

CREATIVE PRACTICES (CREA)

CREA 201. The Creative Economy. 3 Hours.

Semester course; 3 lecture hours (offered online). 3 credits. Examines the contribution of creative ideas to the world economy with a focus on where, how and why creative ideas are produced and consumed.

CREA 202. Creative Coding. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Explores the intersections of creative thinking and computational thinking. Students develop creative ideas with front-end and back-end digital languages, processes and tools.

CREA 240. Digital Storytelling. 3 Hours.

Semester course; 2 lecture hours and 1 studio hour. 3 credits. Examines the principles, methods and tools for the planning, development and production of visual communication, with a focus on design aesthetics and accessibility.

CREA 300. Idea Accelerator. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Exposes students to the processes and methodologies used to transform ideas and opportunities into sustainable business models. Students evaluate business case studies, engage industry professionals and investigate the commercial potential of their creative ideas.

CREA 330. Interdisciplinary Web Design. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Introduces web design tools, methods and processes. Topics include customer expectations, web coding, multimedia technologies, usability and accessibility practices, and techniques for the evaluation of web design.

CREA 350. Piloting the Enterprise. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Introduces the language of the creative enterprise, focusing on personal branding, business operation and strategic professional development.

CREA 360. User Experience Design I. 3 Hours.

Semester course; 2 lecture hours and 1 studio hour. 3 credits. Establishes the fundamental skills and tools needed to develop accessible, efficient and enlightened experiences between human and technology. Provides a thorough introduction to design and development methods, information architecture, usability, and interface design.

CREA 391. Topics in Creative Practices. 1-3 Hours.

Semester course; 1-3 lecture hours. 1-3 credits. May be repeated with different topics for a maximum of nine credits. Explores a variety of topics related to the creative practices in arts, society and different sectors of industries, including human factors, user experience and user interface development.

CREA 393. Design Ops Internship. 1-6 Hours.

Semester course; 1-6 practicum hours. 1-6 credits (40 work hours per credit). May be repeated for a maximum of 12 credits. A practicum that provides students with experience in hands-on research and innovative problem-solving. Emphasis is on the collaborative development and commercial application of products that focus on emerging technologies. Internship details are determined by supervising professor(s) and project adviser(s). Graded as pass/fail.

CREA 450. Creative Disruption. 3 Hours.

Semester course; 3 lecture hours. 3 credits. May be repeated for a total of six credits. Students develop their own creative ventures, including a product/service business model, legal considerations, financial and marketing plans and media presence (web, mobile, social). Students work with a network of mentors from the university and industry.

CREA 460. User Experience Design II. 3 Hours.

Semester course; 2 lecture hours and 1 studio hour. 3 credits.

Prerequisite: CREA 360. Advanced focus on applicable skills and tools needed to develop accessible, efficient and enlightened experiences between human and technology. Covers complex interface design and design systems, development methodologies, prototyping practices, and real-world research and applications in a project format.