

Digital Media Arts

BACHELOR OF SCIENCE



NEWSCHOOL OF ARCHITECTURE + DESIGN

SAN DIEGO, CALIFORNIA



# Join the design revolution.

The past decade has witnessed a technological revolution impacting every aspect of the human experience. The pace of innovation and creativity has given rise to new forms of communication and the exploding field of digital media arts. It's not just about design. It's about using creative communications to solve problems, to enhance lives, to change the world. Welcome to the Digital Media Arts program at NewSchool of Architecture & Design (NSAD).

Whether you want to bring your ideas to virtual life through 3D modeling and animation, visually communicate how to navigate through built environments or express client messaging through web and graphic design, NSAD's Digital Media Arts program can help you achieve your goals.



## Digital Media Arts at NewSchool

NewSchool responds to the convergence of technology and design innovation, and a contemporary call for social change, with its unique bachelor's degree in Digital Media Arts (DMA). And as you'll soon discover, our modern, multidisciplinary approach to digital media bridges the genres of graphic design, architecture, and 3D modeling/animation in a way that's truly distinct.

After completing NSAD's Digital Media Arts program, you can be among an elite group of professionals who practice Environmental Graphic Design — an emerging field that focuses on the visual identity that fully integrates and complements the built environment. DMA's comprehensive curriculum also features a concentration in Design and Visualization, where you can learn foundational methodologies of design in both traditional and new media. These opportunities to shape your education can lay the foundation for a dynamic and diverse career path in an array of important creative industries.



## Digital Media Arts — Specialize Your Degree

Depending on your career aspirations, you can choose to focus your DMA degree in one of two distinct concentrations that incorporate coursework from the undergraduate architecture program.

### Environmental Graphic Design Concentration

This exclusive specialization fully integrates visual identity and graphic design with architecture, interior, landscape and environmental design. The objective? To communicate a “sense of place,” provide information and support wayfinding in built environments as diverse as office buildings, retail stores, municipalities and theme parks.

### Design and Visualization Concentration

The explosion of the Internet is still in motion, and the gaming industry collects new converts with each passing day. Pursuing the concentration in Design and Visualization helps you develop a deeper specialization in 3D animation, as well as design and programming for gaming and the Web.

#### YEAR 1

01	EG 112 MT 111 DMA 140 DMA 141	English Composition (3 cr.) Intermediate Algebra (3 cr.) Design & Color Theory (5 cr.) Basic Drawing (5 cr.)
02	EG 212 MT 113 DMA 142 DMA 170	Advanced English Composition (3 cr.) Analytical Geometry (3 cr.) Typography (5 cr.) Digital Media I (5 cr.)
03	EG 113 SC 113 DMA 171 DMA 172	Speech (3 cr.) Fundamentals of Physics (3 cr.) Digital Media II (5 cr.) Digital Imaging I (5 cr.)
04	COM 310 DMA 173 DMA 250 EGD 140	Media Communication (3 cr.) Digital Imaging II (5 cr.) Survey of the Internet (3 cr.) Visual Thinking & Representation (5 cr.)

#### YEAR 2

01	ENV 150 DMA 270 DMA 200	Environmental Biology (3 cr.) Digital Photography (5 cr.) Web Design (5 cr.) Logical Reasoning Elective (3 cr.)
02	HIS 260 DMA 201 EGD 202	History of Design: Ancient to Industrial Revolution (3 cr.) Dynamic Web Design (5 cr.) User Interface Design (5 cr.) Communication Elective (3 cr.)
03	PY 111 HIS 261 DMA 273 DMA 274	General Psychology (3 cr.) History of Modern Design (3 cr.) Web Programming & Action Scripting (5 cr.) 3D Modeling & Animation (5 cr.)
04	POL 111 DMA 150 DMA 300 DMA 302	Political Science (3 cr.) Survey of TransMedia (3 cr.) Character Development (5 cr.) Interior Visualization (5 cr.)

#### YEAR 3

01	PHIL 161 DMA 272 DMA 301 DMA 303	Introduction to Philosophy (3 cr.) Interactive Media (3 cr.) Game Design and Visualization (5 cr.) 3D Architecture (5 cr.)
02	DMA 370 DMA 371 EGD 251	Game Programming & Development (5 cr.) 3D Texturing, Lighting & Rendering (5 cr.) Form, Interaction, and the Human Body (3 cr.) Humanities Elective (3 cr.)
03	AR 482 DMA 271 DMA 372	Cultural Studies (3 cr.) Motion Graphics & 2D Animation (5 cr.) Digital Video Production (5 cr.) Social Science Elective (3 cr.)
04	DMA 400 DMA 470 EGD 370	Portfolio Development (3 cr.) Digital Video Editing (5 cr.) Video Installations (5 cr.)

#### YEAR 1

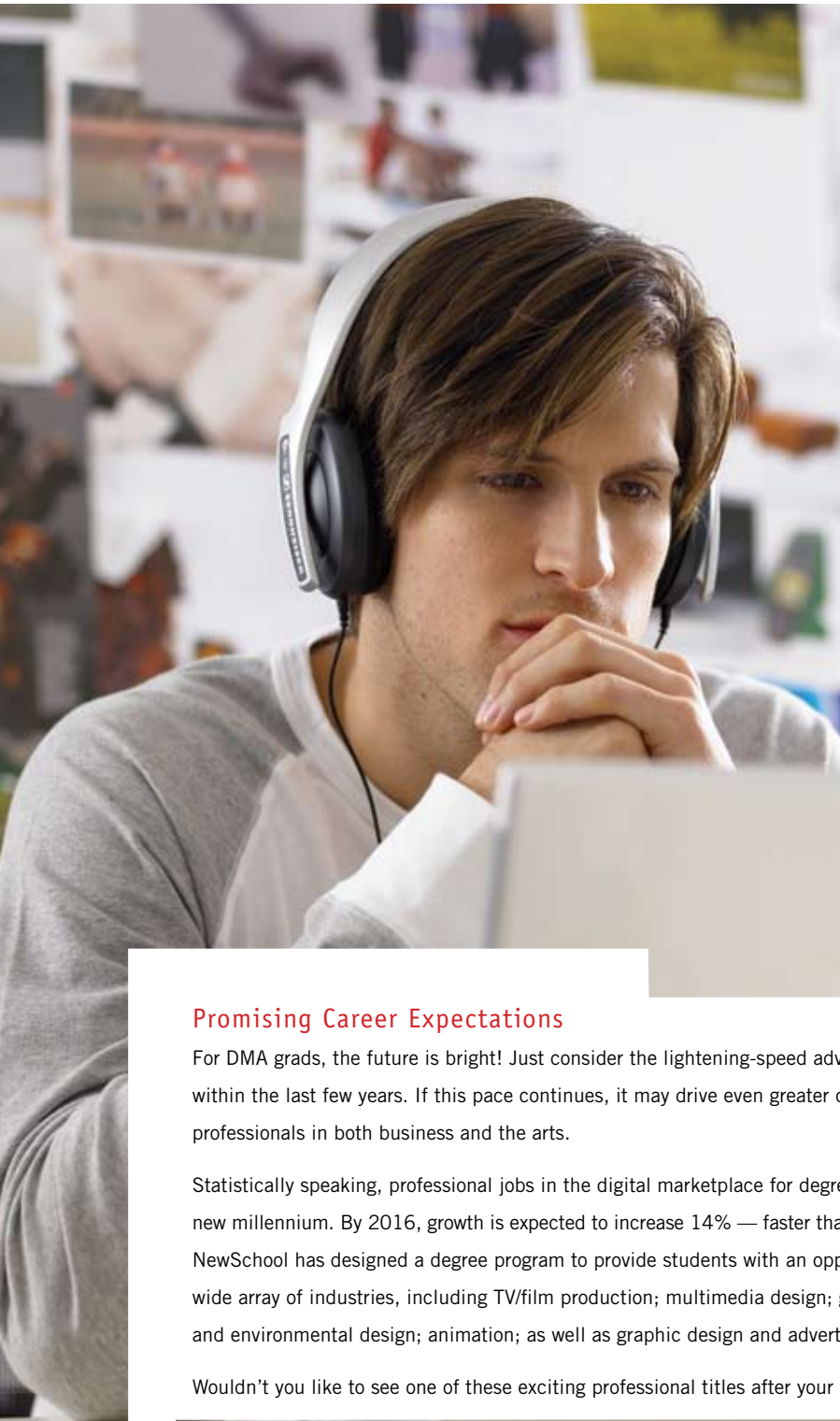
01	EG 112 MT 111 DMA 140 DMA 141	English Composition (3 cr.) Intermediate Algebra (3 cr.) Design & Color Theory (5 cr.) Basic Drawing (5 cr.)
02	EG 212 MT 113 DMA 142 DMA 170	Advanced English Composition (3 cr.) Analytical Geometry (3 cr.) Typography (5 cr.) Digital Media I (5 cr.)
03	EG 113 SC 113 DMA 171 DMA 172	Speech (3 cr.) Fundamentals of Physics (3 cr.) Digital Media II (5 cr.) Digital Imaging I (5 cr.)
04	COM 310 DMA 173 DMA 250 EGD 140	Media Communication (3 cr.) Digital Imaging II (5 cr.) Survey of the Internet (3 cr.) Visual Thinking & Representation (5 cr.)

#### YEAR 2

01	ENV 150 DMA 270 EGD 151	Environmental Biology (3 cr.) Digital Photography (5 cr.) Foundations of Visual Display (5 cr.) Logical Reasoning Elective (3 cr.)
02	HIS 260 EGD 201 EGD 202	History of Design: Ancient to Industrial Revolution (3 cr.) Signage Design (5 cr.) User Interface Design (5 cr.) Communication Elective (3 cr.)
03	PY 111 HIS 261 EGD 250 EGD 270	General Psychology (3 cr.) History of Modern Design (3 cr.) Wayfinding & Information Systems (5 cr.) Introduction to Space planning (5 cr.)
04	POL 111 DMA 150 EGD 300 EGD 350	Political Science (3 cr.) Survey of TransMedia (3 cr.) Intro to Interior Design (5 cr.) Lighting for the Built Environment (5 cr.)

#### YEAR 3

01	PHIL 161 DMA 271 DMA 272 EGD 372	Introduction to Philosophy (3 cr.) Motion Graphics & 2D Animation (5 cr.) Interactive Media (3 cr.) CAD & Fabrication (5 cr.)
02	AR 482 DMA 372 EGD 351	Cultural Studies (3 cr.) Digital Video Production (5 cr.) Fabrication Materials & Methods (5 cr.) Humanities Elective (3 cr.)
03	DMA 470 EGD 251 EGD 301	Digital Video Editing (5 cr.) Form, Interaction, and the Human Body (3 cr.) Exhibit Design Studio I (5 cr.) Social Science Elective (3 cr.)
04	DMA 400 EGD 400 EGD 370	Portfolio Development (3 cr.) Exhibit Design Studio II (5 cr.) Video Installations (5 cr.)



As a Digital Media student, you can also choose from an interesting array of professional electives such as:

- + WEB PROGRAMMING AND ACTION SCRIPTING
- + 3D ARCHITECTURE
- + INTERIOR VISUALIZATION
- + GAME PROGRAMMING AND DEVELOPMENT
- + INTRODUCTION TO SPACE PLANNING

All students must take the requisite General Education courses to fulfill the program's academic requirements. And to your advantage, you can begin the Digital Media Arts program – in fact, any NewSchool undergraduate program – when it's most convenient for you: Fall; Winter; Spring; Summer.

## Promising Career Expectations

For DMA grads, the future is bright! Just consider the lightening-speed advances in digital media just within the last few years. If this pace continues, it may drive even greater demand for digital media professionals in both business and the arts.

Statistically speaking, professional jobs in the digital marketplace for degree holders are on the rise in the new millennium. By 2016, growth is expected to increase 14% — faster than the average for all occupations.\* NewSchool has designed a degree program to provide students with an opportunity to pursue positions in a wide array of industries, including TV/film production; multimedia design; gaming; architectural, interior and environmental design; animation; as well as graphic design and advertising.

Wouldn't you like to see one of these exciting professional titles after your name?

- + WEB PROGRAMMER
- + DIGITAL VIDEO EDITOR
- + GRAPHIC DESIGNER
- + VISUAL DISPLAY ARTIST/MERCHANDISER
- + PRODUCT DESIGNER
- + 3D MODELER/ANIMATOR
- + ENVIRONMENTAL GRAPHIC DESIGNER

\*Bureau of Labor Statistics, Occupational Outlook Handbook for Graphic Designers, Multi-media Artists and Animators, Film and Video Editors, 2008-2009 Edition.

## Why NewSchool of Architecture & Design?

Like all NSAD students, you don't just want to learn architecture and design skills.

Your goal is to help build a new world for the next generation.

To meet this distinctive challenge, NSAD offers what you may need to achieve this goal: A dynamic learning environment with training in classic and proven design principles that can serve as a springboard for your personal creative instincts and design vision.

### Collaboration. Innovation. Experiential Learning.

These principles are central to the NSAD philosophy. Here, your studies will be practical and hands-on, challenging you to learn-by-doing. Our faculty members are working professionals and thought-leaders with established records of achievement. In their daily work and in the classroom, these esteemed educator practitioners demonstrate exactly what it takes to excel in the architecture and design industries.

### Sustainability. Accessibility. Social Relevance.

Once considered "luxuries" for built environments and media, these ideas are built-in components of NSAD's architecture and design curricula. With a degree from NSAD, you'll have the opportunity to join the ranks of emerging professionals at the leading edge of their fields who are transforming the world through the power of design.

### Prime Location. Local Focus. Global Reach.

Located in sunny San Diego, California, NSAD is a highly desirable location for architecture and design students. You'll feel right at home in the heart of downtown San Diego, an urban city with a laid back attitude. And you'll interact with the city's vibrant and inspiring architecture and design professionals who are working to expand the boundaries of the built environment throughout the region. Plus, San Diego's border location means a global architecture and design perspective is quite literally at NSAD's back door.

### Success. Achievement. Purpose.

NSAD's mission is to develop technically competent, aesthetically sensitive and socially conscious professionals prepared to work in a changing, global society. No doubt, that reflects your mission, too. You want your life's work to have purpose and meaning, so you can rise to the growing challenges of our complex world. You'll also be glad to know that in 2007-2008, NSAD boasted a 90%+ professional placement rate for our architecture graduates — a track record bound to help you achieve your ambitions.

### Enroll in Your Future Today!

Join NSAD's exciting program in Digital Media Arts. Invest in your future by calling 800-490-7081 for more information or visiting [newschoolarch.edu](http://newschoolarch.edu) today.



Accredited Member, ACICS.

NewSchool is nationally accredited by the Accrediting Council for Independent Colleges and Schools (ACICS), recognized by the US Department of Education and the Council for Higher Education Accreditation (CHEA) to offer institutional accreditation.

NewSchool of Architecture + Design

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