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Interactive Multimedia (BA)

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

[Click here for Interactive Multimedia courses.](#)

Interactive multimedia involves digital storytelling in all of its aspects, visual innovation, and computational creativity. Using an exploratory and creative approach, students 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 learn computing, design, and communications principles. Throughout the program, students 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 specialize in one of three areas: digital media, interactive computing, or professional writing. As they progress through the program, they 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.

Program 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 140 (C–).
- Retention in the program is based upon the following performance standards in this “foundation” course: IMM 270 (C).
- Graduation requires a GPA of 2.0 in courses for the program.

Curriculum

The program offers three complementary areas of study: 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.
- Three courses for which a course at the intermediate level is prerequisite: two advanced courses in the area of concentration, and an intermediate or advanced course outside the area of concentration.

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- Two project courses in which students complete work at two levels of expertise in their area (artisan and master) in an environment that strongly supports collaboration with students at many levels of expertise across all three areas.

A. Core Courses: (four course units)

IMM 110/Introduction to Digital Media
IMM 120/Introduction to Interactive Computing
IMM 140/Introduction to Professional Writing
IMM 270/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.

B. Intermediate Courses (four course units)

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. Additional Courses (three course units)

Students take two advanced courses in their area and one intermediate or advanced course outside their area.

D. Projects (two course units)

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

Total

13 course units

The course descriptions of IMM courses indicate how they are to be counted toward the level (intermediate or advanced) and concentration requirements. In addition to courses with an IMM prefix, the following courses are accepted toward the IMM major:

CSC 250 Accelerated CS I, II (Intermediate/Interactive Computing)
CSC 380 Artificial Intelligence (Advanced/Interactive Computing)
CSC 446 Database Management Systems (Advanced/Interactive Computing)

Please check their course descriptions for possible prerequisites for the above courses.

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	140/Introduction to Professional Writing	1 course unit
IMM	270/Design Perspectives in Interactive Multimedia	1 course unit
WRI	102/Academic Writing (if not exempted)*	1 course unit
	Liberal Learning	2 course units

**It is recommended that students exempted from this course take another liberal learning course.*

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Interactive Multimedia Minor

Interactive Multimedia is a discipline that investigates and develops the convergence of digital media, interactive computing, and professional writing.

The minor in Interactive Multimedia is designed to enable students from a wide range of disciplines to participate in the transdisciplinary field of Interactive Multimedia. It introduces students to a theoretical and practical understanding of interactive multimedia through a series of courses that look at the practice, critical theory, and history of interactive multimedia. Students work closely with a faculty mentor to develop a course of study that takes full advantage of the Interactive Multimedia minor.

Students begin their investigation of this dynamic and converging field by taking two courses that introduce core concepts and techniques in interactive multimedia—digital media, interactive computing, and professional writing. In these courses students learn by demonstrations, critiques, readings, discussions, and by creating a series of projects. The Design Perspectives in Interactive Multimedia course, taught by faculty from the three areas of digital media, interactive computing, and professional writing, has students work in teams to design and produce semester long interactive multimedia projects. Students then choose two intermediate or advanced interactive multimedia courses in their area of interest in consultation with their advisor (IMM380 and IMM498 are not appropriate for minors)

Interactive Multimedia Minor Program of Study

There are five courses total:

Two of the three introductory courses:

IMM 110/Introduction to Digital Media

IMM 120/Introduction to Interactive Computing

IMM 140/Introduction to Professional Writing

IMM 270/Design Perspectives in Interactive Multimedia

Two intermediate or advanced IMM courses (student's choice with permission of instructor or advisor), not to include IMM380 or IMM498