INTERACTIVE AND SOCIAL MEDIA (ISM)

ISM 101 | INTRODUCTION TO USER EXPERIENCE DESIGN | 4 quarter hours
(Undergraduate)
Introduction to User Experience Design is an immersion in contemporary design theory and practice. Students will gain design empathy for the user by identifying, navigating, and investigating elements of user experience design in real life. Students will gain agency by gathering information, sense-making, creating a range of user experiences, and observing the results of these efforts/creations.

ISM 205 | INTERSECTIONAL THEMES AND DESIGN | 4 quarter hours
(Undergraduate)
This lecture and user experience design research course focuses on contemporary feminist theoretical debates and explores the complex relations and tensions between gender, sexuality, race/ethnicity and class as they relate to and intersect design. Through critical readings, central theories will be scrutinized to see how they are able to theorize other power dimensions such as heteronormativity, racism, (post)colonialism and classism.

ISM 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 cyberspace 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. WRD 104 is a prerequisite for this class.

ISM 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. Formerly IM 210. PREREQUISITE(S): None.

ISM 220 | INTERACTIVE DESIGN & PROTOTYPING | 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. Formerly IM 220. PREREQUISITE(S): ISM 210 or GD 200. ISM 210 or GD 200 is the prerequisite for this class.

ISM 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. PREREQUISITE(S): LSP 120. LSP 120 is a prerequisite for this class.

ISM 225 | USER EXPERIENCE DESIGN FRAMEWORKS | 4 quarter hours
(Undergraduate)
This studio course will provide an understanding of key computational infrastructures on which contemporary applications are built via hands-on, studio work with web interfaces. Student will examine contemporary and forward-looking approaches to user experience design, and build prototypes that leverage user interface design beyond buttons and links. Students will consider how user experience design functions behind the surface in the present day, and how that environment is already shaping the future of user interface and user experience design. PREREQUISITE(S): ISM 210 and IT 130. ISM 210 and IT 130 are prerequisites for this class.

ISM 270 | USER-CENTERED WEB DESIGN | 4 quarter hours
(Undergraduate)
Principles of interactive design for web pages and sites. Design patterns for information navigation. Use of HTML and CSS to produce standards- and accessibility-compliant web pages. Overview of technologies supporting dynamic and interactive content. Formerly IM 270. Prerequisites: IT 130 or HCI 201. IT 130 or HCI 201 is a prerequisite for this class.

ISM 320 | ADVANCED PRINCIPLES OF INTERACTIVITY | 4 quarter hours
(Undergraduate)
This course will use complex interactive web projects to challenge students to solve real-world problems. Students will build upon the organizational and analytical strategies learned in ISM while expanding their knowledge of Flash subjects such as site integration, utilizing remote data and manipulating video. PREREQUISITE(S): ISM 220 or GD 215 or GD 216. ISM 220 or GD 215 or GD 216 are the prerequisites for this class.

ISM 336 | INTERACTIVE MEDIA SCRIPTING FOR PROGRAMMERS | 4 quarter hours
(Undergraduate)
Object-oriented programming in ActionScript for students who already know how to program. Students will design, code and test interactive media using standard and custom designed classes. PREREQUISITE(S): Experience in at least one high-level programming language.

ISM 360 | USER EXPERIENCE RESEARCH METHOD | 4 quarter hours
(Undergraduate)
Overview of user research and usability evaluation methods. User research includes interviews, profiles and scenarios. Usability evaluation methods include expert inspections and usability testing. PREREQUISITE(S): ISM 210. ISM 210 is the prerequisite for this class.

ISM 390 | TOPICS IN INTERACTIVE AND SOCIAL MEDIA | 4 quarter hours
(Undergraduate)
Specific topics will be selected by the instructor and may vary with each quarter. PREREQUISITE(S): For specific prerequisites, see syllabus or consult with course instructor.
ISM 394 | USER EXPERIENCE DESIGN PROJECTS 1 | 4 quarter hours
(Undergraduate)
The User Experience Design Projects Capstone 2-course sequence engages students in design scenarios in connection with an organization, initiative, or creative project. Students work in groups to assess project needs, apply research methods, generate ideas, develop and test prototypes, and implement solutions, all from a human-centered design approach. Students must successfully complete both User Experience Design Projects Capstone 1 and 2 in sequence to receive any credit. At the end of the UX Design Projects Capstone sequence students will 1) present results to an audience [communications], 2) create a comprehensive case study [connecting concepts/reflection], and 3) create content relevant for a professional portfolio and/or resume based on the course project. These courses provide students with an opportunity to integrate their major area of design study with concepts introduced in their general education program while satisfying both the Experiential Learning requirement and the Capstone requirement.

ISM 395 | USER EXPERIENCE DESIGN PROJECTS 2 | 4 quarter hours
(Undergraduate)
The User Experience Design Projects Capstone 2-course sequence engages students in design scenarios in connection with an organization, initiative, or creative project. Students work in groups to assess project needs, apply research methods, generate ideas, develop and test prototypes, and implement solutions, all from a human-centered design approach. Students must successfully complete both User Experience Design Projects Capstone 1 and 2 in sequence to receive any credit. At the end of the UX Design Projects Capstone sequence students will 1) present results to an audience [communications], 2) create a comprehensive case study [connecting concepts/reflection], and 3) create content relevant for a professional portfolio and/or resume based on the course project. These courses provide students with an opportunity to integrate their major area of design study with concepts introduced in their general education program while satisfying both the Experiential Learning requirement and the Capstone requirement.

ISM 399 | INDEPENDENT STUDY | 1-8 quarter hours
(Undergraduate)
Independent study supervised by an instructor. Independent study form required. Can be repeated for credit. Variable Credit. PREREQUISITE(S): None. (variable credit)