

**Comprehensive Overview: Interactive Design (IAD), B.S.**  
**Department of Technical Communication & Interactive Design (TCID), Kennesaw State University**  
*(updated: Spring 2018)*

Listed below is information about classes so students can see how each class fits together to form a comprehensive degree. Students should also visit the [website](#) for more information, such as [FAQs](#) and [resources](#).

Type of class		Programs used (& classes with deliverables)	
<b>Studio</b>	Primarily studio-based	<b>Axure</b>	PC & Mac-based prototyping tool used heavily in usability studies. <a href="#">Free</a> to students.
<b>/Half/</b>	Half-studio/half-theory	<b>Adobe Design</b>	Adobe Illustrator, InDesign, Photoshop. <a href="#">Legacy tools</a> that form the basis for many digital tools you might learn today.
<b>Theory</b>	Primarily theory-based	<b>Sketch</b>	Mac-based <a href="#">design tool</a> (on all Macs on campus). Good for visual design/wireframing before porting to prototyping tool.
<b>Code</b>	Coding-based	<b>Invision</b>	Invision, Browser-based prototyping tool. Students have one free active prototype with <a href="#">sign up</a> .
<b>Tools</b>	Primarily tool learning	<b>D</b>	A class with deliverables to be considered for your <a href="#">portfolio</a> .

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

ART1100 (3) 2D Design/Color Theory <i>pre: n/a</i>	Students learn and apply 2D design principles and color theory in a studio environment. This class is facilitated by the School of Art & Design.	<b>Studio</b>	
ART1150 (3) Drawing I <i>pre: n/a</i>	Students draw, using a variety of media and techniques, including work form figure, still-life, and landscape. This class is facilitated by the School of Art & Design.	<b>Studio</b>	
IAD2100 (3) History & Fundamentals <i>pre: ENGL1102</i>	This course explores fundamental principles of visual and interactive design. Students create interactive projects by learning design content (Sketch) and prototyping tools (Invision).	<b>/Half/Tools</b>	<b>Sketch, Invision</b>
TCID2002 (3) Productivity & Tools <i>pre: ENGL1101</i>	Students learn design tools (Illustrator, InDesign, Photoshop) and productivity tools (Microsoft Office Suite & Adobe Acrobat).	<b>Tools</b>	<b>Adobe Design</b>
TCID2170 (3) Intro Digital Media & Culture <i>pre: ENGL1102</i>	Intro class to the department, students learn about design thinking, the Information Society, and how this all relates to professional identity. Includes formal presentations.	<b>Theory</b>	

Take one of the following:

CSE1301 & CSE1321 (4) Program & Problem Solve I <i>pre: n/a</i>	Students learn a language (C#, Java, etc.) to prep for future work environments. Includes lecture and lab. For those interested in CS Minor or improving coding ability. <i>Highly Recommended</i> .	<b>Code</b>
ICT2101 (3) Info & Comm Technology <i>pre: n/a</i>	Students explore how computers and the Internet have revolutionized society, and how to become well-rounded, informed and curious users of computing technologies.	<b>Code</b>

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

IAD3000 (3) Interaction Design I <i>pre: TCID2170</i>	Students learn interaction design principles and work in teams on large-scale projects, such as developing and prototyping a mobile app. Includes formal presentations. No coding in this class.	/Half/	Axure, Invision	D
IAD3100 (3, S/U) Professional Development <i>pre: IAD3000</i>	This course is an explanation of how to craft a professional identity, personal portfolio, and prepare a career development roadmap.			
IAD3150 (3) Visual Design I <i>pre: ART1110, ART1150, IAD2100, TCID2002</i>	Students practice fundamental visual design principles that interaction designers need to know. Students work on projects such as logo designs & brand identity projects. Includes critique sessions.	Studio	Adobe Design, Sketch	D
IAD3230 (3) User Interface Design I <i>pre: IAD2100, IAD3000, TCID2002</i>	Students learn UI design principles (such as cognitive load theory, display factors, Fitt's Law, Hick's Law, et cetera) before applying them to projects. No coding in this class.	/Half/	Axure	D
IAD4700 (3) Senior Project & Portfolio <i>pre: 21 hrs Upper Div.</i>	Final class where students work on projects determined by their portfolio needs before compiling their portfolios and preparing for the job market. Includes formal presentations.	Studio	any	D
TCID3400 (3) Front-end Development I <i>pre: ENGL1101</i>	Not a design class; students learn HTML & CSS. The main project for students is to set up their own workable portfolio site that they can modify later in TCID3800.	Code		

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

IAD3250 (3) Info Visualization: Theory <i>pre: TCID2170</i>	Students learn about information design theory as it pertains to information visualization.	Theory		
IAD3300 (3) Ethnography for Designers <i>pre: IAD3000</i>	This class focuses on how ethnographic practice applies to interaction design. Students learn about applied ethnography and the role empathy plays in design. Includes formal presentations.	Theory		
IAD3350 (3) Info Visualization I <i>pre: IAD3250, TCID2002, TCID3800</i>	Students apply information theory to interactive visualizations in a studio-based environment. Some coding required.	Studio Code	Adobe Design	D
IAD4000 (3) Interaction Design II <i>pre: IAD3000, IAD3100</i>	Students incorporate the agile development process into interaction design. Students use prototyping tools to create their own projects. No coding in this class.	/Half/	Axure, Invision	D
IAD4150 (3) Visual Design II <i>pre: IAD3100, IAD3150</i>	Studio-based class where students expand their knowledge of how visual design applies to interaction design. Projects at teacher's discretion. Includes critique sessions.	Studio	Adobe Design, Sketch	D
IAD4230 (3) User Interface Design II <i>pre: IAD3100, IAD3230</i>	Students delve further into UI design while applying these principles to UI projects. Students continue using Axure. No coding in this class.	/Half/	Axure	D
TCID3800 (3) Front-end Development II <i>pre: TCID3400</i>	Not a design class; students refine their understanding of HTML & CSS, add responsive design, API-integration, and jQuery-integration into their portfolio websites.	Code		

TCID4500 (3) Front-end Dev. III <i>pre: TCID3800</i>	Not a design class; students focus solely on learning JavaScript to enhance their abilities as interaction designers.	<b>Code</b>
IAD3398 (1-9) Internship <i>pre: 28 hrs in Degree, Dept. approval</i>	While not required, students are encouraged to find an internship. This should be done after having a working portfolio site (as these sites are increasingly necessary to compete for internships). For more on internships, see <a href="#">website</a> .	

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

This includes 3000 - 4000 level courses inside or outside of the Interactive Design Major. These hours do not have 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:**

TCOM3245 SEO & Analytics  
 TCOM3046 Information Architecture  
 TCOM4120 Usability

**Suggested minors:**

[Anthropology](#)  
[Computer Science](#)  
[Game Design](#)  
[Information Technology](#)  
[Marketing](#)  
[Psychology](#)

**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.

## DIGITAL PORTFOLIO

### What should my Portfolio look like?

There is no right answer to this question, but we will take a shot at it anyway! Your portfolio is a key document when you transition from being student to a professional. You should be nurturing this document *throughout* your time here and not just at the end. Listed below are some ideas of how a general interaction design portfolio should look. Please contact the IAD coordinator, [Michael Lahey](#), questions.

#### 1. Examples of interface-based interaction design

- Mobile apps (phone & tablet)
- Websites
- Software
  
- Detailed notation of process:
  - Working prototypes housed online
  - Personas
  - Wireframing
  - Requirement definitions
  - Stylesheet
  - Usability/Ethnographic Analysis

#### 2. Examples of stand-alone user interface design

- Kiosk
- Ubiquitous interface
- Non-traditional interface
  
- Detailed notation of process for all examples:
  - Wireframing
  - Written explanation of information design
  - Stylesheet
  - Usability Analysis

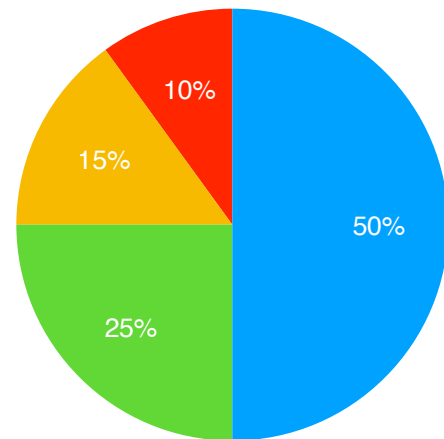
#### 3. Brand Identity example(s)

- Detailed brand identity project for new or updated brand
  
- Detailed notation of process for all examples:
  - Stylesheet
  - Logo design, iterations
  - Range of branded deliverables

#### 4. Creative work/Related Interest

- If you have another passion, it's okay to include it but it cannot overwhelm.
- Include Minor work here— Anthropology, CS, IT, Game Design, Marketing, Psychology, etc.

(% flexible relative to your focus)



- Interface-based interaction designs
- Stand-alone user interface designs
- Brand Identity
- Creative work