



**Contact:** Jacki Muller or Devra Pransky  
Vice President, Public Relations The Art Institutes  
The Art Institutes 412.99 5.7685  
412.995.7262 [dpransky@aii.edu](mailto:dpransky@aii.edu)  
[jmuller@aii.edu](mailto:jmuller@aii.edu)

### **THE ART INSTITUTES RENAME INTERACTIVE MEDIA DESIGN PROGRAM TO INCLUDE EMPHASIS IN WEB DESIGN**

**[PITTSBURGH, OCTOBER 15, 2007]** – In response to advancements and the enhancement of a designer's role within the communication technology field, The Art Institutes schools have renamed their Interactive Media Design program to be called Web Design & Interactive Media. This program's renaming is intended to highlight The Art Institutes web design curriculum strength within an existing program.

Beginning today, programs previously identified as Interactive Media Design, Interactive Media Design & Foundation for Design, and Art & Design Technology, with a concentration in Interactive Media Design, will now be called Web Design & Interactive Media. The new designation is applicable to Web Design & Interactive Media programs at all schools offering the program except The Art Institute of Colorado, The Art Institute of Ohio-Cincinnati and The New England Institute of Art which will transition their Interactive Media Design programs to the new designation at a later date.

John Mazzoni, President of The Art Institutes, commented on the renaming of the program, saying "Today in the rising world of e-commerce, every industry understands the need for a web presence to successfully conduct business. Due to the high visibility of web positions in today's marketplace, we felt it was important to clearly communicate our strong web design curriculum to future students."

The curriculum for Web Design & Interactive Media will continue to offer students classes that address interface design, interactivity, visual design, database design, dynamic content design, technology, information design, Photoshop and other layout programs. Graduates of the bachelor's degree program will be prepared to enter the job market in entry-level positions such as Web Designer, Interactive Designer and Web Programmer.

To learn more about The Art Institutes Web Design & Interactive Media program, visit [http://www.artinstitutes.edu/AreasOfStudy/Programs.aspx?ID=324&prid=WDIM\\_1007\\_001\\_pr](http://www.artinstitutes.edu/AreasOfStudy/Programs.aspx?ID=324&prid=WDIM_1007_001_pr).

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) is a system of over 40 locations throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

###



## **Web Design and Interactive Media - Designing for a New Century**

Restaurants, corporations, small businesses, mom-and-pop stores – everyone has a Web site these days. It is evident everywhere you look that the Web has become an indispensable part of our culture in a relatively short time. And that means someone has to create and maintain those Web sites for them.

According to the U.S. Bureau of Labor Statistics, the computer science field “is expected to grow much faster than the average for all occupations as organizations continue to adopt and integrate increasingly sophisticated technologies...The expanding integration of Internet technologies into businesses, for example, has resulted in a growing need for specialists who can develop and support Internet and intranet applications...The spread of such new technologies [as electronic commerce and the wireless Internet] translates into a need for information technology professionals who can help organizations use technology to communicate with employees, clients, and consumers.”

(<http://www.bls.gov/oco/ocos042.htm#outlook>).

Although Web sites have proliferated dramatically, the user experience online is not always such a positive story. Seeking and navigating a Web site can be engaging, rewarding, and exciting – or it can be confusing and frustrating. And since Web sites are now an essential part of any business – from marketing, advertising, and sales to customer loyalty and community relations – companies in the 21<sup>st</sup> century can ill afford a poorly designed and executed Web experience.

So where will new Web designers and developers come from? Will they know how to make the Web sites and interactive media they design effective and exciting? What does good web design involve, anyway?

Dr. Ameeta Jadav, department chair of Web Design & Interactive Media at The Art Institute of Atlanta, has answers to some of these questions. She says good Web designers must be masters of aesthetics and of technology – and have a solid understanding of the needs of clients and users alike.

But, she points out; Web design is not just about design, not just about development. It also is about understanding the goals, the users, client needs, content, technology, and, perhaps most importantly, it is finding an interactive communication solution.

“What binds all of this together,” comments Dr. Jadav, “is a solution to a need. Designing the solution in the most creative, functional, engaging, effective experience is what our students focus on.”

The Web Design & Interactive Media curriculum at The Art Institutes is well balanced, focusing not just on the tools and technologies, but also on creativity, design strategy and technology solutions across media platforms. The curriculum at The Art Institutes includes both design and the technical aspects of building a Web site.

To learn more about The Art Institutes Web Design & Interactive Media program, visit [http://www.artinstitutes.edu/AreasOfStudy/Programs.aspx?ID=324&prid=WDIM\\_1007\\_001\\_pr](http://www.artinstitutes.edu/AreasOfStudy/Programs.aspx?ID=324&prid=WDIM_1007_001_pr).

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) is a system of over 40 locations throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.



## **WEB DESIGN & INTERACTIVE MEDIA PROGRAM BACKGROUNDER**

---

### **MEDIA CONTACT:**

Jacquelyn P. Muller, Vice President – Public Relations  
The Art Institutes  
Office: 412.995.7262  
[jpmuller@edmc.edu](mailto:jpmuller@edmc.edu)

Interactive media is an exciting new field of integrated electronic communications that is becoming an essential part of the business, education and entertainment industries. The advent of multimedia has established a regeneration of energy in business that has led to the creation of employment opportunities which require an individual who can combine sound, graphic arts, text and video/film to enhance the dissemination of information.

Compounding this is how the Internet is changing the scope of business today, resulting in the creation of a vast new electronic marketplace where commercial transactions take place in web-based applications.

By definition, working on computers has always been an interactive experience. Computers and software are tools and their purpose is to help people interact with words, numbers and pictures. What's different today is that computers are being used for activities that never used to be considered interactive – such as reading, watching, or simply being entertained. This means that the audience, not the designer, now controls the sequence, the pace, and most importantly, what to look at and what to ignore.

Web Design and interactive media is about communicating concepts and ideas. Good design simultaneously challenges and fulfills expectations. Success is often measured by how quickly and effectively the designer is able to communicate their ideas to the end user.

The individual interested in this field is one who feels comfortable with and challenged by technology, and who has specialized skills as an artist or technician. Many faculty are industry professionals, committed to helping students combine their creative abilities with technical skills for entry into the multimedia-related professions of entertainment, publishing, electronic games, education, marketing, corporate communications and consumer information delivery.

Faculty are committed to student success and bring first-hand web design and interactive media experience from such arenas as education, corporate communications, film and advertising.

Program outcomes are focused on design strategy, and technology solutions across media platforms. Program competencies are those related to interface design, interactivity, visual design, database design, dynamic content design, technology, and information design. Software used includes Office, Photoshop, Flash, and Dreamweaver.

Graduates from The Art Institutes schools are prepared for entry-level positions in this expanding and fascinating field.

To learn more about the Web Design & Interactive Media program, visit  
[http://www.artinstitutes.edu/AreasOfStudy/Programs.aspx?ID=324&prid=WDIM\\_1007\\_001\\_pr](http://www.artinstitutes.edu/AreasOfStudy/Programs.aspx?ID=324&prid=WDIM_1007_001_pr).

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) is a system of over 40 locations throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

###

**CORPORATE MEDIA CONTACT:**

Jacquelyn P. Muller  
Vice President – Public Relations  
The Art Institutes  
Office: (412) 995-7262  
Mobile: (412) 606-9244  
[jpmuller@aii.edu](mailto:jpmuller@aii.edu)

Devra J. Pransky  
Sr. Director of Communications  
The Art Institutes  
Office: (412) 995-7685  
Mobile: (412) 657-8413  
[dpransky@aii.edu](mailto:dpransky@aii.edu)

**ABOUT THE ART INSTITUTES**

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of over 40 education institutions located throughout North America, is an important source of design, media arts, fashion and culinary arts professionals.

The Art Institutes schools faculty members are not only skilled instructors, but also trained professionals in their fields. Many faculty members have extensive industry experience, in addition to standard academic qualifications.

The Art Institutes operate in Arlington, VA; Atlanta, GA; Austin, TX; Brookline (Boston), MA; Charleston, SC; Charlotte, NC; Chicago, IL; Cincinnati, OH; Dallas, TX; Decatur, GA; Denver, CO; Novi (Detroit), MI (Detroit); Durham, NC; Fort Lauderdale, FL; Houston, TX (two locations); Indianapolis, IN; Jacksonville, FL; Lenexa (Kansas City), KS; Henderson (Las Vegas), NV; Los Angeles (Hollywood), CA; Santa Anna (Orange County), CA; Santa Monica (Los Angeles), CA; Miami, FL; Minneapolis, MN; Nashville, TN; New York, NY; Philadelphia, PA; Phoenix, AZ; Pittsburgh, PA; Portland, OR; Sacramento, CA; Draper (Salt Lake City), UT; San Bernardino, CA; San Diego, CA; San Francisco, CA; Schaumburg, IL; Seattle, WA; Sterling, VA; Sunnyvale, CA; Tampa, FL; Tucson, AZ; Burnaby (Vancouver), BC; and York, PA.

The Art Institutes schools offer a broad range of programs including Audio Production, Culinary Arts, Culinary Management, Fashion Design, Fashion Marketing, Graphic Design, Industrial Design, Web Design & Interactive Media, Interior Design, Media Arts & Animation, Photography, Restaurant Management and Video Production. Not all programs are offered at all schools. The Art Institutes schools work closely with employers to design programs that meet specific industry needs.

The parent company of The Art Institutes, Education Management LLC (<http://www.edmc.com>), with more than 110,800 students (as of October 2008), is among the largest providers of post-secondary education in North America, based on student enrollment and revenue. Education Management has 92 locations in 28 U.S. states and in Canada. Education Management's educational institutions offer a broad range of academic programs concentrated in the media arts, design, fashion, culinary arts, behavioral sciences, health sciences, education, information technology, legal studies and business fields, culminating in the award of associate's through doctoral degrees. Education Management has provided career-oriented education for over 40 years.

###

*Updated: July 1, 2009*