

Interactive Digital Media (BA)

This program is offered by the School of Communications/Media Arts Department and is only available at the St. Louis main campus.

Program Description

The BA in Interactive Digital Media is a versatile and career-focused production-based degree program that gives students the creative problem-solving skills to build a variety of interactive experiences and push web-based enterprises to the next level. Students apply user-centered design principles, professional media production techniques and web-based programming languages to develop websites, apps, interactive exhibits and casual games.

Learning Outcomes

Successful graduates of this program will be able to:

- Conduct user and market research to inform proposed solutions.
- Produce clear and compelling visual representations of the design and structure of interactive applications using flowcharts, wireframes and prototypes.
- Program interactivity using core web languages.
- Assess the effectiveness of interactive applications using

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- MNGT 2700 Introduction to Entrepreneurship and Small Business Management (3 hours)
- MNGT 3740 Global Entrepreneurship (3 hours)

Virtual and Augmented Reality

- ANIM 2200 3D Modeling (3 hours)
- ANIM 3200 3D Animation and Rigging (3 hours)
- ANIM 4400 Photorealistic 3D Animation (3 hours)