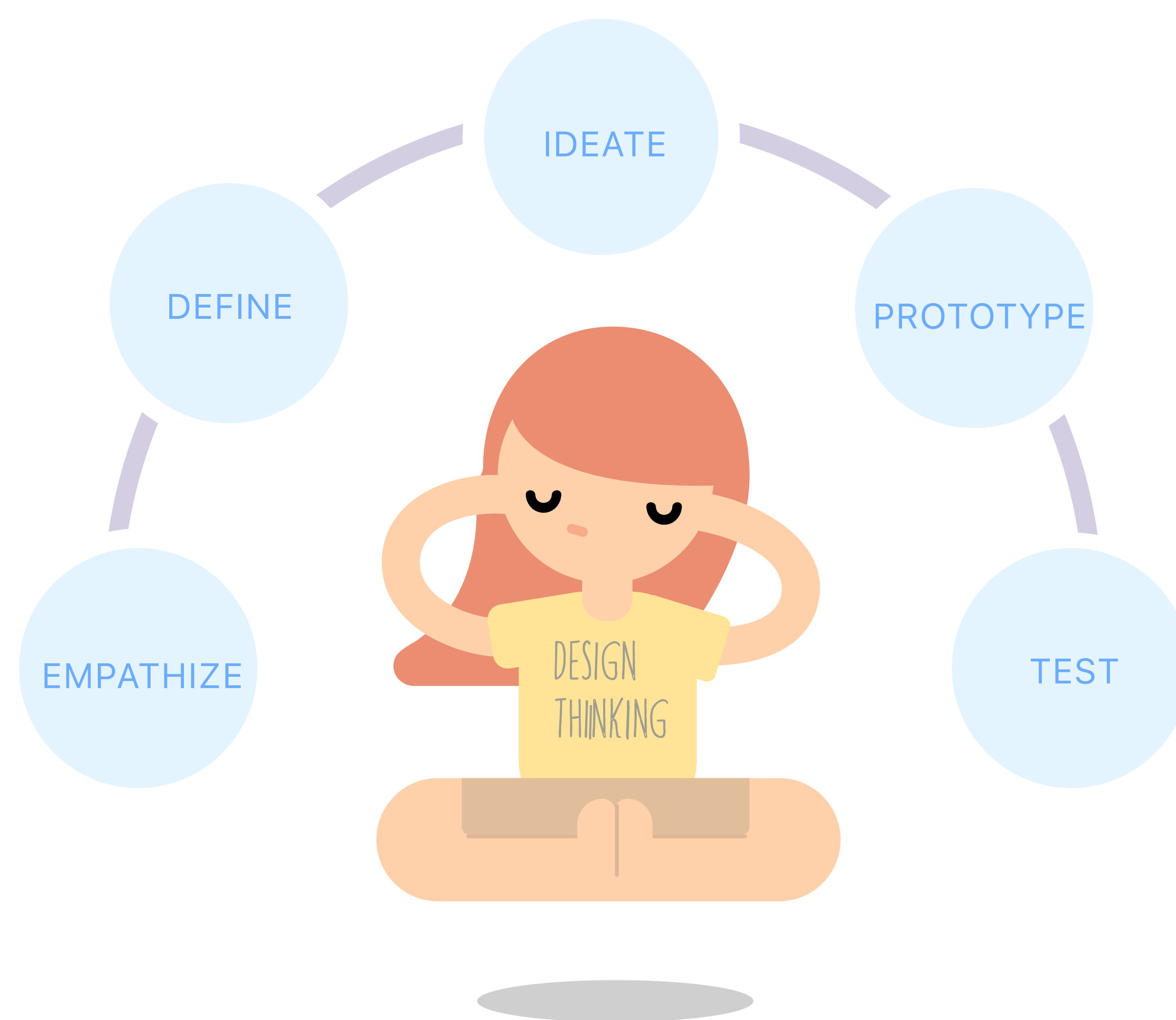


INTERACTIVE DESIGN, B.S.

The Interactive Design (IAD) degree provides students a hands-on approach to developing the skills needed to serve in digital user experience environments (UX) as interaction designers and user interface designers.

This degree merges aesthetic creativity and technical knowledge with an ultimate focus on understanding user needs and capabilities.



INTERACTION DESIGNER

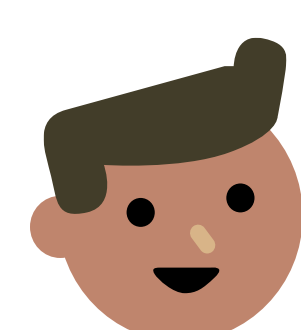
\$62K - \$103K in ATL area;
\$81,170 avg

Glassdoor August 16, 2017

USER EXPERIENCE DESIGNER

\$58K - \$103K in ATL area;
\$77,572 avg

Glassdoor September 10, 2017



USER INTERFACE DESIGNER

\$58K to \$105K in ATL area;
\$78,070 avg

Glassdoor June 9, 2017

Potential Jobs

Jobs in interactive design exist as part of web design firms, large and boutique marketing firms, and as in-house employees for a range of businesses, non-profit, & government organizations.



Types of Courses



IAD mixes studio, front-end development, and theory classes. In studio classes, students use design tools (like Axure, Sketch, and the Adobe Design Suite) to create exceptional work while honing presentation skills by justifying their work in critique sessions. Deliverables for the portfolio include: app & web designs, brand identity projects, logo designs, and creative work.

Front-end development classes will prepare students for the technical aspects of interaction and user interface design. You will learn to apply knowledge of HTML, CSS, and JavaScript to your design work. A goal of the degree is for students to code and design their own portfolio websites.

Theory classes allow students to expand their knowledge of contemporary interaction design and principles of user interface design. The goal is to understand how human needs relate to interactive designs!

Additional Program Information

The IAD degree requires 120 hours of undergraduate work. In addition to a core focus in interactive design, students will have space to add a minor that complements the degree.

“GOOD DESIGNERS ENGAGE WITH THE WORLD!”

“GOOD DESIGNERS ARE PROBLEM SOLVERS!”

“GOOD DESIGNERS SHOW EMPATHY FOR USERS!”



Contact Us & Online Application

<http://admissions.kennesaw.edu>

Department of Technical Communication & Interactive Design

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