



**NYU**

**TANDON SCHOOL  
OF ENGINEERING**

PRESS OFFICE • 1 MetroTech Center, 19<sup>th</sup> Floor, Brooklyn, NY 11201

CONTACT • Kathleen Hamilton  
646.997.3792 / mobile 347.843.9782  
kathleen.hamilton@nyu.edu

Image available at <https://nyutandon.photoshelter.com/galleries/C0000DKT3j1IAvpA/G0000109y6R99eR0/IDM-Online>

**Immediate Release**

## **A new way of earning a degree in new media is as close as a laptop**

### **NYU Tandon School of Engineering's Integrated Digital Media Program introduces its first online master's degree program**

BROOKLYN, New York, Wednesday, November 6, 2019 – The [Integrated Digital Media \(IDM\) program](#) at the New York University Tandon School of Engineering, which prepares students to enter emerging media fields such as game development, web design and development, digital graphics, UX design, augmented and virtual reality, and mobile app development, is now offering a master's degree that can be earned totally online.

The online offering, which can be completed on either a full- or part-time basis, offers exactly the same curriculum as NYU Tandon's popular on-campus IDM program, whose graduates – almost 60% of whom are women – have gone on to work at such companies as American Express, Apple, Etsy, Instagram, Google, Major League Gaming, Sony Music Entertainment, NASA JPL, and Verizon.

Because IDM combines artistic inquiry with scientific research and technological practice, students get a project-based education focused on their development as socially engaged, creative individuals fluent in the use and development of cutting-edge tech. The faculty – a majority of whom are women— are leading artists, designers, developers, and performers. The program brings people together to foster creative practice, design research, and multidisciplinary experimentation with emerging media technologies.

“Offering a master's degree program online gives students who need to maintain full-time jobs a flexible way to complete coursework while greatly enhancing their career opportunities,” said Industry Associate Professor [Scott Fitzgerald](#), who co-directs IDM. “Our students come from all stages of life and

all career fields knowing that we will provide them with the technical skills and creative opportunities they need to achieve their aims.”

“Engineering and creativity play an enormous role in affecting positive change, and our students have developed novel uses of virtual and augmented reality for health and wellness, used their skills to improve special needs education, developed empowering new citizen science tools, and so much more,” said Dean [Jelena Kovačević](#). “They’re passionate about shaping how technology will be used for the social good in the future.”

Online students are invited to campus to participate in showcases and thesis presentations and have access to exclusive online experiences as well.

Applications for the spring 2020 cohort are now open, and more information can be obtained at <https://engineering.nyu.edu/academics/programs/integrated-digital-media-ms-online>.

Earlier this year NYU Tandon partnered with the learning platform edX to launch a [MicroMasters](#) program in IDM that can serve as a gateway to further advanced study; students who successfully finish the four-course program are eligible to apply to the School’s full IDM master’s program, with no Graduate Record Examination (GRE) required and academic credit awarded for the completed courses.

The IDM master’s program will be the first non-engineering degree offered by the award-winning [NYU Tandon Online](#), which is ranked among the top 20 “Best Online Graduate Engineering Programs” by *U.S. News & World Report*.

### ***About the New York University Tandon School of Engineering***

*The NYU Tandon School of Engineering dates to 1854, the founding date for both the New York University School of Civil Engineering and Architecture and the Brooklyn Collegiate and Polytechnic Institute (widely known as Brooklyn Poly). A January 2014 merger created a comprehensive school of education and research in engineering and applied sciences, rooted in a tradition of invention and entrepreneurship and dedicated to furthering technology in service to society. In addition to its main location in Brooklyn, NYU Tandon collaborates with other schools within NYU, one of the country’s foremost private research universities, and is closely connected to engineering programs at NYU Abu Dhabi and NYU Shanghai. It operates Future Labs focused on start-up businesses in downtown Manhattan and Brooklyn and an award-winning online graduate program. For more information, visit <http://engineering.nyu.edu>.*

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