



INTERACTIVE DESIGN AND MARKETING

ONLINE POST-BACCALAUREATE

mcad.edu/interactive





Start gaining the experience and skills

you need to design and build

interactive environments through

MCAD's Interactive Design & Marketing program.

This 30-credit program is designed for creative professionals and provides a solid foundation in interactive development, design, and marketing.

INTERACTIVE DESIGN AND MARKETING

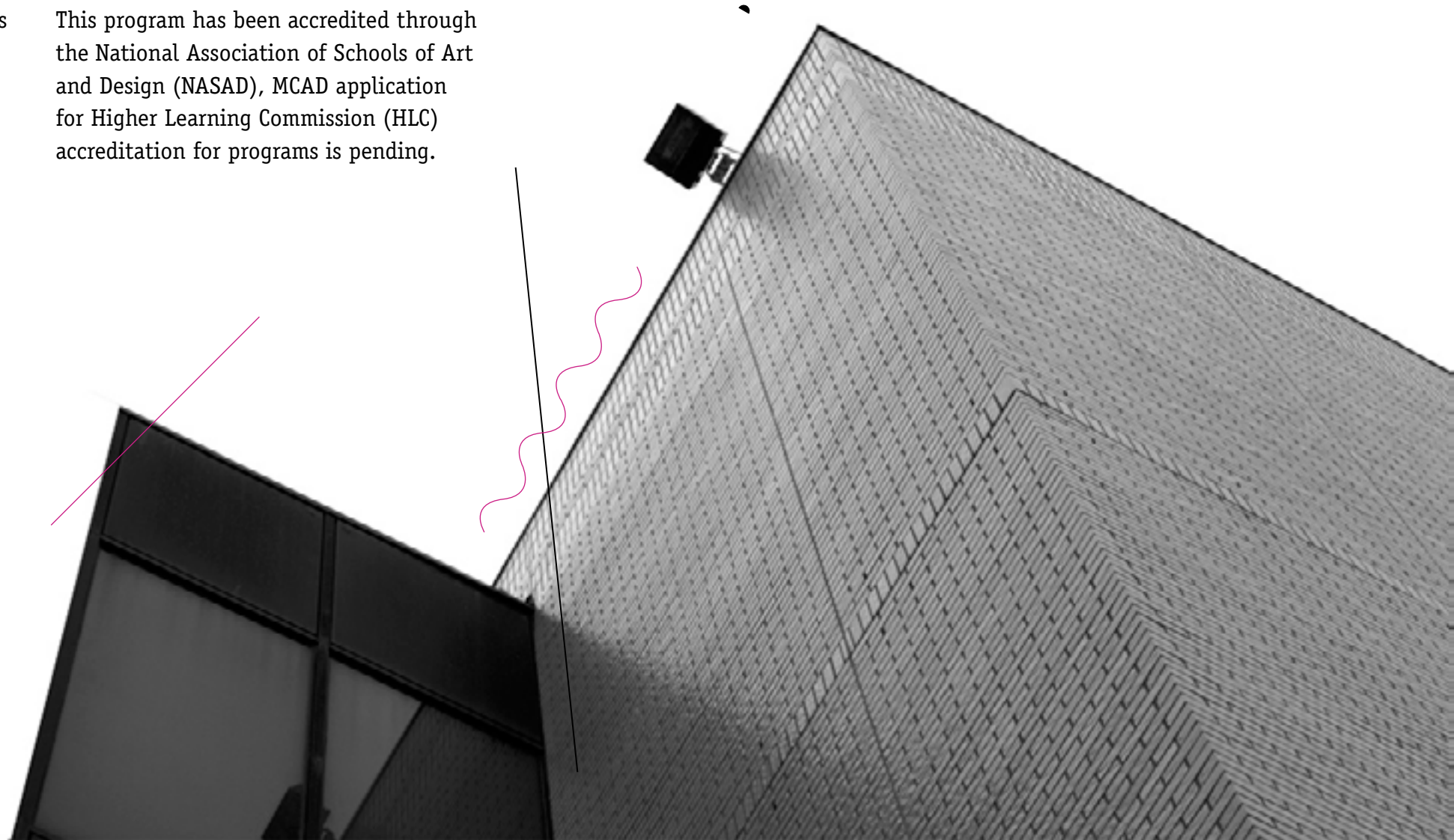
ONLINE POST-BACCALAUREATE

Created for working professionals, courses in this program weave three essential, interactive strands together: design, development, and marketing.

- + create elegant and powerful designs for web and mobile apps
- + plan rich, multidimensional campaigns to reach your target market
- + collaborate to code and launch your interactive experience

ACCREDITATION

This program has been accredited through the National Association of Schools of Art and Design (NASAD), MCAD application for Higher Learning Commission (HLC) accreditation for programs is pending.

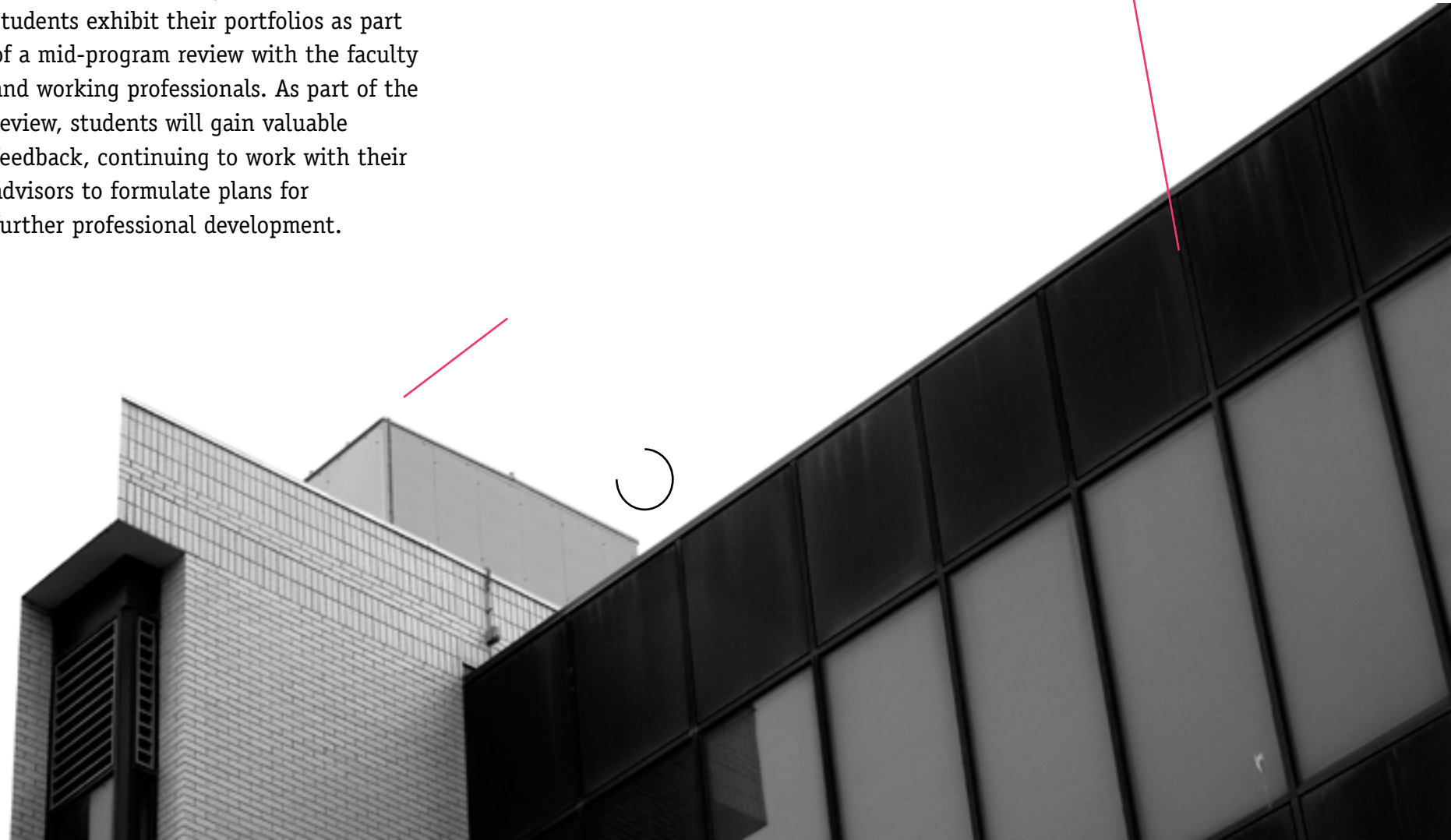


ONLINE CURRICULUM

According to a comprehensive study by the U.S. Department of Education, students who took all or part of their instruction online performed better, on average, than those taking the same course through face-to-face instruction. At MCAD, we keep online class sizes small so that you will get to know your instructors and other professionals in the program, as you build a network of professional colleagues, collaborators, and friends.

This 30-credit online post-baccalaureate requires students to take a total of ten courses, forming a solid foundation in development, design, and marketing. The coursework can be completed within two or three years, and students can enter the program in the fall or spring.

By the end of each course, students will produce portfolio-quality work for review. When the required courses (except Internship/Practicum) are completed, students exhibit their portfolios as part of a mid-program review with the faculty and working professionals. As part of the review, students will gain valuable feedback, continuing to work with their advisors to formulate plans for further professional development.



POSSIBLE PROGRAM PATHWAYS

TWO-YEAR PATHWAY

FALL	SPRING	SUMMER
Web Development 1 Web Design 1	Web Development 2 Collaborative Workflows	Digital Marketing 1 MID-PROGRAM REVIEW
Web Design 2 Digital Marketing 2	Mobile Design Mobile Development	Internship/Practicum PROGRAM COMPLETE

THREE-YEAR PATHWAY

FALL	SPRING	SUMMER
Web Development 1	Collaborative Workflows	Digital Marketing 1
Web Design 1 MID-PROGRAM REVIEW	Web Development 2 Mobile design	Mobile Marketing
Web Design 2	Mobile Development	Internship/Practicum PROGRAM COMPLETE

CURRICULAR PLANNING

These program pathways are just a few examples of potential course combinations. Your curricular plan is dependent on year-to-year course availability at MCAD. Your advisor will work closely with you to determine your optimal pathway through the program.



COURSE DESCRIPTIONS | DESIGN COURSES

／ REQUIRED = R | CHOOSE AT LEAST ONE ELECTIVE

^R WEB DESIGN 1

IDM 6710 | 3cr

In this course, students will be introduced to designing for web and screen. This includes web-specific design fundamentals, best practices, and a review of current web design trends. From ideation to client review, students will be guided through each step of the design process, including wireframing, use of design tools, and the preparation of a design for client review. Students will complete a final web-design project and continue building and refining their web portfolios.

+ Prerequisites: Web Development 1: HTML and CSS (may be concurrently enrolled)

WEB DESIGN 2

IDM 6720 | 3cr

This course builds on the design fundamentals, tools, and content creation covered in Web Design 1 and Collaborative Workflows. Students will be introduced to information architecture, content writing, and feature-rich interactive experiences. Designing for multiple platforms will emphasize the constant state of change in the interactive field. A final design project will incorporate the elements of user experience in Web Design 1, information architecture, content, and interactive elements to design a complete interactive experience. Connecting design to development, students will also prepare final design projects for development.

+ Prerequisites: Web Design 1, Web Development 2: Javascript and Libraries

DESIGNING BEYOND COMPUTERS

IDM 6730 | 3cr

This course introduces users to design options outside of the web space. As interactive concepts move beyond the computer and into everyday experiences, technology allows us to engage and interact with users in ways never imagined. Possibilities include data visualization, installations, generative art, and 3D. Students will learn how to weave interactive with environments through a variety of media. Using design fundamentals covered in Web Design 1 and Web Design 2, students will work through the ideation process into wireframes and design final projects using one of the technologies learned in the course.

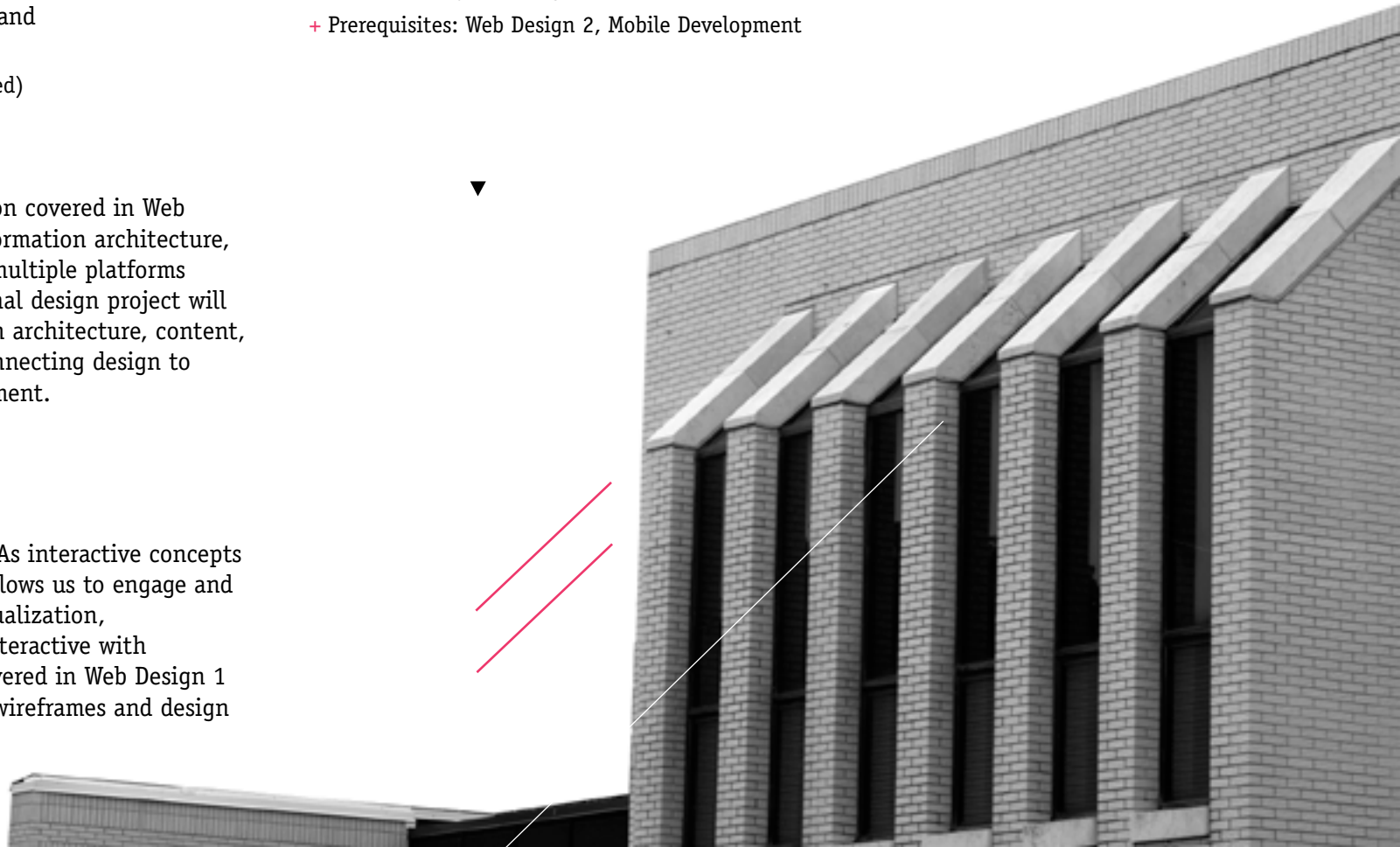
+ Prerequisites: Web Design 2, Web Development 2: Javascript and Libraries

MOBILE DESIGN

IDM 6760 | 3cr

This course will introduce students to design for mobile platforms. A review of the impact of business objectives on design and user-experience design will prepare students for real-world scenarios. Students will then focus on concepts specific to mobile, such as accelerometers and multi-touch by creating a user experience in wireframes.

+ Prerequisites: Web Design 2, Mobile Development



COURSE DESCRIPTIONS | DEVELOPMENT COURSES

／ REQUIRED = R | CHOOSE AT LEAST ONE ELECTIVE

R WEB DEVELOPMENT 1: HTML AND CSS

IDM 6610 | 3cr

In this course, students learn how to create visually appealing, well-organized web pages using HTML and CSS, the fundamental languages for creating content and style on the web. The course begins with HTML, and students will be introduced to tags, links, lists, tables, forms, web standards (old, new, and evolving), and the foundation of web-page construction. Then, using CSS, students will apply style sheets to HTML, using fonts, colors, divs, spans, layout, and positioning to create a well-crafted web page. The course is geared toward the beginning to intermediate web developer or designer.

WEB DEVELOPMENT 2: JAVASCRIPT AND LIBRARIES

IDM | 3cr

In this course, students will expand on HTML and CSS skills by bringing projects to life with Javascript and Javascript libraries. These languages will be used as the vehicle to add interactive and rich experiences to websites. Additionally, students will explore a variety of content management systems (CMS), learning to customize and manage these platforms. Topics include: fundamental programming concepts, best practices for interactive development, coding for interactive design, Javascript, jQuery, AJAX, Wordpress, Drupal, and related technologies.

+ Prerequisites: Web Development 1: HTML and CSS

MOBILE DEVELOPMENT

IDM 6660 | 3cr

This course will introduce students to a variety of development platforms for mobile. iPhone and Android platforms will be the main focus, augmented by website development for mobile devices. Technologies include Apple's X-Code tool set, including an introduction to objective C, and Android development options, including Java, the Flash platform with AIR, and HTML/CSS / Javascript for mobile web development. The course will include projects that have students developing basic mobile applications for either iOS or Android as well as developing mobile websites.

+ Prerequisites: Collaborative Workflows, Web Design 1, Web Development 2: Javascript and Libraries

OBJECT-ORIENTED DEVELOPMENT AND DESIGN PATTERNS

IDM 6635 | 3cr

This course extends the development fundamentals learned in Web Development 2: Javascript and Libraries by introducing students to object-oriented programming and client-side applications. Students will work through the complexities of objects, classes, variables, and design patterns within the core of object-oriented programming. Using Flash and ActionScript as an object-oriented programming (OOP) language, students will explore a variety of development environments and rich internet-application development, working with data and connecting to server applications. A final project will have students building OOP-based applications from the architecture phase to final, client-ready projects.

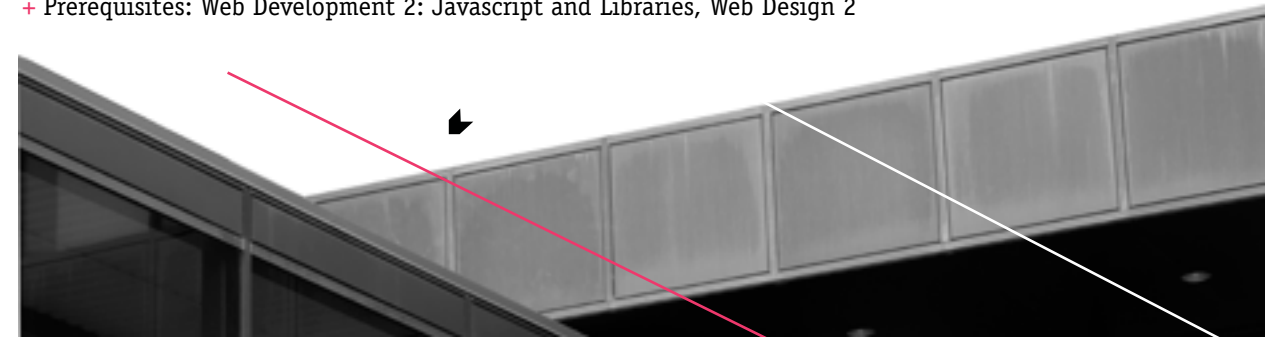
+ Prerequisites: Web Development 2: Javascript and Libraries

WEB DEVELOPMENT FOR DATA: PHP/SQL

IDM 6630 | 3cr

This course introduces students to server-side web development. Building on concepts learned in Web Development 2: Javascript and Libraries, such as object-oriented programming and design patterns, students will continue to work with more in-depth programming. A review of best practices, development environment overview, and website and application architecture will give the user a good understanding of server-side architecture and development. Students will be introduced to the LAMP stack and receive an in-depth look at each component as they refine their development skills to extend to the server to serve dynamic content to their projects.

+ Prerequisites: Web Development 2: Javascript and Libraries, Web Design 2



COURSE DESCRIPTIONS | MARKETING COURSES AND PROCESS

REQUIRED = R | CHOOSE AT LEAST ONE ELECTIVE

^R DIGITAL MARKETING 1: PRINCIPLES

IDM 6810 | 3cr

In this course, students will learn the fundamentals of marketing and how it relates to the design and development process. Students will connect the marketing concepts learned in previous courses to the larger concepts of marketing and advertising as a whole. Interactive channels will open a new world of connecting with a target market. Marketing concepts of ROI, the marketing mix and business objectives will be blended with new ways of connecting with engaging target markets. A final project will have students applying skills learned throughout the course by building an interactive marketing plan.

DIGITAL MARKETING 2: RESEARCH AND ANALYSIS

IDM 6820 | 3cr

This course allows students to extend the interactive marketing principles learned in Interactive Marketing I by integrating them with an overall marketing strategy. An analysis of traditional media channels, interactive media channels, and their interaction will introduce students to the comprehensive marketing of tomorrow. Students will apply critical-thinking skills to coordinate interactive experiences into broader marketing plans by completing comprehensive marketing plans, weaving traditional and interactive marketing strategies together.

+ Prerequisites: Digital Marketing 1

MOBILE MARKETING STRATEGIES

IDM 6860 | 3cr

In this course students will be introduced to developing marketing strategies for the mobile space. The course will start by exploring how people interact with their mobile devices and the evolving uses of mobile technology. Students will learn how to harness the marketing power of mobile apps, social media, in-app advertising, viral advertising, and more to connect with their target markets.

+ Prerequisites: Digital Marketing 2: Research and Analytics, Mobile Design

^R COLLABORATIVE WORKFLOWS

IDM 6510 | 3cr

This course introduces students to an overview of the interactive world by immersing them in current technology and trends, as aspects of design, development, and marketing converge to illustrate the workflow processes of interactive projects. The project-management skills covered in this course will guide students from the ideation process to project launch, and students will practice using industry-standard webcommunication tools and project-management strategies to present their research. The processes established in this course will be used throughout the program. and a review of the career paths possible in the field of interactive will prepare students for later courses.

^R INTERNSHIP/PRACTICUM

IDM IN99 | 3cr

In today's competitive interactive market, real experience in the field provides students with a significant advantage in starting a career. In this final course, students will intern at a company in a related field. Students will work with the college and industry companies to acquire a position. Students must have complete resumes and portfolios available for internship interviews. Students also have the option to build interactive projects for nonprofit organizations or complete practicum projects within their current workplaces.

+ Prerequisites: Completion of at least 21 credits



FACULTY BIOS

A BRIEF INTRODUCTION



Jon Voth is a web developer who builds online experiences for brands such as Adult Swim, Cargill, Kelloggs, Nickelodeon, Pfizer and Warner Brothers. After six years in the web industry Jon currently works as a freelancer and holds the position of senior developer at Ham in the Fridge in Minneapolis. Jon's skills include Flash & Flex development in Actionscript 3, HTML/CSS, JavaScript, PHP and Objective C (for iPhone development).



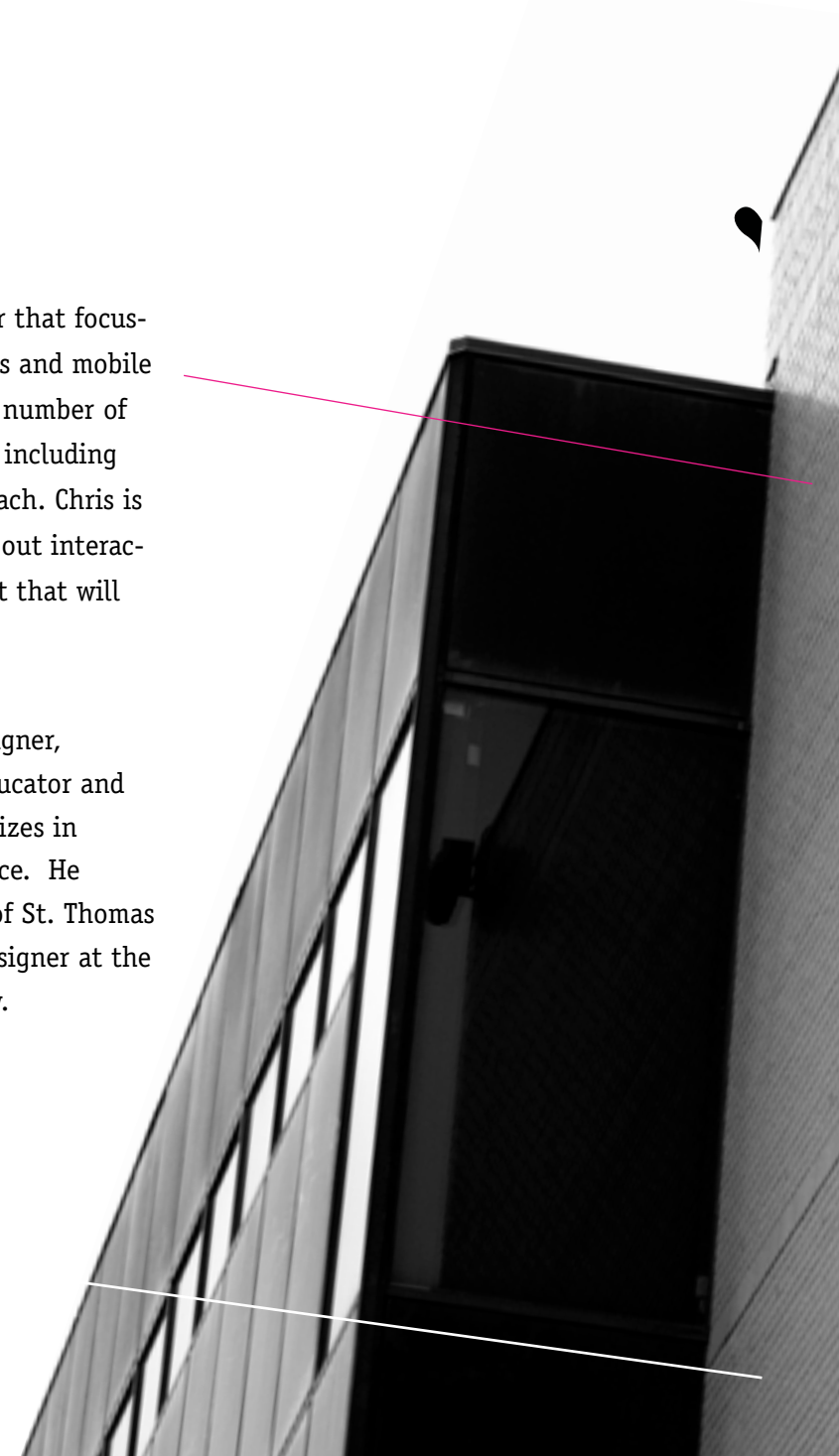
James Johnson (M.Ed./University of Minnesota) is currently the Developer and LMS Administrator for Online Learning at the Minneapolis College of Art and Design. He is a seasoned educator in mathematics, computer science, and educational design. He's been recognized for his expertise in using technology to enhance learning and engage students. He is an unabashed data geek, and passionate about beautiful information design.



Chris Black is a freelance developer that focuses on building Interactive web pages and mobile applications. He has presented at a number of local and international conferences including Flashbelt, FITC and Flash on the Beach. Chris is currently writing an online book about interactive development using ActionScript that will be released later this year.



Anton Friant is an interactive designer, multi-media performance artist, educator and speaker in Minneapolis who specializes in interface design and user experience. He received a BA from the University of St. Thomas and currently works as a Digital Designer at the Martin Williams Advertising Agency.



PROGRAM REQUIREMENTS

Applicants must hold an undergraduate degree before applying.

APPLICATION FORM AND FEE

To apply, complete the online application form, which includes a nonrefundable \$50 application fee.

SUPPORTING MATERIALS

The following supporting materials should be mailed to interactive@mcad.edu or MCAD Online Learning, 2501 Stevens Avenue, Minneapolis, MN 55404.

- + Statement of interest explaining why are interested in the program. Discuss examples of personal motivation, and describe your relevant experience in design, development, or marketing. Your statement should be no longer than two double-spaced, typed pages, using 12-point type.
- + Résumé outlining your educational and professional experience.
- + Official transcripts from all colleges and universities that you have attended. Evidence of completion of an undergraduate degree from an accredited institution is required.

If you have any questions about the application procedure, contact interactive@mcad.edu.

PROGRAM DEADLINES

Applications are accepted for fall and spring admissions. The online application form, application fee, and all supporting materials must be received by the following deadlines:

Fall Semester: **May 15**
Spring Semester: **November 1**

+ learn more:
mcad.edu/interactive

PROFESSIONAL PROGRAM COSTS & FINANCIAL AID

cost per credit - \$750
program cost - \$22,500

To be eligible for financial aid, you must:

- + Be a US citizen or eligible non-citizen
- + Be registered with Selective Service if required
- + Be working toward an eligible undergraduate degree
- + Make satisfactory academic progress
- + Maintain a minimum cumulative GPA of at least a 2.0
- + Not be in default on a federal education loan

FINANCIAL AID ENROLLMENT STATUS

The enrollment status is determined by the total credit hours attempted, the semester, the cumulative grade point average, and the number of credit hours completed. Professional post-baccalaureate certificate students enrolled for six credits a semester qualify for financial aid in the form of loans.

ENROLLMENT STATUS

Full-time
Three-quarters-time
Half-time
Less than half-time

CREDITS

12 or more
9-11
6-8
1-5*

*No financial aid available

If you drop below half-time status or withdraw during a semester, you may have all or part of your financial aid for that semester prorated or canceled. All students must be making satisfactory academic progress as an MCAD student toward completion of a degree and be enrolled at least half-time to remain eligible for federal funds.