INTERACTIVE MEDIA DESIGN CERTIFICATE

Post-Baccalaureate Certificate
Program Director: Bridget Z. Sullivan
410-704-2802
bsullivan@towson.edu

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**
  or
  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.

Submit the online application (http://www.towson.edu/academics/graduate/admissions/apply) plus the following:

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

Non-immigrant international students: See additional admission information in Graduate Admissions (https://www.towson.edu/academics/graduate/admissions/apply/international.html)

**See Exceptions to Policy in Graduate Admissions (https://www.towson.edu/academics/graduate/admissions/apply/policies.html)

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 620</td>
<td>GRADUATE TYPOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td>ART 641</td>
<td>INTERACTIVE MEDIA CONCEPT AND THEORY</td>
<td>3</td>
</tr>
<tr>
<td>ART 765</td>
<td>GRADUATE DESIGN FOR THE WWW</td>
<td>3</td>
</tr>
</tbody>
</table>

Elective Courses

Select a minimum of 3 units from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 610</td>
<td>ELEMENTS OF WWW DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>ART 665</td>
<td>GRADUATE INFORMATION + INTERFACE DESIGN</td>
<td></td>
</tr>
<tr>
<td>ART 675</td>
<td>GRADUATE SIMULATION DESIGN</td>
<td></td>
</tr>
<tr>
<td>ART 685</td>
<td>GRADUATE INFORMATION + INTERFACE DESIGN II</td>
<td></td>
</tr>
<tr>
<td>ART 671</td>
<td>GRADUATE PROGRAMMING FOR DESIGN</td>
<td></td>
</tr>
</tbody>
</table>

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.

Courses

ART 500 CERAMIC RAW MATERIALS (3)
Lecture and laboratory investigation of ceramic materials as they apply to glazes, clay slips and clay bodies. Tests and problems in ceramic raw materials. Prerequisite: ART 309, ART 310 or equivalent.
ART 507 MATERIALS: CONCEPT AND PROCESS (3)
Examination of the properties and characteristics of materials and methodology in the design and creation of objects through lecture, demonstration and directed studio problems. Prerequisite: ART 218, ART 231, or consent of instructor.

ART 508 CERAMICS: SCULPTURE (3)
Studio experience using a variety of ceramic techniques. Problems in sculptural directions for students’ experiences in handbuilding and the potter’s wheel. Prerequisite: ART 310 or consent of instructor.

ART 513 ELECTROFORMING AND ENAMELING (3)
Lecture, demonstration, directed studio problems in the electroforming process, continued investigation of vitreous enameling, enameling 3 dimensional form, new, alternative and experimental techniques. Prerequisite: ART 313 or consent of instructor.

ART 514 ADVANCED STUDIO (2-3)
Independent work for advanced students in field of special interest. Prerequisite: Must have exhausted other courses in particular field or obtained written consent of instructor. Student must make arrangements in advance of registration with instructor of choice.

ART 515 ADVANCED STUDIO (2-3)
Independent work for advanced students in field of special interest. Prerequisite: Must have exhausted other courses in particular field or obtained written consent of instructor. Student must make arrangements in advance of registration with instructor of choice.

ART 516 ADVANCED STUDIO (2-3)
Independent work for advanced students in field of special interest. Prerequisite: Must have exhausted other courses in particular field or obtained written consent of instructor. Student must make arrangements in advance of registration with instructor of choice.

ART 518 JEWELRY II (3)
Intermediate design and studio experience. Directed problems in the techniques of metal construction, forging, stone setting and cold joinery. Prerequisite: ART 318.

ART 519 HOLLOWWARE AND FORGING (3)
Advanced lecture, demonstration and directed studio problems in hollowware and flatware focusing on raising, seaming, fabrication, and forging techniques for silver and non-ferrous metals. Prerequisites: ART 218, Metals and Jewelry I.

ART 520 CASTING: MATERIALS AND PROCESS (3)
Lecture, demonstration, directed studio problems in the casting process; traditional lost wax bronze casting, RTV mold making, casting new, alternative and experimental materials. Prerequisites: ART 218.

ART 522 DESIGNING FOR PRODUCTION (3)
Experience designing and manufacturing multiples. Historical and contemporary object production and production methodologies. Various aspects of business, pricing, market analysis. Prerequisites: ART 319, ART 418.

ART 527 DESIGN AND SOCIAL ENTREPRENEURSHIP (3)
Examination of the cross-disciplinary social design movement. Using the design process, students identify and address social issues in studio work. Emphasis on interdisciplinary work. Examination of social entrepreneurship. Prerequisites: Consent of instructor.

ART 529 PAINTING IV (3)
Continued studio experience for advanced students, with emphasis on personal direction. May be repeated for a maximum of 9 total credits. Prerequisite: ART 336.

ART 534 PHOTO IMAGING-CONCEPTS I (3)
The aesthetic of black and white image making using advanced analog and electronic imaging techniques. Prerequisite: ART 236, Photo Imaging-Light, ART 237 Photo Imaging-Alternative process, ART 238 Photo Imaging-Motion, ART 259 Photo Imaging-Digital I.

ART 535 PHOTO IMAGING-CONCEPT II (3)
Aesthetic of color image making using advanced analog, alternative/mixed media and electronic imaging techniques. Prerequisite: ART 334(534) Photo Imaging-Concepts I.

ART 536 PHOTO IMAGING-PORTFOLIO (3)
Portfolio construction using advanced analog, alternative/mixed media, and electronic imaging technology. May be repeated for up to 9 units. Prerequisites: ART 334, ART 335, ART 421; may be taken concurrently with ART 421.

ART 543 INTERACTIVE MEDIA: THEORY AND APPLICATION (3)
Focus on interactive design and media theory through research, studio practice and discussion. Utilizes software applications with emphasis on conceptual process, image processing and usability. Prerequisite: Art 365.

ART 547 SCREEN PROCESS II (3)

ART 549 RELIEF PROCESS II (3)
Traditional and experimental processes. Advanced color assignments using oil and water-based inks.

ART 553 LITHOGRAPHY PROCESS II (3)
Personal expression; advanced printing including stone-plate and photo plate. Multiple color printing. Prerequisite: ART 353 or consent of instructor.

ART 555 NEW DIRECTIONS IN PRINTMAKING (3)
Using technology to link printmaking to digital, photo and Xerox images. Prerequisite: ART 217.

ART 556 ARTIST BOOKS (3)
Exploration of book making and the book as an art form. Individual projects highlighting aspects of artist books, discussion and critiques. Prerequisites: ART 211.

ART 557 GRAPHIC DESIGN III (3)
Problems in graphic communication on the Macintosh computer, emphasizing individual portfolio development. Prerequisite: ART 417.

ART 561 DIGITAL OBJECT DESIGN II (3)
Intermediate and advanced lecture, demonstration, studio problems in digital 3D modeling and rendering introduction to computer aided machining and rapid prototyping. Prerequisites: ART 361, Digital Object Design.

ART 573 ILLUSTRATION II (3)
Continued studio experience in illustration and development of personal approaches in various media. Emphasis on practicing professional assignments and preparing portfolio. Prerequisite: ART 373 or equivalent.

ART 578 NEW DIRECTIONS IN PAINTING, EXPERIMENTAL MEDIA AND ART I (3)
Continued studio experience: for advanced student with emphasis on personal direction. Prerequisite: Permission of instructor.

ART 608 GRADUATE CERAMICS I (3)
Advanced problems in selected ceramic areas. Repeatable for a maximum of 6 credits with consent of program director and instructor.
ART 610 ELEMENTS OF WWW DESIGN (3)
Production techniques and research as related to digital imaging, electronic page layout and WWW design. Prerequisite: Acceptance in the Interactive Media Design Certificate Program or consent of the IAMD program director.

ART 611 GRADUATE DRAWING I (3)
Studio problems in expressive drawing. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: ART 211 or consent of instructor.

ART 614 GRADUATE STUDIO (2-3)
Independent work for graduate students in field of special interest. Prerequisite: All courses in field completed and written consent of instructor.

ART 615 GRADUATE STUDIO (2-3)
Independent work for graduate students in field of special interest. Prerequisite: All courses in field completed and written consent of instructor.

ART 616 GRADUATE STUDIO (2-3)
Independent work for graduate students in field of special interest. Prerequisite: All courses in field completed and written consent of instructor.

ART 618 GRADUATE JEWELRY I (3)
Studio problems in shell construction, stone setting and mechanical joinery. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: ART 229 or equivalent.

ART 620 GRADUATE TYPOGRAPHY (3)
Studio problems in the theory, concepts and aesthetics of type. Repeatable for a maximum of 6 units with consent of program director and instructor. Prerequisite: ART 610 or consent of instructor.

ART 622 GRADUATE EXHIBITION DESIGN (3)
Theory, concepts, planning, management, design and installation of art exhibits. Application for professional artists. Prerequisite: Graduate standing.

ART 629 GRADUATE PAINTING I (3)
Studio problems in painting: current trends, museum visits and lectures. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: ART 222 or equivalent.

ART 630 WATERCOLOR (3)
Trends and outstanding painters and styles. Studio work, museum visits and lectures. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: ART 331 or consent of instructor.

ART 634 GRADUATE PHOTOGRAPHY I (3)
Studio problems emphasizing personal investigation of the photographic medium as an art form. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: ART 334 and consent of instructor.

ART 635 GRADUATE EXPERIMENTAL DIRECTIONS (3)
Conceptual, installation and performance art; studio projects. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: Consent of instructor.

ART 640 GRADUATE SCULPTURE I (3)
Studio problems in selected sculptural areas. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: ART 340, ART 241, ART 339, ART 342, or any 400-level course; or consent of instructor.

ART 641 INTERACTIVE MEDIA CONCEPT AND THEORY (3)
Advanced study of multimedia concept, theory and aesthetics including research and studio application. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: ART 610.

ART 650 GRADUATE INTAGLIO, RELIEF I (3)
Studio problems in intaglio and/or relief processes, including mixed media. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: ART 349, ART 449 or equivalent.

ART 653 GRAPHICS: LITHOGRAPHY, SERIGRAPHY (3)
Studio work for artists with knowledge of lithography and/or serigraphy. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: ART 347, or ART 450 or equivalent.

ART 661 DIGITAL OBJECT DESIGN I (3)
Focuses on graduate level research and advancement in 3D digital modeling with a focus on the larger context of digital object design, the influence on cultural objects, cultural production, and aesthetics. May be repeated for a maximum of 6 units. Prerequisite: ART 361.

ART 665 GRADUATE INFORMATION + INTERFACE DESIGN (3)
Introduction to information architecture and user interface design for interactive media applied art and design applications. Design projects and research with a focus on current interactive media design concept and theory. Prerequisite: ART 610 or consent of instructor.

ART 671 GRADUATE PROGRAMMING FOR DESIGN (3)
Investigation and research of programming for design applications. Basic to advanced script language projects with a focus on current art and design concept and theory. Prerequisite: ART 610 or consent of instructor.

ART 673 GRADUATE ILLUSTRATION I (3)
Studio problems in the concepts and techniques of objectives rendering, expressive painting and sequential imagery. Repeatable for a maximum of 6 credits with consent of program director and instructor. Prerequisite: ART 473 or consent of instructor.

ART 675 GRADUATE SIMULATION DESIGN (3)
Introduction to the concept and theory of simulation design including applied projects designing simulation objects, virtual environments and scripted content. Prerequisite: ART 610 or consent of instructor.

ART 678 NEW DIRECTIONS IN PAINTING, EXPERIMENTAL MEDIA AND ART II (3)
Continued studio experience: for advanced student with emphasis on personal direction. Prerequisite: Permission of instructor.

ART 685 GRADUATE INFORMATION + INTERFACE DESIGN II (3)
Advanced projects and research in information architecture, user interface design and usability for interactive media design applications. Prerequisites: ART 665 or consent of instructor.

ART 694 GRADUATE TRAVEL STUDY (3-6)
Global experiences in art. Selected graduate-level research and studio problems in area of special interest. Location and topics to be announced one year prior to travel experience. Course may be repeated. Prerequisite: TU Graduate School acceptance interview and consent of instructor.

ART 711 GRADUATE DRAWING II (3)
Studio problems in selected drawing areas: awareness, imagination and craftsmanship. Prerequisite: ART 611.

ART 715 MFA STUDIO I (3)
Independent problems in art. May be repeated for additional credit with art adviser consent. Prerequisites: M.F.A. status and written consent of art adviser.
ART 720 GRADUATE GRAPHIC DESIGN II: PORTFOLIO (3)
Studio problems in professional portfolio presentation. Prerequisite: ART 620 or consent of instructor.

ART 729 GRADUATE PAINTING II (3)
Studio problems in selected painting areas: watercolor, oil and other media. Prerequisite: ART 629.

ART 734 GRADUATE PHOTOGRAPHY II (3)
Studio problems in selected areas of photography with an emphasis on personal investigation of mixed media. Prerequisite: ART 634.

ART 740 GRADUATE SCULPTURE II (3)
Studio problems in selected sculptural areas. Prerequisite: ART 640 or consent of instructor.

ART 750 GRADUATE INTAGLIO, RELIEF II (3)
Studio problems in selected printmaking areas: etching, drypoint, aquatint, photo engraving, embossing, collographs, woodcuts, linecuts, wood engraving and subtractive relief. Prerequisite: ART 650.

ART 761 DIGITAL OBJECT DESIGN II (3)
Advanced independent studio work in digital 3D modeling, rendering, and rapid prototyping and manufacture. May be repeated for a maximum of 6 units. Prerequisite: ART 661.

ART 765 GRADUATE DESIGN FOR THE WWW (3)
Authoring techniques and research as related to interactivity, information design and digital imaging. Repeatable for a maximum of 6 units with consent of program director and instructor. Prerequisites: ART 610 and ART 641.

ART 766 ADVANCED PROJECTS IN WWW DESIGN (3)
Focus is on current web layout technologies, web standards, usability and research as related to interactivity, and information design. Prerequisites: ART 765 Graduate Design for the WWW.

ART 781 GRADUATE ILLUSTRATION II (3)
Studio problems in location drawing, figure and costume, experimental media, manuscript interpretation and portfolio analysis. Prerequisite: ART 673.

ART 782 ART TOPICS (3)
Visiting instructor teaching contemporary issues in art with written presentations, critiques, and discussions. May be repeated for a maximum of 9 units. Prerequisite: acceptance into the graduate program.

ART 783 MFA SEMINAR (3)
Lectures and discussions on the contemporary art scene, aesthetics and art concepts. Oral and written presentations, gallery/museum/studio visits included. Prerequisite: M.F.A. candidate.

ART 784 SEMINAR ON COLLEGE-LEVEL TEACHING (3)
Organization and management of studio art classes: critiquing skills, creation and presentation of assignments, developing outlines and grading. Prerequisite: Second-year M.F.A. graduate students and M.Ed. graduate students with departmental consent.

ART 785 MFA STUDIO II (3)
Independent problems in art with special emphasis on preparation for M.F.A. project. May be repeated for a total of 12 units. Prerequisite: M.F.A. Candidate.

ART 795 DIRECTED READING IN ART (3)
Extensive reading in an aspect of art. Prerequisites: Graduate standing and consent of art advisor.

ART 880 MFA PROJECT (9)
Preparation and installation of selected art works in an exhibition format as a final review for the M.F.A. degree. A written supportive paper defining the scope and philosophy of the work. Prerequisites: Being passed onto thesis by committee.

ART 885 PROJECT CONTINUUM (1)
Continuing work on previously started project. Prerequisite: Previous registration for project work.