Minnesota State University Moorhead

GID 458: Interactive Media Studio

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 4

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:
This course requires either of these prerequisites
GID 450 - Advanced Interactive Media
GID 430 - Advanced Digital Design

Corequisites: None

MnTC Goals: None

This course provides students with the opportunity for high-level studio practice in interactive media design projects. It builds sequentially upon the skills and knowledge of multimedia by providing a focus on creative image and interactive media production for a range of art and design applications. Students will have the opportunity to research and engage with contemporary and effective interactive media projects. Student teams engage in service-based projects that support a particular cause or issue in our community.

B. COURSE EFFECTIVE DATES: 01/02/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Research, survey and experience interactive media projects
2. Strategy, planning, and project management
3. Design brief development
4. Content writing and development
5. Technology research and decision-making
6. Graphic Design and brand development
7. Motion graphics
8. Web and application development
9. Immersive media including Augmented and Virtual realities

D. LEARNING OUTCOMES (General)

1. Research, survey, and experience the historic and current field of interactive media to guide project direction and scope.
2. Apply creativity, problem-solving, and project development directly associated with interactive media design and digital imaging to explore a range of creative solutions in response to project-based scenarios.
3. Conceive, create and realize media assets (i.e. digital images, video, sound) and productions (i.e. interface designs, interactive elements, immersive content) with increased expertise appropriate to an advanced level of studio practice in the discipline.
4. Demonstrate an increased technical proficiency across the development, acquisition, creation and production of interactive digital media, using industry standard software applications, and addressing the requirements of a variety of delivery platforms, including monitor display, web, mobile, and immersive.
5. Produce compelling and well-designed creative multimedia outcomes with increased conceptual understanding of design principles, end-user considerations, interactivity, visual language and communication that takes into account the professional, industry-related demands of interactive media practice.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted