**bpg**

December 3, 2014

Dr. Chui L. Tsang
Superintendent and President
Santa Monica College
1900 Pico Boulevard
Santa Monica, CA  90405

Dear Dr. Tsang,

I am pleased to hear that you are considering offering a baccalaureate degree in Interaction Design at Santa Monica College.  We in media marketing and design industry are experiencing a profound need for more individuals with expertise in this area.  We also believe that a baccalaureate level of education is necessary to adequately prepare students for jobs in this area of interplay amongst design, user experience, and technology.  I support your proposal with enthusiasm and look forward to meeting your graduates as soon as possible!

With regards,

Steph Sebbag
President / Chief Creative Officer

## *Proposed* Bachelor of Arts Degree, Interaction Design (IxD)

## Santa Monica College

Interaction Design (IxD) is more than designing for the web and mobile devices. It's not confined to interaction with a mouse or touchscreen. Interaction Design is designing for behavior. It's user-centered design for how we interact with objects and systems. Interaction Design focuses on the behavior of the device or product, as well as the user. User-centered design considers the needs and desires of the user.

Tentative curriculum for this degree includes the following core courses. Additional general education and elective courses will also be required for a total of 120 semester units of coursework.

### Proposed Core Requirements (*Subject to Change*)

| Lower Division | Upper Division |
|---|---|
| *Years 1 and 2, 40 semester units* | *Years 3 and 4, 40 semester units* |
| Introduction to Graphic Design | Interaction Design 1 |
| Digital Imaging for Design | Interaction Design 2 |
| Digital Illustration 1 | Interaction Design 3 |
| Web Design 1 | Tangible Interaction |
| Web Design 2 | Visual Storytelling |
| Web Design 3 | Introduction to Computer Systems |
| Typography Design 1 | Internet Programming |
| Typography Design 2 | Javascript |
| User Experience Design 1 | Mobile Design 2 |
| User Experience Design 2 | Cognitive Psychology |
| Drawing for Graphic Design | Fundamentals of Small Group Discussion |
| Graphic Design Studio 1 | Interaction Design Senior Studio |
| Graphic Design Studio 2 | Interaction Design Internship |
| Mobile Design 1 | |
| Design Research | |

All Santa Monica College curriculum is developed by faculty with expertise in the discipline, then reviewed for approval by the SMC Curriculum Committee, the SMC Academic Senate, the SMC Board of Trustees, and the California Community Colleges Chancellor's Office.  The proposed curriculum above has not yet been vetted via this review process and is therefore subject to change.