



COLLEGE OF
BUSINESS
ADMINISTRATION

Digital Information Design

A multidisciplinary approach to digital-based communication.

The Field

In today's market, all competitive organizations have the need for professional skills in marketing, e-commerce, graphic design, communication, and Web-based software development and data management. Such organizations also require professionals who can work collaboratively and synthesize information from various disciplines.

The DIFD program is designed to meet the growing need for professionals who understand how to harness the power of the Internet and other electronic forms of communication to effectively disseminate information and provide Web-based services to current and potential customers.

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informationdesign

WINTHROP
UNIVERSITY
ROCK HILL, SOUTH CAROLINA

The Major

Winthrop's multidisciplinary bachelor's degree in digital information design (DIFD) is unique in the nation. DIFD draws upon the resources of three colleges: the College of Business Administration, the College of Arts and Sciences and the College of Visual and Performing Arts. The major requires students to take interdisciplinary courses taught by faculty across the colleges, as well as courses in four areas: computer science, visual communication design, marketing and mass communication. Students will select a specialization in digital commerce, interactive media, web design application, or digital mass media.

The Program

The Bachelor of Science degree in information design is a 124-hour program with varying degree requirements among the four specialties. Within the program, all students will take a 28-semester-hour core of courses emphasizing basic and advanced skills in Web application design, communication theory and the Internet, information systems and organizations, visual design of complex systems, law and ethics, and seminar courses. Requirements beyond the core courses differ among specialties. Students from all tracks will work together in a final senior experience that will involve collaborating with a real-world client.

Digital Commerce Specialty

Digital Commerce Specialty (core + 37 hours) centers on the potential of the Web for the marketing of both commercial and not-

for-profit organizations. Students will gain a foundation in business and marketing principles. Graduating students will have the skills needed to lead an organization's goal to make the Web an integral part of its marketing plans.

Interactive Media Specialty

Interactive Media Specialty (core + 49.5 hours) focuses on interface design and development of interactive content for electronic media. With an emphasis on the visual aspects of electronic interface, graduating students will be able to develop sites that appeal to users and function efficiently while fulfilling the mission of the project.

Digital Mass Media Specialty

Digital Mass Media Specialty (core + 34 hours) centers on shaping Web content to address the requirements of special audiences. The focus will be on information-gathering and writing with strong emphasis on how digital technology is reshaping traditional mass media and marketing communication functions.

Web Application Design Specialty

Web Application Design Specialty (core + 35 hours) is aimed at the technical side of designing and developing Web applications. Building and enhancing Web sites require knowledge of the theory and practice in how the Web works in general, as well as how to design and build software that enables the Web to work for an individual or a business.

“Internship and part-time work opportunities exist. Students are encouraged to use internships and summer research work as ways of building their resume.”

➤ **Faculty**

The information design program involves faculty from the departments of fine arts, design, computer science, management and marketing and mass communication. The faculty bring professional experience to their classrooms. Most faculty hold terminal degrees and have related professional experience. They demonstrate a high level of knowledge of their specialty areas and a commitment to teaching. Majors can expect a high level of involvement with working professionals and industry resources.

➤ **Facilities**

Students will have access to eight computer laboratories and specialized software in all four tracks of the program. Specialized equipment includes digital editing software, scanners, digitizing tablets, high-speed laser printers, and large format color plotters. Students will have access to the extensive library collections of the university’s Dacus Library and specialized collections in each department.

➤ **Industry needs**

According to the U.S. Bureau of Labor Statistics, the “Information” supersector of jobs “contains some of the fast-growing computer-related industries such as software publishing, Internet publishing and broadcasting, and wireless telecommunication carriers. Employment in these industries is expected to grow 32 percent, 44.1 percent, and 40.9 percent, respectively.” A recent employee survey of targeted regional employers in North and South Carolina found that computer information, top management, marketing, sales, and graphic design were among the fields predicted to be in demand within the next decade.

➤ **Careers**

• creative director, technical arts • data communication analyst • marketing director, online • multimedia producer • online journalist • online editor • content producer • content editor • web designer



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