

## INTEGRATED MEDIA ARTS Designated Program of Emphasis

*Interdisciplinary Program consisting of Information Technology, Computer Science, Art, Communication, and English departments.*

*Updated Summer 2023*

**Designated POEs must include 36-63 credits. At least 18 credits must be completed at the 300 or 400 level.**

**Core courses** (30 total credits) All core courses are required in designated IMA POEs.

Course #	Course Title	Credits	Prerequisites	Gen Ed	FISHN
IM 110	Principles of Digital Media ( <i>fall and spring</i> )	3		CTDH	
IT 105 OR CS 110	Principles of Programming ( <i>fall and spring</i> )	3		WK-FR	
	Computer Science I ( <i>fall and spring</i> )				N
AH 108 OR AH 113 OR EN 273 OR	Cross Cultural Art I ( <i>fall only</i> ) OR	4	FYC 101	WK-HT	
	Cross Cultural Art II ( <i>spring only</i> ) OR		FYC 101	WK-HT	
	Visual Literacy ( <i>alternating falls</i> )				
AR 104	Design and Color ( <i>variable offerings</i> )	3			F
CM 133 OR CM 290	Mass Media and Society ( <i>fall and spring</i> ) OR	3		WK-HT	H, CS
	Metaverse	3	CM 133 or IM/IT 110		CW, H
IM 375 OR IM 376	Community Design Lab ( <i>fall only</i> ) OR	4	IM 110	SW-LE, CTDH	CEL
	Business of Design ( <i>spring only</i> )	3	IM 110		
EN 376 OR EN 378	Writing Across Media ( <i>spring only</i> )	4		WK-CE, CTDH	CW
	Video Production Writing ( <i>alternating falls</i> )				

**Capstone/Experiential Learning** (3 credit minimum) \*

Course #	Course Title	Credits	Prerequisites	Gen Ed	FISHN
IM 398	Integrated Media Practicum	3	IM375 or IM 376 and Sophomore Standing	SW-LE	CEL
IM 490	IMA Internship (On Site Hours)	2-9	By Permission. Minimum of 4 credits.		
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:	33-37	* 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:	51-55*	

**Secondary Emphasis in Integrated Media Arts** (Minimum 18 credits)

Course #	Course Title	Credits	Prerequisites	Gen Ed	Skills
IM 110	Principles of Digital Media	3			
AR 104	Design and Color ( <i>variable offerings</i> )	3			F
IM 375 OR IM 376 OR	Community Design Lab ( <i>fall only</i> )	4	IM110		
	Business of Design ( <i>spring only</i> )	3			
IM 398	Integrated Media Practicum	3	IM375 or IM 376 and Sophomore Standing	SW-LE	CEL
Elective from core or elective course suggestion list		3 cr min	Check prerequisites		
Elective at 300 level from core or elective course suggestion list		3 cr min	Check prerequisites		

## IMA Curriculum: What to Expect

<p><b>First Year</b> The first year can be exploratory in nature. Principles of Digital Media, Communications, Art History, and Studio Art 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 IMA.</p>	<p><b>Junior Year</b> 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. There are many other options for all programs available.</p>
<p><b>Sophomore Year</b> 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.</p>	<p><b>Senior Year</b> Additional advanced courses are taken along with an 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 or independent internship.</p>

## Example Normal Progression – Designated IMA POE

*Designated IMA POEs 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	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 <b>Capstone Experience:</b> Practicum, Internship, Thesis Research	IM 376 if not taken previous years <b>Capstone Experience:</b> 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 398	Integrated Media Arts Practicum	3	IM375 or IM 376, Sophomore Standing	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.*