

ART 4022: User Experience

3 Credit Hours

Prerequisite: ART 2550

This course provides students with a foundation for user experience design. Students can identify common job responsibilities of an entry-level UX designer. The emphasis will be on user-centered projects of professional quality. Effective visual design, user experience content organization, and the processes of user experience project development will also be covered.

ART 4023: Interactive Media Design

3 Credit Hours

Prerequisite: ART 2550

This course provides students with the foundations for interactive media design using current industry software applications. It emphasizes the creation and delivery of basic interactive content for current interactive environments, while exploring the features and capabilities of various software applications. Students are expected to demonstrate a high level of technical and creative mastery in their final projects, along with creating successful user experiences.

ART 4024: Motion Graphics

3 Credit Hours

Prerequisite: ART 2550

This course provides the student with foundations for motion graphics and digital video using current industry applications. The emphasis is on learning the history, theory, principles, and elements of motion graphic design and the process of motion graphic creation. A broad range of themes, concepts, digital animation, and current technologies are discussed.

ART 4030: Design Practicum

3 Credit Hours

Prerequisite: ART 3020

This course focuses on preparing student to have professional design skills and knowledge for clients' projects. Emphasis is on strategic accuracy, the compelling power of the concept, and the refinement of the art direction, along with the ability to create persuasive and effective design presentations. The course includes the clients' projects, site visits and guest speakers from the industry geared towards students' exposure to the professional workplace.