

Media Studies

Interactive Multimedia (B.A.)

Faculty: Sanders, *Coordinator:* Pearson, Wolz

Interactive Multimedia involves digital storytelling in all of its aspects, visual innovation and computational creativity. Using an exploratory and creative approach, students will work closely with each other and faculty in creating and organizing content, information architecture, interface design, static and time based digital media, interactivity, structuring and accessing data, and modeling and augmenting human cognition, perception, and communication.

At the heart of the Interactive Multimedia major is an innovative transdisciplinary core curriculum, which emphasizes concepts for understanding and skills for creating contemporary digital media. Students will learn computing, design, and communications principles. Throughout the program, students will create media products individually and in groups, such as web sites, digital video, interactive and informational projects, education and entertainment industry projects - interactive tutorials, video games and animation, information visualization, and effects for movies and advertising.

Students will specialize in one of three areas: Digital Media, Interactive Computing, or Professional Writing. As they progress through the program, they will also participate in an innovative program of Projects classes, in which students work together to design and implement real world and experimental projects within their areas of interest.

Curriculum

The program will offer three complementary areas of study: the Digital Media, Interactive Computing, and Professional Writing options. The curriculum has four components all students are required to take:

- Four core courses that include one course in each of the three areas as well as a design course that explores how the three areas interrelate in the design and production of Interactive Multimedia.
- Four intermediate courses for which the core is prerequisite, two in the area of concentration, one in each of the other areas.
- Two advanced courses for which a course at the intermediate level is prerequisite: one in the area of concentration, the other in any of the areas.
- Three project courses: students complete work at three levels of expertise in their area (apprentice, artisan, master) in an environment that strongly supports collaboration with students at many levels of expertise across all three areas.

A. Core Courses:

Introduction to Digital Media
Introduction to Interactive Computing
Introduction to Professional Writing
Design Perspectives for Interactive Multimedia

All students take four core courses, one in each area and a design course common to all areas. The design course is an introduction to principles of media creation common to all areas of specialization. Students begin the sequence of core courses with the course that is in their area, along with the design course.

B. Intermediate Courses

These courses build upon the core, providing a greater in-depth coverage of topics essential to each area. Students take two intermediate courses in their area, and one from each of the other areas.

C. Advanced Courses

Students take one advanced courses in their area and one in any of the three areas.

D. Projects

Through their course of study, students are expected to register for three progressively more advanced levels of project within their area: Apprentice, Artisan, Master. These designations provide a set of expectations for level of skill development, concept mastery, managerial responsibility and tutoring level.

COURSES (revised 11/12/03)

IMM 110/Introduction to Digital Media **4cr.**
(every semester)

An introduction to digital media for Interactive Multimedia majors through the study of state-of-the-art methods of creating digital media: painting programs, digital image editing, and time-based authoring programs. Computer graphics and digital media combine to make building images and editing graphics easy and effective. Digital media have led to new methods of communications that affect how we work, play and see ourselves and our environment. Through studio and seminar sessions, students will explore ways of constructing types of digital media and consider the aesthetic, technical, and social effects of this work. Critiques of student work, readings, and discussion will examine the evolving formal criteria and social implications of this work.

IMM 120/Introduction to Interactive Computing 4cr.

Same as CSC 101

(every semester)

A first course in computing languages for interactive multimedia. Students are introduced to the art of programming through state-of-art multimedia technologies (e.g., Macromedia Studio MX). Through intensive laboratory experience students learn the programming fundamentals (e.g., variables, functions, control structures and logic, persistent storage and networking). Problems related to interactivity are emphasized (e.g., through assignments based on HTML and Flash coding). Students will understand the distinction between mark up languages, scripting languages and general purpose programming languages and develop proficiency in the first two. Persistent storage and networking concepts are introduced through high-level applications (e.g., Macromedia Studio). Efficiency, data structure organization and objects are introduced within the context of interactive computing problem solving.

IMM 140/Introduction to Professional Writing 4 cr.

(3 class hours)

(every semester)

Prerequisite: RHET 101 or WRI 102

Previously: ENGL250

An overview of and practice in writing for business, technology, institutions, trade, professional associations, and journals.

IMM 210/Computer Animation I 4 cr.

(every semester)

Prerequisite: ART 180

Previously: ART 286

The course surveys traditional and computer animation history, techniques, and terminology. The student will learn basic concepts and skills of time-based electronic imaging, animation, and principles of motion and continuity. The student will produce three-dimensional animation. Extra lab hours are required to complete assignments.

IMM 270/Design Perspectives in Interactive Multimedia 4 cr.

(every semester)

Prerequisite: two of the following--IMM110, 120, 140

An interdisciplinary class, bringing together the various disciplines that inform the field of interactive multimedia, and providing a conceptual and practical overview of the design, theory, and processes of interactive multimedia. Students will apply these concepts, theory and processes to the creation and evaluation of media artifacts, and work together collaboratively to produce a media project. This is one of four basic introductory courses for the Interactive Multimedia major taken by first and second year students.

IMM 281/Project-Apprentice-Digital Media; IMM 282/Project-Apprentice, Interactive Computing; IMM 284/Project-Apprentice, Professional Writing 4 cr.

(every semester)

Prerequisite: IMM 270 and core course in area of project work

A project may pursue a single unifying goal with an expected artifact or research result or it may support a number of small projects or independent student work projects. Students on a project support each other through contributions of technical expertise in their respective areas and as mentors in the process of developing expertise in project development, design, implementation, management and reporting. The apprentice will develop skills in the designated area up to the "artisan" stage. At the apprentice stage, the student is taught to become highly reflective about the nature of the creative process.

IMM 310/Computer Animation II 4 cr.

(annually)

Prerequisite: ART 286 or IMM 210

Previously: ART386

This course builds on the foundation in computer animation begun in ART 286. It develops the student's basic animation skills with additional emphasis on 3D object creation and animation techniques (model building, rendering, animating). Creative and conceptual development are emphasized throughout the course and students will develop individual animation projects. Extra lab hours are required to complete assignments.

IMM 312/Interactive Media 4 cr.

Prerequisite: IMM 110

Digital media have led to new methods of communication that affect how we work, play and see ourselves and our environment. When digital media combine with interactivity, and new means of distribution such as CD, DVD, and the Internet, the result is interactive media. This course develops the student's understanding of interactive media and its relationship to digital media. It explores the basis of interactivity, its design, and production, as well as interactive media delivery formats and digital distribution systems. Students develop a project in their chosen area. This is a studio/seminar course, combining lectures, presentations, demonstrations, discussions, critiques and studio work. Uses critiques of individual student work, readings, and discussion to examine the evolving formal criteria and social implications of this work.

IMM 340/Technical Writing 4 cr.

This course teaches students the writing, scripting and document design skills needed to create training materials, technical reports, and technical or business proposals in print, online or interactive formats.

IMM 370/Topics in Interactive Multimedia

4 cr.

IMM 381/Project-Artisan, Digital Media; IMM 382/Project-Artisan, Interactive Computing; IMM 384/Project-Artisan, Professional Writing

4 cr.

Prerequisite: IMM 281, or 282, or 284

A project may pursue a single unifying goal with an expected artifact or research result or it may support a number of small projects or independent student work projects. Students on a project support each other through contributions of technical expertise in their respective areas and as mentors in the process of developing expertise in project development, design, implementation, management and reporting. An artisan is a student who has sufficient expertise to manage a component of a large project, or independently define a small individual project. The student will develop skills in the designated area up to the "master" stage. Students at the artisan level are expected to provide mentoring to students at the apprentice level.

IMM 390/Independent Study in Interactive Multimedia

4 cr.

IMM 49/Project-Master: Interactive Multimedia Capstone

4 cr.

Prerequisite: IMM 381, or 382, or 384

A project may pursue a single unifying goal with an expected artifact or research result or it may support a number of small projects or independent student work projects. Students on a project support each other through contributions of technical expertise in their respective areas and as mentors in the process of developing expertise in project development, design, implementation, management and reporting. A master is a student who has sufficient expertise to manage a large group project with faculty supervision, or independently define a medium-sized independent project. The student will develop skills in the area of the project work that reach a level of expertise acceptable to industry standards. Students at this level are expected to provide mentoring to students at the apprentice and artisan levels.