



NEW YORK UNIVERSITY

PROGRAMS IN

DESIGN, DIGITAL ARTS, AND FILM



2010-2011

NYU SCPS

SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

PROGRAMS IN **DESIGN, DIGITAL ARTS, AND FILM**



TRANSFORM YOUR CREATIVITY INTO A CAREER

Interested in a career that merges creativity with today's leading-edge technologies? The Division of Media Industry Studies and Design at the NYU School of Continuing and Professional Studies (NYU-SCPS) offers certificate programs, intensive formats, and continuing education courses in Design, Digital Arts, and Film to help realize creative vision.

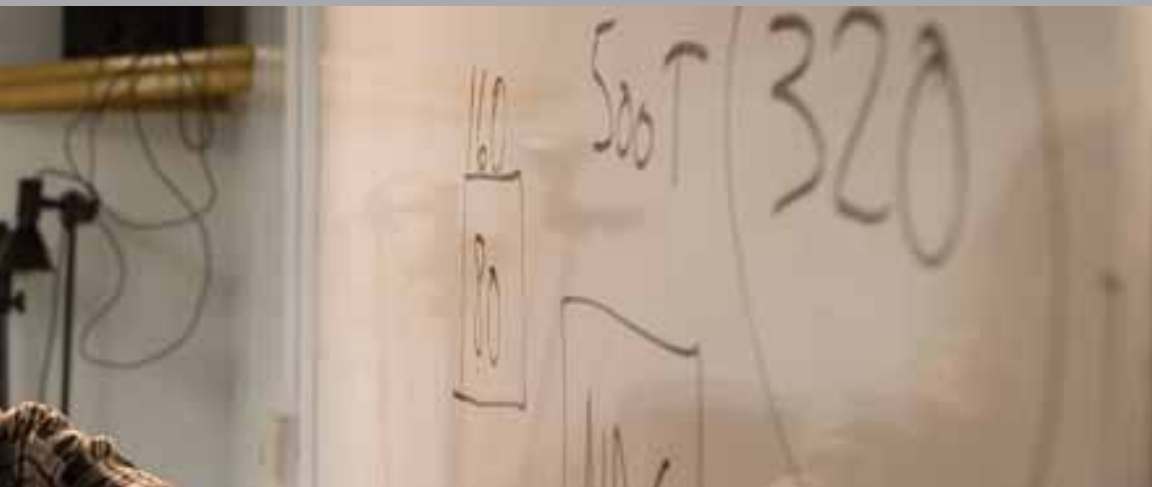
Set Your Vision in Motion With Film, Video, and Broadcasting Programs

Whether you are taking your first foray into filmmaking, need to expand your existing skills, or have an artistic vision you've always wanted to translate to film, NYU-SCPS Film, Video, and Broadcasting programs can help you get there. Our programs draw upon the vibrant, independent-spirited film culture of New York City and NYU's reputation for producing award-winning directors and filmmakers. Curricula provide both hands-on and theoretical training essential for aspiring filmmakers, cinematographers, editors, producers, and entertainment media executives.

Cultivate Your Creative Side With Design and Digital Arts Programs

NYU-SCPS Design and Digital Arts programs help artists and professionals find the most effective ways to blend individual creativity with new technologies, and classic design theory with the latest trends. Acquire the skills you need to undertake your own projects, begin a career in the field, or take your work to the next level. Develop your individual visual style using the latest industry software and techniques. We offer a wide array of options in digital and graphic design, interior design, product design, animation, and more, to prepare you for success in these competitive fields.

For more information about the programs offered at the Division of Media Industry Studies and Design, visit scps.nyu.edu/media.



PROFESSIONAL CERTIFICATE PROGRAMS A Powerful Credential

NYU-SCPS professional certificate programs constitute formal career-oriented study to augment a college or university degree. They can help you increase your professional skills and provide specific sets of knowledge that can be applied within your current job or help prepare you for a promotion or career change. Certificate programs can also enable you to explore new fields you may wish to pursue. Upon successful completion, your earned certificate is evidence of your discipline to achieve important goals. To earn a certificate, students must declare their candidacy before the start of the fourth certificate course and maintain an average grade of B or above. To learn more about professional certificate requirements or to apply for certificate candidacy, please visit scps.nyu.edu/certificate.

INTENSIVE PROGRAMS Concentrated Learning Experiences That Enhance Your Creativity and Expertise

Intensive programs are specially designed to deliver in-depth, concentrated learning experiences in one to twelve weeks. This means you can make great strides in a minimal amount of time, with courses that merge the latest technological advances with creative guidance. Whether you want to embark on a new career, increase your marketability, or explore an area that excites your curiosity, intensives are a great way to gain knowledge quickly, while connecting with others in the industry.

Our summer, fall, and spring intensive programs provide students with a comprehensive learning experience in a condensed amount of time. Programs are offered in a wide range of areas, including website design, photography, and digital video production. For more information, visit scps.nyu.edu/intensives.



FILM, VIDEO, AND BROADCASTING

Film, video, and broadcasting are collaborative disciplines that provide creative outlets for a host of professionals, including directors, editors, cinematographers, producers, and media industry professionals. Our programs provide the technical training you need to get a foothold in this competitive industry. For more information, visit scps.nyu.edu/film.



INTENSIVES

Filmmaking

Our faculty of industry professionals guides you from first shoot to final edit as you make your own film. Learn film production in the four-, eight-, or twelve-week intensive. Receive rigorous hands-on training to create your own short 16mm black-and-white/MOS, then color negative and sync-sound film. Collaborate in teams with fellow students working as production crews to write, direct, produce, shoot, and edit your individual project. Students who successfully complete the eight- or twelve-week intensive course are awarded a professional certificate.

Digital Video Production

Learn the aesthetics and technical aspects of production. Gain hands-on experience with DV cameras, lighting for video, audio recording, and editing techniques using Final Cut Pro. In the four- or six-week intensive, produce, direct, shoot, and edit your own short DV project. Students who successfully complete the six-week intensive are awarded a professional certificate.

Cinematography

Explore effective lighting techniques, camera operation, and develop your creative vision. Learn to shoot 16mm film, SD, and HD video. Through lectures, demonstrations, and hands-on practice, discover how film stock, exposure, light, and composition affect the quality of an image. Become familiar with 16mm film, SD and HD formats, and camera functions. Receive hands-on training with Arriflex SR2 and Panasonic HVX-200 cameras. Students who successfully complete this course are awarded a professional certificate.

Editing

Faculty guide you through a comprehensive overview of the art, craft, technology, and profession of editing and digital post-production. Lectures and lab sessions cover theory and practical aspects of post-production, as you learn to use the industry standard editing software, Final Cut Pro. An introduction to Photoshop, After Effects, and Pro Tools is also included. Students who successfully complete the six-week intensive are awarded a professional certificate.

Producing

Gain a comprehensive understanding of the creative, executive, and technical aspects of producing, such as production management, budgeting, entertainment law, marketing, and distribution. Learn how to determine a story's artistic and financial worth, define the target audience, and accurately project production and marketing costs.

Nielsen Audience Measurement

Gain a thorough introduction to how audience ratings are collected, analyzed, and used. An internship component at broadcast and cable television networks is included. Former students have gone on to positions at ABC, CBS, and Nielsen Media Research. Students who successfully complete this course are awarded a professional certificate.

Acting

Whether you're a theatrically trained actor or new to performing arts, learn basic techniques to build your confidence in front of the camera. Exercises include auditioning for the camera, preparing monologues and scenes, cold readings, and fine-tuning your blocking. Experience on-camera work and critique every class session.

To view samples of student work, visit scps.nyu.edu/filmgallery.

PROFESSIONAL CERTIFICATES

Filmmaking

Learn the essentials of writing, producing, cinematography, audio recording, and editing. Acquire technical knowledge and experiment creatively under the direction of expert faculty, who guide you from first shoot to final edit. This certificate is awarded to students who successfully complete the intensive (eight- or twelve-week) or seven required courses.

Digital Video Production

Direct, shoot, and edit your own short digital videos. Receive in-depth training in DV camera technology, lighting for digital video, digital audio recording, and editing using Final Cut Pro. This certificate is awarded to students who successfully complete the intensive (six-week) or seven required courses.

Documentary Filmmaking

In this intermediate certificate, garner the fundamental information needed to produce a documentary film. Curriculum includes: conceptualizing a story; understanding the practical aspects of development, budgeting, legal issues, and distribution; and the opportunity to produce a short documentary project. Students should have already earned the Certificate in Digital Video Production, or possess equivalent knowledge. This certificate is awarded to students who complete five required courses.

Editing

Obtain the skills necessary to be an editor in film or television. Practice assembling footage from various sources to manipulate plot and create sequences incorporating music, sound effects, voiceover, and graphics. This certificate is awarded to students who successfully complete the intensive (six-week) or five required courses.

Producing

Study the responsibilities and functions of a producer as you develop an understanding of the principles of producing for film, television, and new entertainment media. This certificate is awarded to students who successfully complete seven courses—five required and two electives.

Entertainment Media Management

Study the various roles of management in the entertainment industry. Investigate the business development of productions in the film, television, and new media industries. Understand business plans, and how to be a liaison between directors, producers, and distributors. This certificate is awarded to students who successfully complete six courses.

Nielsen Audience Measurement

In this specialized certificate program, you learn the structure of the TV industry and the research methodologies used to gather and report Nielsen ratings as well as other media research techniques. The certificate includes internship experience at cable and broadcast outlets. This certificate is offered only as a summer intensive.

To view samples of student work, visit scps.nyu.edu/filmgallery.



From Hunger by Deborah Lohse, 12-week Filmmaking Intensive, Summer 2010.



From Stink Eye by Neil Howard, 12-week Filmmaking Intensive, Summer 2010.

INDIVIDUAL COURSES

Below is a list of select courses that may be taken individually or as part of a certificate program. For a complete list of courses, visit scps.nyu.edu/film.

Acting for Film and TV
Art of Cinematography
Art of Editing
Broadcast Programming and Scheduling
Cinematic Structure
Cinematography
Contemporary Documentary
Creative Development Process in Film
DV Production
Documentary Development, Research, and Financing
Documentary Distribution and Marketing
Documentary Post Workflow
Editing I with Final Cut Pro
Editor's Craft
Entertainment Industry
Entertainment Law for Producers
Filmmaking I: 16mm B/W-MOS
Film Marketing and Distribution
Final Cut Studio
Finance Management for Film and TV
Language of Film
On Camera: Anchor Interview and Report
Producing for TV and New Media
Producing Fundamentals
Production Company Management
Production Sound for Film
Shooting Green Screen
Steadicam Workshop
Story Analysis for Producers
Techniques and Technologies
Television: Networks to New Media
Video Lighting Techniques
Voiceover: In the Booth
Voiceover: Narration
Web Producing



DESIGN

You'll find programs for both professionals and beginners in graphic design for print and Web, as well as interior and product design. Keep pace with the latest trends and newest software. Learn everything from design principles to presentation techniques. For more information, visit scps.nyu.edu/design.

INTENSIVES

Web Design

Create websites from design to launch in this hands-on course. Use existing knowledge of Photoshop and Illustrator for page design and graphics creation. Learn Flash for animation, and Dreamweaver for preparation of webpages for publishing. Study navigation design, user experience, site maps, flow diagrams, and wireframes. Design compositions, layouts, and style guides.

Flash

Flash is a must-have tool for aspiring Web designers. Used for generating Web graphics, enhancing interactivity, adding animation, and integrating video into webpages, Adobe Flash is a vital component and leading industry software for dynamic webpage design. This hands-on intensive will cover fundamental techniques, with a sensitivity to aesthetic choices. Students acquire the skills necessary to make simple Flash files to embed into webpages and develop a fully interactive project.

Interior Design

Build a foundation for understanding the design process, and for cultivating your ability to think creatively about interior design. Explore basic drafting skills and the elements of design as applied to interiors. Study key design principles, including space planning, design composition, furniture layouts, the application of color, and the use of materials.

To view samples of student work, visit scps.nyu.edu/designgallery.



PROFESSIONAL CERTIFICATES

Digital and Graphic Design Production

Using primary industry applications like Photoshop, Flash, and InDesign, this certificate program begins with multidisciplinary courses to develop a strong foundation in technical basics, such as color modes and image manipulation, then asks students to choose a track given their particular medium of interest—Print/Graphic Design or Web Design. This certificate is awarded to students who successfully complete six courses—two core courses and four industry track requirements.

Digital and Graphic Design

This intermediate-level certificate combines design theory and skills training to provide students with a thorough understanding of digital and graphic design for use in print and on the Web. Students should have already earned the Certificate in Digital and Graphic Design Production, or possess equivalent knowledge. Successful completion of seven courses—six core and one industry track requirement—are required to earn the certificate.

Web Producing

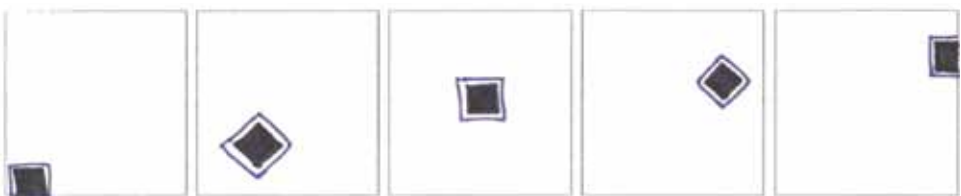
Entrepreneurial, creative content producers are increasingly utilizing the Internet as a platform for their work. Learn to analyze existing websites or develop a new website to determine the clarity and efficacy of a site's organizational design. Develop procedures to assess users' experience in navigating and using a website. Determine ways to improve a website's effectiveness. Gain skills in project management, including developing workflow processes that are conducive to creating and producing website content. This certificate is awarded to students who successfully complete nine required courses.

Product Design

Learn what it takes to go from concept to creation for both an individual product and when developing an entire line. Become familiar with manufacturing processes, material surveys, and basic skills in SolidWorks, the software used by industry professionals. This certificate is awarded to students who successfully complete six required courses.

Interior Design

Explore the fundamental resources and tools available to interior designers. Learn how to plan and implement all aspects of an interior design project—drawings, space planning, fabric selection, furniture specifications, accessories, design presentation, and setting up jobs within time and budget constraints. This certificate is awarded to students who successfully complete eight required courses.





Clockwise from top left:

Irene Schaub, 2D Design Principles, Summer 2009.

Blocks: Hanging radio alarm clock system designed for users with space limitations by Jennifer Kim, Product Design Fundamentals, Summer 2009.

Mahsa Zare, 2D Design Principles, Fall 2009.

INDIVIDUAL COURSES

Below is a list of select courses that may be taken individually or as part of a certificate program. For a complete list of courses, visit scps.nyu.edu/design.

2D Design Principles

Basic Drafting for Interior Designers

Brand Identity

Color Harmony

Conceptualization

Developing Flash Games

Dreamweaver I: Foundations

E-Commerce Design

Flash I: Foundations

Graphic Print Production:
Prepress to Binding

Illustrator I: Foundations

InDesign I: Foundations

Information Architecture I: Foundations

Information Graphics

Interior Design Industry

Interior Design Studio I:
Fundamental Principles

Lighting Design for Interior Designers

Materials and Manufacturing Processes

Model Construction for Interior Design

Presentation Techniques for Interior
Designers

Print Design Theory and Practice

Product Design Fundamentals

Product Development

SolidWorks

Sourcing for Interior Design

Typography I: Letterform

Typography II: Families and Grids

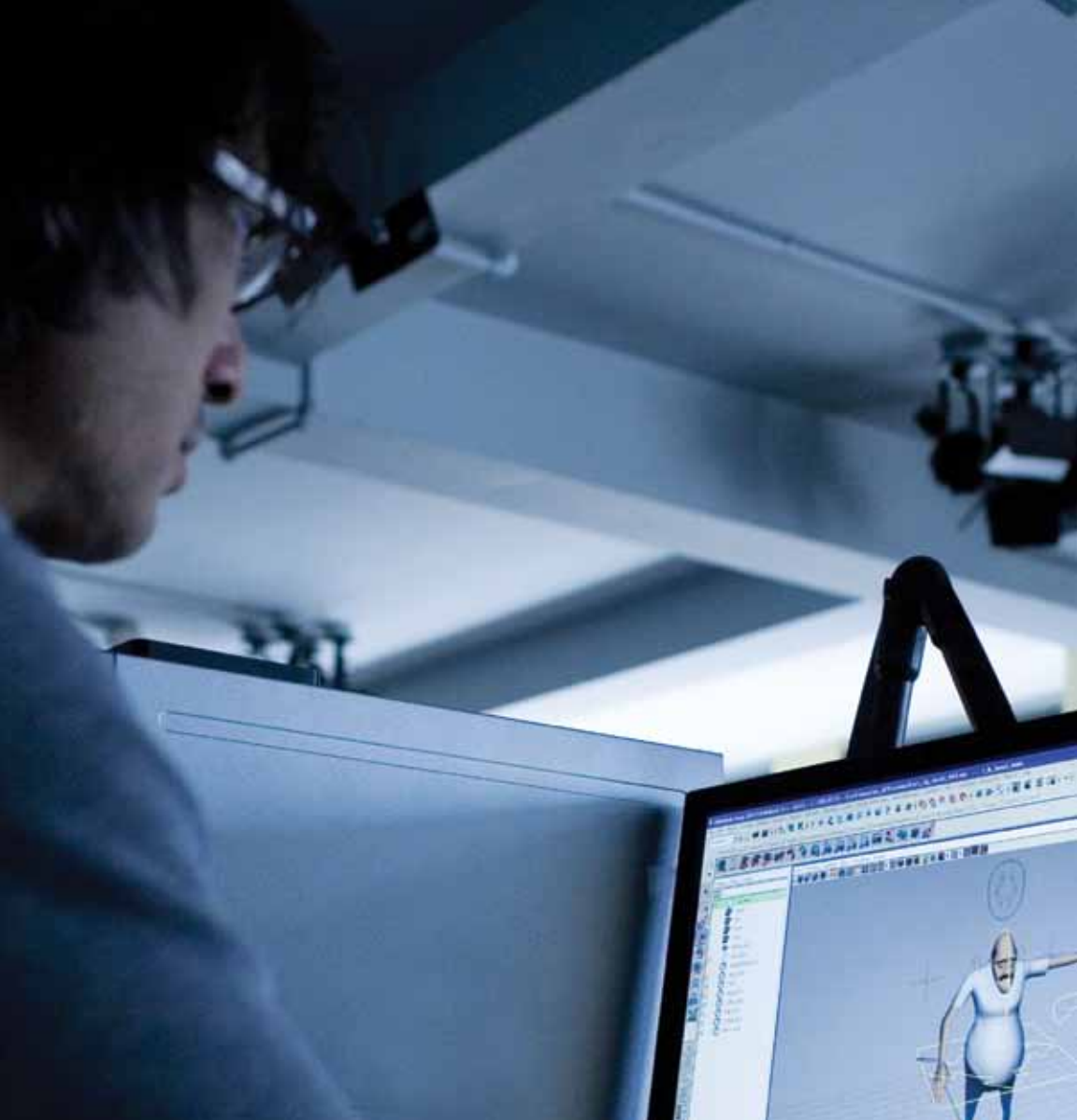
Visual Design for iPhone and iPad Apps

Web Analytics for Digital Design

Web Design Strategies

Web Design Theory and Practice

Website Usability I: Foundations



DIGITAL ARTS

Explore the creative and technical aspects of digital media and production, including animation, visual effects, digital imaging and photography, and digital audio production. Our certificates in Animation, Visual Effects, Digital Imaging and Photography, and Audio Production can help get you started. For more information, visit scps.nyu.edu/digitalarts.

INTENSIVES

Digital Photography

Explore your visual creativity and learn to shoot striking photographs. Learn the core functions of digital cameras, then the technical and aesthetic possibilities of digital photography. Cover the principles of photography, including composition, exposure, focal lengths, perspective, and the use of black and white or color to develop your artistic vision.

Photoshop

Expand your digital imaging skills with this leading image creation, correction, and manipulation software. This hands-on intensive will cover fundamental techniques, with a sensitivity to aesthetic choices. Students acquire essential Photoshop skills that can be applied to a range of multimedia projects, from digital imaging and Web to print.

PROFESSIONAL CERTIFICATES

Animation

Receive training and acquire the skills for a variety of fields, including film, television, commercials, and entertainment media. Obtain hands-on training with the tools and experience needed to create high-quality animation. This certificate is awarded to students who successfully complete six required courses.

Audio Production

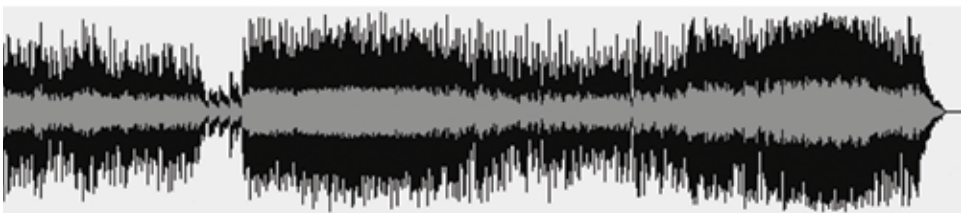
Learn how the use of sound can transform a visual from good to great in film, video, broadcast, or on the Web. Learn to mix and balance dialogue, sound effects, and music using Pro Tools in state-of-the-art studio labs. This certificate is awarded to students who successfully complete five required courses.

Digital Imaging and Photography

Learn basic technical concepts and visual principles in photography such as f-stops, lenses, depth-of-field, elements of form, and fundamentals of composition. Students learn how to produce high quality digital images and prepare files for use in print or online. Photoshop and Illustrator are used for digitally manipulating images, such as by retouching or manipulating clipping paths. This certificate is awarded to students who successfully complete nine required courses.

Visual Effects

Become familiar with compositing, computer-generated imagery (CGI) and standards of formatting for film and television. Create compelling visual images using After Effects, the primary industry software. This certificate is awarded to students who successfully complete five required courses.



INDIVIDUAL COURSES

Below is a list of select courses that may be taken individually or as part of a certificate program. For a complete list of courses, visit scps.nyu.edu/digitalarts.

2D Animation: Drawing, Cutout, and Stop Motion

After Effects I: Foundations

Art of Animation and VFX

Audio Production I with Pro Tools

Audio Recording

Character Animation and Modeling

Cinema 4D

Color Systems

Concept Art and Character Design

Digital Photography: Events

Digital Photography: Lighting

Digital Photography: Shooting Workshop

Digital Retouching

Illustrator I: Foundations

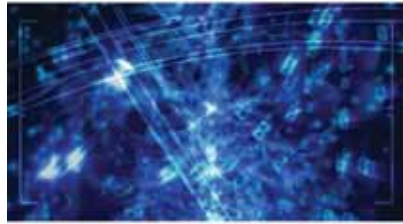
Maya: Essentials

Photoshop I: Foundations

Photo Styling

Storyboarding and Animatics

Title Design



From Olympia 2036, Ian Bonilla, M.S. in Digital Imaging and Design.

GRADUATE PROGRAMS

If you're ready to be a leader in graphic communications or digital design, learn more about the **M.A. in Graphic Communications Management and Technology** and the **M.S. in Digital Imaging and Design** at scps.nyu.edu/media.



ABOUT THE NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

Established in 1934, NYU-SCPS is one of NYU's several degree-granting schools and colleges, each with a unique academic profile. The reputation of NYU-SCPS arises from its place as the NYU home for study and applied research related to key knowledge-based industries where the New York region leads globally. This is manifest in the School's diverse graduate, undergraduate, and continuing education programs in fields such as Real Estate and Construction Management; Hospitality, Tourism, and Sports Management; Global Affairs; Philanthropy and Fundraising; Graphic Communications Management, Publishing, Design, Digital Arts, and Film; Human Capital Management, Marketing, and Public Relations; with complementary strengths in the Liberal and Allied Arts, Translation and Interpreting, Management and Information Technology, and Finance and Taxation. More than 100 distinguished full-time faculty members collaborate with an exceptional cadre of practitioner/adjunct faculty and lecturers to create vibrant professional and academic networks that attract some 4,200 degree-seeking students from every corner of the region and the world. In addition, the School fulfills the recurrent continuing higher education needs of local and professional communities, as evidenced by 55,000 annual enrollments in individual courses, specialized certificate programs, conferences, workshops, seminars, and public events.



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School of Continuing and Professional Studies
Office of Noncredit Student Services
145 Fourth Avenue, 2nd Floor
New York, NY 10003

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