NEW MEDIA AND DIGITAL DESIGN MAJOR

The major consists of a total of 11 courses with four required courses; an ethics, new media and digital design requirement; and six electives. Students declare one of three concentrations: new media and information; art, text and design; new media and commerce, and choose their six electives from their concentration with some flexibility.

As part of the core requirements, all students would be required to do at least one internship during the course of their undergraduate careers in order to gain valuable practical experience for future employment. Our unique location in the heart of New York City will allow us to build bridges with the local media industry. NMDD will work closely with the career center to facilitate internship and eventual job placement. In addition, all NMDD students will be required to produce a capstone project. We intend to develop a curated, online showcase for these projects, and to incorporate them whenever possible into the research fairs and other existing venues for undergraduate work.

Requirements

The total number of courses required for the major is 11.¹

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>NMDD 1001</td>
<td>Explore New Media and Digital Design (new course)</td>
<td>3</td>
</tr>
<tr>
<td>NMDD 3900</td>
<td>Internship Seminar</td>
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<tr>
<td>NMDD 4600</td>
<td>Senior Capstone Seminar</td>
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<tr>
<td>One of the following classes: ²</td>
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<tr>
<td>NMDD 3150</td>
<td>Creative Coding</td>
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<tr>
<td>CISC 2350</td>
<td>Information and Web Programming</td>
<td></td>
</tr>
<tr>
<td>CISC 2500</td>
<td>Information and Data Management</td>
<td></td>
</tr>
<tr>
<td>CISC 2530</td>
<td>Digital Video and Multimedia</td>
<td></td>
</tr>
<tr>
<td>CISC 2850</td>
<td>Computer and Data Analysis</td>
<td></td>
</tr>
<tr>
<td>CISC 3300</td>
<td>Internet and Web Programming</td>
<td></td>
</tr>
<tr>
<td>One NMDD Ethics course</td>
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<td>3</td>
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<tr>
<td>Four courses from one of the following concentrations: ³</td>
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<td>12</td>
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<tr>
<td>New Media and Information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Art, Text, and Design</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Media and Commerce</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two elective courses ³</td>
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<tr>
<td>Total Credits</td>
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</table>

¹ Students may double count a maximum of 2 courses from another major or minor toward their NMDD major.
² Students who take more than one of these courses may apply it to the appropriate concentrations as listed below.
³ Any course with the NMDD subject code or the NMDD attribute code may fulfill the elective requirement.

NMDD Ethics courses

Courses in this group have the NMDE attribute.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CISC 4650</td>
<td>Cyberspace: Issues and Ethics</td>
<td>4</td>
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<tr>
<td>CISC 4660</td>
<td>Minds, Machines, and Society</td>
<td>4</td>
</tr>
<tr>
<td>COMC 3370</td>
<td>Ethical Issues in Media</td>
<td>4</td>
</tr>
<tr>
<td>COMC 4370</td>
<td>Ethical Controversies in 21st Century Media</td>
<td>4</td>
</tr>
<tr>
<td>DTEM 4418</td>
<td>Critical Making</td>
<td>4</td>
</tr>
<tr>
<td>DTEM 4480</td>
<td>Digital Media and Public Responsibility</td>
<td>4</td>
</tr>
<tr>
<td>VART 3030</td>
<td>Art Design and Politics</td>
<td>4</td>
</tr>
</tbody>
</table>

Availability

The major in new media and digital design is available at Fordham College at Rose Hill, Fordham College at Lincoln Center, and Fordham’s School of Professional and Continuing Studies at Lincoln Center.

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.

Professional and Continuing Studies students: The requirements above are in addition to those of the PCS Core Curriculum and any additional electives that may be required to earn a minimum of 124 credits.

Concentrations

A concentration is required. Four courses must be taken for the concentration.

Courses for New Media and Information concentration

Courses in this group have the NMNI attribute.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CISC 2350</td>
<td>Information and Web Programming</td>
<td>4</td>
</tr>
<tr>
<td>CISC 2530</td>
<td>Digital Video and Multimedia</td>
<td>4</td>
</tr>
<tr>
<td>CISC 2850</td>
<td>Computer and Data Analysis</td>
<td>4</td>
</tr>
<tr>
<td>CISC 3020</td>
<td>Computer Graphics</td>
<td>4</td>
</tr>
<tr>
<td>CISC 3850</td>
<td>Information Retrieval Systems</td>
<td>4</td>
</tr>
<tr>
<td>CISC 4001</td>
<td>Computers and Robots in Film</td>
<td>4</td>
</tr>
<tr>
<td>CMBU 4471</td>
<td>ST. Business of New Media</td>
<td>3</td>
</tr>
<tr>
<td>COMC 3380</td>
<td>International Communication</td>
<td>4</td>
</tr>
<tr>
<td>COMC 4340</td>
<td>Freedom of Expression</td>
<td>4</td>
</tr>
<tr>
<td>DTEM 1401</td>
<td>Introduction to Digital Technologies and Emerging Media</td>
<td>4</td>
</tr>
<tr>
<td>DTEM 2417</td>
<td>Data Visualization</td>
<td>4</td>
</tr>
<tr>
<td>DTEM 2421</td>
<td>Digital Production for New Media</td>
<td>4</td>
</tr>
<tr>
<td>DTEM 2425</td>
<td>Digital Video Production I for DTEM</td>
<td>4</td>
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<tr>
<td>DTEM 2450</td>
<td>Digital Property: Rights, Policies, and Practice</td>
<td>4</td>
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<tr>
<td>DTEM 2471</td>
<td>Writing for Online Media</td>
<td>4</td>
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<tr>
<td>DTEM 3423</td>
<td>Projects in Digital Video</td>
<td>4</td>
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<tr>
<td>DTEM 3425</td>
<td>Digital Video Production II</td>
<td>4</td>
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<tr>
<td>DTEM 3463</td>
<td>Civic Media</td>
<td>4</td>
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<tr>
<td>DTEM 3476</td>
<td>Social Media</td>
<td>4</td>
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<tr>
<td>DTEM 4418</td>
<td>Critical Making</td>
<td>4</td>
</tr>
<tr>
<td>DTEM 4440</td>
<td>Privacy and Surveillance</td>
<td>4</td>
</tr>
<tr>
<td>INSY 4431</td>
<td>Web Analytics</td>
<td>3</td>
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Updated: 07-28-2021
### New Media and Digital Design Major

**JOUR 3717**  
Online Journalism  
4 credits

**JOUR 4713**  
Audio Reporting and Podcasting  
4 credits

**MKBU 3434**  
Integrated Marketing Communication  
3 credits

**MKBU 3454**  
ST: Design Thinking  
3 credits

**NMDD 3308**  
Professional Social Media  
4 credits

**NMDD 3338**  
Digital Strategy for Cause Marketing  
4 credits

**NMDD 3450**  
User Experience Design: Design for Empowerment  
4 credits

**NMDD 3880**  
Designing Smart Cities for Social Justice  
4 credits

**VART 2003**  
Graphic Design and Digital Tools  
4 credits

### Courses for Art, Text, and Design concentration

Courses in this group have the NMAT attribute.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CISC 2530</td>
<td>Digital Video and Multimedia</td>
<td>4</td>
</tr>
<tr>
<td>CISC 2540</td>
<td>Introduction to Video Game Design</td>
<td>4</td>
</tr>
<tr>
<td>CISC 3020</td>
<td>Computer Graphics</td>
<td>4</td>
</tr>
<tr>
<td>CMBU 4471</td>
<td>ST: Business of New Media</td>
<td>3</td>
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<tr>
<td>DTEM 2417</td>
<td>Data Visualization</td>
<td>4</td>
</tr>
<tr>
<td>DTEM 2421</td>
<td>Digital Production for New Media</td>
<td>4</td>
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<tr>
<td>DTEM 2452</td>
<td>Game Culture: Theory &amp; Practice</td>
<td>4</td>
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<tr>
<td>DTEM 2453</td>
<td>Introduction to Game Narrative</td>
<td>4</td>
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<tr>
<td>DTEM 3423</td>
<td>Projects in Digital Video</td>
<td>4</td>
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<tr>
<td>DTEM 3452</td>
<td>Game Design Projects</td>
<td>4</td>
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<td>DTEM 3476</td>
<td>Social Media</td>
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<tr>
<td>DTEM 4418</td>
<td>Critical Making</td>
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<tr>
<td>DTEM 4440</td>
<td>Privacy and Surveillance</td>
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<td>ENGL 3017</td>
<td>Digital Creative Writing</td>
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<td>FITV 2612</td>
<td>Writing Producing Web Series</td>
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<tr>
<td>MKBU 3454</td>
<td>ST: Design Thinking</td>
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<tr>
<td>NMDD 3020</td>
<td>Explorations in Digital Storytelling</td>
<td>4</td>
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<td>NMDD 3450</td>
<td>User Experience Design: Design for Empowerment</td>
<td>4</td>
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<td>NMDD 3880</td>
<td>Designing Smart Cities for Social Justice</td>
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<tr>
<td>VART 1128</td>
<td>Introduction to Digital Photography</td>
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<td>VART 1135</td>
<td>Visual Thinking</td>
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<tr>
<td>VART 1265</td>
<td>Film/Video I</td>
<td>4</td>
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<td>VART 1995</td>
<td>Phone to Book</td>
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<td>VART 2003</td>
<td>Graphic Design and Digital Tools</td>
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<tr>
<td>VART 2265</td>
<td>Film/Video II</td>
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<td>VART 2400</td>
<td>Fundamentals of Website Design</td>
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<td>VART 2500</td>
<td>Typography and Design</td>
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<tr>
<td>VART 2550</td>
<td>Book and Zine Design</td>
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<td>VART 2600</td>
<td>Graphic Design Concepts</td>
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<tr>
<td>VART 2700</td>
<td>Logos, Branding, and Presentation</td>
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<tr>
<td>VART 3250</td>
<td>Mobile User Experience Design</td>
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<tr>
<td>VART 3268</td>
<td>Film/Video Animation</td>
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### Courses for New Media and Commerce concentration

Courses in this group have the NMAC attribute.

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<th>Course</th>
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<td>Introduction to Video Game Design</td>
<td>4</td>
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<td>CISC 2850</td>
<td>Computer and Data Analysis</td>
<td>4</td>
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<tr>
<td>CISC 3020</td>
<td>Computer Graphics</td>
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<td>CMBU 4413</td>
<td>Digital Media &amp; Promo Comm</td>
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<tr>
<td>CMBU 4453</td>
<td>Social Media</td>
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<tr>
<td>CMBU 4471</td>
<td>ST: Business of New Media</td>
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<tr>
<td>COMC 2112</td>
<td>Strategic Communication: Theory and Practice</td>
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<td>Principles of Advertising</td>
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<td>DTEM 2421</td>
<td>Digital Production for New Media</td>
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<tr>
<td>DTEM 2450</td>
<td>Digital Property: Rights, Policies, and Practice</td>
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</tr>
<tr>
<td>DTEM 3476</td>
<td>Social Media</td>
<td>4</td>
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<tr>
<td>DTEM 4440</td>
<td>Privacy and Surveillance</td>
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<td>INSY 3442</td>
<td>Web Apps Design and Development</td>
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<td>INSY 4431</td>
<td>Web Analytics</td>
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<tr>
<td>INSY 4432</td>
<td>Mobile Commerce &amp; Apps</td>
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<td>INSY 4505</td>
<td>E-Commerce</td>
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<tr>
<td>LPBU 3226</td>
<td>Exploring Entrepreneurship</td>
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<td>LPBU 3227</td>
<td>Innovation and Resilience</td>
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<td>MKBU 3434</td>
<td>Integrated Marketing Communication</td>
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<td>Mobile User Experience Design</td>
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