

News Release

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For Immediate Release

Media Design School of Digital Arts at NSAD Announces Three Globally-Focused Programs in Digital Arts Specialties

Animation, Game Art and Game Programming part of expanded digital media offerings at NewSchool of Architecture and Design through collaboration with Media Design School in New Zealand

San Diego—January 7, 2014— Media Design School of Digital Arts at NSAD, an exciting development in global design education, is pleased to announce the introduction of new programs for the 2014-2015 school year in Animation, Game Art and Game Design. The new programs add to the current offering in Digital Media Arts available at [NewSchool of Architecture and Design \(NSAD\)](#) through the Media Design School of Digital Arts at NSAD. Located in a part of the country that has become a strong innovative media and animation industry hub, these new and updated programs have been developed to train the next generation of global digital leaders through collaborations with the award-winning Media Design School in Auckland, New Zealand, a leading school in animation and game design with a pool of talent that has contributed to blockbuster films such as Avatar, King Kong and the Lord of the Rings trilogy. A formal launch of the program will take place on February 1st, 2014 in San Diego, with a [special event](#) bringing together members of the academia, industry, media and students and open to the public. For more information and to register for this event please [click here](#).

Media Design School of Digital Arts at NSAD emphasizes a curriculum in San Diego that includes industry connections, international experience and interdisciplinary studies – in a state with one of the highest employment numbers and wages in the country for digital media artists and animators, [according to the Bureau of Labor Statistics](#). Various industry reports have also identified continued industry growth in these sectors due to increased demand for animation and visual effects in video games, movies and television and as well as for computer graphics in mobile devices.

“We are thrilled to be collaborating with Media Design School to help students develop digital arts skills for the global design marketplace, and we believe that San Diego’s proximity to major film and technology industries will also provide our graduates with many exciting educational and professional opportunities,” said Linda Sellheim, Director of the Media Design School of Digital Arts at NSAD.

“Students in our programs benefit from an emphasis on project-based learning, the involvement of international industry leaders, and interdisciplinary design offerings available through NewSchool of Architecture and Design to prepare them for careers both locally and globally.”

Students at the Media Design School of Digital Arts at NSAD automatically join a vibrant digital arts community and international network of schools with design specialties. NewSchool of Architecture and Design (NSAD) has been named one of [6 Digital Arts Schools to Cultivate Your Content Creation Craft](#) by Backstage magazine, a premier performing arts community publication. And Media Design School is New Zealand's most-awarded higher education institute for digital and creative technology studies. Students and graduates of Media Design School have received more than 250 awards and recognitions in the last decade from organizations such as Los Angeles Movie Awards, SXSW, Annecy Film Festival (France), NY Shorts Fest, Edmonton International Film Festival (Canada). Both NSAD and Media Design School are part of the *Laureate International Universities* network, which includes more than 75 accredited campus-based and online institutions of higher education serving more than 800,000 students around the world.

“The Media Design School of Digital Arts at NSAD provides students with a robust range of programs in digital design specialties that prepare them to succeed in our fast-changing global economy,” said David Della-Rocca, a Toronto-based strategist who specializes in integrating digital arts industry needs and education. “The interdisciplinary and international emphasis of the Media Design School of Digital Arts provides a dynamic and highly relevant foundation for students who are interested in careers in animation, game design and digital media.”

The Media Design School of Digital Arts at NSAD programs in Animation, Game Art and Game Programming will provide students with a suite of specialty offerings that greatly expand on the school's current Digital Media Arts program, which includes specialties in Graphic Design and Interactive (web/mobile) Design. The four programs share approaches in preparing students for trans-media projects that can employ teams across multiple borders through the Media Design School of Digital Arts at NSAD. Students have the opportunity to learn from international faculty and to spend a term at Media Design School in Auckland as part of their academic sequence, and the programs encourage the creation of portfolios that tackle “real world” projects developed in coordination with industry leaders and designers. Students also benefit from the interdisciplinary education opportunities available from the school's wide range of design-related specialties, which include architecture, construction management, interior design, and product design.

About Media Design School of Digital Design at NSAD

The Media Design School of Digital Arts at NSAD prepares students to succeed in global design fields through an emphasis on industry connections, international experience and interdisciplinary studies. The Media Design School of Digital Arts at NSAD curriculum has been developed through collaborations between NewSchool of Architecture and Design (NSAD) in San Diego and Media Design School in Auckland, which is New Zealand's most-awarded higher education institution for digital and creative technology qualifications. The Media Design School of Digital Arts at NSAD builds on these global credentials by offering through NSAD a Bachelor of Arts in Animation, a Bachelor of Arts in Game Art, a Bachelor of Science in Digital Media Arts, and a Bachelor of Science in Game Programming. Interdisciplinary opportunities at NSAD are available through the school's architecture, construction management, interior design and product design programs. Both NSAD and Media Design School are part of the *Laureate International Universities* network.

About NewSchool of Architecture and Design

NewSchool of Architecture and Design (NSAD), founded in 1980, is located in San Diego, California. For the past two years, *DesignIntelligence* has ranked NSAD among the top 10 undergraduate architecture schools in the western United States in its publication “America's Best Architecture & Design Schools.”

NSAD is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS), a national accrediting agency recognized by the U.S. Department of Education and the Council for Higher Education Accreditation. NSAD's Bachelor of Architecture, Master of Architecture and Executive Master of Architecture programs are accredited by the National Architectural Accrediting Board (NAAB). NSAD offers a pre-professional Bachelor of Arts in Architecture and a Master of Science in Architecture in addition to a Bachelor in Science in Construction Management and an online Master of Construction Management. The school's expanding global design education offerings include an Interior Design program and a Product Design program, both through the Domus Academy School of Design at NSAD. Programs in Digital Media Arts, Animation, Game Art and Game Programming are available through the Media Design School of Digital Arts at NSAD. For more information, visit www.NewSchoolArch.edu.