

DESIGN AND TECHNOLOGY MAJOR

Overview

The major in design and technology consists of a total of 11 courses with three (3) required courses and eight (8) electives. The eight elective courses are chosen across four competencies that reflect the breadth of design practice. Students take two (2) courses in each of the four competencies, creating flexible, individualized pathways. Students emerge with a broad foundation for thinking and making, equipped to use design and technology as lenses for inquiry, collaboration, and creative expression across diverse contexts.

Social Responsibility (Design as Social): how design shapes, and is shaped by, society, justice, and community.

Business Strategy (Design as Product): design in organizational and market contexts, including branding, entrepreneurship, and sustainability.

Design Methods (Design as Process): research practices and creative frameworks that generate ideas and solutions.

Making (Design as Material): hands-on creation of digital and physical artifacts, building mastery of tools and technologies.

All design and technology majors are required to produce a capstone project. These projects are showcased on a curated exhibition website.

CIP Code

09.0702 - Digital Communication and Media/Multimedia.

You can use the CIP code to learn more about career paths associated with this field of study and, for international students, possible post-graduation visa extensions. Learn more about CIP codes and other information resources.

Requirements

The major consists of eleven courses:

Course	Title	Credits
Core Courses		
DEST 1001	Intro to Media Design	3
DEST 1002	Intro to Design Prototyping	4
DEST 4600	Capstone Seminar	4
Competency Courses		
<i>Take two courses in each competency.¹</i>		
Social Responsibility (Design as Social)		6 to 8
Business Strategy (Design as Product)		6 to 8
Design Methods (Design as Process)		6 to 8
Making (Design as Material)		6 to 8

¹ Students take 2 courses in each competency, creating flexible, individualized pathways. Students emerge with a broad foundation for thinking and making, equipped to use design and technology as lenses for inquiry, collaboration, and creative expression across

diverse contexts. See the lists below of courses that may fulfill each requirement.

Social Responsibility Competency courses

Courses in this group have the DESC attribute.

Course	Title	Credits
CMBU 4489	ST: Managing Diversity in Media	3
COMC 2166	Media Advocacy	4
COMC 3370	Ethical Issues in Media	4
COMC 3375	Children and Media	4
COMC 3380	International Communication	4
DTEM 2450	Digital Property: Rights, Policies, and Practice	4
DTEM 3447	Race, Gender, and Digital Media	4
DTEM 3475	Digital Media and Advocacy	4
DTEM 3500	Resistance and Global Activism	4
DTEM 4440	Privacy and Surveillance	4
DTEM 4480	Digital Media and Public Responsibility	4
ENGL 3006	Nonprofit and Advocacy Writing	4
ENGL 3077	Writing for Public Policy	4
THEO 3420	Ecological Spiritualities	3
THEO 4008	Religion and Ecology	4
THEO 4411	Religion, Theology, and New Media	4
VART 1101	Urbanism	3
VART 2020	BRONX: Seen & Unseen	4
VART 2055	Environmental Design	4
VART 2222	Art of the Interview	4
VART 2424	Art and Action on the Bronx River	4
VART 3030	Art, Design, and Politics	4
VART 3055	Ecology for Designers	4
VART 3060	Visual Justice: Enacting Change Through Image-Based Storytelling	4
WGSS 3002	Feminist and Women's Studies	4

Business Strategy Competency courses

Courses in this group have the DEBS attribute.

Course	Title	Credits
CMBU 4412	ST: Understanding Audiences/Users	3
CMBU 4413	Digital Media & Promo Comm	3
CMBU 4415	ST: Intensive Sector Analysis: TV	3
CMBU 4416	ST: The Business of Video Games	3
CMBU 4453	Social Media	3
CMBU 4470	Business of Media and Entertainment	3
CMBU 4471	Business of New Media	3
CMBU 4488	Business of Sports Media	3
CMBU 4489	ST: Managing Diversity in Media	3
DTEM 3436	Platforms, Power, Policy	4
INSY 4431	Web Analytics	3
INSY 4505	AI and Data-Driven Marketplaces	3
LPBU 3226	Exploring Entrepreneurship	3

LPBU 3227	Innovation and Resilience	3
MKBU 3434	Fundamentals of Integrated Marketing Communication	3

Design Methods Competency courses

Courses in this group have the DEMH attribute.

Course	Title	Credits
DTEM 2411	Digital Research Methods	4
DTEM 2412	Digital Ethnography	4
DTEM 2417	Data Visualization	4
DTEM 2452	Game Culture:Theory & Practice	4
DTEM 4470	Values in Design	4
VART 1135	Visual Thinking	3
VART 3250	Speculative Design	4

Making Competency courses

Courses in this group have the DEMA attribute.

Course	Title	Credits
DTEM 2421	Digital Production for New Media	4
DTEM 2425	Digital Video Production I for DTEM	4
DTEM 2471	Writing for Online Media	4
DTEM 3425	Digital Video Production II	4
ENGL 3017	Digital Creative Writing	4
ENGL 3046	Writing for Digital Spaces	4
INSY 3442	Web Apps Design and Development	3
INSY 4432	Mobile Commerce & Apps	3
VART 1128	Introduction to Digital Photography	4
VART 1265	Film/Video I	4
VART 1995	Phone to Book	4
VART 2003	Graphic Design and Digital Tools	4
VART 2265	Film/Video II	4
VART 2400	Web Design & Digital Portfolios	4
VART 2500	Typography and Design	4
VART 2550	Book and Zine Design	4
VART 2600	Type in Motion	4
VART 2650	Introduction to Motion Graphics	4
VART 2700	Logos, Branding, and Presentation	4
VART 3258	Film/Video Installation	4
VART 3268	Film/Video Animation	4

Availability

The major in design and technology is available at Fordham College at Rose Hill and at Fordham College at Lincoln Center. Students in Fordham's School of Professional and Continuing Studies may major in design and technology only if they receive the approval of their advising dean and/or department, and their schedules are sufficiently flexible to permit them to take day courses at the Rose Hill or Lincoln Center campuses.

Fordham College at Rose Hill students: The requirements above are in addition to those of the Core Curriculum.

Fordham College at Lincoln Center students: The requirements above are in addition to those of the Core Curriculum.