

## **IAD 3150: Visual Design I**

### **3 Credit Hours**

*Prerequisite: IAD 2100 and TCID 2002*

Building on knowledge and tools learned previously, students further explore principles and theories of visual design. The class sets expectations concerning the necessary visual design skills of interactive design students.

## **IAD 3230: User Interface Design I**

### **3 Credit Hours**

*Prerequisite: IAD 2100 and TCID 2002*

Building on knowledge and tools learned previously, students further explores user interface design. The class sets expectations concerning the principles and theories of screen design that professionals need to know.

## **IAD 3300: Ethnography for Designers**

### **3 Credit Hours**

*Prerequisite: IAD 3000*

This class engages in a qualitative analysis of the relationship between digital technologies and end users. In doing so, this course exposes designers-in-training to ethnographic approaches as a way to understand and empathize with end users, a core feature of user experience design. Students read anthropological texts and apply this knowledge to ethnographies related to understanding ends users.

## **IAD 3398: Internship**

### **3 Credit Hours**

*Prerequisite: IAD 3000, at least 24 hours in Core Field of Study and Upper Division required classes, and permission from the department.*

This course is an opportunity for students to apply principles and techniques of interactive design in a specific organization. Learning is experiential and must supplement, not duplicate, learning in the classroom. Students are responsible for finding an internship, but the program helps in the effort. Students submit a written proposal describing the internship according to program guidelines. Each internship is monitored by the student's advisor.