virtual Reality Research and Applications	4
IM-UH 2517	Breaking the Code: Gender, Art, and Interactivity in the Digital Age	4
MUSIC-UH 2416	Recording and Production Techniques	4
MUSIC-UH 2419	Computational Approaches to Music and Audio I	4
MUSIC-UH 3417	Computational Approaches to Music and Audio II	4

IM 3000-Level Category

Code	Title	Credits
ENGR-UH 3720	Computer-Aided Design	2
IM-UH 3115	Virtual Body Performance	4
IM-UH 3116	Music Devices	4
IM-UH 3117	Performing Robots	4
IM-UH 3310	Politics of Code	4
IM-UH 3311	Alternate Realities	4
IM-UH 3312	A.rt I.ntel	4
IM-UH 3315	Desert Media Art	4

IM-UH 3325	Digital Matter: Parametric Design Lab	4
IM-UH 3510	Living Systems Design	4

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
First-Year Writing Seminar		4
Core Competency		4
General Elective		4
General Elective		4
Physical Education		
	Credits	**16**
2nd Semester/Term		
Field Colloquia (J-Term)		3
	Credits	**3**
3rd Semester/Term		
IM-UH 1010	Introduction to Interactive Media	4
IM-UH 1013	Understanding Interactive Media - Critical Questions & Theories	4
General Elective		4
General Elective		4
Physical Education		
	Credits	**16**
4th Semester/Term		
IM-UH 1011	Communications Lab	4
IM-UH 1012	Communication and Technology	4
General Elective		4
Colloquium		4
	Credits	**16**
5th Semester/Term		
Field Colloquia (J-Term)		3
	Credits	**3**
6th Semester/Term		
Major Elective		4
Major Elective		4
General Elective		4
Core Competency		4
	Credits	**16**
7th Semester/Term		
Major Elective		4
Major Elective		4
General Elective		4
Core Competency		4
	Credits	**16**
8th Semester/Term		
Major Elective		4
Major Elective		4
General Elective		4
Core Competency		4
	Credits	**16**
9th Semester/Term		
IM-UH 4000	Capstone Seminar	4
General Elective		4
General Elective		4
General Elective		2
	Credits	**14**
10th Semester/Term		
IM-UH 4001	Capstone Project	4
General Elective		4
General Elective		4
	Credits	**12**
	Total Credits	**128**

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Cultivate a substantive understanding of the past, present, and future landscape of Interactive Media.
2. Be challenged to answer fundamental questions relating to the field of Interactive Media.
3. Develop conceptual skills through the use of computational and interactive media tools to create project-based work and project-oriented research.
4. Develop their critical thinking skills by analyzing and critiquing work in cultural, social, historical, ethical, and aesthetic contexts.
5. Cultivate technical skills with contemporary media technologies to execute their coursework.
6. Gain the ability to explore, innovate, and realize creative ideas in multiple fields of inquiry and interest.
7. Develop professional practices of delivering and sharing their work.
8. Gain experience in collaboration through active participation in group and team-based work.

Policies

NYU Policies

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

NYU Abu Dhabi Policies

A full list of relevant policies can be found on NYU Abu Dhabi's undergraduate academic policies page (https://bulletins.nyu.edu/undergraduate/abu-dhabi/academic-policies/).