NEW MEDIA AND DIGITAL DESIGN (NMDD)

NMDD 1001. Explore New Media and Digital Design. (3 Credits)
This course critically explores notable histories, geographies and practices of digital design. Students will gain an understanding of fundamentals of contemporary design paradigms, internet architecture and governance and the politics of designing media that operates at intimate, local and global scales.

NMDD 1800. Internship. (1 Credit)
NMDD 1999. Tutorial. (1 Credit)
NMDD 2999. Tutorial. (2 Credits)

NMDD 3020. Explorations in Digital Storytelling. (4 Credits)
This class explores storytelling in emerging platforms. From the still image and the soundscape, we will evolve to discuss digital filmmaking, game design and interactive web narratives. Integrated workshops in cinematography, sound and video editing, and other storytelling technologies will enable students to create story projects of their own. Four-credit courses that meet for 150 minutes per week require three additional hours of class preparation per week on the part of the student in lieu of an additional hour of formal instruction.

Attributes: CCMS, COMC, COMM, CVW, NMAT.

NMDD 3308. Professional Social Media. (4 Credits)
This course explores the landscape of social media in applied, professional contexts. Through case studies across industries, it explores professional social media work and develops knowledge fundamentals for digital professionals, including effective writing for social media, strategies for engagement, community management, and professional measurement and reporting. The goal of this course is to teach you how to “be social” and to provide you with the social media tools you need to pursue a communications career in the digital age. Please note: Four-credit courses that meet for 150 minutes per week require three additional hours of class preparation per week on the part of the student in lieu of an additional hour of formal instruction.

Attributes: CCMS, COMC, COMM, DTEM, JOUR, NMAC, NMMI.

NMDD 3338. Digital Strategy for Cause Marketing. (4 Credits)
This course provides a comprehensive overview of the current landscape of digital cause marketing. Students will have a chance to explore the variety of tools, best practices and strategies commonly found in the industry while taking a deep dive into case studies of digital content marketing for social causes in action. Four-credit courses that meet for 150 minutes per week require three additional hours of class preparation per week on the part of the student in lieu of an additional hour of formal instruction.

Attributes: NMAC, NMMI.

NMDD 3450. User Experience Design: Design for Empowerment. (4 Credits)
This course focuses on how human-centered design and participatory design methods can be used as approaches to empowerment. Students will gain a hands-on experience with conducting user research, synthesizing findings into insights, ideating, sketching, rapid prototyping, and validating concepts with users. Course reading, discussions, and activities will be organized into a user-experience project to help students get out and interact with real users, needs, and challenges.

Attributes: DTEM, NMAC, NMAT, NMMI.

NMDD 3880. Designing Smart Cities. (4 Credits)
“Smart Cities” represents the rapid integration of digital media and communication networks into all modes of urban living and the reorientation of urban economies toward digital industries. This course takes a community-engaged learning approach that combines an introduction to smart urbanism with a collaborative research and design project. Coursework involves partnering with the Lincoln Square Neighborhood Center to conduct a digital needs assessment and design digital interventions that prioritize access, empathy, and participation. Four-credit courses that meet for 150 minutes per week require three additional hours of class preparation per week on the part of the student in lieu of an additional hour of formal instruction.

Attributes: AMST, CCUS, COMC, COMM, DTEM, DTMM, JOUR, NMAC, NMAT, NMMI, SL, URST.

NMDD 3890. Data Visualization and Representation. (4 Credits)
The word “data” is everywhere these days, mostly in reference to just how much of it we are generating at all times. But once we have this data, how can we create tools that enable us to better understand exactly what it means? This class explores the world of data visualization and representation. We will look at a wide variety of examples, including charts and infographics, interactive and web-based projects, and abstract, sculptural, or more artistic works. Students will examine and evaluate a variety of different forms of information design and they will create their own, using the fundamentals of computer programming. Please note: Four-credit courses that meet for 150 minutes per week require three additional hours of class preparation per week on the part of the student in lieu of an additional hour of formal instruction.

Attribute: DTEM.

NMDD 3900. Internship Seminar. (4 Credits)
Four-credit courses that meet for 150 minutes per week require three additional hours of class preparation per week on the part of the student in lieu of an additional hour of formal instruction.

NMDD 3999. Tutorial. (3 Credits)

NMDD 4600. Senior Capstone Seminar. (4 Credits)
A seminar and hands-on working group for senior capstone projects in the New Media and Digital Design program Four-credit courses that meet for 150 minutes per week require three additional hours of class preparation per week on the part of the student in lieu of an additional hour of formal instruction.

Prerequisite: NMDD 1001.

NMDD 4800. Internship. (4 Credits)
Four-credit courses that meet for 150 minutes per week require three additional hours of class preparation per week on the part of the student in lieu of an additional hour of formal instruction.

NMDD 4999. Tutorial. (4 Credits)