INTERACTIVE MEDIA (IM)

IM 208 | VIRTUAL WORLDS AND ONLINE COMMUNITIES | 4 quarter hours
(Undergraduate)
Environments such as social networking sites, multiplayer online games and other online communities are becoming an increasingly large part of how we work, play, and learn. This course introduces the fundamentals for the interdisciplinary study of cyberculture and online social behavior. By examining core scholarship in this area, together with analyzing an existing virtual world, game, or online community, students will learn to research and understand new technologically-enabled social forms as they are emerging. PREREQUISITE(S) WRD 104.

IM 210 | INTRODUCTION TO HUMAN-COMPUTER INTERACTION | 4 quarter hours
(Undergraduate)
This course familiarizes students with the user interface development process, including user and task analysis, interaction design, prototyping and evaluation. Students study human perception, cognition and motor abilities as they relate to the design of interactive systems. In a series of projects, students design and revise prototypes as they apply a user-centered design process. Emphasized topics include user profiles, information architecture and usability testing. Students provide written analysis of their research and process. PREREQUISITE(S): None.

IM 220 | INTERACTIVE MEDIA I | 4 quarter hours
(Undergraduate)
This course applies interactive media principles for a variety of contexts with a goal of exploring relative merits among common interaction paradigms. Based on assessed needs and intended functionality, students create working prototypes that demonstrate a range of design patterns, particularly those with a high level of interactivity such as rich internet applications, games, and visual simulations. Emphasis is given to visual design principles and aesthetics for creating interesting and engaging interactive experiences. PREREQUISITE(S): ANI 105.

IM 222 | INFORMATION VISUALIZATION | 4 quarter hours
(Undergraduate)
This course discusses the basic problems and techniques of visualizing quantitative and qualitative data. Topics include: perception, types of information, representation of univariate and multivariate data and relational information, analysis of representations, presentation, and dynamic and interactive visualizations. Students will create visualizations using graphical software PREREQUISITES: LSP 120.

IM 230 | SCRIPTING FOR INTERACTIVE MEDIA | 4 quarter hours
(Undergraduate)
This course is an introduction to Object-Oriented programming using Flash ActionScript. Subjects covered include variables, loops, conditionals, event handling, and classes, and how they are used to create real-world interactive web applications and animations. PREREQUISITE(S): None.

IM 315 | THEORY AND PERCEPTION OF COLOR | 4 quarter hours
(Undergraduate)
(Formerly HCI 315) A problem-based course introducing additive and subtractive colors systems and their technology. It explores the perceptual phenomena of color relationships and their applications in digital environments. PREREQUISITE(S): IM 210 and (GPH 211 or GD 105)