

# INTERACTIVE MEDIA AND COMMUNICATIONS (ICM)

## ICM 500. Special Topics in Interactive Media. 3 Credits.

The subject matter for this course varies depending on industry and professional trends.

**Prerequisites:** None

**Offered:** As needed

## ICM 501. Foundations in Graduate Studies. 3 Credits.

A sequence of readings, practices and exercises introduces the students to the "deep work" required of master's-level study. Through structured discussions, presentations, projects and readings, students build the knowledge base and critical skills required to formulate methodological research and practice across media. Each student sets up a portfolio site for the collection of research and practice artifacts created throughout the master's coursework.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

## ICM 502. Visual Design. 3 Credits.

This course covers the principles and practices associated with graphic design as a way to make complex information easier to understand and use. With a primary focus on typography as the fundamental means of conveying content, the course emphasizes the creative process of organizing and visualizing type and images through hierarchy, spatial organization of grid structures, positive and negative space, depth perception, transparency, and color theory. Readings locate design and typography within the larger history of visual art and graphic design and in relation to technology developments. Students who majored in GID at Quinnipiac as undergraduates, or those with professional graphic design experience should choose another course.

**Prerequisites:** None

**Offered:** Every year, Spring and Summer

## ICM 504. Motion Across Media. 3 Credits.

This course covers the concepts of motion design across multiple platforms. Students are challenged to analyze and create effective animations using the entire design process, including research, preproduction, storyboarding, and production techniques. Analysis of navigation, storytelling, visual design, and message delivery inform the application of methods. The focus is on communicating ideas to the audience effectively through motion in its many forms, whether on desktops, smart phones, tablets, or kiosks.

**Prerequisites:** None

**Offered:** Every year, Fall and Summer

## ICM 505. Web Technologies. 3 Credits.

This course introduces the foundational techniques of creating web-based content. Through a series of exercises, participants learn how interactive networks are organized, where to find the information necessary to create standards-based systems, and gain elementary experience designing and building sites.

**Prerequisites:** None

**Offered:** Every year, Spring and Summer

## ICM 506. Writing for Interactive Media. 3 Credits.

Good writing skills are a necessity for professional communication in spite of the changing media landscape. In this course students create, develop and hone a distinct written voice within varied media environments. Much of professional media work involves creating a consistent voice or presence for a person, organization or company. Participants focus on how to accomplish (or enhance) this process using effective compositional techniques.

**Prerequisites:** None

**Offered:** Every year, All

## ICM 508. Audio and Video Design. 3 Credits.

This course covers the aesthetic and technical principles and practices used to create video and audio content for cross platform and device delivery. Effective storytelling and message delivery concepts are emphasized while exploring various production techniques including storyboarding, script, an introduction to audio production, cinematography, lighting, interviewing, editing, and effective media distribution.

**Prerequisites:** None

**Offered:** Every year, All

## ICM 512. Principles of User Experience Design. 3 Credits.

This course explores the ever-changing processes and methods of user experience design. The Human-Centered Design and Design Thinking process are studied through readings and hands-on projects that cover empathy, the psychology of the user, problem definition, and ideation methods.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

## ICM 513. Content Strategy. 3 Credits.

Content is critical in today's media landscape, but without a strategic plan, it can remain invisible to the audience you wish to reach. In this course, students learn the best ways to design and implement a content strategy to engage a targeted audience. They are immersed in the planning for the creation and distribution of engaging stories and information. Students become content strategy practitioners who know how to use words, pictures, video, and social and mobile media to build an audience and communicate value.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

## ICM 514. Understanding Your Audience. 3 Credits.

Usability is the study of discrepancies between expected and actual user behavior. The course introduces students to empirical user research methods such as contextual inquiry, ethnographic studies, card sorting, and cognitive walkthroughs, that provide the foundation for user-centered interaction and communications design. In addition, students conduct effective usability tests, interviews, and surveys.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

## ICM 517. Ideation, Prototyping and Testing. 3 Credits.

Ideation, prototyping and testing teaches students how to use low and high-fidelity sketching, information architecture, flowcharts, wireframes, user interface design, and functional prototypes for a variety of design problems. Through a series of creative projects, students learn various methods for each of these steps in the development of design products.

**Prerequisites:** None

**Offered:** Every year, Spring and Summer

**ICM 518. Visual Storytelling.****3 Credits.**

The course provides an introduction to the concept of visual storytelling and immerses students in the theory and practice of creating and delivering visual narratives in digital environments. The course includes both the history of visual storytelling as well as contemporary approaches used in a variety of information related disciplines. Students analyze examples of work and apply that knowledge to create their own visual narratives

**Prerequisites:** None**Offered:** Every year, Fall and Spring**ICM 522. Social Media Practice and Techniques.****3 Credits.**

The widespread use of social media in society has created a communications environment built on platforms that encourage contribution and collaboration through user-created media and interaction. This course explores the underlying concepts, development and management of social media platforms as well as the creation of effective approaches to facilitate a viable social media presence.

**Prerequisites:** None**Offered:** Every year, Fall and Spring**ICM 524. Social Media Analytics.****3 Credits.**

This course gives students a working knowledge of the social media analytics process and analytics tools, along with their application to communications objectives within real-world situations.

**Prerequisites:** None**Offered:** Every year, Fall and Summer**ICM 526. Social Media for the Public Good.****3 Credits.**

Social media has transformed the way individuals, groups, organizations, and cultures share information and relate to one another, and its potential harmful effects continue to be documented and studied. But are there ways social media could have a positive impact in our world? Students will dig deep into ways social media can help promote healthy movements, campaigns, relationships, and well-being. Through research and practice, students will begin to develop constructive steps for a more productive, values-based, and sensitive future for social media.

**Prerequisites:** None**Offered:** Every year, Spring**ICM 528. Content Creation.****3 Credits.**

In this course, we explore the creation of engaging content. Students are guided through the process of planning and creating a suite of related projects in the medium(s) of their choice (writing, video, audio, image making.) The focus is on the conceptual processes and practices used in developing a unique and persuasive body of work to be distributed across mediums. Areas of interest are researched and then developed into a series of related pieces.

**Prerequisites:** None**Offered:** Every year, Spring and Summer**ICM 529. Data Visualization.****3 Credits.**

This is a course in finding and telling visual stories from data. Students explore fundamental principles of data analysis and visual techniques, examine chart types and when to use them, and learn how to acquire, process and filter data. Through an understanding of data visualization best practices and audience analysis, students are able to identify and articulate what makes a successful information design. Industry-standard software tools are used to create static and interactive graphics—including charts, maps and diagrams—that make information more accessible to the intended audiences.

**Prerequisites:** None**Offered:** As needed, Fall and Summer Online**ICM 530. Independent Study.****3 Credits.**

This is an elective course offered to accommodate students who seek advanced study in an area of the discipline. The topic and scope of the course are developed by the student in consultation with a faculty adviser, subject to approval by the program director and department chair.

**Prerequisites:** None**Offered:** As needed, All**ICM 531. Graduate Internship.****3 Credits.**

This elective course provides interactive media students with the opportunity to work in a professional setting to acquire additional skills and insights into their chosen area of study. Students completing this course are required to work in a supervised environment. All internships must be approved by the graduate program director.

**Prerequisites:** None**Offered:** As needed, All**ICM 540. Interactive Communications Abroad.****3 Credits.**

This multi-section course introduces students to the worldwide development of communications, including communication practices, infrastructure, environments, and specializations. Students conduct primary and secondary research on communications in a particular country or cross-cultural context. The topics can range from international visual arts through storytelling, global branding, and design, depending on the specialty of the instructor. This course includes a short-term study-abroad component directly related to the topic of the course, where students will be able to expand their skills and knowledge in a new environment. An interactive communications graduate-level final project is required.

**Prerequisites:** None**Offered:** As needed**ICM 601. Master's Capstone.****3 Credits.**

Students create a professional quality web portfolio selected from the best work from their courses and experiences in the master's program. Each student is facilitated through the process of identifying and packaging works, creating a consistent message and image using the products of their research and practice.

**Prerequisites:** None**Offered:** Every year, Spring and Summer