

# NEW MEDIA AND DIGITAL DESIGN

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## Courses

### Our Courses

#### **NMDD 1001. Explorations in 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 1999. Tutorial. (1 Credit)**

Independent Study.

#### **NMDD 2999. Tutorial. (2 Credits)**

Independent Study.

#### **NMDD 3020. Explorations in Digital Storytelling. (4 Credits)**

This class explores storytelling in emerging platforms. From the still image, the soundscape, and film, we will evolve to discuss game design and interactive storytelling. The practice of game narratives is a new aspect of writing for digital media that helps to bridge storytelling formats from television and film with interactive experiences on our computers or phones. Integrated workshops in cinematography, sound and video editing, and game design via Twine will enable students to create story projects of their own. 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, CVW, DTEM, NMAT.

#### **NMDD 3150. Creative Coding. (4 Credits)**

This course will develop programming skills used in the digital humanities, all in the context of critical and cultural media studies. Students will learn basic coding concepts such as variables, loops, graphics, and analyzing sound data, and will connect them to current debates in the culture of coding. No previous coding experience is required. 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 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, JSME, 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 3350. Advocacy Design Lab. (4 Credits)**

This course examines digital organizing, digital advocacy, and nonviolent direct action online. Through a series of case studies across movements, it explores the role social media, digital marketing, and advertising plays in movement building online, and provides fundamentals for digital activists and advocates including principles of design thinking, digital strategy, creative campaign design, and more. In this lab, students will work on a digital organizing project of their choice throughout the semester and learn how to create, design, execute, and measure a digital advocacy campaign for movement building around matters such as environmental and racial justice, corporate accountability, and human rights. 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, NMDD, NMDE, NMMI, PPWD.

#### **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, DTEV, NMAC, NMAT, NMMI.

#### **NMDD 3880. Designing Smart Cities for Social Justice. (4 Credits)**

This class combines a critical introduction to the promises and perils of the smart city with a community-engaged learning and design project. "Smart urbanism" represents the rapid integration of networked technologies into all modes of urban living as well as the reorienting of urban economies toward high-tech industries. While much of smart urban rhetoric focuses on designing efficient and globally competitive cities through data-driven platforms, critics argue it has led to stepped-up surveillance, discrimination, segregation, and economic inequality in urban environments. Through class readings, group discussions, and engagement with the Lincoln Square community, students consider how a smart urban design oriented towards social justice could help rework flows of wealth, power, and privilege in New York City. 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, DTEV, 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)**

This seminar encourages students to draw connections between their coursework and internship so as to chart paths for future intellectual and professional growth. Students will complete critical reflections, identify objectives for continued learning, and produce a digital design portfolio that documents their internship and/or community-engaged learning experience(s). It is recommended that students take this course at the same time as their internship, or after their internship has been completed. 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.

**NMDD 3999. Tutorial. (3 Credits)**

Independent Study.

**NMDD 4600. Senior Capstone Seminar. (4 Credits)**

This is a seminar and hands-on working group for senior capstone projects in the New Media and Digital Design program. Students will propose and complete capstone projects that demonstrate the skills and expertise acquired during their undergraduate careers, are driven by a strong passion of theirs, and innovate in their chosen subject. This course offers a cooperative setting for students to produce work and prepare written materials about their work through presentations, feedback, collaboration, and workshops. 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.

**Prerequisite:** NMDD 1001.

**NMDD 4800. Internship. (1 to 4 Credits)**

This course may be taken for 1 to 4 credits as an alternative, or in addition to, the Internship Seminar (NMDD 3900) with the prior approval of both an NMDD instructor and the program director.

**NMDD 4999. Tutorial. (4 Credits)**

Independent Study.

## Courses in Other Areas

The following courses offered outside the department have the NMDD attribute and count toward the New Media and Digital Design major and minor.

Course	Title	Credits
CISC 2350	Information and Web Programming	4
CISC 2500	Information and Data Management	4
CISC 2530	Digital Video and Multimedia	4
CISC 2540	Introduction to Video Game Design	4
CISC 2850	Computer and Data Analysis	4

CISC 3020	Computer Graphics	4
CISC 3850	Information Retrieval Systems	4
CISC 4001	Computers and Robots in Film	4
CISC 4650	Cyberspace: Issues and Ethics	4
CISC 4660	Minds, Machines, and Society	4
CMBU 3434	Fundamentals of Integrated Marketing Communication	3
CMBU 4413	Digital Media & Promo Comm	3
CMBU 4453	Social Media	3
CMBU 4471	ST: Business of New Media	3
COMC 2112	Strategic Communication: Theory and Practice	4
COMC 3172	Principles of Advertising	4
COMC 3350	Media Law	4
COMC 3370	Ethical Issues in Media	4
COMC 3380	International Communication	4
COMC 4340	Freedom of Expression	4
COMC 4370	Ethical Controversies in 21st Century Media	4
DTEM 1401	Introduction to Digital Technologies and Emerging Media	4
DTEM 2411	Digital Research Methods	4
DTEM 2417	Data Visualization	4
DTEM 2421	Digital Production for New Media	4
DTEM 2425	Digital Video Production I for DTEM	4
DTEM 2450	Digital Property: Rights, Policies, and Practice	4
DTEM 2452	Game Culture: Theory & Practice	4
DTEM 2453	Introduction to Game Narrative	4
DTEM 2471	Writing for Online Media	4
DTEM 3423	Projects in Digital Video	4
DTEM 3425	Digital Video Production II	4
DTEM 3452	Game Design Projects	4
DTEM 3463	Civic Media	4
DTEM 3475	Digital Media and Advocacy	4
DTEM 3476	Social Media	4
DTEM 4418	Critical Making	4
DTEM 4440	Privacy and Surveillance	4
DTEM 4470	Values in Design	4
DTEM 4480	Digital Media and Public Responsibility	4
ENGL 3017	Digital Creative Writing	4
FITV 2612	Writing Producing Web Series	4
INSY 3442	Web Apps Design and Development	3
INSY 4431	Web Analytics	3
INSY 4432	Mobile Commerce & Apps	3
INSY 4505	E-Commerce	3
JOUR 4713	Audio Reporting and Podcasting	4
LACU 4007	Oral History, Literature & Film	4
LPBU 3226	Exploring Entrepreneurship	3
LPBU 3227	Innovation and Resilience	3
MKBU 3434	Fundamentals of Integrated Marketing Communication	3
MKBU 3439	ST: Branding	3
MKBU 3454	ST: Design Thinking	3

NMDD 3350	Advocacy Design Lab	4
VART 1111	Intro to Art & Engagement: Protest, Participation, the Public and other Performance Practices	4
VART 1128	Introduction to Digital Photography	4
VART 1135	Visual Thinking	3
VART 1234	Modes of Transport: Choo Choo, Vroom Vroom	4
VART 1265	Film/Video I	4
VART 1995	Phone to Book	4
VART 2003	Graphic Design and Digital Tools	4
VART 2185	Photography II	4
VART 2222	Art of the Interview	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	Design in Motion	4
VART 2700	Logos, Branding, and Presentation	4
VART 2750	Magazine and Editorial design	4
VART 2800	Seminar Graphic Design	4
VART 3030	Art Design and Politics	4
VART 3250	Speculative Design	4
VART 3268	Film/Video Animation	4
VART 3333	Art Making in Hell's Kitchen	4
VART 3500	Documentary Photography: Italy	4