CT: Creative Technology

CT 200 — Content Design and Research
2 credits; 1 lecture and 2 lab hours
This course introduces fundamental design research methods, including content design principles. Students develop thoughtful content and effective presentation skills through the process of content design. Creative outcomes include physical and digital designs.

CT 244 — Introduction to Web Design
2 credits; 1 lecture and 2 lab hours
Students acquire a fundamental understanding of internet technology and attain basic web design skills. Topics addressed include hypertext markup language, cascading style sheets, digital imaging for the web, email marketing and the principles of web design.
Prerequisite(s): CD 126, CD 224 or CT 200.

CT 300 — Typography for Digital Content Design
2 credits; 1 lecture and 2 lab hours
Focuses on fundamental typographic elements, theories, and skills unique to screen-based media that enable students to create holistic and experiential typographic designs which move beyond the limitations of print. Touch-screen-based typographic layouts and responsive editorial design principles and techniques will be explored. Expressive screen-based typography experimentations, including the integrations of type, sound, motion, and interactivity are included.
Prerequisite(s): CD 273 or CT 200.

CT 301 — Intro to Dynamic Environments
2 credits; 1 lecture and 2 lab hours
This course introduces the process and principles for designing dynamic experiences through the combinations of textual, visual, and other sensory information such as sound and movements. Students working individually and in groups will be able to develop experiential design strategies in specific places and spaces, while identifying technologies that will be effective based on the site and design approach.
Prerequisite(s): DE 216.

CT 302 — Digital Product Design I
2 credits; 1 lecture and 2 lab hours
Students are introduced to the iterative process of digital product design. They develop lateral thinking skills and create design prototypes. Through lectures and hands-on exercises, students develop skills and knowledge necessary for a digital product designer.
Corequisite(s): CT 300.

CT 303 — Dynamic Branding
2 credits; 1 lecture and 2 lab hours
This course introduces the theories, principles, and skills of dynamic brand identity design. The primary focus is on the use of time, motion, and sound to communicate brand message and personality. Advanced concepts and techniques such as fluid identity, data-driven design, and generative design are also discussed.

CT 304 — Design Systems for UX and UI
3 credits; 2 lecture and 2 lab hours
This advanced digital design course focuses on the process of creating a design system including visual, audio, time-based, interactive, and behavioral components that can be assembled to build applications. A successful design system is an extension of brand identity which provides a centralized, and evolving map of a brand's products and direction.
Prerequisite(s): AD 383 and CT 300.

CT 321 — Print and Digital Production
2 credits; 1 lecture and 2 lab hours
This course introduces students to digital production techniques from print to the web. Students learn the concepts and techniques important for preparing digital files for a variety of media, which include traditional printing press, hybrid PDF documents for screen and digital printing, and digital documents on the internet.
Prerequisite(s): CT 244.

CT 331 — Media Integration for Photo and Video

2 credits; 1 lecture and 2 lab hours

Students learn how to use time and movement to engage viewers and create meaningful communication with the effective integration of digitized still images, video footage, typography, color, and sound.

CT 341 — Design for Web-based User Interface

3 credits; 2 lecture and 2 lab hours

This course introduces guidelines, practices, and methodologies of web-based user interface (UI) design. Through lecture, discussion, research activities, hands-on demonstrations, and workshops, students learn interface design techniques, skills, and expand their understanding of the creative potential of web-based media.
Prerequisite(s): CT 321.

CT 371 — Introduction to Kinetic Typography

3 credits; 2 lecture and 2 lab hours

This class introduces all aspects of Kinetic Typography which is the technical name for "moving text." The text content is presented over time to convey meaning, evoke a particular emotion, and visually direct attention in manners that are beyond the capability of static media such as paper-based magazine or poster.
Prerequisite(s): CT 244.

CT 372 — Typography for Digital Product Design

2 credits; 1 lecture and 2 lab hours

This course explores diverse typographic issues related to screen-based communication. It focuses on new typographic principles and design elements for screen-based media. Topics covered include readability, on-screen legibility, modular type scales, hierarchy and structure for responsive layout, amplifying meaning and intent through typographic experience, sequence and flow of reading on digital devices, visual system for interactive design projects and wayfinding for screens.
Prerequisite(s): CT 300.

CT 400 — Digital Product Design II

2 credits; 1 lecture and 2 lab hours

Students are introduced to advanced digital product design concepts. They develop branded interactions and design digital product campaigns that use the Principles of Contagiousness.
Prerequisite(s): CT 302.

CT 401 — User Experience (UX) and Interaction Design (IxD)

3 credits; 2 lecture and 2 lab hours

User experience design (UX) and interaction design (IxD) formulate the user's perceptions of and responses to the use of a product, system, or service. This course addresses all crucial aspects of user experience design, as well as explores new possibilities for advanced interaction design such as Internet of things (IoT), virtual reality (VR), augmented reality (AR), mixed reality (MR), and artificial intelligence assistant (AIA).
Prerequisite(s): CT 304.

CT 411 — Design and Interaction

2 credits; 1 lecture and 2 lab hours

This course emphasizes the human-centered design process and introduces principles fundamental to interaction design. Key topics include communication theory, user research and concept evaluation methods, visualization and navigation through information spaces, time-based information, paper prototyping, and usability testing.
Prerequisite(s): CT 244 or approval of instructor.

CT 412 — Content-centric App Design

2 credits; 1 lecture and 2 lab hours

This digital design course introduces all the fundamental design principles and skills for Content-centric App Design. Students study and devise techniques of revealing content to a viewer, from pacing, composition, comfort of reading, chunking information to incorporating inter-activities and merging rich media content with textural content.
Prerequisite(s): CT 300.

CT 431 — Introduction to User Experience Design

2 credits; 1 lecture and 2 lab hours

Students gain an understanding of the elements of user experience design. This knowledge is essential for enabling students in graphic and advertising design to work as productive members of any creative team.
Prerequisite(s): CT 300.

CT 432 — Self Promotion and Digital Portfolio

2 credits; 1 lecture and 2 lab hours

A well-defined and executed self-promotion strategy is critical to the success of any visual artist. This course introduces students to the skills, technologies, and art of self-promotion in the age of digital media.
Prerequisite(s): CG 121 or PH 374 or approval of instructor.

CT 441 — Creative Technology Lab

2 credits; 1 lecture and 2 lab hours

Students study specialized technology-based design in the areas of their own interests, and develop innovative design solutions. The instructor guides them to discover new possibilities, enabled by the use of technology. In a peer-to-peer learning environment, students embrace technology and use it as a source of inspiration. Prior to registering, students meet with the course coordinator to discuss their personal plan of study and to insure they are technically prepared.
Prerequisite(s): Approval of Instructor.

CT 499 — INDEPENDENT STUDY FOR CT

1-3 credit