FREQUENTLY ASKED QUESTIONS
Bachelor of Fine Arts in Electronic Design and Multimedia
at The City College of New York

What is the Electronic Design and Multimedia BFA?
The Bachelor of Fine Arts (BFA) in Electronic Design and Multimedia is a 75-credit (24 course) specialization in print, screen, and interaction design which integrates a variety of digital media into all stages of design and production. The BFA culminates in the Senior Thesis course, a 15-week capstone class where students create a design project of their choosing focusing on research and development for a target audience, and showcase their work in a public exhibition housed within our Compton-Goethals Hall Art Gallery.

How is the BFA different than the BA?
City College offers a BFA in Electronic Design and Multimedia as well as a Bachelor of Arts in Studio Arts with a Digital Design concentration. Every course (with the exception of the BFA Senior Thesis course) can be taken by any CCNY student who has fulfilled the prerequisite courses.

The BFA (Bachelor of Fine Arts) is a 75-credit (24-course) major whereas the BA (Bachelor of Arts) in Studio Art is a 45-credit (15-course) major. Students in the BFA program take the majority of their electives from the list of EDM course offerings. Both degrees can be completed in four years.

BA students’ diplomas will indicate that they have earned a Bachelor of Arts degree, whereas BFA students’ diplomas indicate a Bachelor of Fine Arts in Electronic Design and Multimedia.

Unlike the BFA major, BA in Studio Art majors do not need to submit a secondary application for portfolio review (although the Art Department does require BA students to maintain a 2.5 GPA and take a couple of art courses prior to declaring the major). Further details about the two programs can be found at https://edm.ccny.cuny.edu

Do I have to apply to both City College and the EDM program?
Yes, to enter into the BFA EDM program, you must be admitted to both City College and the program itself. These are two separate application processes. The BFA EDM guidelines explains the BFA EDM application process. For details on applying to City College please visit www.ccny.cuny.edu/admissions or call the Admissions Office at (212) 650-6977.

When can I apply and how?
The selection committee reviews applications twice a year. The submission deadline for
Spring enrollment is October 1st and the submission deadline for Fall enrollment is February 15th. Please see the application steps outlined within the BFA EDM application guidelines. Applications received after the deadline will be considered for the next review cycle.

**When will I find out if I’m admitted?**
We notify applicants via email within two months following the application deadline.

**What tips can you give to someone applying to the BFA EDM program?**
Applicants are encouraged to submit works that lead with narrative concept and personal voice while showcasing an understanding of design principles, hierarchy, and grid structure (versus samples that solely demonstrate technical proficiency).

For the two assignment projects, avoid obvious or easy solutions; strive for innovative and unexpected interpretations to the project prompts.

For the essay, the review committee is interested in how applicants write about an influential artwork in a personal, analytical, or culturally-situated way.

The applicant’s transcript(s) must convey a minimum 2.5 grade point average and fewer than 65% of classes taken in the EDM major.

Please follow submission guidelines as outlined; presentation, organization, and clarity are valued and appreciated. The selection committee does not pre-screen portfolios, but we take into consideration your judgment in how you curate, organize, and follow directions within your submission.

**What if I am admitted to City College but not to the BFA program?**
You can still enter City College and take art and design courses with the intention of reapplying to the BFA EDM program or entering becoming a BA in Studio Art major. It is not uncommon for students to apply multiple times before being accepted to the program. However, students must apply to the program before completing 65% of credits toward the major. If the bulk of your credits are in another discipline like Computer Science, Engineering, or Architecture, we can be flexible about the 65% credit limit.

**Will having a BFA improve my job opportunities?**
For design-industry jobs, most employers will focus on your creative portfolio versus the specific degree you have earned. The BFA Senior Thesis project—a self-chosen capstone project required for students in the BFA EDM program—is a great piece to include in your portfolio because it directly speaks to your design interests, employs design research and iterative process work, and traverses a full semester for completion.

**Who can I contact if I have further questions?**
For questions about our Electronic Design and Multimedia program or 2D animated works, please contact Program Director and Professor Pilar Newton: pnewton@ccny.cuny.edu

For questions about print or brand identity works, please contact Professor Sherry Muyuan He: mhe@ccny.cuny.edu

For questions about 3D animated or programming-based works, please contact Professor Phillip Birch: pbirch@ccny.cuny.edu