INTERACTIVE MEDIA ARTS (BFA)

Department Website (https://tisch.nyu.edu/itp/)

NYSED: 38974 **HEGIS:** 0605.00 **CIP.** 11.0801

Program Description

ITP has launched an interdisciplinary undergraduate Bachelor of Fine Arts (BFA) degree in Interactive Media Arts (IMA). The inaugural class started in fall of 2018. The IMA program starts from the proposition that computation—the ability to code, learn new software, manipulate data, and create physical + digital interactions—is an essential creative capability, and that students who master those capabilities will invent the future.

The IMA program offers a rigorous and exploratory course of study that teaches students fluency in many forms of digital interactivity, alongside an education in both the arts and liberal arts. At the program's core is the conviction that digital expression is an essential skill for all—artists, writers and designers as well as programmers and engineers.

Students learn to think about the relationship between digital tools, physical objects and environments, human interaction and technology's impact on the world. Students also engage in traditional scholarship, with a rigorous study in the liberal arts. The IMA BFA will prepare students for a career in any creative field––developer, designer, artists, educator, entrepreneur and scholar.

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

The program requires the completion of 128 credits, comprised of the following:

Course	Title	Credits
Major Requirements		
IMNY-UT 101	Creative Computing	4
IMNY-UT 102	Communications Lab	4
IMNY-UT 400	Capstone	4
IMA Electives		
Select a minimum of two courses in each of the following groups for a total of 48 credits (sample courses are included under each group):		48
Group A: Programming & Data		
IMNY-UT 221	Reading and Writing Electronic Text	
Group B: Electronic Text		
IMNY-UT 222	The Code of Music	
IMNY-UT 223	Networked Media	
IMNY-UT 220	Topics in Computation and Data (Front End Web)	
IMNY-UT 205	Creative Approaches to Emerging Media	
Group C: Physical Computing & Experimental Interfaces		
IMNY-UT 243	Designing Interfaces for Live Performance	
IMNY-UT 241	Introduction to Assistive Technology	
IMNY-UT 242	Introduction to Fabrication	
Group D: Media & Entertainment		
IMNY-UT 283	Fairy Tales for the 21st Century	
IMNY-UT 282	Immersive Experiences	
Group E: Art & Design		
	Design for Change	
	Art Strategies	
	Readymades	
IMNY-UT 262	User Experience Design	
IMNY-UT 203	Big Ideas in the History and Future of Technology	
IMNY-UT 202	Writing Out Loud	
General Education Requirements		
Expository Writing (two courses, for a total of 8 credits) [1]		8
Texts and Ideas		4
Cultures and Contexts		4
Quantitative Reasoning		4
Physical Science (or Life Science)		4
Expressive Culture		4
Societies and the Social Sciences		4
Select 4 additional Liberal Arts courses		16
Electives		
Select a minimum of 20 credits from any division of NYU (excluding the School of Professional Studies)		20
Total Credits		**128**

[1]

Two semesters required for freshmen, one semester for transfers, or the two-semester International Writing Sequence for international students.

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
IMNY-UT 101	Creative Computing	4
IMNY-UT 102	Communications Lab	4
IMNY-UT 99		4
EXPOS-UA 5	Writing the Essay: Art in the World	4
General Education Requirements		4
	Credits	**20**
2nd Semester/Term		
Programming & Data		4
Elective Course		4
ASPP-UT 2	The World Through Art Writing The Essay	4
General Education Requirements		4
	Credits	**16**
3rd Semester/Term		
Physical Computing		4
Elective Course		4
CORE-UA 500	Cultures & Contexts: Topics	4
General Education Requirements		4
	Credits	**16**
4th Semester/Term		
Media Arts		4
Elective Course		4
CORE-UA 400	Texts & Ideas:	4
General Education Requirements		4
	Credits	**16**

5th Semester/Term		
Design & Fabrication		4
Elective Course		4
General Education Requirements		4
Elective Course		4
Credits		**16**
6th Semester/Term		
Tech & Society		4
Elective Course		4
General Education Requirements		4
Elective Course		4
Credits		**16**
7th Semester/Term		
Project Development & Research		4
Elective Course		4
General Education Requirements		4
Elective Course		4
Credits		**16**
8th Semester/Term		
IMNY-UT 400	Capstone	4
Elective Course		4
Elective Course		4
Credits		**12**
Total Credits		**128**

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Develop a fluency in working with emerging technologies for creative purposes including but not limited to computation, rapid prototyping, design, and interactive media.
2. Develop the ability to conceptualize and execute ideas via project based creative work.
3. Develop the intellectual tools for critically examining the effects of interactive media and emerging technologies on individuals and society including those in the social, cultural, and political realms.
4. Develop the ability to express ideas effectively in writing, presentations, and orally.

Policies
NYU Policies

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

Tisch Policies

Additional academic policies can be found on the Tisch academic policy page (https://bulletins.nyu.edu/undergraduate/arts/academic-policies/).