



News Release

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NewSchool of Architecture & Design Offers New Bachelor of Science Degree in Digital Media Arts

*Innovative program designed to meet the growing need for
digital media arts professionals*

SAN DIEGO, Calif.—July 28, 2009—NewSchool of Architecture & Design has announced a new Bachelor of Science degree program in Digital Media Arts, becoming the first school in the San Diego area to integrate the design disciplines of architecture, graphic design, and 3D modeling/animation.

The new bachelor's degree program is designed to meet the growing need for professionals in the digital media arts field, which expects job growth of up to 14 percent (or 50,000 jobs) by 2016. Up to 10,400 jobs are predicted to be created in California alone, representing a 16 percent increase by 2016.*

The Digital Media Arts degree can help prepare students for careers within a wide range of industries including graphic design, publishing, advertising, web production, film, animation, television, gaming, interior design, industrial design, and architecture. At a time when an estimated 21 percent of digital media jobs require a bachelor's degree, and significant job growth is expected in related fields*, NewSchool is preparing professionals for the continued convergence of technology and design innovation, building on its nearly 30-year history of design education and preparation.

"This program furthers NewSchool's reputation as an innovator in teaching new and improved methods of design. Students are challenged to focus on the interrelationships between graphic design, design visualization, architecture, film, and animation. The degree program develops design skills that can be applied to personal, social, environmental, and global issues as students focus on developing their careers and improving their organizations," said Avery Caldwell, Digital Media Arts department chair.

The program's curriculum offers both a general Digital Media Arts degree that allows students to take advantage of the vast opportunities in related fields, as well as concentrations in Design and Visualization or Environmental Graphic Design. One of the most progressive design approaches in the field today, environmental graphic design develops visual identities that fully integrate and complement the built environment, and embraces many design disciplines including graphic, architectural, interior, landscape, and industrial design.

For more information about the new B.S. in Digital Media Arts program, go to www.newschoollarch.edu.

*As cited by the Bureau of Labor Statistics, Occupational Outlook Handbooks for Graphic Designers, Multi-media Artists and Animators, and Film and Video Editors, 2008–2009 Editions

About NewSchool of Architecture & Design

NewSchool of Architecture & Design, founded in 1980, is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS). ACICS is a national accrediting agency recognized by the U.S. Department of Education and the Council for Higher Education Accreditation. NewSchool, with more



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than 480 students, offers NAAB-accredited professional architecture degrees at the bachelor's and master's level. For more information, visit www.newschoolarch.edu.

In the United States, most state registration boards require a degree from an accredited professional degree program as a prerequisite for licensure. The National Architectural Accrediting Board (NAAB), which is the sole agency authorized to accredit U.S. professional degree programs in architecture, recognizes three types of degrees: the Bachelor of Architecture, the Master of Architecture, and the Doctor of Architecture. A program may be granted a six-year, three-year, or two-year term of accreditation, depending on the extent of its conformance with established educational standards. Master's degree programs may consist of a pre-professional undergraduate degree and a professional graduate degree that, when earned sequentially, constitute an accredited professional education. However, the pre-professional degree is not, by itself, recognized as an accredited degree.