

INTERACTIVE MEDIA AND COMMUNICATIONS (ICM)

ICM 501. Foundations in Interactive Media Graduate Studies. 3 Credits.

A sequence of readings, practices and exercises introduces the students to the "focus" and "deep work" required of master's-level study. Through structured discussions, presentations, projects and readings within the interactive media field, students build the knowledge base and critical skills required to formulate methodological research and practice across media.

Prerequisites: None

Offered: Every year, Fall and Summer

ICM 502. Visual Design. 3 Credits.

This course covers the principles and practices associated with graphic design as a way to make complex information easier to understand and use. With a primary focus on typography as the fundamental means of conveying content, the course emphasizes the creative process of organizing and visualizing type and images through hierarchy, spatial organization of grid structures, positive and negative space, depth perception, transparency, and color theory. Readings locate design and typography within the larger history of visual art and graphic design and in relation to technology developments. Students who majored in GID at Quinnipiac as undergraduates, or those with professional graphic design experience should choose another course.

Prerequisites: None

Offered: As needed

ICM 504. Motion Across Media. 3 Credits.

This course offers a hands-on exploration of motion graphics and animation, emphasizing both creativity and technical proficiency. Key assignments include short motion graphic projects such as logo stingers, short narratives, user interface animations, and a final project, where students have the creative freedom to develop an advanced motion graphics piece of their choice, incorporating all the skills acquired throughout the semester. Students will develop an understanding of animation principles, motion design, and visual storytelling through a series of project-based assignments that can be delivered across multiple platforms.

Prerequisites: None

Offered: As needed

ICM 505. Website Technology and Publishing Basics. 3 Credits.

This course is a mix of guided learning and independent study, focusing on the foundations of web technology and the process of creating and managing a website. Students will develop a site, choosing one of several optional development paths, from no-coding site builders/Content Management System (CMSs) to VYSWIG editors, hand-coding, or a hybrid approach.

Prerequisites: None

Offered: As needed

ICM 506. Writing for Interactive Media. 3 Credits.

Good writing skills are vital for professional communication, especially in the continually changing interactive media landscape. In this course, students create, develop and hone a distinct written voice within varied media environments. Participants focus on how to accomplish (or enhance) this process using effective compositional techniques, artificial intelligence (AI), and best practices across digital mediums.

Prerequisites: None

Offered: Every year, Fall and Spring

ICM 508. Audio and Video Design. 3 Credits.

This project-based course is designed to provide students with skills in audio and video production, focusing on storytelling, technical proficiency, and creative expression. Students will explore the principles of sound design, video composition, and post-production techniques while working on hands-on projects such as audio podcasts, video montages, how-to videos, and mini documentaries. Emphasis will be placed on mastering editing software, developing effective production workflows, and understanding the nuances of multimedia communication.

Prerequisites: None

Offered: As needed, All

ICM 512. Principles of User Experience Design. 3 Credits.

This course explores the ever-changing processes and methods of user experience design. The Human-Centered Design and Design Thinking process are studied through readings and hands-on projects that cover empathy, the psychology of the user, problem definition, and ideation methods.

Prerequisites: None

Offered: As needed

ICM 513. Content Strategy. 3 Credits.

Content is critical in today's media landscape, but without a strategic plan, it can remain invisible to the audience you wish to reach. In this course, students learn the best ways to design and implement a content strategy to engage a targeted audience. They are immersed in the planning for the creation and distribution of engaging stories and information. Students become content strategy practitioners who know how to use words, pictures, video, and social and mobile media to build an audience and communicate value.

Prerequisites: None

Offered: As needed

ICM 514. Understanding Your Audience. 3 Credits.

Usability is the study of discrepancies between expected and actual user behavior. The course introduces students to empirical user research methods such as contextual inquiry, ethnographic studies, card sorting, and cognitive walkthroughs, that provide the foundation for user-centered interaction and communications design. In addition, students conduct effective usability tests, interviews, and surveys.

Prerequisites: None

Offered: As needed

ICM 516. Design Sprints. 3 Credits.

The Google Sprint and Design Thinking Sprints are proven processes for answering critical business questions through design, prototyping, and testing ideas with customers. Students will learn to facilitate product design sprints using these processes while experiencing a key role on an interdisciplinary, collaborative sprint team. This course covers facilitation best practices (remote, hybrid, and in-person) and a variety of sprint workshop methodologies and tools. Students complete a portfolio quality case-study of the sprint experience to use for employment purposes. All disciplines are welcome - you don't need to be a designer to become a great facilitator.

Prerequisites: None

Offered: As needed

ICM 517. Ideation, Prototyping and Testing.**3 Credits.**

Ideation, prototyping and testing teaches students how to use low and high-fidelity sketching, information architecture, flowcharts, wireframes, user interface design, and functional prototypes for a variety of design problems. Through a series of creative projects, students learn various methods for each of these steps in the development of design products.

Prerequisites: None**Offered:** As needed**ICM 518. Visual Storytelling.****3 Credits.**

The course provides an introduction to the concept of visual storytelling and immerses students in the theory and practice of creating and delivering visual narratives in digital environments. The course includes both the history of visual storytelling as well as contemporary approaches used in a variety of information related disciplines. Students analyze examples of work and apply that knowledge to create their own visual narratives.

Prerequisites: None**Offered:** As needed**ICM 522. Social Media Practice and Techniques.****3 Credits.**

The widespread use of social media in society has created a communications environment built on platforms that encourage contribution and collaboration through user-created media and interaction. This course explores the underlying concepts, development and management of social media platforms as well as the creation of effective approaches to facilitate a viable social media presence.

Prerequisites: None**Offered:** As needed**ICM 524. Social Media Analytics.****3 Credits.**

This course provides students with a comprehensive understanding of social media analytics, focusing on both organic strategies and paid advertising techniques. Through hands-on experience with tools and metrics, students will learn to track and optimize social media performance. They will explore the balance between content creation, audience engagement, and targeted paid campaigns. Using real-world case studies and data, students will develop strategies to achieve marketing goals through social media.

Prerequisites: None**Offered:** As needed**ICM 526. Social Media for the Public Good.****3 Credits.**

Social media has transformed the way individuals, groups, organizations, and cultures share information and relate to one another, and its potential harmful effects continue to be documented and studied. But are there ways social media could have a positive impact in our world? Students will dig deep into ways social media can help promote healthy movements, campaigns, relationships, and well-being. Through research and practice, students will begin to develop constructive steps for a more productive, values-based, and sensitive future for social media.

Prerequisites: None**Offered:** As needed**ICM 528. Content Creation.****3 Credits.**

In this course, we explore the creation of engaging content. Students are guided through the process of planning and creating a suite of related projects in the medium(s) of their choice (writing, video, audio, image making.) The focus is on the conceptual processes and practices used in developing a unique and persuasive body of work to be distributed across mediums. Areas of interest are researched and then developed into a series of related pieces.

Prerequisites: None**Offered:** As needed**ICM 529. Data Visualization.****3 Credits.**

This is a course in finding and telling visual stories from data. Students explore fundamental principles of data analysis and visual techniques, examine chart types and when to use them, and learn how to acquire, process and filter data. Through an understanding of data visualization best practices and audience analysis, students are able to identify and articulate what makes a successful information design. Industry-standard software tools are used to create static and interactive graphics—including charts, maps and diagrams—that make information more accessible to the intended audiences.

Prerequisites: None**Offered:** As needed**ICM 531. Graduate Internship.****3 Credits.**

This elective course provides interactive media students with the opportunity to work in a professional setting to acquire additional skills and insights into their chosen area of study. Students completing this course are required to work in a supervised environment. All internships must be approved by the graduate program director.

Prerequisites: None**Offered:** As needed, All**ICM 540. Interactive Communications Abroad.****3 Credits.**

This multi-section course introduces students to the worldwide development of communications, including communication practices, infrastructure, environments, and specializations. Students conduct primary and secondary research on communications in a particular country or cross-cultural context. The topics can range from international visual arts through storytelling, global branding, and design, depending on the specialty of the instructor. This course includes a short-term study-abroad component directly related to the topic of the course, where students will be able to expand their skills and knowledge in a new environment. An interactive communications graduate-level final project is required.

Prerequisites: None**Offered:** As needed**ICM 601. Master's Capstone.****3 Credits.**

Students create a professional quality web portfolio selected from the best work from their courses and experiences in the master's program. Each student is facilitated through the process of identifying and packaging works, creating a consistent message and image using the products of their research and practice.

Prerequisites: Take ICM 501 and ICM 506.**Offered:** Every year, Spring and Summer