

IM3460 - Intermediate Authoring: This course will build on the skills taught in the Introduction to Authoring class. Students will design production quality interactive presentations using intermediate-level scripting techniques focusing on good user interface design and usability. (Prereq. IM2460 - Introduction to Authoring) 4 Credits

IM4420 - Dynamic Web Applications: Students apply user-centered design principles, database structures and server side scripting to design and develop content for server-based dynamic delivery. Attention will be paid to design issues relating to the display of dynamic content on the screen and how that dynamic content will be delivered. (Course Prerequisite: IM3420 Advanced Scripting Languages) 4 Credits

IM4440 - Usability Evaluation: This course introduces students to concepts and techniques used in usability evaluation. Through theories presented in the course, students learn ways to research, design, implement, and analyze evaluation of interactive projects. (No prereq. required) 4 Credits

IM4470 - E-Learning Design & Applications: This course will introduce students to the principles of instructional design as applied to e-learning. The course introduces different options for authoring tools, principles of effective design, instructional analysis, and production of e-learning materials. Students design, build, evaluate, and revise instructional applications using industry standard authoring systems. (Prereq. IM2420 - Fundamentals of Scripting Languages) 4 Credits

IM4480 - Web Design & Interactive Media Production Team: This course focuses on the interactive design project management process. The development of the project team as key to the successful achievement of interactive design project goals is stressed. The process examines the main elements required in every proposal/plan, time frame, and budget. The course also examines issues of copyright and intellectual property as they relate to project implementation. (Prereq. IM3420 - Advanced Scripting Languages, IM2490 Interactive Motion Scripting) 4 Credits

IM4490 - Special Topics in Web Design & Interactive Media: Topics are based upon important trends and developments in Web Design & Interactive Media. Lectures, demonstrations, or research reports pertaining to areas of interest in Web Design & Interactive Media presented by resident faculty, expert visitors, and working professionals. Group projects may also be assigned. Topics selected are based upon important trends and developments in the industry. Study and discussion of computer hardware, operating systems, networking, programming languages, interactive digital media, streaming media, entrepreneurship, marketing, workgroup organization, and the interactive industry are but a few possible topics that might be covered. (Prereq. IM2490 - Interactive Motion Scripting, IM3420 - Advanced Scripting Languages, IM2460 - Introduction to Authoring) 4 Credits

Catalog Addendum

The Art Institutes International MinnesotaSM Web Design & Interactive Media - Bachelor of Science

Evening and Weekend Option

The Evening and Weekend option allows students to earn their BS degree in Web Design & Interactive Media in an evening and weekend, online and on-ground format.

This delivery option is designed to allow working adults the opportunity to complete their education in three or four years for a bachelor's degree, depending on the structure they choose. Students may take up to four classes each quarter. Courses are offered on campus along with online class options each quarter.

Students attend courses on campus one or two evenings a week and on Saturday, depending on the schedule, online options and call availability. The optional online courses will be offered across the quarter, one class in the first 5 1/2 weeks of the quarter and one class in the last 5 1/2 weeks of the quarter. At the time of registration, students will be advised of the classes that will be offered online in their program. The same is true of the classes that the student will take on campus. Students will have the option of taking any online courses on campus, if offered. Students will be able to take a minimum of two on-campus courses each quarter.

This program option provides excellent education opportunities for working adults, allowing them to keep their current jobs, have time with their family, and earn a degree in Web Design & Interactive Media.

GENERAL EDUCATION COURSES	Hours	Credits		Sixth Quarter		
GE1410 English I	4	40		IM2460 Introduction to Authoring (Prereq. GD1400, GD1420) 4	4	60
GE1413 Psychology	4	40		IM2480 Digital Video Production (Prereq. CA2430)	4	60
GE1424 Public Speaking	4	40		IM3420 Advanced Scripting Languages** (Prereq. IM2420)	4	40
GE1433 Art History	4	40		Seventh Quarter		
GE2411 English II (Prereq. GE1410)	4	40		IM2470 Interactive Motion Graphics (Prereq. IM1480)	4	60
GE2412 College Mathematics	4	40		IM3411 Writing for Interactive Design	4	60
GE2423 Environmental Science	4	40		PA3481 Career Development (Prereq. GE1410)	4	60
GE2442 Critical Thinking	4	40		Eighth Quarter		
GE3424 Interpersonal Communication (Prereq. GE1424)	4	40		GD3445 Marketing Design	4	60
GE3433 Contemporary Art (Prereq. GE1433)	4	40		IM2490 Interactive Motion Scripting (Prereq. IM2470)	4	60
GE3490 Cultural Anthropology (Prereq. GE1413 or GE1566)	4	40		IM3460 Intermediate Authoring (Prereq. IM2460)	4	60
GE4442 Ethics (Prereq. GE2442)	4	40		Ninth Quarter		
GE4455 Literature (Prereq. GE2411)	4	40		GD3470 Law & the Commercial Arts	4	60
GE4461 Physics (Prereq. GE2412)	4	40		IM4420 Dynamic Web Applications** (Prereq. IM3420)	4	60
WEB DESIGN & INTERACTIVE MEDIA COURSES				PA3480 Project Management	4	60
First Quarter				Tenth Quarter		
GD1400 Computer Applications	4	60		IM4440 Usability Evaluation	4	60
GD1401 Fundamentals of Design	4	60		IM4470 E-Learning Design & Applications (Prereq. IM2420)	4	60
GD1402 Drawing & Perspective	4	60		IM4480 Web Design & Interactive Media Production Team (Prereq. IM3420, IM2490)	4	40
PA095 Portfolio Foundations	0	11		Eleventh Quarter		
Second Quarter				IM4490 Special Topics in Web Design & Interactive Media (Prereq. IM2460, IM3420, IM2490)	4	60
GD1403 Typography for Digital Media** (Prereq. GD1400)	4	60		PA4485 Portfolio Preparation (Prereq. all previous quarters)**	4	60
GD1473 Color and Design (Prereq. GD1401)	4	60		ELECTIVE (Choose one from Sequence A listed below)	4	60
IM1480 Fundamentals of Interactive Design ** (Prereq. GD1400)	4	60		Twelfth Quarter		
Third Quarter				PA4487 Portfolio (Prereq. all previous quarters)**	4	60
CA2430 Introduction to Video (Prereq. GD1400)	4	60		ELECTIVE B (Choose one from either Sequence A or B)	4	60
GD1431 Design Layout (Prereq. GD1402, GD1403)	4	60		ELECTIVE A		
GD1473 Color & Design (Prereq. GD1401)	4	60		CA2425 Intro to 2-D Animation	4	60
Fourth Quarter				CA2429 Intro to 3-D Modeling (Prereq. GD1400)	4	60
IM2420 Fundamentals of Scripting Languages** (Prereq. IM1480)	4	60		GD2425 Advanced Typography (Prereq. GD1403)	4	60
VE2486 Broadcast Graphics (Prereq. GD1403)	4	60		GD2440 Print Production	4	60
Fifth Quarter				(Prereq. GD1403, GD1420 and GD1431)	4	60
AD2400 Computer Illustration (Prereq. GD1400, GD1401, GD1402)	4	60		PH1411 Principles of Photography	4	60
CA2431 Audio Production (Prereq. GD1400)	4	60		ELECTIVE B		
IM2440 User Centered Interface Design (Prereq. IM1420)	4	60		GD3455 Package Design	4	60
				GD3465 Publication Design (Prereq. GD2440)	4	60
				PA4486 Internship	4	120
				VE2453 Introduction to VFX (Prereq. CA2429)	4	60
				TOTAL	192	2,551 - 2,611

(No prereq. required) 0 Credits

PA3480 - Project Management: Through this course, students are introduced to the fundamentals of business. The course provides students with a foundation in macroeconomics, labor relations, time management, human resources management, and basic marketing principles. The course combines this business foundation with a focus on the multimedia project management process. Students work as teams to successfully achieve multimedia project goals. The process examines the main elements required in every proposal/plan, time frame, and budget. Key areas of multimedia project teams serve to support the fundamental approach that every project team is tailored to achieve project results efficiently and effectively. (No prereq. required) 4 Credits

PA3481 - Career Development: In this course, students focus on the mechanics of the job search process (networking, resume and cover letter writing, and interviewing) and the development of the oral communication skills needed in all aspects of professional life. (Prereq. GE1410 - English I, PA095 - Portfolio Foundations) 4 Credits

PA4485 - Portfolio Preparation: This course will prepare students for job interviews by helping them compile a portfolio. Students will demonstrate their conceptual design, craftsmanship, and other skills as they assemble and refine their portfolio pieces. Each student will select representative pieces, showcasing work that reflects a unique style. Particular emphasis is placed on identifying short and long-term professional employment goals, as well as related strategies and resources. (Prereq. all previous quarters) 4 Credits

PA4486 - Internship (ELECTIVE B): Through a field internship experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful business related to their fields of study. Students will gain the experience they need to enter the field when they graduate. (No prereq. required) 4 Credits

PA4487 - Portfolio: This course focuses on the completion of the portfolio and enables students to begin their job search. Students should come into this course with work for the portfolio already begun. During the term, students will determine the quality of their work so that enhancements may be made. In addition, they will complete a professional resume and begin the job search. (Prereq. all previous quarters) 4 Credits

VISUAL EFFECTS & MOTION GRAPHICS COURSES

VE2453 - Introduction to VFX (ELECTIVE B): This course will explore basic color theory and the various techniques of digital compositing. Emphasis will be placed on combining separately shot pieces of live action footage to create a seamless whole. (Prereq. CA2430 - Intro to Video) 4 Credits

VE2486 - Broadcast Graphics: This course introduces techniques in type design and animation using compositing software. Emphasis is on design, storytelling and technical precision. (Prereq. CA1438 - Computer Graphics) 4 Credits

PHOTOGRAPHY COURSES

PH1411 - Principles of Photography (ELECTIVE A): In this foundation course, students examine the essential tools, materials, and techniques of photography. The student will learn to use the camera, film processing, composition, print finishing, and basic darkroom printing. The student will be challenged to investigate

the photographic medium and consider its role in image making. (No prereq. required) 4 Credits

WEB DESIGN & INTERACTIVE MEDIA COURSES

IM1480 - Fundamentals Of Interactive Design: The course introduces students to the history, trends, terminology, and concepts in the field of interactive design. Through materials presented in the course, students become familiar with the roles and responsibilities of people working in the field, professional organizations, and significant organizations. Students are also introduced to the basic concepts and tools for developing interactive media applications. (Prereq. GD1400 -Computer Applications) 4 Credits

IM2420 - Fundamentals of Scripting Languages: Students develop and refine basic programming skills. Emphasis is placed on programming concepts including logic, problem solving, process flow and flowcharting, syntax and structures, and debugging and troubleshooting. Students will acquire skills needed to design, develop, and produce practical interactive applications. (Prereq. IM1480 - Fundamentals of Interactive Design) 4 Credits

IM2440 - User Centered Interface Design: This course provides students with the skills to design interactive interfaces. Emphasis is placed on examination of the information architecture, communication and business goals, media and delivery platform. Students will develop an interface prototype that meets the goals of the project. (Prereq. GD1420 - Image Manipulation) 4 Credits

IM2460 - Introduction to Authoring: This course will introduce the student to concepts and designs utilized in the development of education, sales, and marketing presentations. Students will create an integrated, interactive multimedia presentation using the basic concepts and principles of multimedia and graphic design. (Prereq. GD1400 - Computer Applications, GD1420 - Image Manipulation) 4 Credits

IM2470 - Interactive Motion Graphics: An advanced course that applies motion graphics as an integrated interactive solution; students will script interaction, sequencing, and motion for interactive projects. Optimization is a critical consideration in the creation of the user-centered experience. (Prereq. IM1480 - Fundamentals of Interactive Design) 4 Credits

IM2480 - Digital Video Production: Students will demonstrate knowledge of editing using non-linear editing software and hardware in a computer lab. Students will produce and edit video and audio using digital desktop video techniques. (Prereq. CA2430 - Intro to Video) 4 Credits

IM2490 - Interactive Motion Scripting: An advanced course that applies motion graphics as an integrated interactive solution; students will script interaction, sequencing, and motion for interactive projects. Optimization is a critical consideration in the creation of the user-centered experience. (Prereq. IM2470 - Interactive Motion Graphics) 4 Credits

IM3411 - Writing For Interactive Design: This is a specialized writing course for interactive design. Students will learn the unique characteristics and techniques of media writing and apply them to interactive media production. Students will also learn to conduct research for media writing projects. (No prereq. required) 4 Credits

IM3420 - Advanced Scripting Languages: Students will refine dynamic scripting skills to develop complex interactivity and applications (applets). The course also examines client-side forms in conjunction with server-side scripting applications. (Prereq. IM2420 - Fundamentals of Scripting Languages) 4 Credits

GE1424 - Public Speaking: In this course, students will develop and refine oral presentation skills necessary for personal and professional life. Students will be introduced to various aspects of the communication process including: establishing credibility, identifying and applying research materials, and using appropriate audio and/or visual aides. Additionally, they will gain knowledge of audience analysis and critical listening skills. (No prereq. required) 4 Credits

GE1433 - Art History: This course combines a visual overview of art and architecture from western civilization, with interpretive projects and writing assignments. Students will learn to differentiate between artistic styles and movements. They will create relevant research projects that illustrate and combine visual aspects of artistic styles and periods. (No prereq. required) 4 Credits

GE2411 - English II: This course is the second of two in the composition sequence. Students expand their experiences reading, writing, and researching. Students write essays demonstrating their ability to analyze and evaluate the ideas of others and integrate those ideas into their own writing. The course includes an in-depth examination of research methods, the conventions of documentation, and MLA and APA styles. Students select, evaluate, and integrate a variety of sources to support a thesis in a research paper. (Prereq. GE1410 - English I) 4 Credits

GE2412 – College Mathematics: This course covers algebra and trigonometric problem solving. Topics covered include operations with real numbers, linear and polynomial functions, radicals and radical expressions, factoring polynomials, conic sections, natural logs and exponents, trigonometric definitions and identities. (Prereq. C or higher in TS095 – Transitional Math OR Accuplacer Math Placement score of 57 or higher) 4 Credits

GE2423 – Environmental Science: This course explores environmental science as an interdisciplinary study from the natural sciences (biology, chemistry, and geology) and the social sciences (ecology, politics, ethics) to gain an understanding of how nature works and how interconnections occur. The use and abuse of the environment is also examined. Students will also explore the future of the environment and what effect they can have on it. (No prereq. required) 4 Credits

GE2442 - Critical Thinking: This course assists students in becoming more effective learners through the identification and development of skills, process, and techniques for improving comprehension. This course also teaches students to apply reasoning principles for critical analysis and evaluation of thought and discourse, and to use creative and critical techniques in problem solving and decision-making. (No prereq. required) 4 Credits

GE3424 – Interpersonal Communications: This course examines the art of social interactions in human relationships focusing on the application of theory and research. Students will explore and analyze the social relationships that link humans, in a variety of contexts, such as culture, gender, religion, etc. in order to practice the process of interactions within their own relationships. (Prereq. GE1424 - Public Speaking) 4 Credits

GE3433 - Contemporary Art: This course combines a visual examination of recent western art. Students will demonstrate knowledge of the various movements in contemporary art by creating interpretive projects and writing assignments. Class participation is emphasized with group discussions and critiques. (Prereq. GE1433 - Art History) 4 Credits

GE3490 - Cultural Anthropology: This course is designed to

introduce the principles and findings of contemporary cultural anthropology, including the systems of social structure, economic structures, family, crime, technology, multiculturalism, and the relationships of these systems to our lives. Specifically, students will look at these issues as they relate to designated roles across cultures. (Prereq. GE1413 - Psychology or GE1566 - Principles of Economics) 4 Credits

GE4442 - Ethics: This course examines human life, experience, and thought in order to discover and develop the principles and values for pursuing a more fulfilled existence. This course helps students to apply theories designed to justify ethical judgments in a selection of contemporary personal and social issues. (Prereq. GE2442 - Critical Thinking) 4 Credits

GE4455 - Literature: This course focuses on literary selections. Topics include the critical evaluation of the literary genres: story, poetry, and drama. (Prereq. GE2411 - English II) 4 Credits

GE4461 - Physics: This is a course that introduces the concepts and methods of classic physics, including mechanics, heat, electricity and magnetism, and modern physics. An interdisciplinary approach will be stressed to integrate physics topics into students’ area of interest to help facilitate creative work. (Prereq. GE2412 – College Mathematics) 4 Credits

MEDIA ARTS & ANIMATION COURSES

CA2425 - Introduction to 2-D Animation (ELECTIVE A): This course introduces the principles and fundamentals of animation. Students will study the 12 principles of animation and apply through a variety of fundamental exercises. Use of capture devices, pencil tests and other animation techniques will be explored. (Prereq. GD1411 - Intermediate Drawing) 4 Credits

CA2429 - Introduction to 3-D Modeling (ELECTIVE A): This is an introductory course in geometric construction. Through critical analysis, students conceptualize 3-D coordinate systems and construct 3-D models in a computer environment. Students also identify the differences and similarities of 3-D modeling with sculpting, 3-D design and character design techniques. (Prereq. GD1400 - Computer Applications) 4 Credits

CA2430 - Introduction to Video: This course will provide an overview of the video industry and establish a foundation in broadcast technology. Basic video equipment and studio operation will be introduced, along with terminology and its application. (Prereq. GD1400 - Computer Applications) 4 Credits

CA2431 - Audio Production: This course is a conceptual introduction to audio production techniques. Students will understand how to digitize sound and apply it to their work. Students will also learn how to produce appropriate audio effects and transitions. (Prereq. GD1400 - Computer Applications) 4 Credits

PROFESSIONAL APPLICATION COURSES

PA095 - Portfolio Foundations: The creative professions require innovative individuals with clear vision. Throughout the seminar, students new to The Art Institutes International Minnesota work together to develop the vision of successful students and professionals. This course begins by welcoming students into college community and helping them integrate into this student environment. Students then get to know college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. There is no charge or credit for this class.

Web Design & Interactive Media Course Descriptions

ADVERTISING COURSES

AD2400 - Computer Illustration: This course explores the methods and techniques of computer-generated or manipulated images as solutions to illustration projects. Object-oriented graphics and paint system programs are utilized. (Prereq. GD1400 - Computer Applications, GD1401 - Fundamentals of Design, GD1402 - Drawing & Perspective) 4 Credits

GRAPHIC DESIGN COURSES

GD1400 - Computer Applications: This course is designed to introduce students to the world of computers through lecture and laboratory sessions. Lectures will introduce the conceptual framework of computer systems and how they work, as well as the implications of computer technology in our contemporary environment. The laboratory sessions will provide hands-on skills on a specific computer system and will teach functions within a computer environment to complete projects. (No prereq. required) 4 Credits

GD1401 - Fundamentals of Design: This course will introduce the basic principles of design. Using a variety of materials and techniques, the creative process will be introduced and developed. An exploration of design elements and relationships will establish a basic aesthetic sensitivity. (No prereq. required) 4 Credits

GD1402 - Drawing & Perspective: Visual awareness is expanded through the observation and translation of 3-D form into 2-D drawings, starting with simple forms and progressing to more complex organic forms. Students will increase their skill levels in construction techniques, composition, line quality, and human anatomy. (No prereq. required) 4 Credits

GD1403 - Typography for Digital Media: Students will investigate the relationship among letters, space, fonts, and type systems. Students’ activities include copying, fitting, and styling text type; spacing and rendering display arrangements; and marking up and specifying both text and display type. Typographic attributes will be applied to enhance readability; logos will be designed; and titles for computer-animated and broadcast graphics will be storyboarded. Students will develop the ability to work within traditional and contemporary design contexts. (Prereq. GD1400 - Computer Applications) 4 Credits

GD1420 - Image Manipulation: This course is designed to examine photo retouching and image manipulation using computers. Students will use software to manipulate photographic images to the point where they no longer resemble the original artwork. (Prereq. GD1400 - Computer Applications) 4 Credits

GD1431 - Design Layout: This class will enable the student to design with type and visuals and to utilize technology in problem solving. Emphasis will be on the process of design development from roughs to comprehensives, layout and marker techniques, and the use of a grid system for multi-component layouts. (Prereq. GD1402 - Drawing & Perspective, GD1403 - Typography for Digital Media) 4 Credits

GD1473 - Color & Design: In this course, basic color principles including line, hue, value, and intensity are studied. Students investigate color and its relationship to composition through harmony and contrast in a variety of formats and media. (Prereq. GD1401 - Fundamentals of Design) 4 Credits

GD2425 - Advanced Typography (ELECTIVE A): This course is an

exploration of printed communication and the use of typography as an exclusive element of design. The course will focus on the development of marketable, original, and creative problem-solving solutions with an emphasis on professional presentation techniques. (Prereq. GD1403 - Typography for Digital Media) 4 Credits

GD2440 - Print Production (ELECTIVE A): In this course, traditional print production techniques are employed in the preparation of camera-ready art. Production of single- and multi-color mechanical processes and discussion of various printing processes are covered. (Prereq. GD1403 – Typography for Digital Media and GD1431 – Design Layout and GD1420 – Image Manipulation or PH2451) 4 Credits

GD3455 - Package Design (ELECTIVE B): This course will define the role of packaging in product identification, presentation, and production. The unique challenges of adapting typography, illustration, design, and materials to 3-D form will be explored. Research will include marketing objectives, structural integrity, and display aesthetics. (No prereq. required) 4 Credits

GD3445 - Marketing Design: This course is a review of popular culture as it relates to social, informational, economic, political, and educational current events. A special emphasis is placed on the relationship of trends and pop topics to advertising. Current media, including books, television, movies, tele-communications media, on-line communications, and marketing trends and strategies are reviewed. (No prereq. required) 4 Credits

GD3465 - Publication Design (ELECTIVE B): In this course, students will prepare scanned and object-oriented graphic files and integrate them with text in a multiple-page composition file. File transfer and document printing is covered. The process of page imposition for printing and other technical procedures specific to publishing will be introduced, and the place of the electronic page make-up in modern print production will be studied. (Prereq. GD2440 - Print Production) 4 Credits

GD3470 - Law & the Commercial Arts: This course includes the study of basic legal principles related to the conduct of business. Specifically, this course includes an overview of the legal system, contracts, personal property, intellectual property, real property, law of sales, agency and employment law, business organizations, insurance, security devices, bankruptcy, and alternative dispute resolution. (No prereq. required) 4 Credits

GENERAL EDUCATION COURSES

GE1410 - English I: This course is the first of two courses in the composition sequence. Students are introduced to college-level writing as a process of developing and supporting a thesis in an organized essay. The use of appropriate diction and language is emphasized along with reading and responding to the writing of others. Students will adhere to the standard conventions of written English. (Prereq. C or higher in TS094 - Transitional English OR Accuplacer English Placement score of 87 or higher) 4 Credits

GE1413 - Psychology: This course will provide the students with an introduction to the field of psychology as a science in the study of human and animal behavior. The course will survey the development and theoretical perspectives and practices from the onset of psychology at the beginning of the 20th century to today. Students will examine human development, theories of personality, cognitive process, learning, intelligence, motivation and emotion, sensation and perception as well as psychological and physiological basis of behavior. In doing so, students gain a better understanding of an individuals’ interactions with the world around them. (No prereq. required) 4 Credits