INTERACTIVE MEDIA ARTS (BFA)

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

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 99	IMA Cohort: Community is a Practice	0
IMNY-UT 101	Creative Computing	4
IMNY-UT 102	Communications Lab	4
IMNY-UT 400	Capstone	4
IMA Major Electives		
Select one course in each of the following groups for a total of 24 credits (sample courses are included under each group):		
Group A: Programming & Data		4
IMNY-UT 220	Topics in Computation and Data (Nature of Code)	
IMNY-UT 221	Reading and Writing Electronic Text	
IMNY-UT 222	The Code of Music	
IMNY-UT 223	Networked Media	
IMNY-UT 224	Introduction to Machine Learning for the Arts	
IMNY-UT 231	Pixel by Pixel	
IMNY-UT 260	Topics in Media Art (Shared Minds)	
Group B: Physical Computing		4
IMNY-UT 243	Designing Interfaces for Live Performance	
IMNY-UT 245	Physical Computing	
IMNY-UT 249	Interaction as Art Medium	
IMNY-UT 240	Topics in Physical Computing (DIY Energy)	
Group C: Media Arts		4
IMNY-UT 288	Animation: Methods of Motion	
IMNY-UT 282	Immersive Experiences	
IMNY-UT 260	Topics in Media Art (Video Art)	
IMNY-UT 297	Alter Egos	
Group D: Tech & Society		4
IMNY-UT 203	Big Ideas in the History and Future of Technology	
IMNY-UT 272	Useless Machines	
IMNY-UT 260	Topics in Media Art (Communications and Technology)	
IMNY-UT 260	Topics in Media Art (Politics of Code)	
IMNY-UT 260	Topics in Media Art (Design Skills for Responsible Media)	
Group E: Design & Fabrication		4
IMNY-UT 261	Design Fundamentals	
IMNY-UT 262	User Experience Design	
IMNY-UT 252	Introduction to Digital Fabrication	
Group F: Project Development & Research		4
IMNY-UT 205	Creative Approaches to Emerging Media	
IMNY-UT 206	Critical Experiences	
IMNY-UT 260	Topics in Media Art (Open Call)	
IMNY-UT 260	Topics in Media Art (Storytelling for Project Development)	
The remaining IMA Electives can be a combination of any IMA major courses and courses outside the department that we have identified as counting towards IMA. Classes from departments can include IDM, Games, Open Arts, MCC, Computer Science and more. Sample IMA classes below:		24
IMNY-UT 201	Internet Famous	
IMNY-UT 220	Topics in Computation and Data (Mobile Application Development)	
IMNY-UT 224	Introduction to Machine Learning for the Arts	
IMNY-UT 225	Collective Play	
IMNY-UT 228	Front-End Web	
IMNY-UT 232	Experimental Photography	
IMNY-UT 233	Chatbots for Art's Sake	
IMNY-UT 240	Topics in Physical Computing (Intro to Wearables)	
IMNY-UT 240	Topics in Physical Computing (Small-Scale Kinetic Installation)	
IMNY-UT 240	Topics in Physical Computing (Game Show Design: Buzzers, Bells and Big Ideas)	
IMNY-UT 241	Introduction to Assistive Technology	
IMNY-UT 242	Introduction to Fabrication	
IMNY-UT 244	Introduction to 3D Printing	
IMNY-UT 248	Topics in Physical Computing (Adapting Everyday Items)	
IMNY-UT 250	Topics in Fabrication (CNC and More)	
IMNY-UT 250	Topics in Fabrication (Contemporary Sculpture in the Digital Age)	

IMNY-UT 251	Topics in Fabrication (Creating With Cardboard)
IMNY-UT 251	Topics in Fabrication (Re-Plasticing)
IMNY-UT 260	Topics in Media Art (Generative Filmmaking in the Age of Hypercinema)
IMNY-UT 260	Topics in Media Art (Projection Mapping 101)
IMNY-UT 260	Topics in Media Art (Content Strategy)
IMNY-UT 260	Topics in Media Art (100 Days of Making)
IMNY-UT 260	Topics in Media Art (Video Art)
IMNY-UT 260	Topics in Media Art (Living Archives)
IMNY-UT 260	Topics in Media Art (Big Ideas in the History and Future of Technology)
IMNY-UT 260	Topics in Media Art (Computational Image Deconstruction)
IMNY-UT 260	Topics in Media Art (Design Skills for Responsible Media)
IMNY-UT 260	Topics in Media Art (Digital Bodies)
IMNY-UT 260	Topics in Media Art (Echoes and Visions)
IMNY-UT 260	Topics in Media Art (IRL/URL Performing Hybrid Systems)
IMNY-UT 260	Topics in Media Art (Open Call)
IMNY-UT 260	Topics in Media Art (Digital Creatures)
IMNY-UT 263	Information Design
IMNY-UT 270	Topics in Design (Typography and Technology)
IMNY-UT 271	Topics in Design (Anatomy of Truth)
IMNY-UT 281	Topics in Media Art (AI for Creatives)
IMNY-UT 281	Topics in Media Art (New Portraits)
IMNY-UT 281	Topics in Media Art (Post Project Post-Project)
IMNY-UT 281	Topics in Media Art (Caring for Media Arts)
IMNY-UT 281	Topics in Media Art (Three.js for Makers)
IMNY-UT 281	Topics in Media Art (eTextiles & Physical Computing)
IMNY-UT 281	Topics in Media Art (3D in the Browser)
IMNY-UT 281	Topics in Media Art (Comics)
IMNY-UT 281	Topics in Media Art (Interactive Multi-Screens)
IMNY-UT 285	Real-Time Media
IMNY-UT 286	Collective Narrative
IMNY-UT 290	Playful Experiences
IMNY-UT 291	Storytelling for Project Development
IMNY-UT 9001	Augmenting the Gallery
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	IMA Cohort: Community is a Practice	0
EXPOS-UA 5	Writing as Inquiry: Art and Meaning	4
General Education Requirements		4
	Credits	**16**
2nd Semester/Term		
Programming & Data		4
Physical Computing		4
ASPP-UT 2	The World Through Art Writing The Essay	4
General Education Requirements		4
	Credits	**16**
3rd Semester/Term		
Media Arts		4
Tech & Society		4
CORE-UA 500	Cultures & Contexts: Topics	4
General Education Requirements		4
	Credits	**16**
4th Semester/Term		
Design & Fabrication		4
Project Development & Research		4
CORE-UA 400	Texts & Ideas: Topics	4
General Education Requirements		4
	Credits	**16**
5th Semester/Term		
Elective Course		4
Elective Course		4
General Education Requirements		4
Free Elective		4
	Credits	**16**
6th Semester/Term		
Elective Course		4
Elective Course		4
General Education Requirements		4
Free Elective		4
	Credits	**16**
7th Semester/Term		
Elective Course		4
Elective Course		4
General Education Requirements		4
Free Elective		4
	Credits	**16**
8th Semester/Term		
IMNY-UT 400	Capstone	4
General Education Requirements		4
Free Elective		4
Free Elective		4
	Credits	**16**
	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/).