DIGITAL MEDIA AND WEB DESIGN

attain in-demand skills to create, design, and analyze digital media

Digital media is growing as consumers change the way they access information. In fact, Jupiter Research is projecting that connected home service revenue, for homes accessing digital media, will grow from $20 billion in 2012 to a staggering $60 billion in 2017.

In pursuing the Graduate Certificate in Digital Media, students will acquire the skills and knowledge to create, design and analyze digital media. The focus will be on the media itself, the social/digital network that connects these media, the interfaces that connect these media with users, and the application of these skills in business and other creative contexts. Thus this certificate program will address the pressing demand and opportunities for graduates with advanced knowledge and skills in areas such as networked communication and marketing, web-based media creation and design, and methods for designing and building effective human-media interfaces.

Admission requirements

The graduate certificate program is open to all individuals holding a bachelor's, master's or Ph.D. degree in areas such as business, social sciences, technology, engineering, or related disciplines.

In order to receive a Graduate Certificate, the student must have an average graduate cumulative grade point of 3.0 or better on a 4.0 scale in the certificate courses taken. Students admitted only to the certificate program will have non-degree graduate status but will earn graduate credit for the courses they complete.

If the four-course sequence approved by the graduate advisor is completed with a grade of B or better in each of the courses taken, the student will, upon application, be admitted to the Master of Business Administration or to the Master of Science in Information Science and Technology. The certificate courses taken by students admitted to the program will count towards the MBA program or the M.S. in Information Science and Technology degree program.

Once admitted to the Certificate program, a student will be given three years to complete the program as long as a B or better average is maintained in the courses taken.
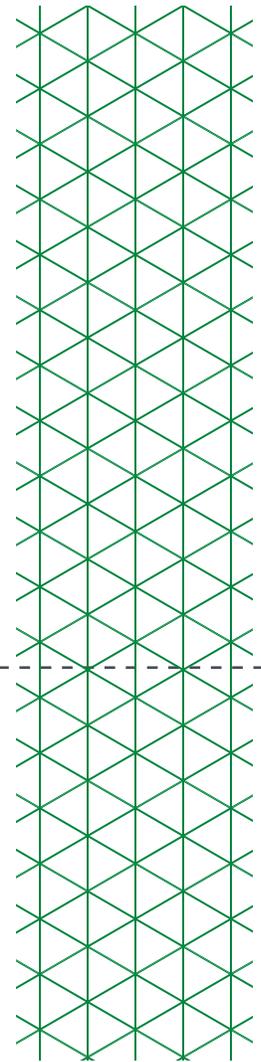
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COURSE DESCRIPTIONS

Most courses are offered both on campus and via distance education

REQUIRED CORE COURSE

IST 6654: Advanced Web and Digital Media Development.
This course covers advanced techniques and tools for the design and development of web-based media, including text, graphics, animation, audio, and video. This course is an advanced version of Web and Digital Media Development, with additional assignments.

ELECTIVE COURSES (CHOOSE TWO)

IST 5885: Human-Computer Interaction.
Introduction to the field of Human-Computer Interaction (HCI). Students examine issues and challenges related to the interaction between people and technology. The class explores the social and cognitive characteristics of people who use information systems. Students learn techniques for understanding user needs, interface prototyping, and interface evaluation.

IST 6680: Advanced Web and New Media Studies
The course covers web culture, including topics such as social media; citizen journalism, crowd intelligence, privacy, and copyright. This course is an advanced version of Intro to Web Studies, with additional assignments.

MKT 5310: Digital Marketing and Promotions
A managerial examination of integrated marketing communication (IMC) and creativity, with a focus on digital media and new marketing concepts. Specifically, we will look at innovative marketing techniques such as viral marketing, brand communities, experiential marketing and guerrilla.
Prerequisite: at least junior standing

ELECTIVE COURSES (CHOOSE ONE)

IST 5652: Advanced Web Development
Advanced Web development techniques to provide dynamic interaction; methods for extracting and delivering dynamic information to/from Web servers - a hands-on approach. Emphasis on interaction with servers; mobile software development; processing of graphics & web video. Project work is required.

Prerequisite: IST 1551, IST 4654

IST 5886: Prototyping Human-Computer Interactions
This course covers designs, methods and tools for creating low and high fidelity prototypes of information technology systems, which is part of the iterative design cycle commonly used for the creation of usable information technologies.

Prerequisite: preceded or accompanied by IST 5885