Core course list

1. Issues and Applications for Digital Communications
2. Internet Marketing and Commerce
3. Electronic Publishing
4. Digital Networks and Intranets
5. Instructional Information Systems
6. Computer Graphics and Design
7. New Media Technology
8. Copyright and Intellectual Property
9. Project Management
10. Internship
11. Final Project (6 credits)

The whole point in having such a diverse range of classes required in the core is that professionals should have a working knowledge of the various fundamental aspects of technology that are used for today's applications. The more they know about what the "other guy" is doing, the more successfully they can plan, create, and implement.

General course descriptions

Issues and Applications for Digital Communications
Initial class taken first semester freshman year. This will show students current practices, trends, issues, and uses for digital information technologies. They should research how information is published, business is conducted, and people are entertained over the internet and organization intranets. While providing an overview for the program to follow, this is also best opportunity for them to see possible career options.

Internet Marketing and Commerce
Obviously taught from the business dept perspective, this class discusses how digital communications technologies are used for business today.

Electronic Publishing
Applying traditional writing concepts for new media. Applications include publishing books, periodicals, marketing and advertising, financials, public relations, etc.
Digital Networks and Intranets
Provides basic technical understanding of how networks are designed, implemented, and applied, from LANs to worldwide corporate intranets.

Instructional Information Systems
Companies, organizations, and institutions are rapidly developing and implementing technology-based training to enhance productivity and personnel knowledge. This class looks at several approaches by examining off-the-shelf CD-ROMs and web-based courses as well as custom-designed instructional management tools. Emphasis is placed on instructional design with available tools.

Computer Graphics and Design
Elements of computer graphics including file formats, development of media, delivery and platform issues, design of icons and metaphors, font issues, etc. Traditional layout concepts are applied to screen design, dealing with such issues as space, color, typeface, etc. The overall emphasis will be to promote ideals of graphic art design for the screen to promote effectual communication and impact.

New Media Technology
This class is currently offered through the MRT program. Various elements of multimedia are explained including web pages, CD-ROMs, digital video, digital audio, and authoring programs for development. Students work on group projects designing web pages and a basic CD-ROM.

Copyright and Intellectual Property
Everyone involved with new media applications should understand the basics of copyright law as it applies to intellectual property. Fundamentals of the United States copyright law are explained with case studies in the difficulties of applying existing law to emerging technologies.

Project Management
This class combines the creative, technical, and management skills necessary for developing interactive media projects. Proposals, storyboarding, navigation and interface design, media organization and archival, scheduling and budgets, working with clients, and testing are practiced through discussion, assignments, and mini-projects. This is the final class before the group project.

Final Project
Students are grouped in teams to produce a significant final project that demonstrates mastery of skills and information obtained throughout the program. Each team is comprised of individuals from different departments so as to create an interdisciplinary, cross-pollination of ideas and abilities.
Course Sequence

This is only a suggested sequence. The important placements are Issues and Applications for Digital Communications, which should be taken fall semester freshman year, Project Management fall senior year, and finally the Final Project spring semester senior year. Others should be offered in a logical order to build sequence of knowledge and skills. A core class should be taken every semester to maintain continuity and sense of “membership” in the program.

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Here’s (at least) one additional class that would be quite beneficial to offer:

Programming for Non-Programmers

Basic concepts and practices of software programming are learned so as to understand the logic, procedures, and limitations involved in developing software applications.