Narrative and Emerging Media, MA

CSNEMMA

You want to tell the stories people can feel. Develop cutting-edge techniques in AR/VR/XR, short-form video production and experiential media at this one-of-a-kind program in the heart of LA's 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 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 too; central to the program is enhanced insight on research, development and the finance and business models driving the future of emerging media.

Delivered exclusively at ASU's California Center, the program immerses students in a state-of-the-art emerging media hub. The building includes a green screen studio that allows for virtual reality productions and live broadcasts, and a second Planar LCD studio, which allows for immersive film and video shoots. 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 pursue independent work.

Note: This program is not eligible for federal financial aid in Los Angeles.
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 (1)
- 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 they must have 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. proof of English proficiency

Additional Application Information
An applicant whose native language is not English must provide proof of English proficiency regardless of current residency. TOEFL scores must be at least 100 for the internet-based TOEFL (iBT).

Application Deadlines

Fall

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 (https://www.burning-glass.com/research-project/visualizing-future-3d-skills-workforce/), "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, job postings requiring skills in virtual reality are at an all-time high, with more than 13,000 jobs posted in August alone for roles such as advertising specialists and product developers at firms from Facebook to Deloitte.

Graduates are well-suited to careers in AR/VR/XR production, immersive storytelling, 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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