INTEGRATED MEDIA ARTS
Designated Program of Emphasis
Interdisciplinary Program consisting of Information Technology, Computer Science, Art, Communication, and English departments.

Updated Spring 2022

Designated and Individualized POEs must include 36-63 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	Gen Ed	FISHN
IM 100	Integrated Media Art Seminar *(spring only)*	1		H	
IM 110	Principles of Digital Media *(fall and spring)*	3		CTDH	
IT 105 OR	Principles of Programming *(fall and spring)*	3		WK-FR	
CS 110	Computer Science I *(fall and spring)*				N
AH 108 OR	Cross Cultural Art I *(fall only)* OR	4	FYC 101	WK-HT	
AH 113	Cross Cultural Art II *(spring only)*		FYC 101	WK-HT	
AR 104	Design and Color *(variable offerings)*	3			F
CM 133	Mass Media and Society *(fall and spring)*	3		WK-HT	H, CS
CM 290	Metaverse *(fall only)*	3	CM 133 or IM/IT 110		CW, H
IM 375 AND/OR	Community Design Lab *(fall only)*	4	IM 110	SW-LE, CTDH	CEL
IM 376	Business of Design *(spring only)*	3	IM 110		
EN 376	Writing Across Media *(spring only)*	4		WK-CE, CTDH	CW

Capstone/Experiential Learning (6 credit minimum) *

Course #	Course Title	Credits	Prerequisites	Gen Ed	FISHN
IM 398	Integrated Media Arts Practicum	3	By Permission	SW-LE	CEL
IM 498	Integrated Media Arts Practicum	3		SW-LE	
IM 490	IMA Internship (On Site Hours)	2-9	By Permission		
IM 495	IMA Internship Seminar	2-6			
IM 496	IMA Seminar (with option for Distinction)	3	By Permission		
IM 497	IMA Research (with option for Distinction)	3			

* IM, CM, EN, AR. Various departments offer Capstone Experiences. Talk to your advisors to seek the best option.

Total Core & Capstone in IMA POE:	31	** 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:	49*	

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

Course #	Course Title	Credits	Prerequisites	Gen Ed	Skills
IM 110	Principles of Digital Media	3			
CM 133	Mass Media and Society	3			H
AR 104	Design and Color *(variable offerings)*	3			F
IM 375 OR	Community Design Lab *(fall only)*	3	IM110		
IM 376	Business of Design *(spring only)*				
Elective from core or pathways		3 cr min	Check prerequisites		
Elective at 300 level from core or pathways		3 cr min	Check prerequisites		

IMA Curriculum: *What to Expect*

First Year The first year can be 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.	**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.
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.	**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.

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 AH 108 Cross-Cultural Art I (Fall) or AH 113 (Cross-Cultural Art II (Spring) 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 Community Design Lab AR 204 Digital Art	AH 302 Reframing American Art
Junior Year:	IM 375 Community Design Lab (if not taken sophomore year) IT/CM 290 Metaverse Practicum, Internship	IM 376 Business of Design IM 310 Social Media EN 376 Writing Across Media Practicum, Internship
	SUMMER: Apply for research funding for senior capstone research.	
Senior Year:	IM 375 if not taken previous years **Capstone Experience:** Practicum, Internship, Thesis Research	IM 376 if not taken previous years **Capstone Experience:** Practicum, Internship, Thesis Research

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

Course #	Course Title	Credits	Prerequisites	Gen Ed	FISHN
AR 203	Digital Photography	4		WK-CE, CTDH	F
AR 204	Digital Art	4		WK-CE, CTDH	F
AR 211	The Art of Bookmaking	3		WK-CE	
AR 298	Mixed Media Animation	4			
AR 398	3D Computer Animation	4			
CM 200	Art of Public Speaking	3	Sophomore Standing		H, CS
CM 220	Group Communication	4	CM 130	SW-LE	H, CEL, CS
EN 273	Visual Literacy	4		WK-HT	H
EN 374	Ethical Game Design	4		SW-ER	H
EN 378	Writing for Video Production	4		WK-CE	H
IM 242	Information Visualization	3	IT100, IT111, CS110 OR IM110	CTDH, CTGES	N
IM 250	Digital Audio Production	3		CTDH	F
IM 375	Community Design Lab *(fall only)*	4	IM 110	SW-LE, CTDH	CEL
IM 376	Business of Design *(spring only)*	3	IM 110		
IM 298	Integrated Media Arts Practicum	3	By Permission	SW-LE	CEL
IM 295	Design Thinking	3		WK-CE	
IM 310	Social Media	3			
IM 360	Digital Video Production	3		CTDH	F
IM 361	Video Production II	3	IM 360		F
IT 341	Web Design	2	CS110		
IT 307	Project Management	3	IT 210		CW, CS

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.

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
AH 302	Reframing American Art	4	FYC-101	WK-HT	
AR 103	Beginning Drawing	4		WK-CE	
AR 117	Intro to Sculpture	3		WK-CE	
AR 200	Beginning Painting	4		WK-CE	
AR 203	Digital Photography	4			
AR 204	Digital Art	4		WK-CE	
AR 117	Intro to Sculpture	3		WK-CE	
AR 298	Mixed Media Animation	4			
AR 398	3D Computer Animation	4			
AR 225	Wheel Throwing	4		WK-CE	
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		CW, H, F
CM 330	Media Analysis *(spring only)*	3	CM 132 OR 133		CW, H
CM 300	Professional Presentations *(spring only)*	3	CM 200		CS
CM 499	Entertainment Industry Strategy	3			
CM 360	Digital Video Production *(fall only)*	3	IM 110		F
CM 361	Video Production II *(every other spring)*	3	IM 360		F
CM 299	Special Topics: Video Production for Social Media *(every other spring)*	3	By instructor permission		
CM 250	Digital Audio Production	3			F
IT 310	Social Media *(spring only)*	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	Computer Science II	4	CS 110 MA 210 or MA 116	N	
CS 370	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	General Ed	FISHN
EN 272	Intro to Professional Writing *(fall only)*	4		SW-ER	H
EN 273	Visual Literacy *(every other fall)*	4		WK-HT	H
EN 307	Mythology in Film *(variable; every other year)*	4		WK-HT	H
EN 374	Ethical Game Design *(every other spring)*	4		SW-ER	H
EN 378	Writing for Video Production *(every other fall)*	4		WK-CE	H
EN 299 or	Special Topics: Audio Storytelling *(every other spring)*	4		WK-CE; CTDH	
EN 399	Special Topics: Writing for the Public *(every other spring)*	4			

IMA POE + Secondary Emphasis in Marketing in partnership with ABE Department (All courses are required by the ABE department.)

Course #	Course Title	Credits	Prerequisites	Distribution	Skills
EB 100	Introduction to Management	3			
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 359	Advertising and Promotion Management *(Fall only)*	3	EB 351	S	
EB 358	Marketing Research and Analytics *(spring 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				

Marketing POE requirements:

https://www.juniata.edu/academics/departments/accounting-business-economics/areas-of-study/marketing.php