

New Media

Graduate Division (<http://grad.berkeley.edu>)

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**Program Website: Berkeley Center for New Media
(<http://bcnm.berkeley.edu>)**

Overview

The Berkeley Center for New Media (BCNM) is a focal point for research and teaching about new media, led by a highly trans-disciplinary community of 120 affiliated faculty, advisers, and scholars, from 35 UC Berkeley departments, including Architecture, Philosophy, Film Studies, Art History, Performance Studies, and Music; the Schools of Engineering, Information, Journalism, and Law; and the Berkeley Art Museum. BCNM is located at a global center for design and information technology and based in a public research university known for alternative thinking.

Our mission is to critically analyze and help shape developments in new media from cross-disciplinary and global perspectives that emphasize humanities and the public interest.

All media (Latin for "middle elements") facilitate transformation: by definition, media are transformative. From the stone tablet to the printing press to the Internet, media have become increasingly reconfigurable. The value of a medium is often related to its capacity for reconfiguration. To claim a medium as "new" is to posit a meaningful improvement over prior media. Thus new media are highly reconfigurable and doubly transformative: they achieve a transformation of prior modes of transformation.

New media often produce new perceptions, new behaviors, and new insights, yet new media remain deeply rooted in powerful aesthetic, cultural, and political forces. As media transform, they often distort. Sophocles observed, "Nothing vast enters the life of mortals without a curse." BCNM actively engages scholars who critically examine the opportunities and risks associated with new media and who consider how new media can constructively benefit education, political engagement, privacy, and aesthetic experience.

BCNM catalyzes research, educates future leaders, and facilitates public discourse through courses, lectures, symposia, and special events. BCNM has established cross-disciplinary faculty positions and a special program for PhD students. The BCNM supports academic modes of scholarship while encouraging unorthodox artworks, designs, and experiments. By reaching out to students, researchers, industry figures, and the broader public, BCNM stimulates new perspectives on contemporary new media.

and History of New Media, (2) Questioning New Media, and (3) Methods of New Media – to fulfill their breadth requirements in the areas of humanities, art/design, and technology. Students must also enroll in two elective courses that significantly deal with new media. Students completing the PhD program receive the designation "in New Media" on their diplomas.

Graduate Certificate

Designed to enhance interdisciplinary graduate studies at UC Berkeley, the Graduate Certificate Program emphasizes critical understanding of the nature and implications of new media, broadly conceived, drawing on theories and methodologies from across the disciplinary spectrum—the arts, the humanities and social sciences, and science and engineering. The Graduate Certificate in New Media provides students with an introduction to the different facets of new media research and an ensuing competitive edge for some of the most desirable jobs in industry and academia. Affiliation with the New Media faculty and student community may enhance opportunities for innovative and collaborative research.

The Graduate Certificate in New Media serves as an adjunct to existing master's degree-granting programs. Upon successful completion of all requirements, you will receive a certificate with the designation: "Graduate Certificate Program in New Media." This designation certifies that you have participated in, and successfully completed, a Certificate Program in New Media in addition to your home department's requirements for the master's degree. The award of the certificate will also be posted to your transcript.

For information regarding curricula and program requirements, please see the program's website (<http://bcnm.berkeley.edu>).

Graduate Programs

Designated Emphasis (DE)

BCNM's designated emphasis is for selected students from any Berkeley doctoral program. It provides enhanced skills in analyzing and/or designing future media with an awareness of historical, social, cultural, and other perspectives that might not be visible from any single disciplinary point of view. Students take three core courses—(1) Theory

NWMEDIA 150AC New Media and American Cultures 4 Units

Department: New Media

Course level: Undergraduate

Terms course may be offered: Fall, spring and summer

Grading: Letter grade.

Hours and format: 3 to 4 hours of lecture/discussion per week. 7 to 9 hours of lecture/discussion per week for 6 weeks. 5 to 7 hours of lecture/discussion per week for 8 weeks. 4 to 6 hours of lecture/discussion per week for 10 weeks.

This course studies the influence of new media on various cultures in the U.S. and/or the influence of American cultures on new media. Topics vary by semester. Check current Schedule of Classes or Berkeley Center for New Media web site for current course offerings (bcnm.berkeley.edu).

Satisfies the American Cultures requirement

Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

NWMEDIA 190 Special Topics in New Media 1 - 4 Units

Department: New Media

Course level: Undergraduate

Terms course may be offered: Fall, spring and summer

Grading: Letter grade.

Hours and format: 1 to 4 hours of lecture/seminar per week. 1.5 hours to 6 hours of lecture/seminar per week for 10 weeks. 1.5 hours to 7.5 hours of lecture/seminar per week for 8 weeks. 5 to 15 hours of lecture/seminar per week for 3 weeks.

See Schedule of Classes for current section offerings. Topics deal with new media and related issues.

Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

NWMEDIA 198 Directed Group Study 1 - 3 Units

Department: New Media

Course level: Undergraduate

Terms course may be offered: Fall and spring

Grading: Offered for pass/not pass grade only.

Hours and format: 3 hours of work per unit per week.

Prerequisites: Upper division standing.

Course may be student-initiated or initiated by a faculty affiliate of the Center for New Media. The subject matter will vary from semester to semester. Student initiated courses will be taught by a student facilitator under the supervision of the faculty sponsor, who must be a faculty affiliate of the Berkeley Center for New Media.

Course may be repeated for credit. Course may be repeated for credit when topic changes. Enrollment is restricted; see the Introduction to Courses and Curricula section of this catalog.

NWMEDIA 200 History and Theory of New Media 4 Units

Department: New Media

Course level: Graduate

Term course may be offered: Spring

Grading: Letter grade.

Hours and format: 4 hours of Seminar per week for 15 weeks.

Prerequisites: Graduate standing or consent of instructor. Required for all students in the Designated Emphasis in New Media.

This course provides a broad historical and theoretical background for new media production and practice. The class will map out theoretical approaches from different disciplines and allow graduate students to discuss and apply them to their own research projects.

NWMEDIA 201 Questioning New Media 3 Units

Department: New Media

Course level: Graduate

Terms course may be offered: Fall and spring

Grading: Letter grade.

Hours and format: 2 hours of conference paper/workshop presentation every other week