

MASTER OF SCIENCE IN INTERACTIVE MEDIA AND COMMUNICATIONS

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The Master of Science in Interactive Media and Communications (ICM) program merges creative, critical, and visual thinking to mold expert digital storytellers who are able to reach audiences on any platform in the world.

The program prepares students not only to produce, design, and manage a range of content, but also to become strong creative thinkers and digital communication leaders. Students learn principles of human-centered design to better understand and connect with a wide range of audiences and apply strategies to solve creative, technical, and business-related obstacles.

The ICM graduate program provides a deep exploration into all aspects of interactive media, including content creation, social media, user experience (UX/UI), web production, digital strategy, and audio/video production. Within this framework, AI and the latest software and best practices are explored to prepare students to lead in the communications field.

Regardless of the specialty, the completion of a practice-based portfolio capstone is central to the program experience. This capstone is not a singular project, but a robust, web-based portfolio generated over time that will showcase accumulated work and skillset depth. The student's portfolio is influenced by every course and program experience, and can be shown to employers in a range of fields: marketing, public relations, advertising, journalism, publishing, entertainment, healthcare, sports, agencies, and more.

The program encourages applications from prospective students who want to apply skills acquired during their undergraduate education or professional careers. Students come from a diverse range of experiences such as media studies and public relations, journalism, information technology, graphic design, web design/management, game design, broadcasting, filmmaking, as well as liberal arts and sciences.

MS in Interactive Media and Communications Program of Study

To earn the master's degree, students must complete 30 credits with a minimum 3.00 GPA and no grades less than a C. Any course with a grade less than C must be retaken.

The program has nine credits (3 courses) of required courses and 21 credits of electives (7 courses). A flexible elective structure allows students to customize the degree to coincide with career goals. Students have the opportunity to enroll in an optional three-credit internship as part of the program.

A required master's capstone experience is included in the 30 credits. For the capstone, the students create a professional-quality web portfolio selected from the best work from their courses and experiences while in the ICM program.

All courses are 7-week online modules, and each class includes live Zoom meetings to provide instruction and connection between students and faculty. Most ICM students who work full time usually complete the program in 21 months, provided students take two courses per semester (including summer). Full-time graduate students can finish the ICM program in 16 months. Fall, spring, and summer starts are available.

Current Quinnipiac undergraduate students may apply for the ICM program as part of the four- or five-year dual-degree bachelor's/master's program.

Required Core Courses

Code	Title	Credits
ICM 501	Foundations in Interactive Media Graduate Studies	3
ICM 506	Writing for Interactive Media	3
ICM 601	Master's Capstone	3
Total Credits		9

Electives (select seven, aligned with your professional goals)

Code	Title	Credits
Select seven courses from the following list:		21
ICM 502	Visual Design	
ICM 504	Motion Across Media	
ICM 505	Website Technology and Publishing Basics	
ICM 508	Audio and Video Design	
ICM 512	Principles of User Experience Design	
ICM 513	Content Strategy	
ICM 514	Understanding Your Audience	
ICM 516	Design Sprints	
ICM 517	Ideation, Prototyping and Testing	
ICM 518	Visual Storytelling	
ICM 522	Social Media Practice and Techniques	
ICM 524	Social Media Analytics	
ICM 526	Social Media for the Public Good	
ICM 528	Content Creation	
ICM 529	Data Visualization	
ICM 531	Graduate Internship	
ICM 540	Interactive Communications Abroad	
Total Credits		21

Student Learning Outcomes

The Interactive Media and Communications program (ICM) encompasses a wide spectrum of interactive media and communications. The program acknowledges that interactive media is a cultural catalyst that has revolutionized the way people communicate. It prepares students to think and act critically, creatively, and ethically. The program provides a rigorous curriculum of problem solving, innovation, strategy, creative practice, research, writing, and conceptualization. Students graduating from the ICM program are well prepared to meet the challenges within the field of interactive media and to develop ethical cross-media communication strategies. The areas of study are always evolving and

include content creation, social media, visual design, web production, motion graphics, user experience (UX/UI), audio/video design and writing. The ICM program concludes with a capstone experience that is a culmination of work created throughout the program. The following competencies are critical for interactive media practitioners, and they construct a framework that contributes to the overall effective practice of the discipline.

Upon completion of the program, students should be able to demonstrate the following competencies:

1. **Practice Creative and Critical Thinking:** Practice processes and methods that cover empathy, the psychology of the user, problem definition and ideation methods. They build a knowledge base and skillset required to practice across media and to conduct the “deep work” required of master’s level study.
2. **Solve Creative Problems:** Solve creative problems using the synthesis of technical, aesthetic and conceptual knowledge. This is demonstrated by the ability to create and develop visual and written responses to communication problems using research, preproduction, storyboarding and media production techniques.
3. **Conduct In-Depth Research:** Conduct in-depth research using professional methods and terminology that demonstrates fluency in the use of the formal vocabulary and concepts. This includes recognizing the influence of major cultural, historical, technological and aesthetic trends on contemporary interactive products and services.
4. **Implement Processes:** Use industry standard processes and methods to produce communications that incorporate a high level of strategy, planning, production and distribution. This is exhibited by the ability to solve communication challenges by using analysis, prototyping, user testing and outcome evaluation, among other methods.
5. **Develop Strategies:** Know how to use words, visuals, video, social media and mobile media to build an audience and deliver content. They create an effective media presence and apply their knowledge to strategic challenges within real-world situations.
6. **Actualize Concepts:** Actualize technical, aesthetic and conceptual decisions based on using appropriate tools and technology. This includes knowing how to learn techniques with the recognition that technological change is constant.
7. **Produce Professional Media:** Produce a body of media suitable for seeking professional opportunities in their chosen branch of communication. This is facilitated through the process of identifying and packaging works, creating a consistent message, and using the results of their research and practice. The focus is on a unique and persuasive body of work to be distributed across mediums.

- two academic or professional recommendations
- a brief online portfolio of written, visual, media or interactive work
- an original piece of writing (1,000-word minimum). This can be an academic, professional or creative work you have already produced, or a new original piece of writing on a topic of your choice. We are looking for depth of thought, depth of research, the ability to formulate ideas, and writing skills.

Admission

The School of Communications invites applications from prospective students who wish to pursue the professional practice of interactive media and communications. Recent graduates of a bachelor’s program outside of the communications field are welcome to apply, as are prospective students who are presently working and wish to either shift careers or enhance their professional standing.

Admission is based on the following:

- undergraduate degree from a regionally accredited institution with a GPA of 3.00 or greater
- a cover letter expressing interest in pursuing graduate education
- a resume showing experience either as a student or professional