



NYU

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Immediate Release

NYU Tandon partners with edX to offer affordable MicroMasters program as a pathway into digital media

BROOKLYN, New York, Wednesday, April 10, 2019 – The NYU Tandon School of Engineering is partnering with the learning platform [edX](#) to launch a four-course MicroMasters program in [Integrated Digital Media \(IDM\)](#). Upon completing the coursework, which includes a capstone project, students are awarded a MicroMasters program certificate, which showcases deep learning and in-demand skills to employers.

MicroMasters programs are recognized by employers for their real-world relevance and utility in the field. They also serve as a pathway to further advanced study, and students who successfully finish Tandon’s MicroMasters 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.

“Our partnership with edX allows us to offer yet another pathway to becoming a lifelong learner,” said NYU Tandon [Dean Jelena Kovačević](#). “The road to an advanced degree is not always conventional or linear, and we are proud to offer a new entry point for motivated students, from mortarboard to beyond. We know that science, technology, and engineering are vital and enriching subjects, whether you are a K-12 student or a mid-career professional, and we are committed to offering learning opportunities to those at every stage. At NYU Tandon, we are finding novel ways to engage nontraditional students, such as our online [Bridge Program](#), which we created to provide individuals with non-engineering backgrounds with the tools needed to embark on graduate-level studies here, and our MicroMasters program on edX is a welcome addition in our efforts to bridge the gap between aspiration and attainment.”

Students signing up for the rigorous, academically challenging IDM MicroMasters program, which will be available at the affordable tuition of \$250 a course (for a total of \$1,000), will study:

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- Creative Coding, which will introduce them to the fundamentals of object-oriented programming and allow them to use code as a method of self-expression in a variety of media, including 2D graphics, animation, and video processing. This course starts on September 2, 2019.
- [Theories of Media and Technology](#), a course that will give them exposure to a range of historical and contemporary trends in the theoretical analysis of media, enable them to critically describe and discuss media concepts and projects, and help them gain an understanding of how people create and consume media. This course starts on December 9, 2019.
- [Media Law](#), an advanced seminar that explores media and communications principles and regulations and fosters an understanding of the legal and ethical framework surrounding issues in digital media. This course starts on March 16, 2020.

Students will also complete an independent capstone project of their choosing, constituting the fourth requirement of the program, which will be taught by professors in NYU Tandon's Department of Technology, Culture, and Society.

"NYU Tandon's Integrated Digital Media program provides a wholly unique combination of theory and practice that sets it apart from other digital media offerings," said [R. Luke DuBois](#) and [Scott Fitzgerald](#), co-directors of the school's IDM program. "Our goals are to foster creative practice, design research, and multidisciplinary experimentation with emerging media technologies, and our graduates embody the innovation and creativity that occur when you combine art and technology."

[Nasir Memon](#), NYU Tandon's associate dean for online learning, said, "We are happy to be one of the cutting-edge institutions recognizing the value of MicroMasters programs and online learning opportunities to today's professionals. Tandon's IDM offering is the first such program at NYU; we consider it to be only the beginning, and look forward to partnering with edX in the future."

"NYU's commitment to open education and providing bridges to higher degrees aligns perfectly with the edX mission to increase access to high-quality education by offering innovative programs, like the MicroMasters programs, that bridge the gap between academia and corporations" said Anant Agarwal, edX CEO and MIT professor. "We are honored to welcome the Tandon School of Engineering to the edX global learning community of over 140 institutions and 20 million learners. Any learner, anywhere in the world wishing to enhance their career or explore the possibilities that integrated digital media presents, will be well served by the school's MicroMasters program on edX."

For more information or to register, visit <https://www.edx.org/school/nyux>. For more information on all of NYU Tandon's online graduate programs, visit <https://engineering.nyu.edu/academics/departments/nyu-tandon-online>.

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>.

About edX

edX is the trusted platform for education and learning. Founded by Harvard and MIT, edX is home to more than 20 million learners, the majority of top-ranked universities in the world and industry-leading companies. As a global nonprofit, edX is transforming traditional education, removing the barriers of cost, location and access. Fulfilling the demand for people to learn on their own terms, edX is reimagining the possibilities of education, providing the highest-quality, stackable learning experiences including the groundbreaking MicroMasters® programs. Supporting learners at every stage, whether entering the job market, changing fields, seeking a promotion or exploring new interests, edX delivers courses for curious minds on topics ranging from data and computer science to leadership and communications. edX is where you go to learn.

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