INTERACTIVE MEDIA DESIGN CERTIFICATE

Post-Baccalaureate Certificate
https://www.towson.edu/cofac/departments/art/grad/interactivemediadesign/

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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, UX concepts, 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 individuals who have completed 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 6 units of course work in studio art and/or professional experience working in the field of art education or graphic design (Applicants without 6 units of coursework in studio art or professional experience in the field of art education/graphic design can be admitted conditionally to the program and will be required to complete ART 602 – Elements of Visual Design prior to enrolling in other IAMD courses.)

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 (Applicants without 6 units of coursework in studio art or professional experience in the field of art education/graphic design can be admitted conditionally to the program and will be required to complete ART 602 – Elements of Visual Design prior to enrolling in other IAMD courses.)

  • A current résumé
  • A letter of intent: statement of your objectives
  • A minimum GPA of 3.00 for full admission or 2.75 for conditional admission.
  • 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:

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

Exceptions to Policy in Graduate Admissions (http://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

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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</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>
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Elective Courses
Select a minimum of 3 units from the following:

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<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>
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<tr>
<td>ART 675</td>
<td>GRADUATE SIMULATION DESIGN</td>
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<tr>
<td>ART 685</td>
<td>GRADUATE INFORMATION + INTERFACE DESIGN II</td>
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<tr>
<td>ART 671</td>
<td>GRADUATE PROGRAMMING FOR DESIGN</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.