Interactive Multimedia (BA)

Faculty: Ault. *Additional faculty teaching in the program*: Nakra, Pearson, Sanders

Click here for Interactive Multimedia courses.

Mission

The mission of the TCNJ Interactive Multimedia program is to help students develop a diverse range of skills and experiences that serve the conceptualization, design and production of innovative digital and interactive media projects, and to build a foundation of core concepts and strategies that will empower students to acquire new skills and adapt to inevitable shifts in the field. We value collaboration and the cultivation of connections between disciplines. We encourage students to think critically and articulate their ideas about the impact of technology and media on our everyday lives and our broader culture.

Overview

IMM exists at intersection of digital media, interactive computing, writing and other fields, a dynamic area in which subjects, theories, processes and tools flow back and forth from its component fields and mix in various ways, including video games, interactive exhibit design, web sites and mobile applications and more.

IMM combines hands-on instruction using industry-standard production tools with in-depth exploration of the cultural impact of digital and interactive technology. IMM emphasizes the process as well as the product, with students acquiring valuable collaboration and project management skills that will benefit them in variety of possible careers.

The IMM curriculum provides every student with a broad foundation of skills and concepts essential to the field as a whole, as well as the opportunity to focus on particular areas of interest, such as animation and video, interaction design, game design, web development, writing and storytelling, and sound and electronic music.

Entrance, Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. The following are the standards for Interactive Multimedia. Minimum grades are noted in parentheses.

- Entrance into the program from another program within the College is based on the following performance standards in any two of these "critical content" courses: IMM 110, IMM 120, IMM 130, IMM 140 (C–).

- Retention in the program is based upon the following performance standards in this "foundation" course: IMM 280 (C).

- Graduation requires a GPA of 2.0 in courses for the program.

Course Requirements

Interactive Multimedia provides a broad foundation of skills and knowledge, and also allows for specialization as students progress through the curriculum. Students are required to take:

- Five core courses. Four focus on key areas of the field — digital media, interactive computing, writing and web design — followed by a fifth course that explores how those areas interrelate in the design and production of interactive multimedia projects.

- Six courses in which students investigate and practive various aspects of Interactive Multimedia, including at least two advanced (400-level) courses.

- A two-course thesis sequence in which students research, design and develop an interactive media project that showcases their respective skills and interests.

A. Core Courses: (five course units)
- IMM 110/Introduction to Digital Media
- IMM 120/Introduction to Interactive Computing
- IMM 130/Design Fundamentals for the Web
- IMM 140/Writing for Interactive Media
- IMM 280/Design Perspectives for Interactive Multimedia

B. In-Major Options (six course units)
Six courses at the 200-level or above. At least two of the six must be at the 400-level.

C. Thesis Sequence (two course units)
- IMM 498/Senior Thesis: Research, Innovation and Design
- IMM 499/Senior Thesis: Process, Implementation and Promotion

Total   **13 course units**

Correlate Courses
The following non-IMM courses are accepted toward the IMM major. (Please check PAWS for possible prerequisites):
- CSC 250/Accelerated CS I, II
- CSC 380/Artifical Intelligence
- CSC 446/Database Management Systems

Suggested First-Year Course of Study

FSP	First Seminar	1 course unit
IMM	110/Introduction to Digital Media	1 course unit
IMM	120/Introduction to Interactive Computing	1 course unit
IMM	130/Design Fundamentals for the Web	1 course unit
IMM	140/Writing for Interactive Media	1 course unit
WRI	102/Academic Writing (if required)*	1 course unit
	Foreign Language or Liberal Learning	2 course units

* Students exempted from this course should take a Foreign Language or Liberal Learning course.

Interactive Multimedia Minor

The minor in Interactive Multimedia allows students to apply IMM ideas and skills to a wide range of other disciplines on campus, and also to bring relevant ideas and issues from their major disciplines into IMM courses, to the benefit of their classmates.

Students work with an IMM advisor to develop a course of study that makes the most of their particular interests and goals. Students start by choosing two courses that introduce foundational IMM concepts and techniques, followed by a course that explores how those primary areas interrelate in the design and production of interactive multimedia projects. Students then choose two IMM courses at the 200-level or above.

Interactive Multimedia Minor Program of Study

Five courses total:

Two of the four introductory courses:
- IMM 110/Introduction to Digital Media
- IMM 120/Introduction to Interactive Computing
- IMM 130/Design Fundamentals for the Web
- IMM 140/Writing for Interactive Media

IMM 280/Design Perspectives in Interactive Multimedia

Two IMM courses at the 200-level or above (excluding IMM 391, IMM 399, IMM 498 and IMM 499.)