

CT: Creative Technology

CT 200 — Content Design and Research

2 credits; 1 lecture and 2 lab hours

This course introduces the fundamentals of design research methods, content design principles, and skills necessary to communicate the findings. The primary goal of the course is to enable students to develop meaningful content and an effective presentation through visual communication. The creative outcomes include both print and digital designs.

CT 230 — UX Writing

3 credits; 3 lecture hours

Writing is an essential part of user experience design (UXD). This course teaches skills, processes, and tools for maximizing the impact of UX writing on the overall user journey. Students from both marketing and design programs looking to enter the field of experience design will benefit greatly from this course.

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 to complete a responsive website using current industry standard technologies.

CT 300 — Kinetic Typography

2 credits; 1 lecture and 2 lab hours

This course introduces the typographic elements, theories, and skills that are unique to time-based media. Through lectures, discussions, and hands-on exercises, students will create type-centric motion graphics and screen-based designs that communicate persuasive messages and/or stories using time, motion, interactivity, and sound. Typographic principles for user experience (UX) and user interface (UI) design are also introduced in this course.

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 305 — Digital Design: Visual Communication

3 credits; 2 lecture and 2 lab hours

This digital design course introduces the principles of personal and brand communications. Students learn to articulate ideas and emotions through design elements such as line, shape, space, color, composition, and typography. Students enrolled are expected to have writing and presentation skills from classes such as EN 121 or EN 242.

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 322 — Digital Design: Visual Storytelling

3 credits; 2 lecture and 2 lab hours

In this digital visual storytelling course, students learn to use color, texture, images, sound, and movement to engage viewers. Design principles and processes are introduced for the purpose of visual communications and expressions. Students enrolled are expected to have writing and presentation skills from classes such as EN121 or EN242.

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 332 — Motion Graphics for Designers

3 credits; 2 lecture and 2 lab hours

This course introduces motion design principles and techniques specific to visual designers. Through lectures, discussions, and hand-on exercises, each student will create motion graphics that communicate the brand message and brand personality using time, movement, and sound. Prerequisite(s): GD 216 or PK 216.

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 342 — 3D Brand Identity Design

3 credits; 3 lecture hours

Through lectures, discussions, demonstrations, and hand-on exercises, students will learn how to create a unique and impactful 3D brand identity system for a wide range of touchpoints. The new possibilities for effective brand experience in virtual space are also discussed and explored.

CT 350 — Sonic Branding

3 credits; 3 lecture hours

Students learn the creative process of audio brand identity design to activate customer experiences and build recognition and value through audio and sound. Sonic branding is one of the fastest-growing fields in branding.

CT 360 — Decentralized FinTech Product Design

3 credits; 2 lecture and 2 lab hours

In this course, students will learn fundamental product design principles by focusing on designing products specifically for the cryptocurrency ecosystem. The emphasis is on integrative user research, prototyping, iterative creative process, and the development of applications across platforms aligned with cryptocurrency use cases. This course offers students in the business majors an opportunity to acquire the skills and hands-on experience they need to ideate, design, and evaluate design from a user-centered perspective.

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 — Advanced Kinetic Typeface Design

2 credits; 1 lecture and 2 lab hours

This advanced typography class focuses on the design and creation of kinetic typefaces for a wide range of applications such as motion graphics, print design, interactive projects, branding, and art projects. The professional process and workflow of typeface design are introduced with an emphasis on motion and interactivity. Contemporary typography concepts, user experience (UX) and user interface (UI) design, as well as brand identity system design, are discussed throughout the projects.

Prerequisite(s): CT 300.

CT 380 — AI-Assisted Design

3 credits; 2 lecture and 2 lab hours

This course introduces the use of artificial intelligence (AI) in visual art and design. Topics covered include AI ethics, copyright issues, and social impact, as well as generative design and AI-assisted creative workflow. Students will learn how to use these technologies and platforms to facilitate creative processes such as generating creative content, automating design processes, streamlining workflows, and making data-driven design decisions.

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.

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.

CT 460 — Brand Experience Design Portfolio

3 credits; 6 lab hours

Students prepare a cohesive portfolio for user experience (UX) design, user interface(UI) design, digital product design, information architecture (IA) , interaction designer (IxD), digital content design, or dynamic branding design. The students will learn how to prepare a professional resume, online portfolio, leave-behind package, and interview techniques specific to the field of experience design.

Prerequisite(s): CT 304.

CT 499 — INDEPENDENT STUDY FOR CT

1-3 credit