Designated and Individualized POEs must include 45-63 credits. At least 18 credits must be completed at the 300 or 400 level.

Core courses (28 total credits) All core courses are required in designated and individualized POEs.

Course #	Course Title	Credits	Prerequisites	Distribution	Skills
IM 100	Integrated Media Art Seminar *(spring only)*	1		H	
IM 110	Principles of Digital Media	3			
CS 110	Computer Science I	3		N	
AR 110	Survey of Western Art	3		F	
AR 104	Design and Color	3		F	
CM 133	Mass Media and Society	3		H	CS
IT/CM 290	Metaverse	3	IM 110	H	
IM 375	Integrated Media Arts Lab I *(fall only)*	3	IM 110		CEL/LE pending
IM 376	Integrated Media Arts Lab II *(spring only)*	3	IM 375		
EN 376	Writing Across Media	3			CW

Capstone/Experiential Learning (6 credit minimum)

Course #	Course Title	Credits	Prerequisites	Distribution	Skills
IM 398	Integrated Media Arts Practicum	2-4	By Permission		CEL
IM 498	Integrated Media Arts Practicum	2-4			
IM 490	IMA Internship (On Site Hours)	2-9	By Permission		CEL/LE pending
IM 495	IMA Internship Seminar	2-6			
IM 496	IMA Seminar *(with option for Distinction, fall only)*	3	By Permission		
IM 497	IMA Research *(with option for Distinction, spring only)*	3			

IMA Elective Course Suggestions (Choose 18 credits. At least 3 credits must be at the 300 level or higher.)

Course #	Course Title	Credits	Prerequisites	Distribution	Skills
IM 242	Information Visualization	3	IT100, IT111, CS110 OR IM110	N	
AR 204	Digital Art	3		F	
AR 211	The Art of Bookmaking	3			
CM 200	Art of Public Speaking	3			CS
IM 250	Digital Audio Production	3		F	
EN 273	Visual Literacy	3		H	
CM 220	Group Communication	4	CM 130	H	
IM 298	Integrated Media Arts Practicum	2-4	By Permission		CEL/LE pending
IM 310	Social Media	3	IM 110	F	
AR 330	Modern to Contemporary Art	3	AR 110		CA
IT 307	Project Management	3	IT 210	S	CW, CS
IM 360	Digital Video Production	3	IM 110	F	
IM 361	Video Production II	3	IM 360	F	
EN 377	Ethical Game Design	3		H	
EN 378	Writing for Video Production	4		H	

Additional Special Topic courses may be added as electives from the AR, IM, CM, IT, CS, EN, and EB course listings. Students should discuss options with their advisors.

Total Core & Capstone in IMA POE:	34	*At least 18 credits must be completed at the 300 or 400 level. Additional Liberal Arts credits are needed to meet the required 120 total credits for your undergraduate degree.*
Total Electives:	18	
Program of Emphasis Requirement:	52*	

Secondary Emphasis in Integrated Media Arts (18-24 credits)

Course #	Course Title	Credits	Prerequisites	Distribution	Skills
IM 110	Principles of Digital Media	3			
CM 133	Mass Media and Society	3		H	
AR 104	Design and Color	3		F	
IM 375	IMA Lab I	3	IM 110		CEL/LEpending
Elective from core or pathways		3 cr min			
Elective at 300 level from core or pathways		3 cr min			

INTEGRATED MEDIA ARTS
Individualized Pathways

Below are individualized pathways that connect your studies with departments across campus. Students may choose to do one of these chosen pathways or create an individualized pathway that meets POE graduation requirements with IMA POE advisor approval.

Individualized IMA POEs must include: the core course requirements listed on page 1,
45-63 credits including a CW course, and at least 18 credits at the 300 or 400 level.

The courses below have been organized by area. You are not required to complete all courses in one field.

IMA + Studio Art in partnership with Art Department (Example title: Digital Arts, Multimedia Illustration)

Course #	Course Title	Credits	Prerequisites	Distribution	Skills
AR 329	Early Modern Art	3	AR 110	F	
AR 330	Modern to Contemporary Art	3	AR 110	F	
AR 103	Beginning Drawing	3	AR 110	F	CA
AR 200	Beginning Painting	3	AR 110	F	
AR 203	Digital Photography I	3		F	
AR 204	Digital Art	3		F	
AR 117	Intro to Sculpture	3		F	
AR 225	Wheel Throwing	3		F	
Choose an upper level AR elective of your choice		3			

IMA + Communication in partnership with Communication Department (Example title: Digital Storytelling, Multimedia Production)

Course #	Course Title	Credits	Prerequisites	Distribution	Skills
CM 420 E	Digital Storytelling	3	CM 132 OR 133	H	
CM 420 A	Hollywood Film	3	CM 132 OR 133	H	
CM 330	Media Analysis	3	CM 132 OR 133	H	
CM 360	Studies in Communication	3	CM 130, CM 230	H	
CM 300	Professional Presentations	3	CM 200		CS
CM 499	Entertainment Industry Strategy	3			
IM 360	Digital Video Production	3	IM 110	F	
IM 361	Video Production II	3	IM 360	F	
IM 250	Digital Audio Production	3		F	
IM 310	Social Media	3	IT 110, IT 111, or IM 110	F	

IMA + IT/CS in partnership with Information Technology & Computer Science Department (Example POE title: Media Arts & Technology)

Course #	Course Title	Credits	Prerequisites	Distribution	Skills
MA 116	Discrete Structures	4	High school algebra	N	
IT 210	Information Systems	4	CS 110	N	
CS 240 OR	Computer Science II	4	CS 110 MA 210 or MA 116	N	
IT 376	Database Management Systems	3	IT 210 or CS 240	N	
IT 260	Human Computer Interfaces	3	CS 110	S	
IT 341	Web Design	2	CS 110		
IT 342	Web Programming	2	IT 210, CS 240, co-req IT 341		
DS 110	Intro to Data Science	3		N	

IMA + Writing in partnership with English Department (Example POE title: Media Writing and Media Production)

Course #	Course Title	Credits	Prerequisites	Distribution	Skills
EN 272	Intro to Professional Writing	3		H	
EN 273	Visual Literacy	3		H	
EN 307	Mythology in Film	3		H	
EN 377	Ethical Game Design	3		H	
EN 378	Writing for Video Production	4		H	
EN 299 or	Special Topics: Audio Storytelling or	3			
EN 399	Special Topics: Writing for the Public	3			

IMA + Marketing in partnership with ABE Department (Example POE title: Marketing Design, Multimedia Design and Marketing)

Course #	Course Title	Credits	Prerequisites	Distribution	Skills
EB 131	Financial Accounting	3		S	
EB 351	Marketing Management	3	EB 100	S	
EB 355	Marketing Strategies *(spring only)*	3	EB 351	S	
EB 358	Marketing Research and Analytics *(spring only)*	3	EB 351	S	
EB 359	Advertising and Promotion Management *(fall only)*	3	EB 351	S	
And one of the following EB courses:					
EB 202	Behavioral Analysis of Organizations	3			
OR	any EB course at the 300/400 level, except EB 490/495				

Example Normal Progression – Designated IMA POE

Designated IMA POEs in can fulfill their degree requirements as courses are open and offered. Some courses are only offered in the fall or spring. This chart is a suggested progression for the designated POEs in IMA. Students schedules may vary based on opportunities to study abroad or complete an internship.

	FALL	SPRING
First Year:	IM 110 Principles of Integrated Media AR 110 Survey of Western Art CM 133 Mass Media and Society	IM 100 First Year Seminar CS 110 Computer Science I AR 104 Design and Color
Sophomore Year:	IM 375 IMA Lab I AR 204 Digital Art	AR 330 Modern to Contemporary Art
Junior Year:	IM 375 IMA Lab I (if not taken sophomore year) IT/CM 290 Metaverse Practicum, Internship	IM 376 IM Lab II IM 310 Social Media EN 376 Writing Across Media
Senior Year:	Capstone Experience: Practicum, Internship, Thesis Research	IM 376 IM Lab II (if not taken junior year) Capstone Experience: Practicum, Internship, Thesis Research

Curriculum: What to Expect

First Year

The freshman year can be rather exploratory in nature. Principles of Digital Media and IMA First Year Seminar are courses you would be taking. Mix these in with a variety of introductory courses in art, communication, or information technology and these provide the basis for study in Integrated Media Arts.

Sophomore Year

This is the year that students usually follow a more distinct course sequence incorporating Community Engaged Learning courses in IMA working with local community partners on real world content. IMA students will also study information systems in addition to communication and media studies courses.

Junior Year

This is the year when study abroad may be considered. Courses more in-depth and specific to the program are taken. IMA students enjoy Digital Video Production, Social Media and even a course in Photography or Animation. Of course there are many other options for all programs available.

Senior Year

Additional advanced courses are taken along with some appropriate capstone experience. All students will have ample opportunities to do a research project specific to the student's area of interest or have the option to work on a team-oriented research project. There are also great local and national internship opportunities for IMA students.