

# Game Design and Interactive Media, B.A.

---

## Degree Offered

- Bachelor of Arts

## Nature of the Program

The Game Design and Interactive Media major is a hybrid program of the College of Creative Arts and Reed College of Media. The major combines two core foundational areas of study: one focused on media and delivered by the Reed College of Media; the other focused on art and design, delivered by the College of Creative Arts. As such, course work exposes students to the history, guiding principles, ethics, diversity and cultural issues as related to design, technology and interactive media. The colleges' skills-based courses provide students with ample hands-on opportunities in the technologies and design thinking germane to digital, interactive platforms.

The program begins with foundational skills in design, production, and editing using digital tools and software. These classes provide the skill sets to create interactive experiences including websites, mobile apps, immersive environments, video games, and virtual and augmented reality. Courses offered in the School of Art and Design provide skill building and theory in audiovisual design and motion graphics, while courses offered in the Reed College of Media provide theoretical exploration and applied implementation of those skills in emergent media experiences. Students are concurrently oriented to innovation and design thinking methodologies and project management skills to create expertise in coordinating a team of diverse thinkers, from computer programmers to visual designers.

---

## FACULTY

### TEACHING ASSISTANT PROFESSOR

- Heather Cole - M.F.A. (Goddard College)  
Interactive Design for Media
- Jeffrey Moser - M.F.A. (University of Delaware)  
Interactive Media for Design

## Admissions

The WVU Reed College of Media uses the same undergraduate admission standards for first-time freshmen as West Virginia University (WVU). Visit the WVU undergraduate admissions page for details on general WVU admission.

**Students not meeting the above requirements will be admitted to WVU as either a pre-Art or pre-Media student through CLASS.**

*Due to Covid-19 – Admission requirements may differ from what is listed on this page. Please review the most up-to-date program admission requirements for the Bachelor of Arts in Game Design and Interactive Media major (<https://admissions.wvu.edu/academics/majors/interactive-design-for-media/>).*

## ADMISSION REQUIREMENTS 2024-2025

The Admission Requirements above will be the same for the 2024-2025 Academic Year.

Major Code: 1204

## General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
<b>General Education Foundations</b>		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3

F5 - Human Inquiry & the Past	3
F6 - The Arts & Creativity	3
F7 - Global Studies & Diversity	3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)	9
<b>Total Hours</b>	<b>31-37</b>

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

## Curriculum Requirements

Code	Title	Hours
University Requirements		48
Interactive Design for Media Program Requirements		24
Interactive Design for Media Major Requirements		48
<b>Total Hours</b>		<b>120</b>

## University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 2, 3, 5, 7, and 8		25
ART 191 or MDIA 191	First-Year Seminar First-Year Seminar	2
General Electives		21
<b>Total Hours</b>		<b>48</b>

## Interactive Design for Media Program Requirements

Code	Title	Hours
A minimum grade of C- or better is required in all program coursework.		
ADV 215	Principles of Advertising	3
ARHS 160	Survey of Art History 2	3
ART 121S	Visual Foundations 1	3
ART 122S	Visual Foundations 2	3
MDIA 101	Media and Society	3
MDIA 215S	Media Writing	3
MDIA 225S	Media Tools & Applications	3
MDIA 328	Media Ethics and Law	3
<b>Total Hours</b>		<b>24</b>

## Interactive Design for Media Major Requirements

Code	Title	Hours
A minimum grade of C- or better is required in all major coursework.		
<b>Art Requirements</b>		
ART 224S	Graphic Design 2	3
ART 236 or ART 234S	Mobile Digital Photography Photography 2	3
ART 270S	Introduction to Electronic Media 1	3
ART 272S	Designing for Multimedia	3
ART 273S	Beginning 3D Animation	3
ART 285S	Interactive Audio Design	3
ART 372S	Interactive Design	3
ART 472S	Advanced Interactive Design	3
ARHS 406	Graphic Design History	3

Media Requirements		
JRL 210S	Visual Journalism and New Media	3
MDIA 262	Coding for Media Applications	3
MDIA 322S	Gaming Design and Digital Narrative	3
MDIA 362	UI/UX Design for Media Applications	3
Two Upper-Division MDIA or JRL Classes		6
MDIA 422S	Intermediate Game Design	3
Total Hours		48

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 ART 122S	3
MDIA 101 (GEF 4)		3 ARHS 160 (GEF 6)	3
MDIA 191 or ART 191		2 MDIA 215S	3
ART 121S		3 GEF 2	4
Elective		3 Elective	3
		14	16

### Second Year

Fall	Hours	Spring	Hours
ART 270S		3 ENGL 102 (GEF 1)	3
JRL 210S		3 ADV 215 (GEF 8)	3
MDIA 225S		3 ART 272S	3
ART 224S		3 MDIA 262	3
GEF 3		3 Elective	3
		15	15

### Third Year

Fall	Hours	Spring	Hours
ART 372S		3 ART 273S	3
ART 236 or 234S		3 ART 285S	3
MDIA 322S		3 MDIA 328	3
GEF 5		3 MDIA 362	3
Elective		3 Elective	3
		15	15

### Fourth Year

Fall	Hours	Spring	Hours
ARHS 406		3 ART 472S	3
MDIA 422S		3 GEF 7	3
GEF 8		3 GEF 8	3
MDIA Elective		3 MDIA Elective	3
Elective		3 Elective	3
		15	15

Total credit hours: 120

## Major Learning Outcomes

### INTERACTIVE DESIGN FOR MEDIA

The School of Art and Design and all its degrees and majors are accredited by the National Association of the Schools of Art and Design (NASAD). The Interactive Design for Media major will undergo the accreditation through NASAD process as a new program. The following criteria are from NASAD and provide the basis of assessment for course and programmatic Student Learning Outcomes.

Upon completion of the Interactive Design for Media major, graduates must have attained the following;

1. Knowledge of the concepts related to the visual, spatial, sound, motion, interactive, and temporal elements/features of digital technology and principles for their use in the creation and application of digital media-based work.
2. Understanding of narrative and other information/language structures for organizing content in time-based or interactive media; the ability to organize and represent content structures in ways that are responsive to technological, social, and cultural systems.
3. Understanding of the characteristics and capabilities of various technologies (hardware and software); their appropriateness for particular expressive, functional, and strategic applications; their positions within larger contexts and systems; and their influences on individuals and society.
4. Knowledge of the processes for the development and coordination of digitally-based art and design strategies (for example, storyboarding, concept mapping, and the use of scenarios and personas).
5. Ability to analyze and synthesize relevant aspects of human interaction in various contexts (physical, cognitive, cultural, social, political, and economic) and with respect to technologically-mediated communication, objects, and environments.
6. Understanding of what is useful, usable, effective, and desirable with respect to user/ audience-centered digitally-based communication, objects, and environments.
7. Knowledge of history, theory, and criticism with respect to such areas as film, video, technology, and digital art and design.
8. Ability to work in teams and to organize collaborations among people from different disciplines.
9. Ability to use the above competencies in the creation and development of professional quality digital media productions.

## ADVERTISING COURSES

### **ADV 215. Principles of Advertising. 3 Hours.**

(Open to all University students.) An introduction to all sides of the advertising field and to the process, quantitative, strategic and aesthetic, by which the sales message is planned, produced and delivered. Students cannot receive credit for both ADV 215 and STCM 215 or ADPR 215, which is considered an equivalent course.

## ART HISTORY COURSES

### **ARHS 160. Survey of Art History 2. 3 Hours.**

The course examines the history of the visual arts in world cultures from the fourteenth century to the present.

### **ARHS 406. Graphic Design History. 3 Hours.**

PR: ARHS 120 and ARHS 160. This course presents graphic design as visual communication from prehistory to present, traced primarily through the poster. It also includes typography, styles, material culture, attending international political and art movements.

## ART COURSES

### **ART 121S. Visual Foundations 1. 3 Hours.**

The course provides an introduction to the fundamental principles and concepts of two-dimensional image making with an emphasis on color theory and design. Through creative assignments students develop abilities and visual awareness emphasizing the basics of color perception, form, proportion and rhythm.

### **ART 122S. Visual Foundations 2. 3 Hours.**

The course incorporates projects involving abstract and representational ideas in three dimensions and investigates the basic concepts of line, plane, volume, form, mass, texture, composition and time.

### **ART 224S. Graphic Design 2. 3 Hours.**

PR: (ART 111 or ART 111S) and (ART 112 or ART 112S) and (ART 121 or ART 121S) and (ART 122 or ART 122S). This course emphasizes typography, sequential projects and complex compositions, and includes preparation as well as review of upper-level entrance portfolios.

### **ART 234S. Photography 2. 3 Hours.**

PR: ART 232 or ART 232S. This course is a continuation of Photography 1; students will delve further into digital workflows and advanced lighting techniques and learn how to produce inkjet prints of their work. Likewise, students will be introduced to more challenging artistic concepts that will broaden their understanding of the medium's complicated relationship to reality and our perception of it.

### **ART 236. Mobile Digital Photography. 3 Hours.**

Explores photography basics using a mobile device and digital applications. Emphasis will be on the design elements of photography, postproduction processes, application of mobile tools, and concept development. Construction of photographic narratives through control of exposure, shaping of light, sequence, and text integration will be addressed in the course project.

### **ART 270S. Introduction to Electronic Media 1. 3 Hours.**

PR: (ART 112 or ART 112S) and (ART 121 or ART 121S) and (ART 122 or ART 122S). Class provides introduction to fundamentals of digital media. Explores digital photography, animation multimedia. Covers use of various software, focuses on sound, technical foundation and esthetic proficiency in these media.

### **ART 272S. Designing for Multimedia. 3 Hours.**

This course explores 2D and 4D visual design in a digital media context. Students learn the foundations of visual design including composition, hierarchy, unity and color theory. These concepts are explored through digital media tools.

**ART 273S. Beginning 3D Animation. 3 Hours.**

Introduction to 3D computer modeling and animation. Fundamental concepts and techniques of polygonal modeling, shading, texturing, lighting, animating and rendering. Character design and bipedal animation. The course culminates with the production of an original, character-based group animation.

**ART 285S. Interactive Audio Design. 3 Hours.**

PR: (ART 121 or ART 121S) and (ART 122 or ART 122S) with a minimum grade of C- in each and must be enrolled in the Interactive Design for Media major or minor. Covers core principles of audio design and control in an interactive environment. Students will learn about sound creation and propagation, audio recording and editing, the structure and emotional effect of music, and the function and application of sound effects to augment interactive experiences.

**ART 372S. Interactive Design. 3 Hours.**

PR: ART 270 or ART 270S or ART 272 or ART 272S or VISJ 210. Interactive Design is a multimedia studio art course addressing core principles of interactivity, non-linear narration, and interaction design in art and culture.

**ART 472S. Advanced Interactive Design. 3 Hours.**

PR: (ART 272 or ART 272S) and (ART 372 or ART 372S) and JRL 225 with a minimum grade of C- in each. This course is a semester long, self-directed project focusing on specific interactive design applications in conjunction with advice and consultation from the instructor.

**JOURNALISM COURSES****JRL 210S. Visual Journalism and New Media. 3 Hours.**

PR: College of Media major or minor. Theory and principles of visual communication and image culture.

**MEDIA COURSES****MDIA 101. Media and Society. 3 Hours.**

Examines the relationship between media, culture and society, with emphasis on the history, structure, and organization of the mass media.

**MDIA 215S. Media Writing. 3 Hours.**

PR: College of Media major or minor. Introduction to the fundamental reporting and storytelling skills that are the foundation of all media writing: print, radio, television, public relations, advertising and social media.

**MDIA 225S. Media Tools & Applications. 3 Hours.**

PR: Must be a College of Media major or Interactive Media Design minor. Intended for College of Media majors and Interactive Media Design minors, this lecture/lab course covers fundamental principles and practices of multimedia content gathering and editing in preparation for upper-level courses with the College of Media.

**MDIA 262. Coding for Media Applications. 3 Hours.**

Introduces the principles and best practices of code development for visual interactive applications. The course covers the basics of interactive and programming code structures by introducing students to a variety of markup and interactive coding languages. Students will gain confidence with working with code through skill and knowledge based hands-on lessons and assignments.

**MDIA 322S. Gaming Design and Digital Narrative. 3 Hours.**

This course covers an introduction to the principles and practice of game design as a tool for interactivity, database storytelling, and audience building within journalism. The course will analyze case studies and provide hands-on development and application of game mechanics and game dynamics within journalism and strategic media across web, mobile, tablet and emergent augmented reality platforms.

**MDIA 328. Media Ethics and Law. 3 Hours.**

PR: (JRL 215 or MDIA 215 or MDIA 215S) with a minimum grade of C-. An in-depth exploration of the complex ethical and legal media landscape, with an emphasis on key historical precedents, new cases and challenges related to emerging technology, digital disinformation, artificial intelligence, new problems in social media and other current issues in journalism, public relations and advertising.

**MDIA 362. UI/UX Design for Media Applications. 3 Hours.**

PR: JRL 262 or MDIA 262 with a minimum grade of C-. Introduces research and methods used in the field of User Experience design with an emphasis in digital media. Students learn to ideate, develop concepts, conduct user research and how to communicate user experiences to stakeholders.

**MDIA 422S. Intermediate Game Design. 3 Hours.**

PR: MDIA 262 and (MDIA 322 or MDIA 322S) with a minimum grade of C-. Key concepts that students explore are interactive and game design in three-dimensional spaces within both the physical computing and purely digital media. Students will establish a critical awareness of computer-controlled environments through programming, interactions development, game design, and game theory.