



First Year					
First Trimester			Second Trimester		
71-101	University Seminar	1	13-240	Painting	3
13-191	Introduction to Design	3	13-221	Life Drawing	3
13-207	Digital Photography	3	44-335	Script Programming (Spring only)	3
13-120	Drawing	3	26-102	Western Civilization I	3
10-111	Composition I	3	10-112	Composition II	3
29-102	Oral Communication	3			
Total Hours		16	Total Hours		15
Second Year					
First Trimester			Second Trimester		
13-294	Typography	3	13-292	Computer Graphics I	3
20-120	Intro to Mass Media	3	20-243	Media Design	3
44-130	Computer and Info Tech	3	44-144	Web Development I	3
34-102	American Government & Politics	3	33-155/156	U.S. to OR since 1877	3
	Life Science (Choice) & Lab	4		Physical Science (Choice) & Lab	4
Total Hours		16	Total Hours		16
*Advanced Standing Review: Written and oral-studio work, literature in art, visiting artists and exhibits					
Third Year					
First Trimester			Second Trimester		
13-394	Computer Graphics II	3	13-398	Print and Digital Design	3
13-396	Advanced Graphic Design	3	20-314	Communication Law and Ethics	3
44-334	Web Development II	3	55-330	Principles of Marketing	3
10-220	Intro to Lit	3		Math (Choice)	3
	Humanities (Choice)	3		Social/Behavioral Science (Choice)	3
Total Hours		15	Total Hours		15
Fourth Year					
First Trimester			Second Trimester		
13-415	IDM Seminar	1	13-497	3D Animation	3
13-592	Graphic Design Internship	3	13-488	Package Design	3



	Enjoyment of Music or Theatre Appreciation (Choice)	3		300+ Elective	3
	Social/Behavioral Science (Choice)	3		300+ Elective	3
	300+ Elective	3		300+ Elective	3
	300+ Elective	3			
Total Hours		16	Total Hours		15

Advanced Standing: Must meet requirements as stated in current undergraduate catalog (see your advisor)

☑Graphic Design Internship may be taken at any point in the sequence

This sample plan is a supplement to your Degree Audit. Consult your advisor on a regular basis for individual academic planning.

(L) Denotes lab hours required

Students must earn a minimum total of 124 hours to complete their degree.

The Northwest Difference

The **interactive digital media major** at Northwest is an interdisciplinary program involving an emphasis in computer science, art or mass media. Courses offer a cross-section of skills in design as well as written and visual communication. The major produces graduates who are proficient in art, photography, design, communication, computer programming and legal or ethical considerations as they relate to media. Students majoring in interactive digital media with an emphasis in visual imaging learn to create computer programs and the visual appearance of internet graphics as well as enhance experience of the web users.

Minor in Interactive Digital Media

A minor in interactive digital media minor is an interdisciplinary minor that teaches students the fundamentals of design, computer graphics, web publishing and web development. After taking the required courses, students can customize their minor from a list of approved electives. For a list of required courses, visit the academic catalog. This minor requires the completion of 24 credit hours.

CAREER OPPORTUNITIES

100%
placement rate

100% of students graduating with a degree in interactive digital media continue their education or find employment within six months after graduation. Below is a list of job titles related to this major:

- Artist
- Creative designer
- Graphic designer
- Interactive designer
- Print designer

*Based on self-reported data. **Knacktive** combines six disciplines (computer science, English, graphic design, marketing, mass communications and public relations) into a one-semester interactive and collaborative course. The student-led teams conduct market research, analyze data, write creative strategies, and developed an integrated, digital marketing communication campaign and promotional materials for a real-world client.

At the end of each course, the team makes a formal presentation or client pitch in an attempt to convince the client to use their project. This experience aligns with the digital marketing and advertising agencies competing for clients.



The following organizations have been clients of Knacktive:

- 2011 – Cincinnati-based LasikPlus Vision
- 2012 – Science City, located in Kansas City at the Union Station
- 2013 – Tri-State Ford
- 2014 – Horace Mann Laboratory School
- 2015 – DecisionFx, located in Kansas City