

# Interactive Media Certificate

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These two certificates are designed to prepare students to open their own business providing Web design services. They provide the student with instruction in the design and development process needed to deliver information and media, primarily via the World Wide Web. This includes acquiring and managing assets (i.e., text, graphics, sound and video), the history and theory of communication forms, screen design, multimedia authoring, interface design, and project management.

The business plan certificate program focuses on evaluating an idea for a business and concludes with writing a business plan to start and/or grow a business.

## Suggested/Sample Course Sequence

The sequence taken by the student may vary depending on prerequisites, course availability, and personal/ professional responsibilities.

(Interactive Media -Major Code 6410; State CIP Code 09.0702 and Business Plan -Major Code 4810; State CIP Code 52.0710)

- Gainful Employment -Interactive Media (<http://www.jccc.edu/computing-sciences-and-information-technology/ge-intmediacert.html>)
- Interactive Media (<http://www.jccc.edu/interactive-media>)

## Prerequisite for Required Course

Prior to beginning the program, the student must take the following prerequisite, or have taken an equivalent transfer course, or have passed the waiver test (where applicable), or have obtained a waiver from the program administrator:

CDTP 135	Desktop Photo Manipulation I: Photoshop	1
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## Fall Semester

ENGL 121	Composition I*	3
CIM 130	Interactive Media Concepts*	2
CIM 140	Interactive Media Assets*	4
MATH 120	Business Mathematics* (or higher)	3
Total Hours		12

## Spring Semester

CIM 133	Screen Design*	4
CIM 156	*	4
CIM 200	Interactive Communication Form*	3
Total Hours		11

## Fall Semester

CIM 254	Interactive Authoring II*	4
CIM 230	Interactive Media Development Process*	4
CIM 250	User Experience Design*	4
Total Hours		12

## Spring Semester

CIM 270	Interactive Media Project*	4
Total Hours		4

## Additional Certificate

Business Plan Certificate (<http://catalog.jccc.edu/fall/degrecertificates/entrepreneurship/business-plan-certificate>)

This certificate is designed for students who are interested in opening their own service business providing administrative assistance to businesses. Coursework focuses on fundamental knowledge necessary to own and operate an entrepreneurial venture, evaluating the feasibility of the business

idea, and concludes with writing a business plan to start, grow and sustain a business venture. The business plan certificate is recommended for students to add to their Family Business certificate.

**Total Program Hours: 39**

## Courses

### **CIM 130 Interactive Media Concepts\* (2 Hours)**

**Prerequisites or corequisites:** ENGL 121

This survey course introduces students to the interactive media field. Topics to be covered include the definition of interactive media, the basic stages of interactive media creation and project management fundamentals. Current and future trends in interactive media will also be covered. 2 hrs. lecture/wk.

### **CIM 133 Screen Design\* (4 Hours)**

**Prerequisites:** CDTP 135

This course will cover fundamental visual principles and the creation of graphic elements, as well as the layout of those visual elements, for the computer screen. Visual perception, composition, color and typographic principles will be covered as applicable to presentation graphics, Web graphics, CD-ROM and kiosk graphics. Cross-platform issues will be addressed. This course is intended to provide nondesigners with fundamental visual literacy. 3 hrs. lecture, 2 hrs. open lab/wk.

### **CIM 135 Digital Imaging and Video\* (3 Hours)**

**Prerequisites:** CDTP 135 Recommended: PHOT 121

This course provides an introduction to electronically mediated photography, including digital video. The course covers basic concepts of photographic communication and design. The course covers basic techniques of electronic photography, including operation of input devices, two-dimensional and time-based computer imaging and digital video production software programs and output devices. Recommended prior courses are Fundamentals of Photography and Introduction to Photoshop. 6 hrs. integrated lecture, studio/wk.

### **CIM 140 Interactive Media Assets\* (4 Hours)**

**Prerequisites:** CDTP 135 AND prerequisite or corequisite CIM 130

This course teaches the creation, acquisition and management of assets for use in the development of interactive media. Assets to be covered include digital text, graphics, audio and video. Related topics include issues concerning intellectual property and interactive media professional practices. 3 hrs. lecture, 2 hrs. open lab/wk.

### **CIM 156 Interactive Authoring I\* (4 Hours)**

**Prerequisites:** CIM 130

**Prerequisites or corequisites:** CIM 140

This course focuses on the user experience aspects of Web design, HTML and interactive authoring. The course covers concepts about the way the World Wide Web works and introduces students to new technologies that are destined to have an important effect on the Web's future. Students examine specifications for each project and carefully analyze individual sites. This course provides a comprehensive experience in the design and development of websites primarily utilizing HTML and CSS. 3 hrs. lecture, 2 hrs. open lab/wk.

### **CIM 200 Interactive Communication Form\* (3 Hours)**

**Prerequisites or corequisites:** CIM 130

This course will focus on concepts and forms of human communication historically, currently and in the future of our culture. Immediated and mediated forms of communication, such as lecture, telephony, television, print and computer interaction, will be explored. Particular attention will be given to how communication forms affect content. Emphasis will be on the integration of communication forms as demonstrated by interactive media applications. 3 hrs. lecture/wk.

### **CIM 230 Interactive Media Development\* (4 Hours)**

**Prerequisites:** CIM 156 AND prerequisite or corequisite CIM 254

**Corequisites:** CIM 250

The course will provide a conceptual as well as a hands-on exploration of the development process for interactive media. Information design, interaction design and presentation design will be equally emphasized. Students produce a series of projects starting with the use of text and graphics and building toward more complex projects employing animation and video. 3 hrs. lecture, 2 hrs. open lab/wk. This course is taught in the fall semester.

**CIM 235 Advanced Digital Video\* (3 Hours)****Prerequisites:** CIM 135

This course provides advanced instruction in the production and applications of digital video. The course covers advanced concepts and techniques in video design and production, from the initial preproduction scripts and storyboards through actual shooting to nonlinear editing, mastering and output. The emphasis is on in-depth, advanced, practical experience in producing professional-level video products for a variety of applications, including education, corporate, documentary and entertainment. 6 hrs. integrated lecture studio/wk.

**CIM 250 Interface Design\* (4 Hours)****Prerequisites:** CIM 156**Prerequisites or corequisites:** CIM 254 AND corequisite: CIM 230

This course will specifically focus on the issues and complexity of interface design for interactive media applications. Students are provided an in-depth study of the use of the building blocks of interface design: backgrounds, windows and panels, buttons and controls, text, images, sound, video and animation. Through readings, critiques, exercises and discussions, students will explore what makes the interface of an interactive media application successful. 3 hrs. lecture, 2 hrs. open lab/wk. This course is taught in the fall semester.

**CIM 254 Interactive Authoring II\* (4 Hours)****Prerequisites:** CIM 156

This course will build on the knowledge and skills gained in the Interactive Authoring I course. Students will write a technical proposal, produce a flowchart and create a storyboard for each project before actually authoring the project. This course provides in-depth experience with the design and development of websites and interactive authoring for delivery by other platforms, primarily utilizing industry-standard proprietary multimedia authoring applications and their associated scripting methods. Project management will also be explored. 3 hrs. lecture, 2 hrs. open lab/wk.

**CIM 270 Interactive Media Project\* (4 Hours)****Prerequisites:** CIM 230 and CIM 250 and CIM 254

This project-oriented course requires students to actively participate in a group interactive media project. The project requires each student to analyze the problem and write a project proposal. Students work as a team to design, produce and gather assets for the project. The team is responsible for building a prototype and developing the final project as well as testing and evaluating the final project prior to delivery. 3 hrs. lecture, 2 hrs. open lab/wk. This course is taught in the spring semester.

**CIM 272 Interactive Media Internship\* (1 Hour)****Prerequisites:** department approval required

Students will work in an approved training situation under instructional supervision. The internship is designed to give the student the opportunity to use the skills learned in the interactive media program. Student interns will be required to complete a minimum of 180 hours of on-the-job training. ANI 272 and CIM 272 are the same course; do not enroll in both.

**CIM 273 Career Preparation\* (4 Hours)****Prerequisites:** CIM 230 and CIM 250**Prerequisites or corequisites:** CIM 270

This course will provide interactive media majors instruction in the presentation of his or her work in a digital portfolio format of professional quality. A printed and written resume will be produced. Self-promotion, networking, job searches and interview skills will also be covered. 3 hrs. lecture, 2 hrs. open lab/wk. CIM 273 is the same course as ANI 273; do not enroll in both. This course is taught in the spring semester.

**CIM 291 Independent Study\* (1-7 Hour)****Prerequisites:** 2.0 GPA minimum and department approval

Independent study is a directed, structured learning experience offered as an extension of the regular curriculum. It is intended to allow individual students to broaden their comprehension of the principles of and competencies associated with the discipline or program. Its purpose is to supplement existing courses with individualized, in-depth learning experiences. Such learning experiences may be undertaken independent of the traditional classroom setting, but will be appropriately directed and supervised by regular instructional staff. Total contact hours vary based on the learning experience.