

# INTEGRATED DESIGN AND MEDIA (BS)

NYSED: 31312 HEGIS: 0605.00 CIP: 11.0103

## Program Description

*formerly known as Integrated Digital Media*

Our Bachelor of Science program centers around the IDM core, a suite of courses that focus on the four areas of Image, Sound, Narrative, and Interactivity. These courses are combined with upper-level electives ranging from user experience design to augmented reality to motion capture, as well as courses from the Tandon Engineering core, media studies courses taken in the department of Media, Culture, and Communication (<https://steinhardt.nyu.edu/departments/media-culture-and-communication/>) (MCC), and additional courses in math, science, humanities, and social sciences.

Students will be exposed to a maker-centric, project-based education focused on their development as socially engaged, creative individuals fluent in the use and development of cutting-edge technology. IDM students are encouraged to engage in research and to develop their own work through their classes, capstone projects, the Tandon VIP Program (<https://engineering.nyu.edu/research-innovation/student-research/vertically-integrated-projects/>), Tandon InnoVention (<https://engineering.nyu.edu/research-innovation/entrepreneurship/nyu-global-innovation-competition/innovation/>), NYU Entrepreneurship (<https://entrepreneur.nyu.edu/>), and internships within New York City's \$23.6B media industry (<https://www.pwc.com/us/en/industry/entertainment-media/publications/assets/pwc-cities-of-opportunity.pdf>).

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.

## 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
<b>Digital Media Core</b>		
DM-UY 1113	Audio Foundation Studio	3
DM-UY 1123	Visual Foundation Studio	3
DM-UY 1133	Creative Coding	3
DM-UY 1143	Ideation & Prototyping	3
DM-UY 2193	Intro to Web Development	3
DM-UY 2263	Still and Moving Images	3

DM-UY 4003	Senior Project in Digital Media	3
DM-UY 4173	Professional Practices for Creatives	3
Select one of the following options:		18
Option 1		

Select 18 credits of DM-UY 2/3/4XXX DM Studio Electives

Option 2

Select 15 credits of DM-UY 2/3/4XXX DM Studio Electives

CP-UY UNDERGRADUATE INTERNSHIP I  
2013/2023

### Math, Science, Humanities, and Social Sciences

CS-UY 1114	INTRO TO PROGRAMMING & PROBLEM SOLVING	4
EG-UY 1001	Engineering and Technology Forum	1
EXPOS-UA 1	Writing The Essay:	4
EXPOS-UA 2	THE ADVANCED COLLEGE ESSAY	4
Select 25 credits of Humanities/Math/Natural Science Electives		25
MA-UY 2414	Basic Practice of Statistics for Social Science	4
or MA-UY 1024 Calculus I for Engineers		
MCC-UE 1	Introduction to Media Studies	4
or MCC-UE 3 History of Media & Comm		
MD-UY 2314	Interactive Narrative	4
PH-UY 1213	MOTION AND SOUND	3
PH-UY 1223	ELECTRICITY AND LIGHT	3
Select one course from one of the following areas of study: <sup>1,2</sup>		4

Technology and Society

Interaction and Experience

### Free Electives

Select 18 credits of Free Electives 18

**Total Credits 120**

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[http://steinhardt.nyu.edu/mcc/undergraduate/fields\\_of\\_study](http://steinhardt.nyu.edu/mcc/undergraduate/fields_of_study) ([http://steinhardt.nyu.edu/mcc/undergraduate/fields\\_of\\_study/](http://steinhardt.nyu.edu/mcc/undergraduate/fields_of_study/))

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With the **exception** of MCC-UE 1029 New Media Research Studio; MCC-UE 1031 Digital Media: Theory and Practice; MCC-UE 1585 Creative Coding; MCC-UE 1033 Critical Making

## Sample Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
DM-UY 1123	Visual Foundation Studio	3
DM-UY 1133	Creative Coding	3
DM-UY 1143	Ideation & Prototyping	3
EXPOS-UA 1	Writing The Essay:	4
EG-UY 1001	Engineering and Technology Forum	1
		<b>Credits 14</b>
<b>2nd Semester/Term</b>		
DM-UY 1113	Audio Foundation Studio	3
DM-UY 2193	Intro to Web Development	3
DM-UY 2263	Still and Moving Images	3
EXPOS-UA 2	THE ADVANCED COLLEGE ESSAY	4
PH-UY 1213	MOTION AND SOUND	3
		<b>Credits 16</b>
<b>3rd Semester/Term</b>		
PH-UY 1223	ELECTRICITY AND LIGHT	3
Math, Science, Humanities Elective		4

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Math, Science, Humanities Elective	4	
DM 2/3/4XXX DM Studio Elective	3	
MCC-UE 1 or MCC-UE 3	Introduction to Media Studies or History of Media & Comm	4
<b>Credits</b>		<b>18</b>
<b>4th Semester/Term</b>		
DM 2/3/4XXX DM Studio Elective		3
DM 2/3/4XXX DM Studio Elective		3
MD-UY 2314	Interactive Narrative	4
Select one of the following:		4
MA-UY 2414	Basic Practice of Statistics for Social Science (or equivalent)	
MA-UY 1024	Calculus I for Engineers (or equivalent)	
CS-UY 1114	INTRO TO PROGRAMMING & PROBLEM SOLVING	4
<b>Credits</b>		<b>18</b>
<b>5th Semester/Term</b>		
DM 2/3/4XXX DM Studio Electives		3
Math, Science, Humanities Elective		3
Math, Science, Humanities Elective		4
Free Elective		4
<b>Credits</b>		<b>14</b>
<b>6th Semester/Term</b>		
Select one of the following:		3
DM 2/3/4XXX DM Studio Electives		
CP-UY 2013/2023	UNDERGRADUATE INTERNSHIP I	
Math, Science, Humanities Elective		4
Free Elective		4
Select one course from either of the following fields of studies: <sup>1,2</sup>		4
Technology and Society		
Interaction and Social Processes		
<b>Credits</b>		<b>15</b>
<b>7th Semester/Term</b>		
DM-UY 4173	Professional Practices for Creatives	3
DM 2/3/4XXX DM Studio Electives		3
Math, Science, Humanities Elective		4
Free Elective		4
<b>Credits</b>		<b>14</b>
<b>8th Semester/Term</b>		
DM-UY 4003	Senior Project in Digital Media	3
Math, Science, Humanities Elective		4
Free Elective		4
<b>Credits</b>		<b>11</b>
<b>Total Credits</b>		<b>120</b>

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With the **exception** of MCC-UE 1029 New Media Research Studio; MCC-UE 1031 Digital Media: Theory and Practice; MCC-UE 1585 Creative Coding; MCC-UE 1033 Critical Making

## 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/undergraduate/engineering/academic-policies/>).