

Bachelor of Science in

Interactive Design

**Department of Technical Communication and Interactive Design
Kennesaw State University**



Program Overview and Planning Guide

This document is a comprehensive overview of the Interactive Design (IAD) degree. It is meant to show you how the overall goals of the degree and individual goals of each class come together to form a comprehensive program of study.

This document is given to all IAD students in our introductory class, TCID 2170. It is also given to all transfer students and is available on our website.

Revised Spring 2019

IAD Course Overview

Types of classes

Project	Learning outcomes related to applying theory and principles to user interface-related projects. Includes time in class to work on portfolio-ready projects <i>as a rule</i> .		
Theory	Learning outcomes related to new material (theory & principles).	Studio	Studio classes are facilitated by the School of Art & Design.
Code	Learning outcomes related to coding.	Tools	Learning outcomes related to learning tools.
C	Includes critique sessions <i>as a rule</i> to create opportunities to defend work in front of an audience.	P	Includes presentations <i>as a rule</i> to create opportunities to speak in front of others.

Lower Division Major Requirements (18/19 Credit Hours, grade of C or better)

#, Hours, Name, Prereqs	What is class and why am I taking it?	Type	
ART1100 (3) 2D Design/Color Theory <i>Pre: n/a</i>	What? Students apply 2D design principles and color theory in a studio environment. Why? To learn design principles that students will apply to screen-based projects later.	Studio	
ART1150 (3) Drawing I <i>Pre: n/a</i>	What? Students draw using a variety of techniques—figures, still-life, and landscapes. Why? To become more comfortable with drawing, which will be applied to later sketching, wireframe, and persona exercises.	Studio	
IAD2100 (3) History & Fundamentals <i>Pre: ENGL1102</i>	What? Students learn fundamental principles of visual and information design, learn interaction design history, and create basic interactive projects through learning Adobe XD. Why? An introductory class that lays out some of the strands of interaction design. Class is paired with 2170 to create a comprehensive introduction to the degree.	Theory	C
TCID2002 (3) Productivity & Tools <i>Pre: ENGL1101</i>	What? Students learn design tools (Illustrator, InDesign, Photoshop) and productivity tools. Why? To create a basis of understanding digital tools so students will enter later classes prepared for more complex projects.	Tools	
TCID2170 (3) Intro Dig. Media & Culture <i>Pre: ENGL1102</i>	What? Students learn about design thinking, the Information Society, and human-centered design. Why? An introductory class that lays out some of the strands of interaction design. Class is paired with 2100 to create a comprehensive introduction to the degree.	Theory	P

Take one of the following:

#, Hours, Name, Prereqs	What is class and why am I taking it?	Type
ICT2101 (3) Info & Comm Technology <i>Pre: n/a</i>	What? Students explore how to become informed and curious users of computing technologies.	Code
IT1113 (3) Programming Principles <i>Pre: one MATH1111-1113</i>	What? This course covers the fundamentals of computer programming with some programming language is used for lab assignments.	Code
CSE1321 & CSE1321L (4) Program & Problem I <i>Pre: MATH1190 or CSE1300</i>	What? Students interested in CS/CGDD Minor need to take this class. You should either take MATH1190 (Calculus) in Area D or CSE1000 (Intro to Computing Principles), which fits into Free Electives.	Code
	Why? Students need to take one of these classes to not only enhance computational thinking ability but also to better understand technical environments.	

Upper Division Major Requirements (18 Credit Hours, grade of C or better)

#, Hours, Name, Prereqs	What is class and why am I taking it?	Type
IAD3000 (3) Interaction Design I <i>Pre: TCID2170</i>	What? Students learn interaction design principles and work in teams on large-scale projects, such as designing and prototyping a mobile app. No coding in this class. Why? Students learn and apply goal-directed design in this class, the core approach to interaction design used in the degree.	Project C P
IAD3100 (3, S/U) Professional Development <i>Pre: IAD3000</i>	What? Students go to networking meetings, work on crafting a professional identity, and set up a portfolio. Why? Students learn how to articulate the theories, principles, and experiences learned in the degree to post-collegiate contexts.	
IAD3150 (3) Visual Design I <i>Pre: ART1110, ART1150, IAD2100, TCID2002</i>	What? Building on 2100, students enhance fundamental visual design principles that interaction designers need to know. Teaching-based class that covers logo designs, typography, and brand identity. Students are required to learn Sketch in this class. Why? Students need to learn basic visual design principles so they can be good comprehensive interaction designers as well as good teammates to visual designers.	Theory

<p>IAD3230 (3) User Interface Design I Pre: IAD2100, IAD3000, TCID2002</p>	<p>What? Building on 2100, students enhance fundamental information design principles interaction designers need to know. Teaching-based class on UI design principles (cognitive load theory, display factors, Fitt’s Law, Hick’s Law, et cetera). Why? Students need to learn how to organize and present individual screens within larger software systems. No prototyping, coding, interaction, or user testing in this class.</p>	Theory	
<p>IAD4700 (3) Senior Project & Portfolio Pre: 21 hrs Upper Div.</p>	<p>What? Students work on a UI-related capstone project while taking some time to finalize their portfolios. Why? This class is meant to give students time to work on a big, bold project that will be front and center on your digital portfolio.</p>	Project	P
<p>TCID3400 (3) Front-end Development I Pre: ENGL1101</p>	<p>What? Not a design class; students learn basics of hosting, file structure, HTML, and CSS. Why? Students need to enhance computational thinking ability, learn some front-end development, and better understand technical environments.</p>	Code	

Upper Division Major Electives (18 Credit Hours, grade of C or better)

#, Hours, Name, Prereqs	What is class and why am I taking it?	Type	
<p>IAD3300 (3) Ethnography for Designers Pre: IAD3000</p>	<p>What? This is a research methods class where students apply ethnographic practice to interaction design. Why? Research methods are introduced in IAD3000 and this class provides students more practice at the reasoning behind research, interview and observation techniques, how to interpret research, and how to communicate results to stakeholders.</p>	Theory	P
<p>IAD4000 (3) Interaction Design II Pre: IAD3000, IAD3100</p>	<p>What? Students incorporate the agile development process into interaction design. Students use prototyping tools to create team-based projects. No coding in this class. Why? Agile and Lean approaches to product development are prevalent in the business world and this class shows students how to incorporate goal-directed design into those processes.</p>	Project	CP
<p>IAD4150 (3) Visual Design II Pre: IAD3100, IAD3150</p>	<p>What? Project-based class where students expand their knowledge of how visual design applies to interaction design. Students propose projects to work on in this class. Why? Students need a project-based environment to practice and apply their visual design skills.</p>	Project	C
<p>IAD4230 (3) User Interface Design II Pre: IAD3100, IAD3230</p>	<p>What? Students delve further into UI design while applying these principles to UI projects. No coding in this class. Students will learn Axure in this class. Why? Students need a project-based environment to practice and apply their user interface design skills.</p>	Project	C

TCID3800 (3) Front-end Development II Pre: TCID3400	<p>What? Not a design class; students refine their understanding of HTML & CSS, add responsive design, API-integration, and jQuery-integration.</p> <p>Why? Students need to push their computational thinking ability, learn higher order front-end development concepts, and better understand technical environments.</p>	Code
TCID4500 (3) Front-end Dev. III Pre: TCID3800	<p>What? Not a design class; students focus solely on learning JavaScript to enhance their computational thinking and coding ability.</p> <p>Why? Students need to push their computational thinking ability, learn JavaScript, and better understand technical environments.</p>	Code
IAD3398 (1-9) Internship Pre: 28 hrs in Degree, Dept. approval	<p>What and Why? While not required, students are encouraged to find an internship. These experiences are invaluable in helping students transition to post-collegiate contexts. An internship should be done after having a working portfolio site (as these sites are increasingly necessary to compete for internships). For more on internships, see our website.</p>	
IAD4490 (3) Special Topics Pre: n/a	<p>What? A rotating topics course where instructors in IAD offer various topics unrelated to classes already in the catalogue. These classes are taught when there is demand and time.</p>	

Related Studies (12 Credit Hours, grade of C or better)

This includes 3000 and 4000 level courses inside or outside of the Interactive Design Major. These hours do not need to be taken in a single discipline, but should relate to a particular interest or career goal. Students should determine prerequisites for Related Studies courses and take them as free electives. Completion of a Formal Minor or Certificate Program would also satisfy the Related Studies requirement.

These classes and minors should be considered to augment your Interactive Design degree:

Suggested Technical Communication classes to augment your degree (whether you do the minor or not):

- TCOM3245 SEO & Analytics
- TCOM3046 Information Architecture
- TCOM4120 Usability (highly recommended)

A minor is a value-added credential on your transcript; it shows you’ve added a complementary area of study to your degree. Suggested minors include: Anthropology, Computer Science, Game Design, Information Technology, Psychology, and Technical Communication.

Free Electives 11/12 (18 Credit Hours, grade of D or better)

This includes any course (1000 - 4000) in the university curriculum (including Interactive Design) passing with a D or better.

IAD Goals & Modules

The goal of this degree is to teach students the skills needed to serve as interaction designers and user interface designers, as well as be engaged citizens of the world. To do this, we focus on:

1. Introducing the tools and teaching the techniques to create an effective portfolio of interactive, screen-based designs.
2. Learning about design using problem solving, goal-directed, and human-centered design approaches.
3. Acquiring a cultural approach to design that situates understanding meaning within different contexts.
4. Honing soft skills—being a good teammate, presentation skills, and the ability to explain design work to different audiences.
5. Learning computational thinking and some front-end coding.

In this degree, we teach goal-directed design (GDD), which breaks interaction design into 5 stages:

Research	Modeling	Requirements	Frameworks	Support
Kickoff meeting, competitive audits, stakeholder & SME, interviews, user observation	Build ideal user personas based on research	Create context scenarios for use of product by personas to define necessary requirements	Define behavior patterns, form, posture, functional elements, visual language, and working prototype	Document and assess the design process.

Some classes we have work through all of the GDD stages (Interaction module) and others focus on specific GDD stages (Design Principles and Research Methods modules). Additionally, we have classes geared toward creating well-rounded interaction designers and preparing them for the job market (Professional Development and Computational Thinking modules):

Interaction	*Design Principles*
TCID2170 Intro to Digital Media & Culture	2002 Productivity & Tools
IAD3000/4000 Interaction Design I & II	2100 History & Fundamentals
IAD4700 Senior Project & Portfolio	IAD3150/4150 Visual Design I & II
Research methods	IAD3230/4230 User Interface Design I & II
IAD3300 Ethnography for Designers	*Professional Development*
Computational thinking	IAD3100 Professional Development
TCID3400/3800/4500 Front-end Dev I, II, & III	IAD3398 Internship

Design Competencies

What should I be able to do if I say I am an interaction designer?

We have broken down the competencies for interaction designers into two categories—core and essential secondary. This means that you should absolutely know the core competencies to position yourself as an interaction designer on the job market. However, there are also essential secondary competencies that we consider “value added” to your interaction design toolkit.

The classes where these competencies are honed are listed here.

Core Interaction Design Competencies

A/B Testing —TCOM4120
Affinity Map—IAD3000, IAD4000
Agile Methods—IAD4000
Card Sorting—TCOM4120
Computational Literacy—Area F Comp. class, TCID3400/3800/4500
Design Thinking—TCID2170, IAD3000, IAD4000, IAD4700
Design Specifications—IAD3230, IAD4230
Ethnographic Research/Contextual Inquiry—IAD3000, IAD3300, IAD4000, IAD4700
Information Architecture—IAD2100, IAD3230, IAD4230
Journey Maps (Context, Key Path scenarios)—IAD3000, IAD4000
Personas—IAD3000, IAD3300, IAD4000
Prototyping—IAD2100, IAD3000, IAD3230, IAD4000, IAD4230
Psychological Design Theories—IAD3230, IAD4230
Soft Skills: Presentation skills—TCID2170, IAD3000, IAD3300, IAD4000, IAD4700
Soft Skills: Critique Skills—IAD2100, IAD3000, IAD3150, IAD4150, IAD4700
Soft Skills: Teambuilding skills—IAD3000, IAD3300, IAD4000
Task Analysis (Validation scenarios)—IAD3000, IAD4000, TCOM4120
Wireframing—IAD3000, IAD3230, IAD4000, IAD4230

Essential Secondary Competencies

Brand Identity—IAD2100, IAD3150, IAD4150
Color theory—ART1150, IAD2100, IAD3150, IAD4150
Front-end Development (HTML, CSS, Javascript, API)—TCID3400/3800/4500
Iconography—IAD2100, IAD3150, IAD4150
Typography—IAD2100, IAD3150, IAD4150
Visual Composition—ART1150, IAD2100, IAD3150, IAD4150

IAD Portfolio

What should my Portfolio look like?

The portfolio is a key document when you transition from student to professional. The ideal interaction design portfolio should only include 3 - 5 projects that each foreground process. This means that each project will have a detailed account of the work you did on that project. Thus, students should be saving all their work from classes because it becomes content for documentation in the portfolio.

Students should be nurturing this document throughout their time at KSU and not just at the end.

Examples of interface-based interaction design include: Mobile apps (phone & tablets), Websites, Software, Kiosks, Non-traditional UIs

Examples of process documentation include: Context statements, Design specs, Ethnographic/usability reports, Journey maps, Personas, Requirement definitions, Stylesheets, Visual evidence, Wireframing, Working prototypes

If you have other work, such as standalone visual design work, it should be cordoned off from your main portfolio. Consider listing this work on sites such as Dribbble or Behance and linking back to your portfolio.

Chavez Procopé's portfolio (chavezprocopeme.com) is an ideal portfolio for an interaction designer.

Contact Information

If you have any questions about the **Bachelor of Science in Interactive Design**, please contact:

IAD Program Coordinator

Dr. Michael Lahey

Email: milahey@kennesaw.edu

Departmental Advisor

Ms. Donna McPherson

Email: dmcphe12@kennesaw.edu

Department of Technical Communication and Interactive Design (TCID)

Kennesaw State University—Marietta Campus

J-333 Atrium Building

1100 South Marietta Parkway

Marietta, GA 30060

Email: TCID@kennesaw.edu

Phone: 470-578-7202

*This guide does not replace the information in the KSU Catalog. Please see the catalog for all official degree, minor, and course requirements.