

# INTERACTIVE MEDIA BUSINESS (MINOR)

## Program Description

The Interactive Media + Business (IMB) major is where innovation + business meet through emerging media technology. It teaches how innovative ideas combine with technology, creativity and business principles to yield viable products, services and experiences. Students of Interactive Media + Business (IMB), will be challenged to imagine and implement interactive products and services that fearlessly investigate the recently possible in media, technology, and communication. IMB majors are also expected to think holistically about the impact of their work in society as well as the business value, whether it involves software or hardware, virtual or physical, product or experiment. The IMB major welcomes interest in entrepreneurship in all forms – large organizations or startups, for-profit or not-for-profit – that bring about disruptive changes and create positive social impact. Students of IMB will acquire a design-and-build mindset and gain experience by implementing creative solutions to real business problems in order to graduate well prepared for stimulating careers or future learning journeys in diverse organizations across the globe.

IMB majors and minors will take a unique blend of interactive media and business foundation courses, including Innovation Lab, which introduces modern rapid software prototyping, theories of innovation, early-stage business concepts, creative coding and user experience design. For their second emerging media foundation, IMB students will choose between one of 5 courses: Interaction Lab, which covers interaction design, electronics, computation, and digital fabrication, Communications Lab, which covers digital media production methods, including imaging, audio, video, and Web development, or What is New Media? A course designed to give students a strong theoretical and historical background in new media arts, Creative Coding Lab, which introduces students to the fundamentals of computation, software design, and web technologies and Introduction to Media Industries and Institutions. Business foundations include Economics of Global Business and Principles of Financial Accounting.

Students also choose from a range of flexible core and elective categories across the disciplines of business, emerging media, art and design, the humanities, social and physical sciences, as well as computation and data. Majors finish with a year-long Capstone course by synthesizing their learning to date and applying their learning to prototype an artifact (an idea, product, or service) that creates value in the real world.

## Program Requirements

Course	Title	Credits
BUSF-SHU 250	Principles of Financial Accounting	4
ECON-SHU 251	Economics of Global Business	4
<i>Interactive Media Foundation Courses</i>		
IMBX-SHU 110	Innovation Lab	4
Select one of the following:		
IMBX-SHU 106	Introduction to Media Industries and Institutions	4
INTM-SHU 101	Interaction Lab	4
INTM-SHU 103	Creative Coding Lab	4
INTM-SHU 120	Communications Lab	4

INTM-SHU 205	What is New Media?	4
<i>Business Elective Courses</i>		
Any Business core, elective, or an approved IMBX-SHU course		4
<i>Interactive Media Elective Courses</i>		
Any courses starting with the IMBX-SHU, INTM-SHU or PCIX-SHU subject code		4
<b>Total Credits</b>		<b>24</b>

## Business Core & Elective Courses

Code	Title	Credits
BIOL-SHU 42	Biostatistics	4
BUSF-SHU 101	Statistics for Business and Economics	4
BUSF-SHU 142	Information Technology in Business & Society	4
BUSF-SHU 202	Foundations of Finance	4
BUSF-SHU 210	Business Analytics	4
BUSF-SHU 250	Principles of Financial Accounting	4
BUSF-SHU 351	Operations Management	4
ECON-SHU 3	Microeconomics	4
ECON-SHU 251	Economics of Global Business	4
IMBX-SHU 210	The Strategist	2
MATH-SHU 235	Probability and Statistics	4
MGMT-SHU 301	Management and Organizations	4
MKTG-SHU 1	Introduction to Marketing	4

## Interactive Media Arts Electives

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	INTM-SHU 212	Sound & Vision	4
IMBX-SHU 211	Design Thinking	4	INTM-SHU 213	Unmanned Aerial Storytelling	2
IMBX-SHU 241	Creative Learning Design	4	INTM-SHU 214	User Experience Design	4
IMBX-SHU 254	Introduction to Mindful Product Management	4	INTM-SHU 215	Machine Learning for New Interfaces	4
IMBX-SHU 262	Global Beauty Industry	4	INTM-SHU 216	Unsustainable Fashion	4
IMBX-SHU 501	Realtime	2	INTM-SHU 217	Make Believe	4
IMBX-SHU 9501	Going Live: Real-Time Streaming and Interactive Media	2	INTM-SHU 218	Design and Fabrication of Everyday Things	4
INTM-SHU 10J	Neighborhood, Map, Phone	4	INTM-SHU 221	Creating Immersive Worlds	2
INTM-SHU 124	Emerging Technologies & Computational Arts	4	INTM-SHU 222	Introduction to Robotics	4
INTM-SHU 125	Digital Arts and New Media	4	INTM-SHU 223	Programming Design Systems	4
INTM-SHU 126	Introduction to 3D	2	INTM-SHU 224	Unconventional Design+Interactions	4
INTM-SHU 127	Paper Art: History and Practice	4	INTM-SHU 225	Media and Participation	4
INTM-SHU 129	Industrial Design in Action	4	INTM-SHU 226	Artificial Intelligence Arts	4
INTM-SHU 129T	Digital Design and Fabrication	4	INTM-SHU 227	ABC Browser Circus	4
INTM-SHU 130	Working with Electrons	4	INTM-SHU 228	Digital + Sculpture	4
INTM-SHU 132	Kinetic Light	4	INTM-SHU 229	Topics in Computation & Data:	2
INTM-SHU 134	Movement Practices and Computing	4	INTM-SHU 230	Topics in Computation & Data:	4
INTM-SHU 138	Responsive Environments: Designing Interactive, Sentient, and Intelligent Spaces	4	INTM-SHU 231	Developing Web	4
INTM-SHU 138T	Extended Perception	4	INTM-SHU 233	Collaborative Design	4
INTM-SHU 140T-A	Open Project Salon	2	INTM-SHU 234	Rapid Prototyping	4
INTM-SHU 140T-B	Open Project Salon	2	INTM-SHU 235	Topics in Art & Design - 2pt	2
INTM-SHU 150	Storytelling in Mixed Reality	4	INTM-SHU 236	Topics in Art & Design	4
INTM-SHU 150J	Mobile Media	4	INTM-SHU 238	Toy Design and Prototyping	4
INTM-SHU 151	Learning with Turtles	4	INTM-SHU 239	Digital Fabrication	2
INTM-SHU 152T	Woodworking for Art and Design	4	INTM-SHU 240	Solar Solutions: Considering The Sun in our Digital Future	4
INTM-SHU 165	Talking Fabrics	4	INTM-SHU 242	Exhibition: Next	4
INTM-SHU 180	Design Expo	4	INTM-SHU 243	Introduction to Animation	4
INTM-SHU 184	Communities & Net Literature	4	INTM-SHU 244	Bio-Inspired Robot Systems	4
INTM-SHU 185	Interactive Fashion	4	INTM-SHU 245	Topics in Experimental Interfaces & Physical Computing - 2pt	2
INTM-SHU 187T	E-textiles	2	INTM-SHU 245A	Topics in Physical Computing & Experimental Interfaces:	2
INTM-SHU 190	Collective Methods	4	INTM-SHU 246	Topics in Experimental Interfaces & Physical Computing - 4pt	4
INTM-SHU 193	Chinese Cyberculture	4	INTM-SHU 246A	Topics in Experimental Interfaces & Physical Computing - 4pt	4
INTM-SHU 194	Global Media Cultures	4	INTM-SHU 247	Creative Game Design and Development	4
INTM-SHU 195	After Us: Post-human Media	4	INTM-SHU 248	Introduction to Assistive Technology	2
INTM-SHU 200	Topics in IMA:	4	INTM-SHU 249	Street Life & Street Food in the 21st Century City	4
INTM-SHU 201	Expanded Web	4	INTM-SHU 250	Special Topics in Digital Humanities: Street Food & Urban Farming	4
INTM-SHU 202	Media Architecture	4	INTM-SHU 251	Making Maker Education	2
INTM-SHU 203T	Intro to Movement Practices	2	INTM-SHU 251H	Making Maker Education 4pt	4
INTM-SHU 204	Critical Data and Visualization	4	INTM-SHU 252	The Minimum Viable Product	2
INTM-SHU 205	What is New Media?	4	INTM-SHU 253	Creating Assistive Technology	4
INTM-SHU 205T	The Artificial: Programming and Planetaryity	4	INTM-SHU 254	Nature of Code	4
INTM-SHU 206T	Topic: Media Past and Future	4	INTM-SHU 255	Topics in Business of Emerging Media	2
INTM-SHU 207T	Topic: AI and Culture: Paths of Definition, Paths of Development	2	INTM-SHU 256	Topics in Business of Emerging Media	4
INTM-SHU 208D	Realtime Audiovisual Performance Systems	4	INTM-SHU 257	Immersive Arts	4
INTM-SHU 209	This is the Remix	4	INTM-SHU 257T	VFX in the Age of Virtual Production	4
INTM-SHU 210	Animation: Traditional Techniques & Contemporary Practices	4	INTM-SHU 258	Machine Learning for Artists and Designers	4
INTM-SHU 211	Animation and Dynamic Surfaces	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/>).