

NEW MEDIA AND DIGITAL DESIGN

Fordham's undergraduate program in new media and digital design combines the forces of communication and media studies, computer and information science, visual arts, creative writing, and the Gabelli School of Business. This interdisciplinary major aims to develop innovators whose career success will be propelled by a fluent understanding of the cultural, aesthetic, and economical applications and implications of design theory and practice in a digital age.

Our faculty are leaders in the fields of digital communication, graphic design, video and multimedia storytelling, computer and information science, and digital business strategy and development. Throughout the program, students will engage a mix of disciplinary areas and learning modes. Through critical analysis, digital research, collaborative discussion, a required internship experience, and hands-on work including an exhibited Capstone Project, they will learn to use contemporary technologies for digital design and production, data management and analysis, expression, persuasion and storytelling, digital marketing, digital entrepreneurship and e-commerce. With our ethical orientation and coursework, all students will explore the ethics and values embedded in contemporary paradigms for designing digital media that operate at intimate, local, and global scales.

For more information

Visit the New Media and Digital Design program web page.