

BA in Interactive Digital Media

Program Description

In the BA in interactive digital media, students learn a systematic and thorough approach to the study of interactive media. Students learn interactive production skills, including web and interactive programming, graphic design, and audio and video production. Students learn to integrate different media into several different types of interactive experiences that effectively communicate whatever the objective may be.

Student Learning Outcomes

- The ability to read, author and critique mediated messages across all areas of mediated communications;
- Skills in improving the interactivity of traditional mediated messages;
- Technical proficiency in producing interactive media;
- Portfolio material showing proficiency in combining media and utilizing interactive techniques;
- A visual and verbal vocabulary that allows students to articulate how and why an interactive application is or is not successful.

Petition to Proceed with Senior Overview

For interactive digital media majors not interested in doing an internship and working on a project, student must submit for review and approval a Petition to Proceed with Senior Overview. This petition must include an interactive media project proposal. Students will qualify for this review after completing the following courses or their equivalents:

- EPMD 1000 Introduction to Media Production
- MEDC 1010 Introduction to Mass Communications
- INTM 1600 Introduction to Interactive Digital Media
- INTM 2000 Writing for Interactive Digital Media
- INTM 2200 Visual Design for Interactive Media
- INTM 3100 Programming for Web Communications
- INTM 3200 Interface Design
- INTM 3300 Programming for Interactive Media
- INTM 3500 Audio and Video for Interactive Media

Degree Requirements

63 required credit hours
36 general education credit hours
29 elective credit hours

Required Courses

AUDI 1000 Audio Production I	3 hours
ART 1210 Design 2D	3 hours
EPMD 1000 Introduction to Media Production	3 hours
MEDC 1010 Introduction to Mass Communications	3 hours
INTM 1600 Introduction to Interactive Digital Media	3 hours
VIDE 1810 Video Production I	3 hours
INTM 2000 Writing for Interactive Digital Media	3 hours
INTM 2200 Visual Design for Interactive Digital Media	3 hours
MEDC 2200 Ethics in the Media	3 hours
MEDC 2800 Cultural Diversity in the Media	3 hours
INTM 3100 Programming for Web Communications	3 hours
INTM 3300 Programming for Interactive Digital Media	3 hours
INTM 3500 Audio and Video for Interactive Media	3 hours
INTM 3200 Interface Design	3 hours
INTM 4300 Programming for Interactive Media II	3 hours
INTM 4100 Programming for Web Communications II	3 hours
MEDC 4100 The Law and the Media	3 hours
INTM 4620 Senior Overview or MEDC 4950 Professional Media Practicum	3 hours
TOTAL	54 hours

In addition, a minimum of **9 credit hours** must be chosen from the following:

FLST 2060 Modern World Cinema	3 hours
FLST 2070 History of Animation	3 hours
INTM 2800 Storyboard Techniques for Visual Media	3 hours
INTM 3150 Special Topics	3 hours
ANIM 3560 Intro to 3-D Animation	3 hours
ANIM 4200 Advanced 3-D Animation	3 hours
VIDE 4251 Documentary Video Production	3 hours
VIDE 4253 Experimental Video	3 hours
AUDI 4500 Soundtracks for Visual Media	3 hours
SCPT 3500 Writing Screenplays for Film	3 hours
ANIM 3150 Special Topics in Animation	3 hours
VIDE 2520 Video Production II	3 hours
VIDE 3150 Topics in Video	3 hours
COSC 1540 Emerging Technologies	3 hours
COSC 1550 Computer Programming I	3 hours
COSC 1560 Computer Programming II	3 hours
COAP 2180 Intro to XML	3 hours
ART 2250 Design: Color	3 hours

Interactive Digital Media Course Listings (Required Courses)

INTM 1600 Introduction to Interactive Digital Media (3)

A practical introduction to interactive media. Students will learn about the evolution of and technology behind interactive, digital media. Students will gain basic software skills to create planning documents and prototypes and basic coding skills to generate interactivity.

Prerequisite: EPMD 1000 OR permission of instructor.

INTM 2000 Writing for Interactive Digital Media (3)

Students learn the application of traditional media writing and narrative scripting to interactive contexts. Also, students learn how to write scripts for interactive narrative stories with emphasis on interactive design related to story branching and decision points. Students develop more sophisticated approaches to information design and interactive design through the writing course.

Prerequisites: INTM 1600 OR permission of instructor.

INTM 2200 Visual Design for Interactive Digital Media (3)

Students apply fundamentals of 2-D design to computer-generated imagery via a series of hands on projects. Good design principles are emphasized as well as mastery of computer graphics software.

Prerequisite: INTM 1600 OR permission of the instructor.

INTM 3100 Programming for Web Communications (3)

Students learn the application of interactive media to the Internet. The course addresses concepts and strategies for integrating interactive function and design in the World Wide Web context. Students learn how to organize information and design the interactive function of a Web-based delivery system. The projects in this class are publications of Web sites that have interpreted and applied interactive design and function in their Web site.

Prerequisites: INTM 1600 AND INTM 2200 OR permission of the instructor.

INTM 3200 Interface Design

This course explores design issues involved in creating functional interfaces for interactive media. The intricacies of designing the interfaces for ease of use and navigation, intuitive understanding of icons and their functions, continuity of layout, ergonomics, and the use of metaphors and known conventions are all studied.

Prerequisite: INTM 2200, INTM 3100

INTM 3300 Programming for Interactive Media (3)

The objective of this course is to introduce students to the skills required to produce interactive media integrated with 2D animation for commercial websites, instructional CD-ROMs and stand-alone kiosks. Topics covered in the class include principles of vector-based 2D animation and an introduction to multimedia programming.

Prerequisite: INTM 2200

INTM 3500 Audio and Video for Interactive Media (3)

Students learn how to develop and produce the audio and video components for a variety of interactive programs, how to design media intended for delivery in an interactive medium or environment, and how to use basic media editing programs. Students also explore different compression techniques and study a variety of delivery systems and environments.

Prerequisites: VIDE 1810 AND AUDI 1000.

INTM 4100 Programming for Web Communications - 2 (3)

The first half of this course will focus on advanced XHTML and CSS development. The goal of this portion of the class is to produce a complete bullet-proof set of XHTML / CSS website templates. Topics will include development workflows, best practices, browser testing, optimization, trouble-shooting, and continued education.

The second half of the course provides a comprehensive introduction to PHP and build upon the XHTML/CSS templates developed in the first part of the course. This section will review the language and standard open-source development tools with the goal of providing a student an end-to-end understanding of techniques used to build a wide range of dynamic websites. Topics will span creation of flat (non-database) PHP-based websites and thereafter introduce the use of a MySQL database for dynamic sites, PHP-based Content Management Systems, and Frameworks.

Prerequisites: INTM3100

INTM 4300 Programming for Interactive Media – 2 (3)

Advanced interactive media development for a variety of applications. Students will continue to explore the integration of 2-D vector based animation with more sophisticated interactivity. Topics covered include the development of web sites, games and instructional media.

Prerequisite: INTM 3300

INTM 4620 Senior Overview (3-6)

This course provides an opportunity for seniors to demonstrate their proficiency in a selected area of interactive media production. The student assumes responsibility for the production of a project under the direction of a faculty member. The projects can be collaborative and must demonstrate creative strategies using multimedia and interactive elements. Prerequisites: senior standing, acceptance of the petition to proceed with senior overview, AND permission of the instructor.