

INTERACTIVE MEDIA PRODUCTION (AAS)

Award: Associate of Applied Science Degree

No. of credits required: 60

For more information: Contact Assistant Professor Rachel Kalwa, 443-412-2678, rakalwa@harford.edu, or Admissions, 443-412-2109.

Program Description

In Harford Community College's interdisciplinary Interactive Media Production (IMP) Program, students learn the fundamentals of a user-centered design process, focusing on how people impact design and how design impacts people. Students will conduct research to develop and design a portfolio of interactive projects that solve real world problems and prepare students for emerging professions and transfer to four-year programs. Core classes in interactive media cover such topics as User Experience (UX), Extended Reality (XR), Artificial Intelligence (AI), motion capture, web and social media platform development, and game and app development.

Program Goals

1. Apply media tools, art and design concepts, and computer science skills to develop real world projects that support interactive experiences.
2. Analyze user needs and efficiently manage projects, applying teamwork skills in a collaborative environment.
3. Use problem solving and creativity to design interactive media projects.
4. Implement human-computer interaction concepts and immersive design concepts.
5. Create a portfolio of professional-level interactive media for targeted and diverse groups within the global community.

Employment Information

Interactive media is a thriving field with job opportunities starting at the associate degree level both regionally and nationwide. The degree is designed for entry-level jobs in digital design such as user interface designer, multimedia technician, video producer, production engineer, motion graphics artist, and other emerging fields. All students will take core classes in computer information systems and the arts. Student will then be able to select courses with either a technical or a creative focus, depending on their employment goals. Overall employment is projected to grow 16 percent from 2022 to 2032, much faster than the average for all occupations.

This degree produces graduates sought after by employers in both the private and public sector. See also the *U.S. Bureau of Labor Statistics* report for web developers and digital designers (<https://www.bls.gov/ooh/computer-and-information-technology/web-developers.htm#:~:text=%2477%2C200-,The%20median%20annual%20wage%20for%20web%20developers%20and%20digital%20designers,percent%20earned%20more%20than%20%24146%2C430>).

Required Courses

First Semester		Credits
IM 110	Entertainment and Interactive Media Production	3

ART 101	Fundamentals of 2D Design	3
ENG 101	English Composition (GE)	3
PSY 101	General Psychology (GB)	3
Mathematics Elective (GM) (https://catalog.harford.edu/general-education/#mathematics)		3
Credits		15
Second Semester		
ART 103	Graphic Design I	3
BA 104	Advertising and Sales Promotion	3
CIS 102	Introduction to Information Sciences (GI)	3
IM 160	Interactive Studio Workshop	3
Biological/Physical Lab Science Elective (GL) (https://catalog.harford.edu/general-education/#biological-physical-laboratory-science)		4
Credits		16
Third Semester		
IM 230	Introduction to UX (User Experience) and Immersive Experience	3
ART 120	Digital Foundations I	3
BA 225	Project Management	3
CIS 136	Introduction to Internet Technologies	3
CMST 105	Interpersonal Communication (GI)	3
Credits		15
Fourth Semester		
IM 260	Interactive Media Capstone	4
Physical Education		1
ENG 209	Technical Writing	3
CMST 210	Group Communication and Leadership (GAH)	3
ART 231	3-D Modeling and Animation	3
Credits		14
Total Credits		60

Transfer Information

An A.A.S. degree is designed as a go-to-work degree. Students interested in transferring to a four-year institution in UX, interactive media, or game design should see an advisor. Some will want to enroll in this degree program while others will be better served by a degree in Art & Design or Computer Science, depending on their transfer goals.

General Education Degree Requirements

Note: The following codes identify courses which satisfy the General Education Degree Requirements:

Behavioral/Social Science (GB)
 English Composition (GE)
 Arts/Humanities (GAH)
 Interdisciplinary and Emerging Issues (GI)
 Biological/Physical Laboratory Science (GL)
 Mathematics (GM)
 Biological/Physical Science (GS)