## **Interactive Digital Media (BA)**

ଜ୍ୟାଞ୍ଜି (୨ମିକ୍ରେମ୍ବର ମଧ୍ୟ ମଧ୍ୟ ଅଧିକ ଓଡ଼ି of Communications/Media Arts Department and is only available at the St. Louis main campus.

STEM program

## **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 data analytics, A/B testing, prototyping, and critiquing, and propose thoughtful solutions.
- Demonstrate facility with multiple forms of media (graphics, audio, video, animation, photo) and their associated software.

## **Degree Requirements**