

*The College of Visual Art + Design contains 3 Departments: **Art Education/Art History; Design; Studio Arts.** **New Media Art** is a concentration within **Studio Arts**, alongside **Drawing & Painting, Sculpture, Ceramics, Fibers, Photography, Printmaking, and Metalsmithing & Jewelry.***

**Q: What is New Media Art?**

**New Media Art** is a group of art practices that use new media technologies such as video, computers, and interactive installation for personal expression as fine art. You can learn more about this growing area of fine art practices here:

[http://en.wikipedia.org/wiki/New\\_media\\_art](http://en.wikipedia.org/wiki/New_media_art)

and here:

<https://wiki.brown.edu/confluence/display/MarkTribe/New+Media+Art>

(those are the top two results in a Google search for “**New Media Art**”)

**New Media Art** Histories can be traced to other fine arts like Film, Kinetic Sculpture & Video Art.

**Q: What is covered in New Media Art Studio courses?**

Just like the other **Studio Arts**, **New Media Art** trains students to pursue independent creative research practices. We teach the conceptual, critical and creative strategies that art curators, art organizations, art critics, art collectors, and graduate Masters of Fine Arts (MFA) programs look for in promising, emerging independent artists.

**Q: What software is taught in New Media Art Studio courses?**

Software and hardware skills have a built-in “expiration date” because technology is always being replaced. In **New Media Art** courses, we teach art-making strategies and critical thinking skills that will never become obsolete. We learn many kinds of software, but artistic voice is always emphasized over technical skills.

**Q: What will a BFA Concentration in New Media Art prepare me for?**

The **New Media Art** BFA prepares students for independent practice as fine artists while also preparing them for acceptance to Masters of Fine Arts (MFA) programs. A **New Media Art** BFA makes an excellent candidate for any job requiring technology skills and a fine arts background.

**Q: Do New Media Art courses cover Design?**

No. Design is a separate department and is not covered in the **New Media Art** Studio course curriculum, though Design courses may be taken as electives. This can seem confusing because new media technologies are known as tools for design, but are not usually considered tools for making fine art, outside the design world. **New Media Artists** use technology to pursue a personal vision, like a sculptor or a painter. Their “client” is their own artistic vision.

**Q: I want to work in a Game Development or Character Animation studio. Will a New Media Art concentration prepare me for that kind of job?**

No. **New Media Art** is not a vocational training program. We do not teach industry production workflows and pipelines. The Faculty are independent artists who have not necessarily worked in commercial production studios. Our approach is exploratory and highly experimental. Our goal is to help our students discover things unlike anything we’ve ever seen.

At the same time, industry studios are desperate for unique portfolios that are thoughtful and different from the rest. Deeply committed **New Media Art** graduates can make excellent candidates for Art Director positions.

Vocational schools like Dallas Community College and Art Institute Dallas teach industry-specific job skills and prepare students for studio jobs. UNT CVAD **New Media Art** creates artists.