

ETBD Major

Applied Concentration (for double-majors)

The BA in Emerging Technology in Business + Design is an interdisciplinary major that sits at the intersection of Design, Technology, and Business. The ETBD major exposes students to each of these three foundational areas, which provide a foundation for students to customize an advanced concentration and focus their experience on a particular area of interactive media. The applied concentration is for students who have a second major and wish to position themselves as an expert in applying digital technology to that other field.

Graduation Requirements

124 total credit hours to graduate

IMS Major - 64 hours, including

- Capstone Course (*fulfills MPF capstone*)
- Internship (*fulfills MPF Experiential Learning*)

Miami Plan Foundation - 36 hours

(some hours overlap with IMS major)

Thematic Sequence - 9 Hours outside the major

(can be fulfilled by a minor / 2nd major)

Remaining hours are Electives from any discipline. IMS students often use these hours to minor or double-major.

Introductory Course (1 hour)

IMS 101 Introduction to Interactive Media Studies
(1 credit hour - Intended for incoming freshmen, similar to UNV 101. Upper-level students transferring to the major should substitute for this course.)

IMS 105 Digital Literacy (1 hour)

IMS 109 Digital Ethics (1 hour)



Design (9 hours)

IMS 254 Design Thinking & Design Principles Applied
(MPF II-A Fine Arts)

IMS 259 Art & Digital Tools I

IMS 354 Intermediate Interaction Design Principles
(Requires 254 and 259)

Business / Communication (12 hours)

IMS 224 Digital Writing & Rhetoric (*MP Adv. Writing*)

IMS 315 User Experience Research

IMS 414 Web & Social Media Analytics

IMS 418 Social Media Marketing

or IMS 419 Digital Branding

Technology (9 hours)

*IMS 211 Introduction to Game Studies
or IMS 212 Introduction to Game Design
(Not required for applied concentration)*

IMS 222 Introduction to Interaction Design and
Development (*MPF V - Math / Tech*)

IMS 322 Intermediate Interaction Design & Development

IMS 422 Advanced Web Development

or IMS 351 Intro to Mobile App Development

or CSE 251 Intro to Game Programming

Collaboration & Production (9-10 hours)

Co-Lab:

- IMS 228 Collaborative Laboratory (3 credit hours)

Upper-Level Courses:

IMS 340 Internship (0 credit hours; MPF Experiential Learning)

IMS 355 Principles & Practices of Managing Interactive Projects

or IMS 421 Product Management (Requires IMS 228, IMS 315, IMS 414 and either IMS 418 or 419)

IMS 452 Senior Degree Project (Requires IMS 328 and IMS 322)

or IMS 440 Interactive Media Studies Practicum (4 credit hours; MPF Capstone; Requires IMS 355 or 421 + IMS 422 or 351, or CSE 251)

Applied Expertise Courses (22 hours)

Applied Concentration Focus: Students in the applied track are required to have 22 credit hours in another major outside of ETBD. Students are also welcome to take additional ETBD classes as their schedule permits, to build additional expertise in particular areas of ETBD. A listing of ETBD elective courses is below.

ETBD / IMS Elective Courses:

(PLEASE NOTE: emerging technology means new courses are offered regularly... please see our website for complete listing)

IMS 201: Information Studies & Digital
Citizenship

IMS 203: Digital Humanities

IMS 211: Intro. to Game Studies

IMS 212: Intro. to Game Design

IMS 213: Intro. to Game Development

IMS 253: Building & Designing Interactive
Devices

IMS 254: Design Thinking & Design Principles
Applied

IMS 261: Information & Data Visualization

IMS 278: Digital Innovation Workshop
Preparation

IMS 285: Inside the GDC

IMS 314: Game Usability & Human Factors

IMS 319: Foundations in 3D Modeling &
Animation

IMS 322: Intermediate Interaction Design &
Development

IMS 333: Digital Innovation &
Entrepreneurship

IMS 340: Internship

IMS 351: Intro to Mobile App Development

IMS 354: Intermediate Interaction Design
Principles

IMS 382: The Business of Games

IMS 384: The Rhetoric of Games

IMS 390: Special Topics

IMS 391: 3D Character Animation

IMS 396: Inside the Startup Environment

IMS 397: Inside the Startup Environment (SF)

IMS 398: Startup Networking

IMS 415: Advanced Usability & User
Experience

IMS 418: Social Media Marketing

IMS 421: Product Management

IMS 422: Advanced Web Development

IMS 443: Research Methods in Games

IMS 445: Advanced Game Design

IMS 452: Senior Degree Project

IMS 453: Indie Game Development I

IMS 454: Indie Game Development II

IMS 461: Virtual Reality

IMS 465: Game Engine Scripting

IMS 487: Game Prototyping, Pipeline &
Production

IMS 488: Games Pre-production

IMS 489: Game Production

IMS 490: Advanced Topics in IMS

Cross-Listed Courses:

ENG/IMS 171: Humanities & Technology

ART/IMS 215: 3D Sculpting

ART/IMS 218: 3D Shading & Texturing

MUS/IMS 221: Music Technologies

ENG/IMS 224: Digital Writing & Rhetoric

EDP/IMS 225: Games & Learning

ENG/IMS 238: Narrative & Digital Games

ART/IMS 259: Art & Digital Tools I

MUS/IMS 304: Electronic Music

ART/IMS 305: 3D Character Design

MUS/IMS 306: Advanced Electronic Music

IMS/ENG 317: Writing for Games

ENG/IMS 324: Ethics & Digital Media

MUS/IMS 381: Music for Games

STA/IMS 404: Advanced Data Visualization

ARC/IMS 404.Y: Mind & Medium

ENG/IMS 407: Interactive Business
Communication

ENG/IMS 411: Visual Rhetoric

ENG/IMS 416: Writing for Global Audiences

MKT/IMS 419: Digital Branding

ENG/IMS 424: Ethics & Digital Media

ENG/IMS 426: Developing & Publishing Digital
Books