

# DEPARTMENT OF INTERACTIVE MEDIA AND DESIGN

Interaction design involves the careful study of how people interact with products, systems and services, and how to make those experiences more usable, meaningful and persuasive. While immersed in practicing the multi-phase design process, students become skilled in typography, storytelling, sketching, prototyping and delivering design solutions that include printed matter, motion graphics, websites and mobile applications.

Each student in the program has the opportunity to specialize and distinguish his or her experience and portfolio through internships, study abroad, the Quinnipiac in LA program (<http://catalog.qu.edu/academics/study-abroad/#quinnipiacinlaprogramtext>), a complementary minor and a range of other experiential workshops and activities offered throughout the year.

The need for interaction designers continues to increase across all industries. Our students are highly sought after for their cutting-edge skill set—demand exceeds supply. Our capstone course prepares the students for entry into the workforce and culminates in a formal portfolio review conducted by industry professionals. Our graduates leave the program with the ability to discuss their work and process while prepared to meet any design challenge.

- Bachelor of Arts in Graphic and Interactive Design (<http://catalog.qu.edu/communications/interactive-media-design/graphic-interactive-design-ba>)
- Master of Science in Interactive Media and Communications (<http://catalog.qu.edu/graduate-studies/communications/interactive-media-ms>)

## Graphic and Interactive Design (GID)

### GID 110. Design Research and Methods. 3 Credits.

This foundation course in research methods for art and design introduces informed strategies for problem solving and prepares students for upper-level course work in interactive digital design. Emphasis is placed on the role of critical thinking in the design process. Theoretical models of design analysis are introduced. Practical hands-on methods include visual research, design journals, thumbnail sketches, mind maps, storyboards, comprehensives, diagramming, prototyping, case studies, topic and content development and other forms of conceptualization.

**Offered:** Every year, Fall

### GID 161. Web Design I. 3 Credits.

This course extends the knowledge and practice of visual design using professional-level software for the creation of web design in preparation for advanced course work. Students produce course projects that demonstrate creativity, design concepts, critical thinking, aesthetic principles and basic technical competence.

**Prerequisites:** Take IDD 110 or GID 110; and COM 130.

**Offered:** Every year, Fall and Spring

### GID 200. Special Topics in Graphics and Interactive Design. 3 Credits.

**Offered:** As needed

### GID 205. Visual Thinking: Practice and Process. 4 Credits.

This course builds a foundation in visual thinking practices and cultivates a better understanding of the creative process. Students examine the ways in which images communicate meaning and how visual thinking can be used as an alternative to and enhancement of verbal and quantitative thinking. Insights and applications to different fields including psychology, art, medicine, literature and business are explored throughout. The study and practice of a variety of visual thinking techniques build the foundation for generating innovative concepts and developing personal creative and visual thinking practices. No previous art, design or drawing experience necessary.

**Offered:** As needed

### GID 210. Graphic Design History. 3 Credits.

This course surveys the historical and cultural events, movements and achievements that laid the groundwork for the contemporary practices and products of graphic design. Through lecture, video, discussion, research and studio projects, students are introduced to the visual history, the innovators and the technologies that influenced and transformed the practices of visual communication.

**Prerequisites:** Take IDD 110 or GID 110.

**Offered:** Every other year, Fall

### GID 250. Web Design II. 3 Credits.

This intermediate web design course provides further study in current industry standards for UX/UI design. User experience and user interface methods are explored and practiced in addition to a grounding in information architecture processes and techniques. Websites are developed using responsive design requirements.

**Prerequisites:** Take IDD 110 and IDD 161 or GID 110 and GID 161.

**Offered:** Every year, Spring

### GID 270. Typography I. 3 Credits.

This course enables the student to both understand type and to use it as a design element. Using current computer graphics technology, topics explored include the use of type, page layout, color and the importing of graphics. Using professional page layout software, students create projects that demonstrate both design aesthetics and technical skills. Finished pieces are printed and become part of the student's portfolio.

**Prerequisites:** Take COM 130 and IDD 110 or GID 110.

**Offered:** Every year, Fall

### GID 299. Independent Study. 3 Credits.

**Offered:** As needed, All

### GID 300. Special Topics in GID. 3 Credits.

**Prerequisites:** Take IDD 161 or GID 161 or COM 130.

**Offered:** As needed, All

### GID 301. Motion Graphics I. 3 Credits.

This course explores aesthetic, critical and technical topics in motion graphics and 2D animation. Students produce projects that demonstrate knowledge and understanding of 2D animation and motion graphics used in the field of design.

**Prerequisites:** Take IDD 110 and IDD 161 or GID 110 and GID 161.

**Offered:** Every year, Fall and Spring

### GID 305. Digital Photography. 3 Credits.

This course explores the aesthetic, critical and technical topics in the creation of photographic images. Through practice, research and critique, students develop the conceptual, technical and critical skills needed to create innovative photographic projects.

**Offered:** As needed

**GID 315. Mobile Interaction Design.**

**3 Credits.**

This course covers practical techniques for researching, designing and prototyping mobile applications and experiences. Some of the topics covered include wireframe creation, user studies and paper and digital prototyping.

**Prerequisites:** Take IDD 301 or GID 301.

**Offered:** Every year, Spring

**GID 370. Typography II.**

**3 Credits.**

This course picks up where GID 270 leaves off by instructing in advanced typographic design; the use of grid structures; juxtapositions of type and image; and preparation for offset printing. Using the current computer technology, students create projects that demonstrate both an advanced knowledge of design/typography and current digital production processes. Finished pieces are printed and become part of the student's professional portfolio.

**Prerequisites:** Take IDD 270 or GID 270.

**Offered:** Every year, Spring

**GID 399. Advanced Independent Studio Work in Graphic and Interactive Design.**

**1-6 Credits.**

Advanced independent studio work in graphic and interactive design.

**Offered:** As needed, All

**GID 400. Special Topics in GID.**

**3 Credits.**

**Prerequisites:** Take IDD 301 or GID 301.

**Offered:** As needed, Spring

**GID 410. Web Design III.**

**3 Credits.**

This course explores advanced aesthetic, critical and technical topics in website design, development, structure and information architecture. Students use problem-solving methods of design research and analysis combined with authoring and scripting environments to enhance design, interaction, usability and effective communication. Topics include current processes and technologies of web design and web standards. Senior status required.

**Prerequisites:** Take IDD 250 and IDD 301 or GID 250 and GID 301.

**Offered:** Every year, Fall

**GID 420. Alternative Interfaces.**

**3 Credits.**

This course explores the aesthetic, social and theoretical implications of mobile devices and emerging technological alternatives to the standard point-and-click graphical user interface of the desktop computer. Students create self-directed and collaborative projects that address selected research topics in depth within a theoretical and philosophical framework.

**Prerequisites:** Take IDD 301 or GID 301.

**Offered:** As needed

**GID 440. Motion Graphics II.**

**3 Credits.**

This course explores advanced aesthetic, critical and technical topics in motion graphics and animation. Topics include typography and motion graphic design and layout, editing digital video, and audio. Students use problem-solving methods of design research and analysis to produce digital video animations that demonstrate both knowledge and understanding of motion graphics, and that provide them with professional entry into the field.

**Prerequisites:** Take IDD 301 or GID 301.

**Offered:** Every other year, Spring

**GID 480. Senior Seminar and Portfolio.**

**3 Credits.**

In this course, students consider critical issues in interactive design and prepare a portfolio, website, resume and other professional materials. For majors in interactive digital design. Senior status is required.

**Prerequisites:** Take GID 410;

**Offered:** Every year, Spring

**GID 490. Internship.**

**3 Credits.**

Under the supervision of a faculty member and a participating private company, corporation, institution or community organization, students gain real-world experience working in the field of digital design. For majors in interactive digital design.

**Offered:** Every year, All

**GID 499. Advanced Independent Studio Work in Graphic and Interactive Design.**

**3 Credits.**

Advanced independent studio work in graphic and interactive design.

**Offered:** As needed, All