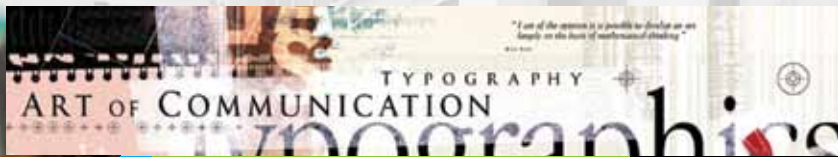


Digital Media Arts

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.

### 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.

### 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.

## CURRICULUM AT A GLANCE

Students may complete the program in as few as three years.\*

PROFESSIONAL REQUIREMENTS		PROFESSIONAL ELECTIVES	
<b>Core Courses</b>		DV273	Web Programming & Action Scripting (5 cr.)
DMA140	Design & Color Theory (5 cr.)	DV302	Interior Visualization (5 cr.)
DMA141	Basic Drawing (5 cr.)	DV303	3D Architecture (5 cr.)
DMA142	Typography (5 cr.)	DV370	Game Programing & Development (5 cr.)
DMA150	Survey of TransMedia (3 cr.)	DV371	3D Texturing, Lighting & Rendering (5 cr.)
DMA170	Digital Media I (5 cr.)	EGD270	Introduction to Space planning (5 cr.)
DMA171	Digital Media II (5 cr.)	EGD300	Intro to Interior Design (5 cr.)
DMA172	Digital Imaging I (5 cr.)	EGD350	Lighting for the Built Environment (5 cr.)
DMA173	Digital Imaging II (5 cr.)	EGD351	Fabrication Materials & Methods (5 cr.)
DMA250	Survey of the Internet (3 cr.)	EGD372	CAD & Fabrication (5 cr.)
DMA270	Digital Photography (5 cr.)		
DMA271	Motion Graphics & 2D Animation (5 cr.)		
DMA272	Interactive Media (3 cr.)		
DMA372	Digital Video Production (5 cr.)		
DMA400	Portfolio Development (3 cr.)		
DMA470	Digital Video Editing (5 cr.)		
EGD140	Visual Thinking & Representation (5 cr.)		
EGD202	User Interface Design (5 cr.)		
EGD251	Form, Interaction, and the Human Body (3 cr.)		
EGD370	Video Installations (5 cr.)		
<b>Area of Concentration</b>			
<b>DESIGN &amp; VISUALIZATION</b>			
DV200	Web Design (5 cr.)		
DV201	Dynamic Web Design (5 cr.)		
DV274	3D Modeling & Animation (5 cr.)		
DV300	Character Development (5 cr.)		
DV301	Game Design & Visualization (5 cr.)		
<b>ENVIRONMENTAL GRAPHIC DESIGN</b>			
EGD151	Foundations of Visual Display (5 cr.)		
EGD201	Signage Design (5 cr.)		
EGD250	Wayfinding & Information Systems (5 cr.)		
EGD301	Exhibit Design Studio I (5 cr.)		
EGD400	Exhibit Design Studio II (5 cr.)		
		<b>REQUIRED GENERAL EDUCATION COURSES</b>	
		<b>COMMUNICATION</b>	
		COM113	Speech Communication (3 cr.)
		COM310	Media Communication (3 cr.)
		ENG111	English Composition (3 cr.)
		ENG112	Advanced English Composition (3 cr.)
		<b>HUMANITIES</b>	
		HIS260	History of Design: Ancient to Industrial Revolution (3 cr.)
		HIS261	History of Modern Design (3 cr.)
		PHL161	Introduction to Philosophy (3 cr.)
		<b>LOGIC/SCIENCE</b>	
		MTH171	Intermediate Algebra (3 cr.)
		MTH173	Analytical Geometry (3 cr.)
		SCI170	Fundamentals of Physics (3 cr.)
		SCI173	Environmental Biology (3 cr.)
		<b>SOCIAL SCIENCE</b>	
		POL181	Introduction to Political Science (3 cr.)
		PSY181	General Psychology (3 cr.)
		SOC480	Cultural Studies* (3 cr.)

\*Note: Time to completion may vary by student, depending on individual progress and credits transferred. For a personalized estimate of your time to completion, contact the Office of Admissions at 800-490-7081.



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 or summer.

**NSAD offers select online General Education courses giving you the flexibility you need to complete required studies. You can also opt to take these courses on campus. Please visit our website at [www.NewSchoolArch.edu](http://www.NewSchoolArch.edu) to learn more.**

## 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 percent—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 most 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 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 be prepared 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, interacting with the city's renowned and inspiring architecture and design professionals who are working to expand the boundaries of the built environment locally and internationally. Plus, San Diego's border location means a global architecture and design perspective quite literally at NSAD's back door. Issues such as urban sprawl, demand for infrastructure investment, pressure on natural environments, an increasingly complicated urban-wild interface, water needs for cities and agriculture, specific problems of coastal developments, as well as political and ecological concerns that emerge from our shared border with Mexico, create a laboratory for experimentation and exploration of urban conditions, both now and into the future.

### 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 2008–2009, NSAD boasted an average 80% professional placement rate for 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.

\*NSAD 2008–2009 Consumer Fact Sheet

NewSchool of Architecture & Design is affiliated with *Laureate International Universities*, a global network of 45 institutions of higher learning with more than 100 campuses in 20 countries. Through this partnership, NSAD students have unprecedented access to study abroad programs, internships, and opportunities in Europe, Latin America, and Asia.

Accredited Member, ACICS.

NewSchool of Architecture and Design is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS) to award associate's, bachelor's, and master's degrees.

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 6-year, 3-year, or 2-year term of accreditation, depending on the extent of its conformance with established educational standards.

Doctor of Architecture and Master of Architecture 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 preprofessional degree is not, by itself, recognized as an accredited degree.

NewSchool of Architecture and Design offers the following NAAB-accredited degree programs:

B. Arch. (235 quarter undergraduate credits)

M. Arch. (pre-professional degree + 90 quarter graduate credits)

M. Arch. (non-pre-professional degree + 135 quarter credits)

M. Arch. (license + pre-professional degree + 45 quarter credits)

Next accreditation visit for all programs: 2016