

INTEGRATIVE MEDIA, B.F.A. - MAJOR IN DIGITAL DESIGN + MEDIA ART

Digital design and media art majors may work toward either a bachelor of fine arts (B.F.A.) or bachelor of arts (B.A.) degree. The B.F.A. degree is the highest standard, professional degree for undergraduate art and design programs, with a curriculum focused more on art and design courses than liberal arts. To earn a B.F.A., DDMA students at Wilkes must pursue a cognate minor in art and enroll in 21 credit-hours of art- or design-based electives, plus two alternate DDMA core courses as defined. A minimum of 2 art history courses are also included in the requirement totaling to 65% of courses taken in the topics of art and design.

In the course sequence below the courses are currently IM, but DDMA may be appropriate as with all cognate minor course sequences as defined by the timing of the registrar changes.

Recommended Course Sequence

First Semester	
[[BA-153]] Management Foundations	3
[[ART-111]] Fundamentals of Color & Design	3
Distribution Requirement	3
[[ENG-101]] Composition	4
[[FYF-101]] First-Year Foundations	3
Total Credits	16

Second Semester	
[[ART-134]] Computer Graphics I	3
[[CS-125]] Computer Science I	4
Distribution Requirement	6
[[IM-101]] Integrative Media Foundations I	3
Total Credits	16

Third Semester	
[[ART-113]] Drawing	3
[[ART-234]] Computer Graphics II	3
Art History	3
[[ENT-203]] Opportunity Identification	3
[[IM-201]] Integrative Media Foundations II	3
Total Credits	15

Fourth Semester	
Art History	3
[[COM-262]] Digital Storytelling / Design	3
Distribution Requirement	3

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[[ENG-222]] Introduction to Digital Humanities	3
[[IM-301]] Principles of Motion & Layering	3
Total Credits	15

Fifth Semester	
Distribution Requirement	6
Art or DDMA Electives	3
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
Total Credits	15

Sixth Semester	
Art or DDMA Elective	3
Distribution Requirement	3
Art or DDMA Elective	6
[[IM-391]] Integrative Media Project I	3
Total Credits	15

Seventh Semester	
Art or DDMA Elective	3
Art or DDMA Elective	6 - 9
[[IM-392]] Integrative Media Project II	3
[[IM-399]] Cooperative Education	0 - 3
Total Credits	12 - 18

Eighth Semester	
Art or DDMA Elective	9 - 12
[[IM-399]] Cooperative Education	0 - 3
[[IM-400]] Integrative Media Portfolio Capstone	3
Total Credits	12 - 18

IM. INTEGRATIVE MEDIA

IM-198/289/398. TOPICS IN INTEGRATED MEDIA

Credits: Varies with topic.

A study of topics of special interest not extensively treated in regularly offered courses.

[Click here for course fee.](#)

IM-101. INTEGRATIVE MEDIA FOUNDATIONS I

Credits: 3

This course is an introduction and multiple media survey of artists, styles, and techniques influential in the development of contemporary media. Through this exposure and readings, a creative process will be developed and absorption will stimulate, motivate, and inspire a personal aesthetic vision. In addition, through intensive thought, analysis, and critique, we will explore media as it affects our society and our responsibility as media content generators.

[Click here for course fees.](#)

IM-201. INTEGRATIVE MEDIA FOUNDATIONS II

Credits: 3

This course is an introduction to the foundational design principles as they apply to digital new media applications. Students will produce digital projects through the introductory application of various digital tools with a continued focus on the constant evolution of a personal aesthetic vision. A survey of new media applications, terminology, and techniques will be researched and discussed, along with our responsibility as communicators to mass media markets.

[Click here for course fees.](#)

Pre-Requisites

[[IM-101]].

IM-255. INTEGRATIVE MEDIA PRACTICUM

Credits: 1-2

The Department Practicum may be taken for one to two credits per semester. Students may earn credit for major roles and positions of major responsibility in the co-curricular activities in the Creative Production Studio, Studio 020. Credit for participation in these activities is optional, and voluntary participation (without credit) is also encouraged. The department, through the advisor or instructor of the activity, has the authority to approve or reject any contract for credit under this designation. Credits earned are applicable toward graduation, but do not count toward the requirements of the IM core. Written approval for credit must be by advisor or department chairperson.

IM-301. INTEGRATIVE MEDIA PRINCIPLES OF MOTION AND LAYERING

Credits: 3

This course will address the foundational concepts of assembling digital imagery, relational to short format projects, focusing on historical and contemporary principles of montage, timing, and pacing. In addition, the technical and aesthetic principles of compositing will be covered producing multi-layered projects for a variety of media.

[Click here for course fees.](#)

Pre-Requisites

[[IM-201]].

IM-302. INTEGRATIVE MEDIA PRINCIPLES OF INTERACTIVITY

Credits: 3

Technical and aesthetic principles of interactivity will be conveyed and practiced to produce a range of interactive media. Addressing issues of human static and dynamic interactive ergonomics as they apply to contemporary commercial and artistic applications.

[Click here for course fees.](#)

Pre-Requisites

[[IM-201]].

IM-320. INTEGRATIVE MEDIA CONCEPT DEVELOPMENT AND PRACTICES

Credits: 3

Through research, writing, and example, students will gain an advanced understanding of the creative generating processes in a new media environment. These processes will be used to formulate solid, cohesive concepts and present storyboards that are visually communicative and professional. With discussion, critique, and reiteration, the concepts are refined and reinforced.

[Click here for course fees.](#)

Pre-Requisites

[[IM-201]].

IM-350. 3 DIMENSIONAL ENVIRONMENTS AND ANIMATION

Credits: 3

This course will explore the foundations of 3-dimensional animation processes as they apply to multiple media. Students will build computer-based models and environments, texture, light, animate, and render content for Integrative Media projects, stand-alone projects of 3-D foundations used within the CS gaming track. (Cross-listed with [[CS-350]].)

[Click here for course fees.](#)

Pre-Requisites

IM students—IM 301; CS students—CS 125.

IM-355. DIGITAL AUDIO PRINCIPLES AND EDITING

Credits: 3

The foundational concepts behind music theory, sound design, and digital studio editing techniques will be addressed in this course. This knowledge can then be applied to creating and adapting sound components for use within the variety of Integrative Media projects.

[Click here for course fees.](#)

Pre-Requisites

[[IM-201]].

IM-368. 3 DIMENSIONAL GAME DEVELOPMENT

Credits: 3

An overview of simulation, engine-based, and real-time game systems with a focus on theory, creation, and animation of three-dimensional models used within a game context. Cross-listed with [[CS-368]].

[Click here for course fees.](#)

Pre-Requisites

[[IM-350]] (CS 366) or [[CS-367]].

IM-391. INTEGRATIVE MEDIA PROJECT I

Credits: 3

This project-based course will begin to assemble production teams to produce project(s) from concept to completion. Students will develop storyboards and, through creative and organizational work sessions, define a completion plan and production schedule. All phases of the production process will be addressed under creative, financial, and deadline benchmarks. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements

[Click here for course fees.](#)

Pre-Requisites

[[IM-320]].

IM-392. INTEGRATIVE MEDIA PROJECT II

Credits: 3

Students will initiate new or continue team-oriented integrative media productions. The production process will be optimized to continue the experience of industry scenarios. Expanded business practices and production techniques will build upon prior skill sets. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements

[Click here for course fees.](#)

Pre-Requisites

[[IM-391]].

IM-399. COOPERATIVE EDUCATION

Credits: 1-6

Pre-Requisites

Sophomore standing, minimum 2.0 cumulative GPA, consent of academic advisor, and approval of placement by the department chairperson.

IM-400. INTEGRATIVE MEDIA PORTFOLIO CAPSTONE

Credits: 3

As the capstone of the IM curriculum, this course will focus on the compilation of visual materials produced throughout the set of courses, as necessary in the job submission process. Creating a self 'brand' will be a concentration, along with the compilation of written works, flatbook, and reel. Understanding the perspective of the employer will be heavily discussed and the various positions, procedures, and environments that produce IM products. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements.

[Click here for course fees.](#)

Pre-Requisites

[[IM-391]].