As part of our review of the undergraduate design curriculum, we addressed the students' current aversion to interactive media. We are proposing to switch the course descriptions on the 2 interactive courses we offer and to allow them to be taken independently of one another. As it stands IDL1 is a pre-req for IDL2.

CURRENT
Interactive Design Lab 1 (GRA 4521C) 4 credits
Prerequisites: ART 2600C, GRA 2208C
Addresses the prevalent design considerations at work in the development of online content. Explores the current relevant technologies and discusses the issues, opportunities and obligations of the designer in the development of interactive media.

Interactive Design Lab 2 (GRA 4522C) 4 credits
Prerequisites: GRA 3112C, GRA 4521C; Graphic Design majors only
Focuses on the introduction of principles of interactivity related to user experience. Examines the design of user-interfaces and the development of advanced interactive visual strategies through the study of current or emerging technologies.

PROPOSED (switch course descriptions and change pre-reqs)
Interactive Design Lab 1 (GRA 4521C) 4 credits
Corequisite: GRA 3112C
Focuses on the introduction of principles of interactivity related to user experience. Examines the design of user-interfaces and the development of advanced interactive visual strategies through the study of current or emerging technologies.

Interactive Design Lab 2 (GRA 4522C) 4 credits
Corequisite: GRA 3112C
Addresses the prevalent design considerations at work in the development of online content. Explores the current relevant technologies and discusses the issues, opportunities and obligations of the designer in the development of interactive media.

JUSTIFICATION
IDL1 is now a required core course. This course tends to focus on web design and coding. IDL2 is an elective that focuses on user experience and interaction through some web, but primarily app design. Students are often discouraged by coding in the web course and avoid future interactive work, however, the higher percentage of jobs now and in the future require interactive design knowledge.* Designers in this field are often part of teams where their role is focused on UX/UI design and coding is part of the role of web developers/programmers. Knowing and understanding code is still important but for students going to the job market, knowing UX design can open more doors.

By moving the UX content to the required IDL1, all students will gain less intimidating interactive exposure that may encourage them to pursue a career in the field. Making the IDL2 elective the more coding-heavy course allows students to further develop their skills.

*…all traditional design practices addressed by the outlook (print and online publishing, graphic design, art direction, product design, interior design, architecture, and animation/multimedia) are expected to

decline or grow new positions at rates below the national average of 7% growth for all types of employment. By contrast, web design and creative work in software design are expected to grow at 27% and 17% respectively and to add more than 226,000 new positions in the coming decade. Even with possible errors in these projections, a general trend is clear.

excerpted from AIGA's Core Competencies Designer 2025 (Meredith Davis)