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**INTERACTIVE MEDIA DESIGN IS THINKING MADE VISUAL  
AT THE ART INSTITUTE OF INDIANAPOLIS**

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.

Far from being a technology novelty, interactive media is now a constant in our day-to-day lives. Whether it's through television, the Internet, video games or business-to-business software, we are constantly interacting with and exchanging information through an ever-increasing number of media outlets.

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

At The Art Institute of Indianapolis, students can earn a bachelor's degree in Interactive Media Design, a growing field of integrated media communications that are an essential part of any industry today. "The advent of multimedia has led to the creation of career opportunities for artistically talented individuals who possess the skill to combine sound, graphic arts, text, and video or film to improve communication in a given industry," says Madeleine Slutsky, president of The Art Institute of Indianapolis.

The interactive media design program offers a broad range of work-ready design and technology competencies that include visual design, digital image manipulation, media system design, audio, web site design, scripting, video, animation, text, business and project management. Students will learn how to design interactive tools and to work effectively with a variety of technologies including design solutions that meet web communication objectives. Faculty are committed to student success and bring first-hand interactive media design experience from such arenas as education, corporate communications, film and advertising.

Interactive media design is part of an overlapping architecture of thinking and collaboration made visual. And while our understanding of such digital technologies is still in its infancy, huge challenges and opportunities await professionals who can produce ground-breaking solutions by marrying technical ability with a design sensibility.