

Narrative and Emerging Media, MA

CSNEMMA

Learn how to direct, produce and create impactful content using emerging media cutting-edge techniques such as virtual, augmented and mixed reality, AI, and experiential media in this one-of-a-kind program in the heart of Los Angeles' media scene.

Program description

Degree awarded: MA Narrative and Emerging Media

In the MA program in narrative and emerging media, students learn how to tell stories that aren't just watched or read --- they're experienced. In under one year, students learn innovative storytelling techniques, explore the emerging media marketplace, connect with the field's top professionals and develop critical media project management skills.

Through hands-on learning, students explore the entire landscape of emerging immersive media techniques --- including augmented reality, virtual reality, extended reality, 360 video, animated graphics, short-form digital video and documentary production --- to tell creative fictional stories or create nonfiction journalistic work. Students capture and create content for workflow in multiple industries, and they learn to lead teams of producers, engineers, writers and artists across different technologies. They build business acumen and gain enhanced insight into the research, development, and finance and business models driving the future of emerging media, which are central to the program.

Delivered exclusively at the ASU California Center --- Broadway in downtown Los Angeles, the program immerses students in a state-of-the-art emerging media hub. The building includes a state-of-the-art virtual production stage --- one of only a handful of U.S. universities to provide this incredible studio. In addition, the building has a green screen studio that allows for virtual reality productions and live broadcasts, as well as markerless motion capture. Students learn and work in these spaces to create compelling visual storytelling for client productions and their own passion projects.

Students engage in courses that anchor content creation and project management with communication theory and current case studies, along the way building a cohesive portfolio of professional work aligned with industry standards. Students also network and get critiques from industry professionals whose work may inspire their own. Students who complete the program are well-prepared to leap into creation, production and project management roles across the media industry or to pursue independent work.

This is a joint program offered by The Sidney Poitier New American Film School and the Walter Cronkite School of Journalism and Mass Communication.

Los Angeles location

Students interested in using GI Bill® benefits should consider a program on another ASU campus.

GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs. More information about education benefits offered by VA is available at the official U.S. government website at www.benefits.va.gov/gibill/.

At a glance

- **College/School:** [Herberger Institute for Design and the Arts](#)
[Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [ASU at Los Angeles](#)

Degree requirements

30 credit hours including the required applied project course (NEM 693)

Required Core (21 credit hours)

NEM 501 Emerging Media (3)
NEM 510 Narrative Development and Pre-Production (3)
NEM 515 Emerging Media Production (3)
NEM 530 Emerging Media Project Management (3)
NEM 550 Diversity and Ethics in Emerging Media (3)
NEM 585 Portfolio (3)
NEM 630 Emerging Media for Clients (3)

Other Requirements (3 credit hours)

NEM 520 AR/VR/XR for Storytelling (3)
NEM 525 Virtual Production for Storytelling (3)
NEM 601 Short Form and 360 Video Production (3)

Electives (3 credit hours)

Culminating Experience (3 credit hours)

NEM 593 Applied Project (3)

Additional Curriculum Information

NEM 585 is a one credit hour course that must be taken three times, for a total of three credit hours.

Students must complete one course from the Other Requirements list.

Admission requirements

Applicants must fulfill the requirements of the Graduate College, the Walter Cronkite School of Journalism and Mass Communication and the Herberger Institute for Design and the Arts.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in a related field from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program or a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. personal statement
4. professional resume
5. two letters of recommendation
6. proof of English proficiency

Additional Application Information

An applicant whose native language is not English must provide [proof of English proficiency](#) regardless of their current residency.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Application deadlines

Fall

[expand](#)

Global opportunities

Global experience

Students may use elective slots to participate in applicable study abroad experiences. Students are also encouraged to pursue work globally for their applied projects.

Career opportunities

This degree prepares students to thrive in a growing, emerging media industry. According to a Burning Glass industry report in tandem with Epic Games, "Demand for 3D technology skills is growing quickly in the job market --- so quickly, in fact, that demand for these skills is outpacing the growth of the labor market overall." And according to EMSI data, postings for jobs that require skills in virtual reality are at an all-time high. More than 13,000 jobs were posted in August alone for roles such as advertising specialist and product developer at firms from Facebook to Deloitte.

Graduates are well-suited to careers in AR, VR, and XR production; immersive storytelling; virtual production; journalism and documentary production; and media project management, or to become entrepreneurial storytellers ready to seek funding for their own projects.

Contact information

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