DIGITAL COMMUNICATIONS AND MEDIA (DCOM) (BS)

Department Website (https://www.sps.nyu.edu/homepage/academics/bachelors-degrees/bs-in-digital-communications-and-media.html)

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.

Concentrations

In this program, students will select one of two concentrations. Both concentrations emphasize early contacts and networking in the industry. Our graduates find positions at television networks, animation and film production companies, Web and game studios, in-house media departments, or start their own companies. Others earn graduate degrees in animation, interactive design, media law, and media management.

Time-Based Media: Video and Motion Design

This concentration has a focus on linear production and post-production for video and broadcast media.

Interactive Media: Web and Mobile Devices

This concentration has a focus on design and programming for websites, mobile devices, and other interactive displays.

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
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: 8-10

Course	Title	Credits
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	4
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:		4
MATH1-UC 1171 & MATH1-UC 1141	Precalculus and Math II	
MATH1-UC 1105	Mathematical Reasoning	
MATH1-UC 1171	Precalculus	
MATH1-UC 1174	Calculus W/Applications to Business & Economics	
Scientific Issues		
Select one of the following:		4
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:		4
HIST1-UC 5804	Renaissance to Revolutn	
HIST1-UC 5820	The American Experience	
HIST1-UC 5821	Classical & Medieval World	
HIST1-UC 5822	Contemporary World	
Global Perspectives		
Select one of the following:		4
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:		4
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		16
Major Requirements		
Media		
DGCM1-UC 312	Content Strategy CX for Digital Media	4
DGCM1-UC 2220	Digital Media Management	4
DGCM1-UC 2239	Media History: Art, Design, and Technology	4
DGCM1-UC 2234	Engaged and Sustainable Media	4
Digital Communications and Media		
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:		24
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 [1]		16
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
Students are required to complete the first two courses prior to enrolling in the remaining concentration courses.		
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 complete the first two courses prior to enrolling in the remaining concentration courses. The programming courses are divided into 2-credit segments. Therefore, students must take two programming courses to fulfill the credit requirements.		
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**

Interactive Media: Web and Mobile Devices

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 2238	Media Design II: Techniques and Convergence	4
DGCM1-UC 2239	Media History: Art, Design, and Technology	4
Literary & Artistic Expressions		4
Credits		**16**
3rd Semester/Term		
HUMN1-UC 6401	Critical Thinking	4
ISMM1-UC 746	Fundamentals of Computing	4
DGCM1-UC 2271	Interactive Design I: Building A Website	4
Quantitative Reasoning		4
Credits		**16**
4th Semester/Term		
DGCM1-UC 2234	Engaged and Sustainable Media	4
DGCM1-UC 2235	Motion Design I: Time and Space	4
DGCM1-UC 312	Content Strategy CX for Digital Media	4
Liberal Arts Elective		4
Credits		**16**
5th Semester/Term		
DGCM1-UC 2270	Information Design	4
FILV1-UC 2201	Digital Filmmaking I	4
ISMM1-UC 727	Design and Programming for the Web	4
Global Perspectives		4
Credits		**16**
6th Semester/Term		
DGCM1-DC 2204		4
Digital Communications & Media Elective		4
Scientific Issues		4

Liberal Arts Elective		4
Credits		**16**
7th Semester/Term		
DGCM1-UC 7990	Senior Project: Industry Mentoring and Portfolio	2
DGCM1-UC 2272	Interactive Design II: Dynamic Interfaces	4
Digital Communications & Media Elective		4
Liberal Arts Elective		4
Liberal Arts Elective		2
Credits		**16**
8th Semester/Term		
Senior Project: Seminar **or** Internship		2
DGCM1-UC 2276	Interactive Design III: Advanced Concepts	4
Digital Communications & Media Elective		4
Digital Communications & Media 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 pag (https://bulletins.nyu.edu/undergraduate/professional-studies/academic-policies/)e.