INTERACTIVE MEDIA ARTS (MINOR)

Program Description

Interactive Media Arts (IMA) encourages students to explore the expressive possibilities of emerging media. Our students are challenged to combine practice and theory, connecting technical skills with historical knowledge, cultural understanding, and conceptual thinking. Areas of expertise include the development of software, the manipulation of digital media, the fabrication of material objects, the production of electronic devices, the construction of virtual and physical spaces, media theory, interactive installation, and the philosophy of technology. Our curriculum, community, and active learning environment facilitate student acquisition of both conceptual insights and practical skills, encouraging our students to explore their personal interests whilst engaging both critically and creatively with new technologies.

All IMA majors take a required foundation course, What is New Media? A course designed to give students a strong theoretical and historical background in new media arts. They may then choose between 3 other foundation courses: Interaction Lab, Communications Lab, and Creative Coding Lab. Interaction Lab introduces students to the fields of interaction design, physical computing, and digital fabrication and provides students with foundational skills in electronics prototyping and an introduction to basic computer programming. Communications Lab introduces students to concepts and tools in order to produce multimedia content for print, photography, audio, and video. Creative Coding Lab introduces students to the fundamentals of computation, software design, and web technologies.

Students then choose from a range of electives across the disciplines of art & design, humanities, science, and computation, with great freedom to make selections based on their personal interest and future career goals. Starting from their sophomore year, students are introduced to advanced labs and seminars where they can sharpen their technical skills, learn about professional environments and develop richer and more complex conceptual frameworks. Every student will receive guidance in their choices and - in their junior and senior years - be encouraged to specialize in a particular area of concentration. All majors finish with a two semester Capstone Studio course based on a topic of their own choosing. The IMA capstone synthesizes theoretical research and practice to produce an emerging media project that is critically informed by a related research essay.

Program Requirements

Course	Title	Credits
Foundations		
Select two of the following:		8
INTM-SHU 101	Interaction Lab	
INTM-SHU 103	Creative Coding Lab	
INTM-SHU 120	Communications Lab	
INTM-SHU 205	What is New Media?	
Electives		
Select eight credits worth of electives or advanced electives from the Interactive Media Arts elective list		8
Total Credits		**16**

Interactive Media Arts Electives & Advanced Electives Courses

Code	Title	Credits
ART-SHU 222	Site and Situation: Social Space and Public Art	4
ART-SHU 250	Visual Culture and Social Art Practice: Collaborations and Community Interactions	4
ART-SHU 251	Typography in the Urban Environment	4
ART-SHU 255	Printmaking in an Expanded Field	4
ART-SHU 274	Woodblock Printmaking: Practice and Theory	4
ART-SHU 306	Moving Images I	4
ART-SHU 307	Moving Images II	4
ART-SHU 375	The Graphic Novel	4
BUSF-SHU 211A	Design Thinking - Part I	2
BUSF-SHU 211B	Design Thinking - Part II	2
BUSF-SHU 232	Entrepreneurship Explored	4
CCST-SHU 141	Innovation in/of Daily Spaces	2
CRWR-SHU 175	Storytelling Strategies	4
CRWR-SHU 245	Intermediate Fiction Workshop: Speculative Fictions	4
CSCI-SHU 50	The Design Sprint: Modern Aging and the Future of Health in China	4
GCHN-SHU 230	Culture and Media in Urban China	4
GCHN-SHU 236	Immersive Narrative of Chinese Monuments	4
HUMN-SHU 231	Contemporary Art and Theory in North America and Europe	4
IMBX-SHU 102	Global Experience Design	4
IMBX-SHU 103	Understanding Financial Technology	4
IMBX-SHU 105	Introduction to the Technology Innovation Process	4
IMBX-SHU 106	Introduction to Media Industries and Institutions	4
IMBX-SHU 110	Innovation Lab	4
IMBX-SHU 201	The Minimum Viable Product: The Lean Launchpad	4
IMBX-SHU 211	Design Thinking	4
IMBX-SHU 241	Creative Learning Design	4
IMBX-SHU 254	Introduction to Mindful Product Management	4
IMBX-SHU 262	Global Beauty Industry	4
IMBX-SHU 501	Realtime	2
IMBX-SHU 9501	Going Live: Real-Time Streaming and Interactive Media	2
INTM-SHU 10J	Neighborhood, Map, Phone	4
INTM-SHU 124	Emerging Technologies & Computational Arts	4
INTM-SHU 125	Digital Arts and New Media	4
INTM-SHU 126	Introduction to 3D	2
INTM-SHU 127	Paper Art: History and Practice	4
INTM-SHU 129	Industrial Design in Action	4
INTM-SHU 129T	Digital Design and Fabrication	4
INTM-SHU 130	Working with Electrons	4
INTM-SHU 132	Kinetic Light	4
INTM-SHU 134	Movement Practices and Computing	4
INTM-SHU 138	Responsive Environments: Designing Interactive, Sentient, and Intelligent Spaces	4
INTM-SHU 138T	Extended Perception	4
INTM-SHU 140T-A	Open Project Salon	2

INTM-SHU 140T-B	Open Project Salon	2
INTM-SHU 150	Storytelling in Mixed Reality	4
INTM-SHU 150J	Mobile Media	4
INTM-SHU 151	Learning with Turtles	4
INTM-SHU 152T	Woodworking for Art and Design	4
INTM-SHU 165	Talking Fabrics	4
INTM-SHU 180	Design Expo	4
INTM-SHU 184	Communities & Net Literature	4
INTM-SHU 185	Interactive Fashion	4
INTM-SHU 187T	E-textiles	2
INTM-SHU 190	Collective Methods	4
INTM-SHU 193	Chinese Cyberculture	4
INTM-SHU 194	Global Media Cultures	4
INTM-SHU 195	After Us: Post-human Media	4
INTM-SHU 200	Topics in IMA:	4
INTM-SHU 201	Expanded Web	4
INTM-SHU 202	Media Architecture	4
INTM-SHU 203T	Intro to Movement Practices	2
INTM-SHU 204	Critical Data and Visualization	4
INTM-SHU 205	What is New Media?	4
INTM-SHU 205T	The Artificial: Programming and Planetarity	4
INTM-SHU 206T	Topic: Media Past and Future	4
INTM-SHU 207T	Topic: AI and Culture: Paths of Definition, Paths of Development	2
INTM-SHU 208D	Realtime Audiovisual Performance Systems	4
INTM-SHU 209	This is the Remix	4
INTM-SHU 210	Animation: Traditional Techniques & Contemporary Practices	4
INTM-SHU 211	Animation and Dynamic Surfaces	4
INTM-SHU 212	Sound & Vision	4
INTM-SHU 213	Unmanned Aerial Storytelling	2
INTM-SHU 214	User Experience Design	4
INTM-SHU 215	Machine Learning for New Interfaces	4
INTM-SHU 216	Unsustainable Fashion	4
INTM-SHU 217	Make Believe	4
INTM-SHU 218	Design and Fabrication of Everyday Things	4
INTM-SHU 221	Creating Immersive Worlds	2
INTM-SHU 222	Introduction to Robotics	4
INTM-SHU 223	Programming Design Systems	4
INTM-SHU 224	Unconventional Design+Interactions	4
INTM-SHU 225	Media and Participation	4
INTM-SHU 226	Artificial Intelligence Arts	4
INTM-SHU 227	ABC Browser Circus	4
INTM-SHU 228	Digital + Sculpture	4
INTM-SHU 229	Topics in Computation & Data:	2
INTM-SHU 230	Topics in Computation & Data:	4
INTM-SHU 231	Developing Web	4
INTM-SHU 233	Collaborative Design	4
INTM-SHU 234	Rapid Prototyping	4
INTM-SHU 235	Topics in Art & Design - 2pt	2
INTM-SHU 236	Topics in Art & Design	4
INTM-SHU 238	Toy Design and Prototyping	4
INTM-SHU 239	Digital Fabrication	2
INTM-SHU 240	Solar Solutions: Considering The Sun in our Digital Future	4
INTM-SHU 242	Exhibition: Next	4
INTM-SHU 243	Introduction to Animation	4
INTM-SHU 244	Bio-Inspired Robot Systems	4
INTM-SHU 245	Topics in Experimental Interfaces & Physical Computing - 2pt	2
INTM-SHU 245A	Topics in Physical Computing & Experimental Interfaces:	2
INTM-SHU 246	Topics in Experimental Interfaces & Physical Computing - 4pt	4
INTM-SHU 246A	Topics in Experimental Interfaces & Physical Computing - 4pt	4
INTM-SHU 247	Creative Game Design and Development	4
INTM-SHU 248	Introduction to Assistive Technology	2
INTM-SHU 249	Street Life & Street Food in the 21st Century City	4
INTM-SHU 250	Special Topics in Digital Humanities: Street Food & Urban Farming	4
INTM-SHU 251	Making Maker Education	2
INTM-SHU 251H	Making Maker Education 4pt	4
INTM-SHU 252	The Minimum Viable Product	2
INTM-SHU 253	Creating Assistive Technology	4
INTM-SHU 254	Nature of Code	4
INTM-SHU 255	Topics in Business of Emerging Media	2
INTM-SHU 256	Topics in Business of Emerging Media	4
INTM-SHU 257	Immersive Arts	4
INTM-SHU 257T	VFX in the Age of Virtual Production	4
INTM-SHU 258	Machine Learning for Artists and Designers	4
INTM-SHU 259	Immersive Design for Video Games	2
INTM-SHU 260	Topics in Electronics & Physical Computing:	4
INTM-SHU 261	Data: Code it, Make it	4
INTM-SHU 262	Urban Farming: Technology and Community	4
INTM-SHU 265	Topics in Digital Humanities:	4
INTM-SHU 266	Digital Heritage	4
INTM-SHU 267	The Cultivated City	4
INTM-SHU 268	Acoustic Ethnography of the Yangtze Delta	4
INTM-SHU 270	Generating and Expressing Data	4
INTM-SHU 271	Remade in China	4
INTM-SHU 280	Topics in New Media & Entertainment	4
INTM-SHU 280A	Topics in New Media & Entertainment	4
INTM-SHU 280B	Topics in New Media & Entertainment	4
INTM-SHU 280C	VR / AR Fundamentals	4
INTM-SHU 280D	Realtime Audiovisual Performance Systems	4
INTM-SHU 280E	Topics in New Media & Entertainment	4
INTM-SHU 281	Topics in New Media & Entertainment	2
INTM-SHU 282	Fairy Tales for the 21st Century	2
INTM-SHU 283	Locative Media	4
INTM-SHU 284	Digital Sculpting for Facial Animation	4
INTM-SHU 285	Seminar Topics	4
INTM-SHU 286	Theories and Practices of Transmedia Storytelling	4
INTM-SHU 287	NIME: New Interfaces for Musical Expression	4
INTM-SHU 288	Kinetic Interfaces	4

INTM-SHU 289	Exploring & Creating Sonic Environments	4
INTM-SHU 291	Solar Contraptions	2
INTM-SHU 294	History of Human Computer Interaction	4
INTM-SHU 295	Seminar Topics:	4
INTM-SHU 296	The Planetary: Computation in the Anthropocene	4
INTM-SHU 297T	Synthetic Senses and Sensation	2
INTM-SHU 301	Advanced Lab: Open Project	2
INTM-SHU 303T	Advanced Lab: Shaders	2
INTM-SHU 304	Advanced Lab: Web Page to Web Space	4
INTM-SHU 305	Advanced Seminar: Hello Metaverse	2
INTM-SHU 350	Advanced Seminar: Media's Material and Environmental Relations	4
INTM-SHU 351	Advanced Seminar: Machine Decision is Not Final	2
PCIX-SHU 101	Creativity Considered	4
PCIX-SHU 102	Experience Studio	2
PCIX-SHU 103	Life Design	4
PCIX-SHU 201	Design Thinking	4
PCIX-SHU 202	Communicating for Influence	4
PCIX-SHU 301	Entrepreneurship Experienced	4
PHIL-SHU 130	Philosophy of Technology: Thinking Machines	4
PSYC-SHU 344	Psychology of Human-Machine Communication and Relationships	4
SOCS-SHU 225	Media and Participation	4
SOCS-SHU 353	Urban Design Studio: Pocket Space in Shanghai	4
WRIT-SHU 240	Storytelling with Data Visualization	4
WRIT-SHU 245	Digital Storytelling: Lessons of the Out of Eden Project	4

Policies
NYU Policies

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

NYU Shanghai Policies

Additional academic policies can be found on the NYU Shanghai Academic Policies page (https://bulletins.nyu.edu/undergraduate/shanghai/academic-policies/).