

BALL STATE UNIVERSITY

ACADEMIC POSTING

2013-2014

VOLUME XLV – 8

February 21, 2014

This posting may contain all or part of the following: new, revised, and dropped programs, courses and prefixes. The posting period begins February 24, 2014. If no demurrer is received within ten school days, the changes will be certified for implementation. *The effective date for implementing undergraduate materials posted after May 27, 2013 is Fall Semester 2014. Graduate materials posted after April 16, 2012 have an implementation date of Fall Semester 2014.*

COLLEGE OF COMMUNICATION, INFORMATION, AND MEDIA

Department of Journalism

Pending ICHE approval

New:

MASTER OF ARTS IN EMERGING MEDIA DESIGN AND DEVELOPMENT, 36 hours

PREFIX	NO	SHORT TITLE	CR HRS
EMDD	600	Use & Eval Research Meth	3
	610	Theory & Frameworks HCI	3
	620	Viz Com & Design Think	3
	630	Nonlinear & Interact Story	3
	640	Transmedia Story & Publish	3
	650	Interactive EMDD	3
	660	Applied Research Lab	3-9
	670	Creative Project Lab	3-9
CRPR	698	Creative Project	3 or 6
THES	698	Thesis (1-6)	3-6
			<hr/>
			36 hrs

EMERGING MEDIA DESIGN AND DEVELOPMENT (EMDD)

New:

600 Usability and Evaluation Research Methods (3)

Explores usability principles for digital interactive systems. Students learn how to collect user requirements for new systems, core usability and user experience principles, usability testing processes and data analysis, iterative testing principles and processes, and techniques for development of usable interactive systems. Principles of design research and

visual communication are discussed in the context of interaction design, cognition and user behavior, and concept validation.

Open only to CCIM graduate students or with graduate director permission.

610 Theories and Frameworks in Human-Computer Interaction (3) Survey of human computer interaction theory. Students learn about the cognitive, behavioral, and social aspects of users and contexts of use. Students explore design and development models commonly used in the design of interactive systems, such as lifecycle models and contextual inquiry.

Open only to CCIM graduate students or with graduate director permission.

620 Visual Communication and Design Thinking (3)

Explores interaction design from two perspectives. First, students learn and apply core aesthetic design principles, including color, type, layout, structure, hierarchy and form. Second, students learn and practice user experience design principles, such as intuitive interaction paradigms, effective navigation pathways, and understanding users. Students apply these perspectives to real-world problems with design thinking, especially as it relates to media consumption and dissemination.

Open only to CCIM graduate students or with graduate director permission.

630 Nonlinear and Interactive Storytelling (3) Explores principles of nonlinear storytelling and non-traditional narrative architectures and experiences. Introduces students to frameworks for interactive storytelling. Students will learn these basic principles through applied design, and explore the design process for testing and creating narrative experiences that rely upon user interaction.

Open only to CCIM graduate students or with graduate director permission.

640 Transmedia Storytelling and Publishing (3) Overview of basic principles of cross-platform storytelling, tools required to publish across various media platforms, and theoretical frameworks for creating cross-media and

transmedia stories. Students will learn methods for establishing requirements, researching design alternatives, and building prototypes to aid in the creation of a cross-media story. Students will also learn how to evaluate available publishing tools so they may work with technologies designed to facilitate project goals.

Open only to CCIM graduate students or with graduate director permission.

650 Interactive Media Design and Development (3)

Introduction to prototyping tools, programming languages and other resources for developing new interactive systems, Web tools and digital interfaces. Students will learn methods for designing and prototyping graphic user interfaces, including rapid (paper) and dynamic (interactive) prototypes. Students will learn how to transform a concept to a prototype and then to a working system.

Open only to CCIM graduate students or with graduate director permission.

660 Applied Research Lab (3-9) Conduct research addressing projects developed in the Creative Projects and Development lab. Research may include iterative usability studies during design and development phases and/or summative research that generates new knowledge in fields relevant to the project at hand. Students work closely with the Applied Research Lab director to determine appropriate research methods for projects, develop and submit research protocols for IRB approval, recruit participants for and conduct user studies, analyze and report results, and write and submit research papers for publication in journals and/or trade publications.

A total of 9 hours of credit may be earned.

Open only to CCIM graduate students or with graduate director permission.

670 Creative Project Lab (3-9) Design and develop novel story forms, interactive systems, news platforms, multimedia apps, serious games, and other digital assets in the field of emerging media. Projects follow accepted informatics design models including contextual design and inquiry, human factors design, and usability and user experience design. All projects adhere to a research-informed process, in collaboration with EMDD 660 Applied Research Lab, that provides designers and developers feedback for making design improvements at key points along the way. Projects teams may include writers and editors, graphic designers, photographers, programmers, and more.

A total of 9 hours of credit may be earned.

Open only to CCIM graduate students or with graduate director permission.

Ron Murphy, Associate Director
Office of Academic Systems