Information Management & Design
Course Descriptions
Contact Drew Hunt at Andrew.hunt@kctcs.edu for more information

IMD 100 Introduction to Information Systems (3)
Essential computer concepts and terminology are introduced in this course. An overview of operating systems software, a graphical user interface environment and multitasking concepts, disk and file management, Internet capabilities, and telecommunications are included. Introduction to word processing, spreadsheets, databases, and the integration of these three applications are included.

IMD 115 Introduction to Computer Graphic Design (3)
In this course, students will be introduced to the theory and techniques behind computer graphic design. Students will be introduced to layout; color theory and use; design, photo and illustration techniques; and exploration of media in respect to digital design. Also, students will be introduced to the production process including pre-press, printing, other production techniques and distribution. Prerequisites: IMD 100 or CIS 105 or equivalent skills.

IMD 116 Keyboarding (2)
Students use a microcomputer and software to develop proper techniques of touch keyboarding. Speed, accuracy and control are emphasized.

IMD 117 Keyboarding and Basic Word Processing (3)
Students use a microcomputer and software to develop proper techniques of touch keyboarding. Basic word processing skills are integrated with a thorough study of form, style, and arrangement of business documents. Speed, accuracy and control are emphasized.

IMD 118 Document Processing (3)
Document formatting and word processing techniques are integrated to produce a wide variety of business documents. Emphasis is placed upon planning, organizing, and formatting business documents and upon meeting production standards essential to the operation of modern offices. Prerequisites: IMD 117 or consent of instructor.

IMD 126 Introduction to Desktop Publishing (3)
The use of microcomputers for designing and producing various publications is introduced. Hands-on experience is provided in using desktop publishing software and a laser printer to produce high-resolution publications, such as flyers, brochures, business forms, and newsletters. Students are also introduced to basic design techniques, type and graphics layout, and the related terminology. Prerequisites: IMD 100 or equivalent skills.

IMD 127 Vector Design with Adobe Illustrator (3)
In this course, students will be introduced to and develop vector (linebased) graphics using industry-standard application(s). Topics covered will include examining the theory behind vector graphics, investigating the advertising and print industry’s use of this type
of graphic, creation of graphics from simple to increasingly complex, as well as development of a portfolio of vector art. Prerequisites: IMD 115 or concurrent or consent of instructor.

IMD 128 Raster Design with Adobe PhotoShop (3)
In this course, students will be introduced to and develop raster (photo or pixel-based) graphics using industry-standard application(s). Topics covered will include examining the theory behind raster graphics, investigating the advertising and print industry’s use of this type of graphic, creation and manipulation of raster-based graphics from simple to increasingly complex, as well as development of a portfolio of raster art and photo editing and manipulation samples. Prerequisites: IMD 115 or concurrent or consent of instructor.

IMD 133 Beginning Web Design (3)
Introduces the creation and publication of a web site and covers extensible hypertext markup language (XHTML) and introductory cascading style sheets (CSS). Covers code editing and web authoring software for web design, along with the incorporation of graphics into web sites and publishing.

IMD 150 Presentations (3)
In this course, students will learn to produce and present digital presentations, making effective use of correct grammar, presentation writing style, topography, graphics, sound and video. Students will install and use current digital hardware and software.

IMD 160 Introduction to E-commerce (3)
Students are introduced to the concepts, issues and application of business on the Internet. Students will examine the business as well as technical aspects of e-commerce. Topics include the relationship of business and the Internet, types and specific examples of e-business, the planning and development of an e-business as well as security issues, monetary transaction options, international concerns, legal and regulatory issues, ethical concerns, and the future of e-commerce. Specific technical issues will include examination of Internet infrastructure including the options, functions of the web server as well as e-commerce software options. Students will create an e-commerce business website plan and develop it into a simple, effective e-business website. Prerequisites: IMD 100 or CIS 105 or consent of instructor.

IMD 175 Web Usability Design (3)
Students focus on effective communication through web design. Topics include web planning, navigation and usability based on market research (audience capabilities and preferences) as well as site content and goals, financial considerations and technical capabilities. Other issues such as browser compatibility, marketing and site “gimmicks”, customer tracking, and site redesign will be addressed. Prerequisites: IMD 133 or consent of instructor.

IMD 180 Intermediate Web Design (3)
Covers the development of advanced hypertext markup language (HTML) skills and examination of new standards and technologies. Includes extensible hypertext markup language (XHTML), professional and contemporary web-design theory, layout and formatting, accessibility, forms, image maps, multimedia, image optimization, web graphics, advanced cascading style sheets (CSS), JavaScript code analysis site planning, and designer-client relationships. Students will complete a well formed website on a specific topic utilizing the theories and technologies learned. Prerequisites: IMD 133 or consent of instructor.

IMD 185 Web Graphic Design with Adobe Fireworks (3)
Introduces the theory and techniques behind the design of high-quality and efficient graphics for the World Wide Web. Includes theory behind design for the Web, creation of gifs, animated gifs and jpegs, text as graphics, and sliced images for the web. Teaches how to use an industry-standard web graphics editing software application to apply design theory. Prerequisites: IMD 133.

IMD 210 Microsoft Office Applications (3)
Utilizes Microsoft Office applications for the creation, manipulation and integration of information. Includes word processing, spreadsheet, database management, presentation and personal information management. Prerequisites: IMD 100 or equivalent skills.

IMD 212 Advanced Microsoft Office Application (3)
Students learn advanced Microsoft Office skills utilizing spreadsheet and database management applications through creation, management and integration of documents. Prerequisites: IMD 210 or consent of instructor.

IMD 215 Administrative Office Procedures (3)
The roles and responsibilities of the office professional and the interrelationships of people, procedures, and technology are introduced, with emphasis on appropriate decision-making techniques and productivity in the office. Prerequisites: IMD 118 or consent of instructor.

IMD 220 Administrative Office Simulations (3)
Students use administrative procedures to complete office simulations with an emphasis on accuracy, productivity, efficiency, and problem solving. Students will be utilizing skills in word processing, spreadsheet, database management, presentation, and e-mail applications. Standard business transactions will be completed through electronic commerce. Pre-requisites: IMD 150; IMD 235; IMD 212 or concurrent; or consent of instructor.

IMD 226 Advanced Desktop Publishing (3)
In this course, students will learn to design and produce text- and image-intensive publications. Industry-standard desktop publishing software will be utilized to create brochures, newsletters, proposals and other documents. Students also will use drawing and image-editing software for the purpose of creating and editing graphics for publications. Emphasis will be placed on importing text and graphics from word
processing and graphics programs into desktop publishing software. Students will study the desktop publishing process from concept and creation through pre-press and printing. Prerequisites: IMD 126; IMD 127, 128 and 150 or concurrent; or consent of instructor.

IMD 230 Advanced Web Design (3)
Explores existing and emerging web technologies through the role of web designers. Covers topics and issues to include modification of prewritten scripts and applets as well as analysis of current client- and server-side technologies including PHP, MySQL and XML. Students will conclude the course via the creation of a comprehensive, database-driven dynamic website utilizing current client- and server-side technologies including PHP, MySQL, and XML. Prerequisites: IMD 180 or consent of instructor.

IMD 232 Web Design with Adobe Dreamweaver (3)
Utilizes an advanced web authoring software application for design and development. Uses a professional WYSIWYG (what-you-see-is-what-you-get) editor to develop and create web pages, automate production, and manage and maintain entire websites. Builds XHTML, CSS, and web development knowledge to customize features and integrate applications. Prerequisites: IMD 133 or consent of instructor.

IMD 235 Advanced Word Processing (3)
Students will learn current word processing software from intermediate skills through advanced utilities. Topics include producing customized documents, enhancing the visual display of documents, creating customized desktop publishing documents, organizing text in documents using advanced features, and integrating data utilizing various applications. Emphasis will be on mastering the software for optimal use. Prerequisites: IMD 210 or CIS 130, or equivalent skills.

IMD 240 Web Development with Adobe Flash (3)
Introduced students to designing and delivery of interactive web sites using the professional, industry-standard software Flash. Covers integrating animation into web design, along with increasing interactivity and incorporating video into a web site. Covers integration with other web development applications. Prerequisites: IMD 180 and IMD 185, or consent of instructor.

IMD 250 Digital Video Editing with Final Cut Pro (3)
Students will capture and edit digital video using industry-standard desktop video software and export to DVD, VHS, and the Internet for use in entertainment, documentary films, commercials, and newscasts. Students will learn to storyboard, plan, and produce a digital video project from conception to final packaging and explore topics such as compositing, alpha channels, and special effects. Prerequisites: IMD 100 or IMD 133 or consent of instructor.

IMD 270 Professional Practices (3)
This course is designed to assist students develop strategies for entering the Information Management & Design profession by editing and refining portfolios and creating correspondence to meet professional standards, designing resumes and other self-
promotional materials, developing a job search strategy, practicing interview techniques and professional presentations. Prerequisites: IMD 210 or IMD 235 or consent of instructor.

IMD 271 Internship (1-3)
On-the-job experience will be required of the Information Management & Design student. A minimum of 40 clock hours of appropriate experience per credit hour will be required. The learning plan will be discussed and agreed upon by the student, instructor and site supervisor. Prerequisites: Consent of instructor, 2.0 G.P.A., and the completion of 12 credit hours of IMD course work (including IMD 270).

IMD 275 Workplace Management (3)
Management principles and techniques and their applications to the contemporary business workplace are included. Emphasis is on information management, team concepts and the role of personnel management.

IMD 280 Portfolio Practicum: Graphic Design (3)
Provides an opportunity to assemble a comprehensive graphic design portfolio using skills learned within the IMD Graphic Design core courses which will assess students’ overall skills learned in the graphic design option. Provides IMD students with a professional design portfolio to aid in the search for employment. Provides the capstone for students choosing the graphics option. Uses presentation, vector, raster, and desktop publishing software to create design-intensive portfolio pieces. Prerequisites: IMD 127, IMD 128, IMD 185, IMD 226 or consent of instructor.

IMD 290 Photography (3)
Teaches students basic photography principles and skills to compose technically proficient photographs. Emphasis is on basic camera operations, with exploration of film speeds, apertures, and shutter speeds. Explores composition and elements of lighting. Uses slide lectures, a brief overview of contemporary photography to acquaint students with past and current photography.

IMD 292 Portfolio Practicum: Web Design (3)
In this capstone course, students will assemble a comprehensive web site design portfolio using skills learned in the IMD Web Design core courses. The purpose of the portfolio will be to assess students’ overall skills learned in the web design option. It will also be used to provide IMD students with a professional design portfolio to aid in the search for employment. Students will use Macromedia Fireworks, Dreamweaver, Flash, Adobe Photoshop/ ImageReady, and dynamic scripting languages to assemble the comprehensive design portfolio. Prerequisites: IMD 225, 232, 240 or consent of instructor.

IMD 294 Seminar in Information Management & Design Technologies (3)
Includes research, study, and discussion of a current or emerging topic, issue, or trend in information management and design technologies. May be repeated with different topic for a maximum of 6 credit hours. Prerequisite: IMD 100 or consent of instructor.
IMD 299 Selected Topics in Information Management and Design (1-3)
This course is designed to expand course offerings as new technology is developed, as well as consider contemporary and/or emerging trends in information management and design. Topics may vary from semester to semester at the discretion of the instructor; course may be repeated with different topics to a maximum of six credit hours. Prerequisite: Consent of instructor.