INTERACTIVE MEDIA

Faculty: Associate Professor Cavanah; Assistant Professors Dines, Ford (Chair), Wiley, Lynn; Instructors in Residence Abbott, Abzug, Fernandes, Gore, Hazlip, Marlow.

Mission

Bradley University's Interactive Media Program prepares its learners to be critical thinkers in a continually evolving field that requires interdisciplinary, theoretical, and application knowledge in the design, development, and production of interactive media.

The Department of Interactive Media at Bradley University maintains a strong focus on creative and conceptual problem solving in the authoring of material for aspiring new-media professionals within a sound theoretical framework. Students will learn the importance of content research and project planning while becoming familiar with aesthetic conventions and the production environment within each of the component media types. Interactive Media majors incorporate the various media items into stand-alone projects with authoring tools designed for the Internet and modern media devices.

Majors

The Interactive Media program offers majors in:

- Animation (https://catalog.bradley.edu/undergraduate/programs/animation-major/)
- Game Art (https://catalog.bradley.edu/undergraduate/programs/game-art-major/)
- Game Design (https://catalog.bradley.edu/undergraduate/programs/game-design-major/)
- Interactive Media (https://catalog.bradley.edu/undergraduate/programs/interactive-media-major/)
- User Experience Design (https://catalog.bradley.edu/undergraduate/programs/user-experience-design-major/)

Admission Requirements

1. Bradley students transferring into the program must have a 2.25 grade point average for at least 12 hours of coursework in order to declare a major in the Department of Interactive Media.
2. Students transferring from other institutions must have a 2.25 overall grade point average on a 4.0 scale to be admitted to one of the department's majors. External transfer students not having a 2.25 overall grade point average must earn a 2.25 at Bradley for at least 12 hours of coursework before declaring one of the department's majors.
3. Courses taken at other institutions must be evaluated by the Admissions Office and then by the department chair. Due to the fast pace at which technology changes, Interactive Media courses considered for required or elective transfer credit must have been completed within four years from the proposed admission date for the student.
4. Current Bradley students and external transfer students who meet program admission requirements and who wish to change to or add an Interactive Media major must first meet with an advisor or the department chair for an initial academic advisement session and orientation to the department.
5. Students who wish to apply courses taken at other institutions to a major's requirements must submit a portfolio and complete a technology-based assessment so that the Department of Interactive Media can determine proper course placement. Please contact the Department of Interactive Media for details.
6. Internal and external transfer students may need at least one extra semester to complete graduation requirements because of prerequisites and core course requirements in the major. Students choosing to switch between majors may also need at least one extra semester to complete graduation requirements.
7. Due to the strong technology component of this major, all students are required to meet current department hardware and software requirements. These requirements help ensure that majors are immersed in current technologies and become fluent in standards required to be successful in Interactive Media.
8. Students choose one major within the department. Students may not major in more than one major within the department.

Graduation Requirements

1. Students majoring in Animation, Game Art, Game Design, Interactive Media, or User Experience Design must have a grade point average of 2.50 for all required courses that are used to fulfill the major's requirement. Students must also earn a C or better in each course necessary to fulfill the requirements of the major. Both requirements include courses required for the concentration and courses outside the Department that are required for the major.
2. Students may not enroll in Interactive Media courses for which a required course is a prerequisite unless they have earned a C or better in the required course.
3. The Department reserves the right to retain some student work for the University permanent collection. Works produced by the Department are retained by the Department at the discretion of the instructor.

Minors

- Game Design (https://catalog.bradley.edu/undergraduate/programs/game-design-minor/)
- Game Project Management (https://catalog.bradley.edu/undergraduate/programs/game-project-management-minor/)
- User Experience Design (https://catalog.bradley.edu/undergraduate/programs/user-experience-design-minor/)

The Game Design minor is open only to Animation, Game Art, User Experience Design, Computer Science, Computer Information Systems, and Music for Video Games majors. The Game Project Management minor is open to all majors with departmental approval. The User Experience Design minor is open only to Animation, Game Art, Game Design, and Interactive Media Majors.

Admission Requirements

1. Bradley students transferring into the program must have a 2.25 grade point average for at least 12 hours of coursework in order to declare a minor in Game Design.
2. Students transferring from other institutions must have a 2.25 overall grade point average on a 4.0 scale to be admitted to a minor in Game Design, or User Experience Design. External transfer students not having a 2.25 overall grade point average must earn a 2.25 GPA at Bradley for at least 12 hours of coursework before declaring a minor in Game Design or User Experience Design.
3. Courses taken at other institutions must be evaluated by the Admissions Office and then by the department chair. Due to the fast pace at which technology changes, Interactive Media courses considered for required or elective transfer credit for these

minors must have been completed within four years from the proposed admission date for the student.

4. Students who wish to transfer from other institutions must submit a portfolio and complete a technology based assessment so that the Department of Interactive Media can determine proper course placement. Please contact the Department of Interactive Media for details.

5. Internal and external transfer students may need at least one extra semester to complete graduation requirements because of prerequisites and core course requirements in the minor.

Minor Requirements

1. Students minoring in Game Design or User Experience Design must have a grade point average of 2.50 for all required courses taken in the minor. Students must also earn a C or better in every required course within the minor. Both requirements include courses required for the concentration and courses outside the Department that are required for the minor.

2. Students minoring in Game Design or User Experience Design may not enroll in Interactive Media courses for which a required course is a prerequisite unless they have earned a C or better in the required course.

3. Students minoring in both Game Design and User Experience Design may not apply the same coursework to both minors, with the exception of I M 113 Introduction to Interactive Media and I M 285 Introduction to Video for Interactive Media.