



Coders code, and designers design, but in the middle are the creatives who make the whole thing work. Who connect the consumer to the content through an interface. Without these interactive designers, the iPhone is just something pretty to look at. Interactive designers are the reason you get something right the first time you try to do it on a new device. They're the reason your thumb falls in the exact right place for the gestures you use most often. Loyola's program in interactive design will teach you to use the techniques of graphic design to fully realize the technological capabilities of the new media environment based on both user experience design (UX) and user interface design (UI) so that you can make a career of making meaningful connections between people and the technology that shapes our world.

This is the place.

Demand for interactive design is booming. There are job opportunities in the private industry, government, small businesses, startups, and nonprofits. Snapchat, Instagram, Facebook, YouTube, Google, Amazon, General Electric, Volvo, IBM, Walmart, Dow Jones, and countless more are all looking for designers with these skills. According to BLOC Job Trends report, there were over 150,000 open UX design jobs available as of March 2015.

Loyola's Department of Design is already intimately involved with the culture of New Orleans. Design students work with partners like Bayou Boogaloo, the International School of Louisiana, the Historic New Orleans Collection, the Saints, the Pelicans, and Peter Mayer Agency, among many others. This new degree will allow students to be involved with new media projects with partners like NOMA, the World War II museum, Tricentennial Interactive Film with Cote Blanche, and more.

Courses

In addition to the core design courses, students pursuing this program will take five courses specific to interactive design, such as:

UX Design Lab

This course builds on students' understanding of the design of interactive artifacts from Interactive Design 1 and 2, and it focuses on giving students a stronger understanding of the conceptual basis for designing interactive work. Students will develop methods for researching users and projects, design a user's interaction with interactive media and objects, and design the visual face of those interactions.

Interactive Product Development

In this design-and development-focused course, students will design a small application and learn the appropriate development processes and skills to bring it to life. Students will learn about app store guidelines and other real-world processes that they'll need to negotiate in order to see their work go from design to reality. Students will use their existing knowledge of design processes, design patterns, and technical skills to build a new portfolio of skills.

UX Design Practicum

In this course, students work with suitable partners in the university community and beyond to design and develop an app according to that partner's needs. Students will gain more experience with the process of design and development. Additionally, they'll combine knowledge from previous classes to research and assess client and audience needs, plan a scope for the project, and go through a rigorous design and development process.