

INTERDISCIPLINARY STUDIES IN INFORMATION DESIGN AND STRATEGY, ADVANCED GRADUATE CERTIFICATE

This interdisciplinary certificate prepares students to step into a cross-functional or leadership role by developing a deep and holistic understanding of today's sophisticated digital media. The program is particularly useful for people in creative fields who want a stronger grounding in business strategy, so that they can expand their career opportunities and make a larger impact on their organizations. The strong theoretical framework of the program and its focus on fundamental concepts makes the degree applicable to many diverse fields and types of organizations — business, the arts, government, healthcare, and education, to name a few — regardless of changes in technology.

Applicants must possess a graduate degree in order to be considered for this program.

Curriculum

To earn this certificate, students must complete four courses from the following:

Course	Title
MS_IDS 401-DL	Models and Theories of User-Centered Design
MS_IDS 403-DL	Effective Communication
MS_IDS 405-DL	User Research
MS_IDS 407-DL	Information and Content Strategy
MS_IDS 409-DL	Data Science, Management, and Business Strategy
MS_IDS 411-DL	Information Design and Architecture
MS_IDS 413-DL	Visual Communication
MS_IDS 422-DL	Introduction to Learning Theory
MS_IDS 423-DL	Instructional Design
MS_IDS 425-DL	Learning Environment Design
MS_IDS 426-DL	Educational Technology
MS_IDS 432-DL	Storytelling and Technical Writing
MS_IDS 433-DL	Social Media and Content Curation
MS_IDS 435-DL	Persuasion and Strategic Communication
MS_IDS 452-DL	Intro to Data Collection and Analytics
MS_IDS 453-DL	Introduction to Techniques of Predictive Analytics
MS_IDS 455-DL	Visualization of Data and Text
MS_IDS 462-DL	Experience Design
MS_IDS 464-DL	Interface Design
MS_IDS 466-DL	Design Systems and Operations
MS_IDS 481-DL	Leadership and Business Strategy

Any course that has a prerequisite may be taken provided the student has met prerequisites through course completion or course waiver.

Please note that courses completed in the certificate program cannot be transferred to the corresponding graduate degree.