INTERACTIVE MEDIA DESIGN CERTIFICATE

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

Program Director: Bridget Z. Sullivan
Phone: 410-704-2802
Email: 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, 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 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

Program Enrollment: F-1 and J-1 students are required to be enrolled full-time. The majority of their classes must be in-person and on campus. See the list of programs that satisfy these requirements (https://www.towson.edu/academics/graduate/admissions/international/programs-complying/j1-f1-regulations.html), and contact the International Student and Scholars Office (https://www.towson.edu/academics/international/issso) with questions.

Admission Procedures: See additional information regarding Graduate Admission policies (https://www.towson.edu/academics/graduate/admissions/policies.html) and International Graduate Application (https://www.towson.edu/academics/graduate/admissions/international) online.

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

Application Deadline

The program admits for the fall and spring terms only. Summer admission is not available at this time.

- Fall early deadline: June 1
- Fall final deadline: August 1

- Spring early deadline: November 1
- Spring final deadline: January 1

Priority will be given to students whose applications and admission material have been received by June 1 for fall admission and November 1 for spring admission. Students who miss the priority deadline should still apply, but know that spaces may be limited.

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>
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<td></td>
<td>Elective Courses</td>
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<td>Select a minimum of 3 units from the following:</td>
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<tr>
<td>ART 610</td>
<td>ELEMENTS OF WWW DESIGN</td>
<td>3</td>
</tr>
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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.