INTM - Interactive Digital Media

Global Citizenship Program Knowledge Areas (....)	
ARTS	Arts Appreciation
GLBL	Global Understanding
PNW	Physical & Natural World
QL	Quantitative Literacy
ROC	Roots of Cultures
SSHB	Social Systems & Human Behavior

Global Citizenship Program Skill Areas (....)	
CRI	Critical Thinking
ETH	Ethical Reasoning
INTC	Intercultural Competence
OCOM	Oral Communication
WCOM	Written Communication
** Course fulfills two skill areas	

INTM 1600 Introduction to Interactive Digital Media (3)

Offering a practical introduction to interactive media, students learn the concept, information and interactive design, production strategies, technical aspects of production and publication, and practical applications of interactive media in educational, commercial, and public environments. Students create formal design documents that include flowcharts, treatments, scripts, and storyboards. **GCP Coding**: **(SSHB)** (CRI).

INTM 2000 Strategic Writing for Interactive Media (3)

Students learn the application of traditional media writing to interactive contexts with an emphasis in content development and marketing. Writing is focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience. Students develop more sophisticated approaches to information design, with an emphasis on search engine optimization, and interactive design through the writing course. **GCP Coding**: **(SSHB)** (WCOM).

INTM 2200 Visual Design for Interactive Media (3)

This is a course that covers the fundamentals of 2D graphic image creation and digital image manipulation using Adobe Illustrator and Adobe Photoshop. Fundamental principles of graphic design and image creation will be emphasized as well as current techniques and trends. Students will become familiar with tools, panels, menus, and creative capabilities of the software. This class will utilize lecture, demonstration, discussion and hands-on experience. **Prerequisite**: Permission of the instructor. **GCP Coding**: **(ARTS)** (CRI).

INTM 2350 Digital Production Tools (3)

In this hands-on, practical course, students will learn basic digital production skills such as image editing, illustration, page layout, and design that are required in many professions. In addition to learning how to best use the software for persuasive communication, students will critically evaluate existing examples they encounter in their daily life. **GCP Coding**: **(ARTS)** (CRI).

INTM 3050 Information Visualization (3)

Information visualization refers to the visual representation of abstract data to enhance human understanding. Through hands-on projects and regular assignments, students will learn strategies to present this abstract data (numerical, narrative, spatial) in an understandable form. **Prerequisite**: INTM 2200 or permission of the instructor.

INTM 3100 Introduction to Web Development (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 websites that have interpreted and applied interactive design and function in their website. **Prerequisites**: INTM 1600 and INTM 2200 or permission of the instructor.

INTM 3150 Special Topics (3)

This course addresses current and significant issues in interactive media and interactive communications. The course focuses on existing theories and practices, with emphasis on new and emerging topics and technologies in this field. The course topics could include 1) Computer-Based Training; 2) Games and Entertainment; 3) Journalism on the internet; and 4) Interactive Narrative Writing. May be repeated for credit if content differs. **Prerequisites**: Will vary with topic.

INTM 3599 Independent Study (1-12)

Independent study involves research work on a specialized subject or project, artistic work, or study of an interdisciplinary nature. In contrast to a practicum, the emphasis in an independent study is usually an individual pursuit of a specific content area. May be repeated for credit if content differs. **Prerequisites**: Permission of the instructor and filing of official form.

INTM 3850 Interactive Marketing Communications (3)

This course addresses marketing communications in a variety of interactive contexts, from the World Wide Web to public environments. Students learn information and interactive design strategies and the integration of new media into publications and marketing plans. This class is conducted in a collaborative and workshop environment, with students producing interactive projects. **Prerequisites**: PBRL 2920 or ADVT 2550; and INTM 3100 or COAP 2000.

INTM 4050 Professional Practice of Interactive Digital Media (3)

INTM 4050 will prepare students to become professionals in the field of interactive digital media. This preparation will involve learning about job resources and tactics, developing and presenting a portfolio, and honing interview skills. Students will also be exposed to the wide range of entrepreneurship and employment opportunities in the field of interactive digital media and be able to identify the ideal type of role they seek. In addition, ethical and legal issues that frequently arise in the field of interactive digital media will be presented and analyzed, and potential solutions to these dilemmas will be proposed. The

Course Descriptions

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course will conclude with a public presentation of final portfolios to faculty and industry professionals. **Prerequisite**: Senior standing.

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 bulletproof set of XHTML / CSS website templates. Topics will include development workflows, best practices, browser testing, optimization, troubleshooting, 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. **Prerequisite**: INTM 3100.

INTM 4150 Advanced Topics in Interactive Digital Media (1-3)

Course description will vary depending on topic. May be repeated if topic is different. **Prerequisites**: May vary depending on topic.

INTM 4200 User Experience Design in Theory and Practice (3)

User experience design is the process used to create interactive products with the user in mind. In this course, students will start with design theory and patterns, leverage user research and other methods to organize the structure of a website, create wireframes for pages, figure out the best way to present content on individual pages, build the application using a design framework, and finally test the results with users in an iterative process. **Prerequisites**: INTM 2200 or DESN 1500.

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.