

The **New Media Design** program combines the teaching of hands-on web and multimedia production skills with a critical approach to media.

The **Advanced Certificate in New Media Design** is for students seeking the skills and context for creating interactive, multimedia and web-based content as applied to art, information design, education, commercial applications and entertainment. The program is open to students pursuing advanced degrees at UB and to non-matriculated students seeking to update or expand their professional credentials.

PROGRAM SUMMARY

New Media Design focuses on the development of technical skills and conceptual frameworks for effective communication in today's networked, multimedia environment. Learn basic design concepts for new media in order to communicate ideas and information effectively. Learn principles of interaction design and skills for integrating images, animation, text and sound. Learn practical skills needed for creating multimedia presentations and websites with a range of authoring/presentation tools such as Flash, Dreamweaver and Photoshop. Critically examine social web media in terms of participation, political involvement and community formation.

The New Media Design program is NOT open to international students according to federal law. International students can only be accepted into degree bearing programs, not certificate programs

NEW MEDIA DESIGN REQUIREMENTS

Candidates must complete 16 credits of approved courses for the New Media Design Certificate program.

Required Core Courses:

DMS 537 – New Media I – (4 credits)

DMS 538 – New Media II – (4 credits)

An additional eight credits of approved courses must be completed. Candidates can choose courses from Media Study-DMS, Visual Studies-ART and or Library Science-LIS. Please consult your advisor.

New Media Design Electives (3-4 credits each).

Choose two or three courses from the following list (courses must total at least eight credits)

Suggested Electives:

Media Study courses

DMS 523 – Programming Graphics I – (4 credits)

DMS 524 – Programming Graphics II – (4 credits)

DMS 555 – Social Web Media – (4 credits)

DMS 516 – Social Media and the News Cycle – (4 credits)
DMS 517 – Food and Emerging Media – (4 credits)

ART 589 – Real-Space Electronic Art – (3 credits)
ART 550 – Design for New Media 1 – (4 credits)
ART 551 – Design for New Media 2 – (4 credits)
LIS 580 – Intellectual Freedom – (3 credits)

Total Certificate Requirements – 16 credits (candidates total credits can be more than 16 credits)

DMS course descriptions can be found on our website:

<http://mediastudy.buffalo.edu/dms-courses/graduate/>

Admission Requirements – New Media Design

It is recommended that applicants to New Media Design Advanced Certificate program have some basic computing skills. A Bachelor's degree is required to apply to the New Media Design program. Applications to the New Media Design program are currently being accepted for Fall on a rolling basis. Applications must be submitted on-line. All applications must be submitted on-line.