About New Media & Digital Design

We are in the midst of a revolution. And like all historical paradigm shifts, the possibilities are as challenging as they are inspiring, as creative as they are consequential. There are new careers and new questions in communication, information, aesthetics, commerce and governance. Fordham’s new interdisciplinary program in New Media & Digital Design will educate undergraduates to envision, and work, and succeed, and lead mindfully in this dynamic new world.

Combining the forces of Communication and Media Studies, Computer and Information Science, Visual Arts, English, and the Gabelli School of Business, this program is designed to cross boundaries. It not only brings together multiple disciplines, but also bridges the theoretical and the practical, providing an applied orientation with a deep grounding in social, historical and ethical understanding. Students will encounter a comprehensive but flexible learning experience that offers three area concentrations, a required internship, and a supervised capstone project, all in the critical and social contexts characteristic of a Jesuit education and essential to both innovation and accomplishment in these evolving fields.

Foundations Requirements

The major consists of eleven courses, five of which are required. Students must complete an introductory course; a fundamentals course in computer coding; an ethics course; and a capstone project. An internship, completed either during the school year or over a summer, is also required.

Students choose one of three concentrations:

- New Media & Information
- Art, Text & Design
- New Media & Commerce

Our unique location in the heart of Manhattan allows us to build bridges with a wide range of companies and non-profit organizations. NMDD will guide students in locating internships and work with Career Services to facilitate eventual job placement.
Students will be required to produce a capstone project. Each will be displayed in a curated online showcase, and incorporated into campus venues for undergraduate work.

Art, Text & Design (selected courses):
- VART 1135: Visual Thinking
- VART 2003: Graphic Design & Digital Tools
- VART 2400: Fundamentals of Web Site Design
- VART 2500: Type & Design
- VART 2600: Graphic Design Concepts
- VART 2700: Logos, Branding & Presentation
- VART 3030: Art, Design & Politics
- CISC 2540: Introduction to Video Games
- COMM 2211: Journalism Workshop: Layout & Page Design
- COMM 2523: Digital Design for New Media
- ENGL 3017: Digital Creative Writing

New Media & Commerce (selected courses):
- COMM 4471: The Business of New Media
- MKBU 3434: Integrated Marketing Communications
- MKBU 4100: E-Marketing
- MGBU 3226: Exploring Entrepreneurship
- MGBU 3227: Innovation and Resilience
- COMM 3307: Social Media
- COMM 3502: Principles of Advertising
- INSY 4431: Web Analytic
- INSY 4505: Electronic Commerce
- CISC 2850: Computer & Data Analysis
- CISC 3850: Information Retrieval Systems

Students choose six electives from their concentration area with some flexibility. Up to two of the six elective courses may be selected from the other track concentrations, allowing students to individualize their course of study.

NMDD 1001: Explorations in New Media & Digital Design
NMDD 4999: Senior Capstone Seminar: Design Projects in Theory & Practice
CISC 4650: Cyberspace: Ethics & Issues
VART 4200: Art & Ethics
COMM 4005: Digital Media & Public Responsibility
New Media & Digital Design
An Undergraduate Interdisciplinary Program in Digital Communication and Creativity

Concentrations
- New Media & Information
- New Media & Commerce
- Art, Text & Design

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