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: Public Art	4
ART-SHU 250	Visual Culture and Social Art Practice: Collaborations and Community Interactions	4
ART-SHU 255	Printmaking in an Expanded Field	4
ART-SHU 274	Chinese Woodblock Printmaking: A Socially Engaged Graphic Art Form	4
ART-SHU 306	Moving Images I	4
ART-SHU 307	Moving Images II	4
ART-SHU 320	Experiences in Time: The Art of Time-based Media	4
ART-SHU 375	The Graphic Novel	4
BUSF-SHU 232	Entrepreneurship Explored	4
CRWR-SHU 175	Storytelling Strategies	4
GCHN-SHU 236	Immersive Narrative of Chinese Monuments	4
HIST-SHU 158	Is That Art? The Rise of the Avant-Garde	4
HUMN-SHU 231	Making Sense of Contemporary Art	4
IMBX-SHU 110	Innovation Lab	4
IMBX-SHU 220	Playing to Win: Game Design, Development, and Business	4
IMBX-SHU 501	Realtime	2
IMBX-SHU 9501	Going Live: Real-Time Streaming and Interactive Media	2
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 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 141	Art and the Anthropocene: Material-Based Activism	4
INTM-SHU 142	Writing with AI: Philosophy and Practice	2
INTM-SHU 150	Storytelling in Mixed Reality	4
INTM-SHU 151	Learning with Turtles	4
INTM-SHU 152T	Woodworking for Art and Design	4
INTM-SHU 166	The Media World of Animation: History and Theory	4
INTM-SHU 185	Interactive Fashion	4
INTM-SHU 187T	E-textiles	2
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 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 214	User Experience Design	4
INTM-SHU 215	Machine Learning for New Interfaces	4
INTM-SHU 217	Make Believe	4
INTM-SHU 218	Design and Fabrication of Everyday Things	4
INTM-SHU 222	Introduction to Robotics	4
INTM-SHU 223	Programming Design Systems	4
INTM-SHU 224	Unconventional Design+Interactions	4
INTM-SHU 226	Artificial Intelligence Arts	4
INTM-SHU 227	ABC Browser Circus	4
INTM-SHU 228	Digital + Sculpture	4
INTM-SHU 234	Rapid Prototyping	4
INTM-SHU 235	Topics in Art & Design - 2pt	2
INTM-SHU 238	Toy Design and Prototyping	4
INTM-SHU 239	Digital Fabrication	2
INTM-SHU 241	VFX in the Age of Virtual Production	4
INTM-SHU 242	Exhibition: Next	4
INTM-SHU 243	Introduction to Animation	4
INTM-SHU 244	Bio-Inspired Robot Systems	4
INTM-SHU 247	Creative Game Design and Development	4
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 257	Immersive Arts	4
INTM-SHU 258	Machine Learning for Artists and Designers	4
INTM-SHU 259	Immersive Design for Video Games	2
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 271	Remade in China	4
INTM-SHU 280C	VR / AR Fundamentals	4
INTM-SHU 280D	Realtime Audiovisual Performance Systems	4
INTM-SHU 283	Locative Media	4
INTM-SHU 284	Digital Sculpting for Facial Animation	4
INTM-SHU 286	Theories and Practices of Transmedia Storytelling	4
INTM-SHU 287	NIME: New Interfaces for Musical Expression	4
INTM-SHU 289	Exploring & Creating Sonic Environments	4
INTM-SHU 294	History of Human Computer Interaction	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 303	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 306	Advanced Lab: Synthetic Media	4
INTM-SHU 307	Advanced Lab: ABC Browser Circus on Tour (Mobile)	4
INTM-SHU 308	Advanced Lab: Mixed Reality and Cultural Heritage	4
INTM-SHU 350	Advanced Seminar: Media's Material and Environmental Relations	4
INTM-SHU 351	Advanced Seminar: Machine Decision is Not Final	2
INTM-SHU 352	Advanced Media Theory	4
PCIX-SHU 101	Creativity Considered	4
PCIX-SHU 201	Design Thinking	4
PCIX-SHU 202	Communicating for Influence	4
PCIX-SHU 241	Creative Learning Design	4
PHIL-SHU 130	Philosophy of Technology: Thinking Machines	4
PSYC-SHU 344	Psychology of Human-Machine Communication and Relationships	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

Minor Policies

Students may minor in subjects outside of their major. A minor in a secondary subject enables a student to acquire a useful understanding of concepts and analysis without the same degree of coverage as would be obtained in a major. A grade of C or better is required for a course to be counted toward a minor. If a student fails a course required for the minor, the course must be retaken at NYU; a course taken outside the University will not normally be allowed to substitute for a minor requirement. No course for the minor may be taken as pass/fail. Students may use Core Curriculum classes to fill minor requirements but at least 12 credits of the minor must be unique to the minor, meaning that it is not double-counted with any other major, minor, or core requirement.

Additionally, no single course may be used to meet more than two requirements.

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/).