INTERACTIVE MEDIA DESIGN CERTIFICATE

Post-Baccalaureate Certificate
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The online Post-baccalaureate Certificate in Interactive Media Design provides professionals, artists and educators the opportunity to advance their interactive media design knowledge and skills. Students complete four graduate-level studio art courses which address the front-end design and production of websites and interactive media. The certificate emphasizes visual communication and graphic design theories and practices within the applied context of website and interactive media design.

Front-end refers to the design and production of website interfaces as opposed to back-end web design and programming. This certificate does not include such topics as WWW database management, Internet infrastructure, systems development, client/server-side programming, network architecture or game design.

All required courses for the certificate are delivered online, permitting students from remote locations to complete the certificate without requiring on-campus attendance.

The Interactive Media Design Certificate consists of 12 units of graduate course work designed to either complement a graduate program of study or to be completed as a stand-alone certificate for individuals seeking additional academic studies for professional growth or to advance their career.

The program is intended for students who have a bachelor’s degree in an art-related field who will enter the program for advanced graduate study. The program may also be of interest to:

- Persons who do not have a bachelor’s degree in art, but who are currently employed in the graphic design field or art education field, and who are seeking professional skill development for career advancement
- Persons who have a bachelor’s degree in a discipline other than art, have completed a minimum of 9 units in undergraduate-level studio art courses and who are seeking preparation for careers in this field

For ease of taking the courses online, basic to mid-level computer skills are encouraged. Access to a suitable computer with broadband Internet service is required.

ADMISSION REQUIREMENTS

- A bachelor’s degree in art or art education from a regionally accredited college or university**
- A bachelor’s degree in another discipline from a regionally accredited college or university** with a minimum of 9 units of course work in studio art and/or professional experience working in the field of art education or graphic design
- A minimum GPA of 3.00 for full admission or 2.75 for conditional admission. All GPA calculations for admission are based upon the last 60 units of undergraduate and post-baccalaureate study.

- For international students whose native language is not English, English competency must be certified by the achievement of a minimum of 550 on the Test of English as a Foreign Language (TOEFL) or 6.5 on the IELTS.

Applicants must submit the following admission materials to:

University Admissions
Towson University
8000 York Road
Towson, MD 21252

- A letter of intent: statement of your objectives
- A current résumé

Non-immigrant international students: See additional admission information in Graduate Admissions (http://www.towson.edu/main/admissions/graduate/apply/international-students.asp).

**See Exceptions to Policy in Graduate Admissions (http://www.towson.edu/main/admissions/graduate/apply/admission-policies.asp).

Application Deadline

The IAMD-PBC program admits students for the fall and spring terms only. Priority will be given to students whose applications and transcripts have been received by July 1 for fall admission and December 1 for spring admission. Students who miss the priority deadline may contact the program director via email to inquire if space is still available for the forthcoming term.

DEGREE REQUIREMENTS

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<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ART 620</td>
<td>GRADUATE TYPOGRAPHY</td>
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<td>ART 641</td>
<td>INTERACTIVE MEDIA CONCEPT AND THEORY</td>
<td>3</td>
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<td>ART 765</td>
<td>GRADUATE DESIGN FOR THE WWW</td>
<td>3</td>
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<td><strong>Required Courses (9 Units)</strong></td>
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<tr>
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<tr>
<td>ART 610</td>
<td>ELEMENTS OF WWW DESIGN</td>
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<tr>
<td>ART 665</td>
<td>GRADUATE INFORMATION + INTERFACE DESIGN</td>
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<td>ART 675</td>
<td>GRADUATE SIMULATION DESIGN</td>
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<td>ART 685</td>
<td>GRADUATE INFORMATION + INTERFACE DESIGN II</td>
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<td>ART 671</td>
<td>GRADUATE PROGRAMMING FOR DESIGN</td>
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<td><strong>Elective Courses (3 Units)</strong></td>
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Total Units 12

Each participant will work closely with the Program Director to design a personalized program to suit the participant’s needs.

1. Students will demonstrate a working knowledge of the concepts and techniques used in World Wide Web authoring.
2. Students will demonstrate a comprehensive understanding and control of typography used to create typography for print and electronic design.
3. Students will demonstrate knowledge of aesthetics, and techniques used to create digital images for the WWW.
4. Students will demonstrate good problem solving and creative thinking skills.