Interactive Multimedia (BA)
Faculty: Nakra (chair), Ault, Fishburn, Kuiphoff, Sanders
Additional faculty teaching in the Department: Pearson, Shaw, Webber, Haikes

Mission
The mission of the Department of Interactive Multimedia (IMM) is to create meaningful learning experiences that enable students to conceptualize, design, produce, and present innovative, interactive media projects. We build a diverse foundation of core concepts and strategies that empower students to adapt to inevitable shifts in the field. We especially value problem solving, working in groups, and the cultivation of rich interconnections between disciplines. We encourage students to find new ways to think about, articulate, and apply technology to real world settings.

Overview
The IMM curriculum provides every student with a broad foundation of essential skills and theoretical concepts for successful creative careers. Students receive detailed instruction on industry-standard production tools, combined with in-depth exploration of the impact of technology on culture and society. IMM emphasizes the process as well as the product, with students acquiring valuable collaboration and project management skills that prepare them for a variety of career paths. Students have the opportunity to focus on particular areas of interest such as animation, time-based media, game design, physical computing, writing and storytelling, exhibit design, user interaction design, web/mobile development, music technology, and audio recording. Existing at the dynamic intersection of several fields, IMM cultivates a liminal space in which subjects, theories, processes, and tools flow back and forth between the component disciplines. The resulting mixture encourages the development of new forms of digital expression.

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:

- entrance into the program from another program within the College is based on the following performance standards:
  - a passing grade of at least B in any one of the 100-level foundation courses (IMM 110, IMM 120, IMM 130, or IMM 140)
  - an interview with the Department Chair or designee as per the College's change of major policy, to be evaluated based on the following criteria:
    - demonstration of media production skills or other outcomes from IMM courses
    - clarity of future goals, citing curricular or co-curricular experiences
    - self-reflection on the design and development process, describing what was learned in creating specific projects
    - establishment of a good fit between the student's learning goals and the IMM curriculum

- retention in the program is based upon the following performance standards:
  - a passing grade of at least C in the critical content course IMM 280
  - successful completion of the Sophomore Review

- graduation requires a GPA of at least 2.0 in courses for the program

Course Requirements

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

- five core courses - four of which focus on key areas of the field (digital media, interactive computing, web design, and the impact of technology on culture), 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 apply 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 individual skills and interests

A. Core Courses: (five course units)

- any four of the following:
    - 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 these must be at the 400-level

C. Thesis Sequence (two course units)

- IMM 498/Senior Thesis: Research & Innovation
- IMM 499/Senior Thesis: Process & Promotion

Total   **13 course units**

Correlate Courses

Certain courses from other disciplines are accepted as common substitutions toward courses in the IMM Major. These include specific courses in Graphic Design, Computer Science, Music, and Journalism & Professional Writing. Past examples have included AAV 255, CSC 220, MUS 345, JPW 301, etc. Substitutions must be determined in consultation with an IMM academic advisor and approved by the Department Chair.

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. IMM minors are encouraged 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 one IMM course at the 200-level or above, and one IMM course at the 300-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
- one IMM course at the 200-level or above
- one IMM course at the 300-level or above (excluding IMM 391, IMM 399, IMM 498, and IMM 499)