

# 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.

## Study Away Pathway for Interactive Media

The study away pathway for the Interactive Media major can be found on the NYUAD Student Portal at [students.nyuad.nyu.edu/pathways](https://students.nyuad.nyu.edu/pathways) ([http://](https://students.nyuad.nyu.edu/pathways)

[students.nyuad.nyu.edu/pathways/](https://students.nyuad.nyu.edu/pathways/)). 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 \(https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html\)](https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html).

## Program Requirements

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 & 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 & 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.

Course	Title	Credits
<b>General Education Requirements</b>		
Colloquia		8
First-Year Seminar		4
Arts, Design, and Technology		4
Cultural Exploration Analysis		4
Data and Discovery		4
Structures of Thought and Society		4
January Term Courses (3 courses)		12
<b>Required Courses</b>		
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
<b>Electives</b>		
Select six electives <sup>1</sup>		24
<b>Capstone</b>		
IM-UH 4000	Capstone Seminar	4
IM-UH 4001	Capstone Project	4
Other Elective Credits		52
<b>Total Credits</b>		<b>140</b>

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At least one from each cluster—Computational Media, Media & Design Thinking, and Physical Computing; at least two at the 2000 level, at least one at the 3000 level

## Sample Plan of Study 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/>).