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, 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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WINTHROP
UNIVERSITY

ROCK HILL, SOUTH CAROLINA

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The Major

Winthrop's multidisciplinary bachelor's degree in digital information design (DIFD) is unique in our area. 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 select a specialization in digital commerce, interactive media, web application design, or digital mass media.

The Program

The Bachelor of Science degree in digital information design is a 120-hour program with varying degree requirements among the four concentrations. Within the program, all students take a 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. Requirements beyond the core courses differ among the concentrations. Students from all tracks work together in a final senior experience that involves collaborating with real-world clients.

Digital Commerce Concentration

Digital Commerce centers on the potential of the Web for the marketing of both commercial and not-for-profit organizations. Students gain a foundation in business and marketing principles. Graduating students have the skills needed to lead an organization's goal to make the Web an integral part of its marketing plans.

Interactive Media Concentration

Interactive Media focuses on interface design and development of interactive content for electronic media. With an emphasis on the visual aspects of electronic interfaces, graduating students are able to develop sites that appeal to users and function efficiently while fulfilling the mission of the project.

Digital Mass Media Concentration

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

Web Application Design Concentration

Web Application Design 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 digital information design program involves faculty from the departments of 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 have access to eight computer laboratories and specialized software in all four concentrations of the program. Specialized equipment includes digital editing software, scanners, digitizing tablets, high-speed laser printers, and large format color plotters. Students 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

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

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