

2019

SPRING TERM 2

BUSE 1100 Nonprofit Arts Management

In this course students learn essential business practices in the public and private sector, the ins and outs of fundraising, grant writing, board governance, volunteer management, and regulatory impacts in the nonprofit art industry. Using text, images, videos, online discussions, interactive learning objects, case studies, and projects, students deepen their understanding of the role of the leadership positions and organizational hierarchy in nonprofit organizations to identify ways to effectively and creatively respond to problems and challenges.

Requisites: None

Credits: 3 (*Non-credit option available*)

BUSE 1200 Self-Management and Entrepreneurship

This course provides artists of all disciplines with the fundamentals for self-sustaining careers in the arts, entertainment, and media. This class provides students with an understanding of the matrix of skills, promotional vehicles, and revenue streams in the arts industries as well as fundamentals of career development and business acumen.

Requisites: None

Credits: 3 (*Non-credit option available*)

CRWR 1100 Creative Writing and Storytelling Essentials (*formerly Introduction to Creative Writing*)

This course introduces students to an extensive creative writing practice by inviting them to write in a variety of genres and forms. Students should become familiar with core literary devices such as structure, conflict, scene, character, voice, point of view, setting, tone, metaphor, imagery, dialogue, and language. Students should learn to read closely and analyze stylistic choices and literary elements from genres such as poetry, fiction, nonfiction, playwriting, and hybrid texts. Course writing will range from experimental to traditional, from structured to open. Students will also be introduced to the critique-based workshop process by writing in various genres and by providing feedback to their peers.

Requisites: None

Credits: 3 (*Non-credit option available*)

CRWR 1150 Ray Bradbury and Creative Storytelling

This course aims to examine the craft of early and contemporary progenitors of the dark fantastic genre—Nathaniel Hawthorne, Edgar Allen Poe, Ambrose Bierce, Shirley Jackson, Charlotte Perkins Gilman and others, leading to an in-depth exploration of the Bradbury oeuvre, from his numerous short stories, to his classic novels including The Martian Chronicles and the seminal Fahrenheit 451. In addition to analyzing and reflecting on Bradbury's compositions, learners will actively use his strategies and techniques to create their own original creative

works. Assignments will include weekly readings of classic Bradbury stories and tales by other notable writers in the tradition; critical online class discussions and/or short reading quizzes; a look at countless never-before-seen Bradbury ephemera from a private collection; Bradbury-inspired writing prompts that will develop and hone your skills; as well as two final creative projects that utilize your own passions and artistic expertise as well as influences from Ray Bradbury and his work.

Requisites: None

Credits: 3 (*Non-credit option available*)

DSGN 1100 Design Thinking for Creative Problem Solving

This course explores the fundamentals of design thinking with a focus on its history, theory, and the practical application of its methods. Students will learn why design thinking has been embraced by both the design and business communities and how the methods of Design Thinking can be applied across a broad range of contexts and disciplines. Through a variety of hands-on activities and challenges students will learn through doing. Critical visualization skills including diagramming, journey mapping, storyboarding, wireframing, and story building will be taught to help support exploration during the projects. Presentation will be part of the final course deliverables.

Requisites: None

Credits: 3 (*Non-credit option available*)

FASH 1100 Discovering Consumer Trends

In this course, students will learn how to curate a Futurecast: a reliable prediction about the shifts that will create the future of your industry and identify possibilities for your business's place in that future. In a society where culture is no longer simply dictated from the top-down by a recognized establishment, but bottom-up from within the popular sphere, and where digital media deliver new ideas and practices with historically unprecedented speed, it is vital to understand which new ideas and innovations spread, and how it happens.

Requisites: None

Credits: 3 (*Non-credit option available*)

FASH 1220 Retail Innovation

This course investigates the disruption and reinvention of shopping in the retail landscape. Students will learn how to identify consumer and shopping trends that impact the digital and physical space. Students will explore strategies to implement consumer engagement and experiences in a changing marketplace. By analyzing the intersection of consumerism and branding, students will discover the impact of relationship marketing, experiences and brand collaborations that activate shopping and brand loyalty.

Requisites: None

Credits: 3 (*Non-credit option available*)

INMD 1100 UX/UI Design Essentials (formerly Introduction to User Experience Design)

Thinking holistically about participant-centered interaction is the foundation of successful user experiences. In this eight-week course, you will be introduced to concepts in design thinking, empathy, and context that will allow you to create engaging experiences. A tool kit of processes, documentation, and products will be explored to allow you to effectively advocate for users and justify your work.

Requisites: None

Credits: 3 (*Non-credit option available*)

INMD 1150 Data Visualization Using Excel and Tableau

In this course students explore the basics of data visualization and analytics. Students will have the opportunity to learn data visualization techniques and methods to understand descriptive and complex data and models. Using Excel, Tableau, and Gephi, students will create dashboards to illustrate common business problems and case studies. Topics to be explored will include big data, analytics in organizations, data sources and ethics, KPIs and KLI, and social networks.

Requisites: None

Credits: 3 (*Non-credit option available*)

INMD 1200 Developing Augmented and Virtual Reality Apps

This course gives students a practical understanding of the current augmented, virtual, and mixed reality industry by teaching basic terminology, technological concepts, characteristics of major hardware and software developers, and the latest innovations that drive the field forward. In this hands-on two-part experience, students will create mobile AR and VR applications using multiple development platforms. Through the process of building immersive experiences, students will learn the basics of AR and VR design and development for mobile devices and their unique design considerations. Utilizing industry-standard software and their own creativity, students acquire a set of fundamental career skills that allow them to create augmented and virtual reality applications while bringing their ideas to life, exploring interactions and concepts, and avoiding common mistakes.

Requisites: None

Credits: 3

INMD 1205 Smartphone AR Prototyping and Development

This course covers the fundamentals of designing and building Augmented Reality (AR) applications. This will be a hands-on, project-based course, in which students will begin to build a portfolio of augmented reality experiments for Android and iOS smartphones. This course will focus on the practical applications and real-world implications of AR concepts such as displaying 3D content and multi-person AR experiences. In addition, students will learn a variety of industry-standard tools and skills, including Unity application development, basic C# scripting, rapid prototyping skills, and techniques for demoing and presenting AR applications.

Requisites: None

Credits: 3 (*Non-credit option available*)

INMD 1210 Producing Augmented and Virtual Reality Experiences

In this course students will learn the history of virtual and augmented reality technologies, how to construct current types of immersive content, and a detailed critical comparison between immersive stories and other forms of media. By combining storytelling theory with a practical project, students will leave the course not only able to execute a technical production with current industry standard tools, but they will have gained valuable problem-solving skills that will allow them to solve creative challenges as the industry matures. Using different types of media, asynchronous and synchronous activities, and real-world examples, students will apply the knowledge they've learned to create their own virtual reality project, becoming familiar with the entire VR development process used at major studios and advertising firms. By the end of the course students will know how to write for VR, translate that writing into storyboards and other practical documents, build their project using the Unity game engine, and create an industry standard delivery file of that project.

Requisites: None

Credits: 3

INMD 1220 360 Audio Production for Virtual Reality

In this course students will learn the role and value of sound in VR, essential principles of spatial audio, 360 location recording, post-production across linear/cinematic VR and game-engine based interactive VR, and encoding and delivery to all existing VR platforms. Students will demonstrate best practices in VR audio by conceiving and creating their own creative projects using digital audio workstations and game engines. Linear and interactive VR, augmented and mixed reality, ambisonics, and 360 recording are analyzed for use in a variety of industries (e.g., healthcare, military, location-based entertainment, travel, consumer utility applications, architecture, and automotive).

Requisites: None

Credits: 3

INMD 1300 Blockchain for Business

This course aims to teach students the fundamentals of blockchain and its possible use cases and applications. Students will explore blockchain technology, how it works, and how it is actively being applied to today's business landscape, disrupting common business practices. Throughout the course, students will learn where this is happening and how to 'ride the wave' of this disruption to better guide companies to benefit. This class will focus on real-world examples and demonstration of use cases for primary business verticals combined with the hands-on use of cloud-based blockchain platforms. The final project will be a whitepaper for a token-funded business idea.

Requisites: None

Credits: 3 (*Non-credit option available*)

PROG 1200 App Design with Swift Programming

In this course students learn the fundamentals of programming using the Swift language and the Xcode IDE. Using different types of media, asynchronous and synchronous activities, and real-world scenarios, they experience the process of app development while exploring successful examples of user interface design. Working with the Swift programming language and Apple developer tools, students learn the process of troubleshooting, prototyping, and coding best practices, developing transferable skills for many areas of design. By the end of the course, students will learn the process of app development from concept to prototype to final product and be able to articulate both technical and aesthetic concepts to team members and clients.

Requisites: None

Credits: 3

PROG 1210 Foundations of Swift Coding and iOS

In this introductory course to coding, students will have the opportunity to learn the fundamentals of working with computer programs, data types, operators, conditionals, and data structures using Apple's Swift programming language. Once the fundamentals have been mastered, student will write a simple program within Xcode that utilizes a basic algorithm and expresses the results using basic media elements, like sound and graphics.

Requisites: None

Credits: 3 (*Non-credit option available*)

SIGN 1100 Foundations of American Sign Language

This course concentrates on the development of conversational fluency in American Sign Language (ASL). The course is a basic introduction to ASL and students will develop expressive and receptive ASL skills through discussions of such topics as exchanging personal information, talking about surroundings, families, emergencies, attribution, and activates.

Requisites: None

Credits: 3 (*Non-credit option available*)

SIGN 1200 Intermediate Sign Language

This course focuses on continued development of conversational fluency in American Sign Language (ASL). This course includes further training in receptive and expressive skills, fingerspelling, vocabulary building, and grammatical structures. Topics introduced, using ASL, include: giving directions, describing physical characteristics, making requests, discussion of occupations, attributing qualities to individuals, and daily routines.

Requisites: None

Credits: 3 (*Non-credit option available*)