

Information Design Program at Winthrop

The Bachelor of Science in Information Design degree program combines existing coursework from four departments in three different colleges along with new courses to produce graduates capable of applying related concepts from graphic design, marketing, mass communication and computing. Students interested in the virtual world may pursue a Bachelor of Science in Information Design. A student in this major will gain traditional area-specific knowledge for training in careers within the domains of digital communication and electronic commerce. Students will complete a core set of courses in information design, while also pursuing one of four specialties: digital commerce, interactive media, web application development, and digital mass media.

Information Design Core Courses

- Introduction to Web Application Design
- Introduction to Web Page Design
- Communication Theory & the Internet
- Information Design Seminar
- Information Systems & Organizations
- Law & Ethics for Digital Media
- Visual Design of Complex Systems
- Senior Synthesis

For more information about Winthrop University entrance requirements or an application for admission use the Winthrop contact information. If you are already admitted and would like information about the Information Design degree please contact Dr. Steve Dannelly. For specific information on the track you are interested in please use any of the email addresses in the Department Area or Specialty Track below.

Admissions:

Winthrop University
Office of Admissions
Rock Hill, SC
29733

Phone: 803/323-2191

EmPrail: admissions@winthrop.edu

Department Area:

Information Design:

Steve Dannelly - dannellys@winthrop.edu

Specialty Track:

Interactive Media:

Gerry Derksen - derkseng@winthrop.edu

Web Applications Design:

Jim McKim - mckimj@winthrop.edu

Digital Commerce:

Hemant Patwardhan - patwardhanh@winthrop.edu

Digital Mass Media:

Marilyn Sarow - sarowm@winthrop.edu

Faculty

Department Chair and Associate Professor R. Stephen Dannelly, Ph.D.

Computer Science and Quantitative Methods

Ph.D. Auburn University - Computer Science and Engineering

M.S. Auburn University - Computer Science and Engineering

B.S. Birmingham-Southern College - Computer Science

Associate Professor Chad Dresbach

Visual Communication Design - Coordinator

MFA, Kent State University

BFA, Miami University (Ohio)

Assistant Professor Gerry Derksen

Visual Communication Design

M.Des. University of Alberta, Canada 2000

B.I.D. University of Manitoba, Canada 1986

Professor Jim McKim, Ph.D.

Computer Science and Quantitative Methods

M.S. Hartford Grad. Center Comp. Science 1990

Ph.D. University of Iowa Mathematics 1973

M.S. University of Iowa Mathematics 1971

B.A. University of Iowa Mathematics 1970

Assistant Professor Hemant Patwardhan, Ph.D.

Business and Marketing

Ph.D., Southern Illinois University-Carbondale

Graduate Member of the Institute of Cost & Works Accountants of India

M.M.S., University of Pune India

M.Com., University of Pune, India

B.S., University of Bombay, India

Assistant Professor Cara Peters, Ph.D.

Business and Marketing

Ph.D., University of Nebraska

MBA, University of Nebraska-Lincoln

B.A., Luther College

Associate Professor Marilyn S. Sarow, Ph.D.

Mass Communication

Ph.D at the University of South Carolina

M.A. at Southern Illinois University-Carbondale

B.S. at Western Michigan University

FAQ's

Question: If I transfer into the program from another university can I finish faster than if I was coming from high school?

Answer: The information design program is new and will begin offering freshman classes in fall 2007. All four years of course work will not be in place until the first graduating class has reached its fourth year in 2011.

Question: What kind of job can I expect after I graduate?

Answer: Industries that hire Information designers range from online commercial companies such as Amazon, electronic news media, small web design companies, larger web-based companies like Travelocity, or Google. Many companies in the Charlotte metro area report they need people who have an education in the Information Design major. The U. S. Department of Labor and Statistics predicts information-driven occupations will be the fastest growing category of jobs from 2004-2014.

Question: Do I need a portfolio to enter the Information Design program?

Answer: Not at this time. Acceptance to the program will be based on your entrance to Winthrop University. The university entrance requirements are found on the admissions portion of Winthrop's website. Question: How do I choose a track in Information Design?

Answer: Consider your interest in the host department of the track; for example, if you like graphic design you may want to take the interactive media track. If you decide later that digital commerce is really the direction you would like to pursue, you can transfer the core courses and general education courses to that track. It may take longer to finish depending on the tracks and the semester in which you transfer.

Programs

Digital Commerce Track

Digital Commerce: electronic buying and selling of goods. Technology leaders need to understand that a large share of market economy is being done electronically. Legitimate and legal exchanges are occurring. The mainstream availability of Internet purchases of toys, clothing, cars, food, etc. has become commonplace. At the same time, an equal amount of illegal goods and services are surfacing such as pornography and gambling. Access to almost any product raises the question of legal and illegal acts by the user. Students need to be taught that options in a non-electronic society are also found in an electronic society. The rise of the digital economy does not change the issue of right and wrong, but it does enhance the user's access to buying and selling goods, which magnifies the issue of illegal activities.

Core courses: (28 credits)

Required courses: (31 credits)

MATH 101 Precalculus 3 credits

ACCT 280 Accounting Info for Bus Decisions I 3 credits

QMTM 205 Applied Statistics I 3 credits

QMTM 206 Applied Statistics II 3 credits

MKTG 380 Principles of Marketing 3 credits

MGMT 341 Information Systems 3 credits

BADM 561 Electronic Commerce for Managers 3 credits

MCOM 341 Advertising Principles 3 credits

MCOM 260 Writing for Interactive Media 3 credits

MKTG 482 Marketing Research 3 credits

CSCI 101B and CSCI 101C Excel and Access lab modules 1 credit

Electives: Choose any two of the following (6 credits)

MKTG 381 Consumer Behavior 3 credits

MKTG 382 Retailing 3 credits

MKTG 481 Promotion Management 3 credits

MKTG 581 Marketing for Global Competitiveness 3 credits

Digital Mass Media Track

Digital Mass Media is proliferating the internet. Technology leaders need to understand that a large share of market economy is being done electronically. Legitimate and legal exchanges are occurring. The mainstream availability of Internet purchases of toys, clothing, cars, food, etc. has become commonplace. At the same time, an equal amount of illegal goods and services are surfacing such as pornography and gambling. Access to almost any product raises the question of legal and illegal acts by the user. Students need to be taught that options in a non-electronic society are also found in an electronic society. The rise of the digital economy does not change the issue of right and wrong, but it does enhance the user's access to buying and selling goods, which magnifies the issue of illegal activities.

Core courses: (28 credits)

Required courses: (31 credits)

MCOM 260 Writing for Interactive Media 3 credits

MCOM 241 Media Writing 3 credits

MCOM 441 Reporting Public Affairs 3 credits

MCOM 346 Television Production 3 credits

MCOM 341 Advertising Principles 3 credits

VCOM 261 Electronic Image Making 3 credits

VCOM 363 Multimedia Design 1 3 credits

MATH 141 or equivalent, Finite Prob. & Stats. 3 credits

CTQR 150 Quantitative Methods in Critical Thinking 3 credits

PLSC 202 State and Local Government 3 credits

MCOM 349 Advertising Copywriting and Production 3 credits

MCOM 333 Editing and Production 3 credits

MCOM 345 Audio Production 3 credits

MCOM 471 Public Relations 3 credits

MCOM 491-493 Internship 3 credits

Interactive Media Track

Interactive Media deals with designing of interfaces for electronic devices. Technology leaders need to understand that a large share of market economy is being done electronically. Legitimate and legal exchanges are occurring. The mainstream availability of Internet purchases of toys, clothing, cars, food, etc. has become commonplace. At the same time, an equal amount of illegal goods and services are surfacing such as pornography and gambling. Access to almost any product raises the question of legal and illegal acts by the user. Students need to be taught that options in a non-electronic society are also found in an electronic society. The rise of the digital economy does not change the issue of right and wrong, but it does enhance the user's access to buying and selling goods, which magnifies the issue of illegal activities.

Core courses: (28 credits)

Required courses: (43.5 credits)

VCOM 120 Rapid Visualization Drawing 3 credits

VCOM 258 Intro. to Typography 3 credits

VCOM 251 Intro. to Design I 3 credits

VCOM 261 Electronic Image Making 3 credits

ARTT 300 Spec. Portfolio Review 0 credits

VCOM 354 Vis. Com. Design I 3 credits

VCOM 363 Multimedia Design 1 3 credits
VCOM 362 Interactive Media 3 credits
VCOM 462 Interface Des. in Altern. e-media 3 credits
VCOM 463 Multimedia Design II 3 credits
ARTH 175, 176 Art History from Prehistory to present 6 credits
ARTH 274 /VCOM 274 History of GD and Ill. 3 credits
CSCI 101C Access lab module 0.5 credits
CSCI 241-2 Client/Server 1 & 2 7 credits

Electives: Choose any two of the following (6 credits)

Mass communication:

MCOM 341 Adv. Princ.

MCOM 260 Writ. for Interactive Media

Music:

MUST 531 Comp. Music Tech. I

MUST 532 Comp. Music Tech. II

Illustration/Graphic Design:

VCOM 355 Graphic Design II

VCOM 358 Intermediate Typography

VCOM 222 Intro to Illustration

VCOM 361 Digital Illustration

Web Application Design Track

Web Application Design for development of software for the Internet. Technology leaders need to understand that a large share of market economy is being done electronically. Legitimate and legal exchanges are occurring. The mainstream availability of Internet purchases of toys, clothing, cars, food, etc. has become commonplace. At the same time, an equal amount of illegal goods and services are surfacing such as pornography and gambling. Access to almost any product raises the question of legal and illegal acts by the user. Students need to be taught that options in a non-electronic society are also found in an electronic society. The rise of the digital economy does not change the issue of right and wrong, but it does enhance the user's access to buying and selling goods, which magnifies the issue of illegal activities.

Core courses: (28 credits)

Required courses: (35-38 credits)

CSCI 101 B, C Excel and Access lab modules 1 credit

CSCI 241 Client/Server Programming for the WWW I 4 credits

CSCI 242 Client/Server Programming for the WWW II 3 credits

CSCI 475-6 Software Engineering I, II 6 credits

CSCI 540 Web App. Design & Development 3 credits

CSCI 521 Software Project Management 3 credits

CSCI 555 Database Processing 3 credits

EITHER any course that requires MATH 101 as a prereq OR both of

MATH 101 Precalculus and CTQR 150 Quant. Meth. in Crit. Think.

3 – 6 credits

QMTM 205 Stats 3 credits

VCOM 363 Multimedia Design 1 3 credits

VCOM 462 Interface Design in Alternative e-media 3 credits