DIGITAL COMMUNICATIONS AND MEDIA (DCOM) (BS)


NYSED: 27519 HEGIS: 0605.00 CIP: 10.0304

Program Description
The Bachelor of Science in Digital Communications and Media (DCoM) prepares students for the demands of a fast-changing media environment. In this practice-based degree, students will develop artistic and technical proficiency in a range of digital media - from design principles to interactive or motion design to filmmaking. Theoretical topics such as the cultural impact and ethical responsibility of a mass communication professional help build a holistic understanding of contemporary media.

The Bachelor of Science in Digital Communications and Media addresses the demand for professionals in the converging and fast-changing media environment. Students acquire the most current knowledge of media concepts and participate in focused, hands-on classes in their chosen concentration. Our faculty members are industry experts who bring their artistic and technical expertise and their experiences with production and workflow management to their teaching.

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:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td><strong>Writing</strong></td>
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<tr>
<td>EXWR1-UC 7501</td>
<td>Introduction to Creative and Expository Writing</td>
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<tr>
<td>EXWR1-UC 7502</td>
<td>Writing Workshop I</td>
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<tr>
<td>EXWR1-UC 7503</td>
<td>Writing Workshop II</td>
<td></td>
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</tbody>
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| Critical Thinking | HUMN1-UC 6401 | Critical Thinking | 4 |

| Quantitative Reasoning | MATH1-UC 1171 | MATH1-UC 1141 | 4 |

| Major Requirements: Media | DGCM1-UC 312 | 4 |
|---------------------------|--------------|-------------|---|

Course Requirements:
- **Core Requirements**
  - **Writing**
    - The following courses may be required based on a writing placement assessment and should be successfully completed within the first three semesters:
    - EXWR1-UC 7501: Introduction to Creative and Expository Writing
    - EXWR1-UC 7502: Writing Workshop I
    - EXWR1-UC 7503: Writing Workshop II
  - **Critical Thinking**
    - HUMN1-UC 6401: Critical Thinking
  - **Quantitative Reasoning**
    - Students, in close consultation with their adviser, select Math 1 and Math II or one of the following other courses based on a math placement assessment:
    - MATH1-UC 1171
    - MATH1-UC 1105
    - MATH1-UC 1117
    - MATH1-UC 1174
  - **Scientific Issues**
    - Select one of the following:
      - SCNC1-UC 2001: Human Biology
      - SCNC1-UC 3203: Environmental Sustainability
      - SCNC1-UC 3207: Stars, Planets, & Life
      - SCNC1-UC 3215: Biology of Hunger & Population
  - **Historical Perspectives**
    - Select one of the following:
      - HIST1-UC 5804: Renaissance to Revolution
      - HIST1-UC 5820: The American Experience
      - HIST1-UC 5821: Classical & Medieval World
      - HIST1-UC 5822: Contemporary World
  - **Global Perspectives**
    - Select one of the following:
      - ANTH1-UC 5011: World Cultures: Africa
      - ANTH1-UC 5012: World Cultures: Middle East
      - ANTH1-UC 5013: World Cultures: Asia
      - ANTH1-UC 5014: World Cultures: Latin America & The Caribbean
  - **Literary and Artistic Expressions**
    - Select one of the following:
      - ARTS1-UC 5438: History of Music
      - ARTH1-UC 5443: Visual Expressions in Society
      - LITR1-UC 6201: Contemporary Global Literature
      - LITR1-UC 6209: Oral Traditions in Literature
  - **Liberal Arts Electives**
    - Select 16 Liberal Arts elective credits by advisement
  - **Major Requirements**
    - Media
      - Students are required to take the following courses:
        - DGCM1-UC 312: Content Strategy CX for Digital Media
        - DGCM1-UC 2220: Digital Media Management
Digital Communications and Media (DCoM) (BS)

DGCM1-UC 2239 Media History: Art, Design, and Technology 4
DGCM1-UC 2234 Engaged and Sustainable Media 4

Digital Communications and Media

Students are required to take the following courses in the following sequence.

FILV1-UC 2201 Digital Filmmaking I 4
DGCM1-UC 2271 Interactive Design I: Building A Website 4
DGCM1-UC 1404 Media Design I: Concepts 4
DGCM1-UC 2238 Media Design II: Techniques and Convergence 4
DGCM1-UC 2235 Motion Design I: Time and Space 4

Concentration Requirement

Select 24 credits in one of the following concentration areas:

Time-Based Media: Video and Motion Design

Interactive Media: Web and Mobile Devices

Major Electives

Select 16 additional credits from any of the Digital Communications and Media courses 7

Graduation Project

DGCM1-UC 7990 Senior Project: Industry Mentoring and Portfolio 2
Select one of the following: 2
DGCM1-UC 7991 Senior Project: Seminar (Digital Communications and Media)
DGCM1-UC 7992 Senior Project: Internship (Digital Communications and Media)
DGCM1-UC 7993 Senior Project: Independent Study (Digital Communications and Media)

Total Credits 128

1 May include the following courses:
• DGCM1-UC 2240 3D Explorations from Screen to Laser Cut
• DGCM1-UC 2200 Sp Tpcs DCoM

In addition to Digital Communications and Media courses, students may select courses in Leadership and Management Studies, Media Studies, and Information Systems Management in consultation with their adviser.

Concentrations

Time-Based Media: Video and Motion Design

Focuses on linear production and post production for video and broadcast media.

Course Title Credits
FILV1-UC 2004 Audio Recording 4
FILV1-UC 2203 Digital Editing I 4
FILV1-UC 2003 Digital Cinematography 4
DGCM1-UC 2230 Motion Design III: 3D Animation Basics 4
FILV1-UC 2202 Digital Filmmaking II 4
DGCM1-UC 2236 Motion Design II: Effects and Compositing 4

Interactive Media: Web and Mobile Devices

Focuses on design and programming for web sites, mobile and interactive devices.

Course Title Credits
Students are required to take the following courses until completing the concentration.
DGCM1-UC 2270 Information Design 4
ISMM1-UC 746 Fundamentals of Computing 4
DGCM1-UC 2272 Interactive Design II: Dynamic Interfaces 4
DGCM1-UC 2276 Interactive Design III: Advanced Concepts 4
DGCM1-UC 2204 Interactive Devices 4
ISMM1-UC 728 Programming Languages: 2
ISMM1-UC 727 Design and Programming for the Web 4

Sample Plan of Study

Time-Based Media: Video and Motion Design

Course Title Credits
1st Semester/Term
EXWR1-UC 7502 Writing Workshop I 4
DGCM1-UC 2220 Digital Media Management 4
DGCM1-UC 1404 Media Design I: Concepts 4

Historical Perspectives 4

 Credits 16
2nd Semester/Term
EXWR1-UC 7503 Writing Workshop II 4
DGCM1-UC 2239 Media History: Art, Design, and Technology 4
DGCM1-UC 2238 Media Design II: Techniques and Convergence 4

Literary & Artistic Expressions 4

 Credits 16
3rd Semester/Term
HUMN1-UC 6401 Critical Thinking 4
DGCM1-UC 2271 Interactive Design I: Building A Website 4
DGCM1-UC 2235 Motion Design I: Time and Space 4

Quantitative Reasoning 4

 Credits 16
4th Semester/Term
FILV1-UC 2201 Digital Filmmaking I 4
DGCM1-UC 312 Content Strategy CX for Digital Media 4
DGCM1-UC 2234 Engaged and Sustainable Media 4

Liberal Arts Elective 4

 Credits 16
5th Semester/Term
FILV1-UC 2004 Audio Recording 4
DGCM1-UC 2236 Motion Design II: Effects and Compositing 4

Digital Communications & Media Elective 4

Scientific Issues 4

 Credits 16
6th Semester/Term
FILV1-UC 2003 Digital Cinematography 4
FILV1-UC 2203 Digital Editing I 4
DGCM1-UC 2230 Motion Design III: 3D Animation Basics 4

Liberal Arts Elective 4

 Credits 16
7th Semester/Term
DGCM1-UC 7990 Senior Project: Industry Mentoring and Portfolio 2
FILV1-UC 2202 Digital Filmmaking II 4
Digital Communications & Media Elective 4
Global Perspectives 4
Liberal Arts Elective 2

Credits 16

8th Semester/Term
Senior Project: Seminar or Internship 2
Digital Communications & Media Elective 4
Digital Communications & Media Elective 4
Liberal Arts Elective 4
Liberal Arts Elective 2

Credits 16

Total Credits 128

Learning Outcomes
Upon successful completion of the program, graduates will:
1. Demonstrate the ability to develop artistic, academic, professional and technical proficiencies in digital media.
2. Demonstrate knowledge of professional practices, communication, and workflow in a team.
3. Demonstrate knowledge of the cultural and social impact and the role of mass communication in society.

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

School of Professional Studies Policies
Additional academic policies can be found on the School of Professional Studies academic policy page (https://bulletins.nyu.edu/undergraduate/professional-studies/academic-policies/).