

NEW MEDIA DESIGN

MINORS AT RIT CROATIA

Minors at RIT Croatia

New Media Design program is in synergy with other programs offered at RIT Croatia. Students can develop specific competences covered in those programs through chosen course sequences which are structured to lead to development of specific set of competences in mobile development, web development, business administration, marketing or psychology. The added benefit of this approach is the possibility of obtaining a minor in a specific field. The minors are a related set of academic courses consisting of no fewer than 25 ECTS points (approximately 5 courses). The minor is visible on the transcript and compliments a student's major. This improves employment opportunities by showing depth in more than one discipline which is an attractive asset for potential employers and improves employment opportunities.

Mobile Design and Development Minor

The minor in mobile design and development provides non-computing majors with a firm foundation in designing applications for mobile devices. There is an explosion in the types and amount of mobile devices and this minor is designed to provide students with the ability to design and implement cross-platform applications.

Mobile Development Minor

The minor in mobile development provides students with experience designing and creating compelling native applications for mobile devices. Smartphones are outselling desktop computers. New mobile devices of varying sizes, types, and uses are being created every day for both businesses and personal use and contexts. Developers are needed to create applications for these needs that perform well on the major mobile platforms.

Web Development Minor

This minor provides students with a firm foundation in web development. The web has become a global, essential, and ubiquitous information delivery medium. Hence, knowledge of how the web works and how to effectively develop dynamic websites adds considerable value to computing majors. This minor provides foundational skills in web development, starting with simple sites, moving through dynamic client-side and server-side functionality, and culminating in web-based systems that create and access various information services.

Business Administration Minor

This minor is appropriate for undergraduate students interested in broad exposure to the world of business. Undergraduate students interested in pursuing an MBA degree may use this minor to fulfil certain MBA bridge courses.

Marketing Minor

Marketing, sales, and customer-oriented aspects of the marketing minor broaden students' learning experiences and professional opportunities by creating a secondary focus in marketing.

Psychology Minor

The minor in psychology provides the opportunity for students to take courses comprising the study of behavior. Students may select from among a variety of courses, which enables students to customize their minor while getting wide exposure to important concepts, issues, methods, and theories in psychology.

Mobile design and development minor courses

Computational Problem Solving in the Information Domain I

A first course in using the object-oriented approach to solve problems in the information domain. Students will learn to design software solutions using the object-oriented approach, to visually model systems using UML, to implement software solutions using a contemporary programming language, and to test these software solutions. Additional topics include thinking in object-oriented terms, and problem definition. Programming projects will be required.

Interactive I

This course provides students with an introduction to internet and web technologies, and to development on Macintosh/UNIX computer platforms. Topics include HTML and CSS, CSS3 features, digital images, web page design and website publishing. Emphasis is placed on fundamentals, concepts and standards. Additional topics include the user experience, mobile design issues, and copyright/intellectual property considerations. Exercises and projects are required.

Foundations of Mobile Design

This course is an introduction to designing, prototyping, and creating applications and web applications for mobile devices. These devices include a unique set of hardware and communications capabilities, incorporate novel interfaces, are location aware, and provide persistent connectivity. Topics covered include user interaction patterns, connectivity, interface design, software design patterns, and application architectures. Programming projects are required.

Designing the User Experience

The user experience is an important design element in the development of interactive systems. This course presents the foundations of user-centered design principles within the context of human-computer interaction (HCI). Students will explore and practice HCI methods that span the development lifecycle from requirements analysis and creating the product/service vision through system prototyping and usability testing. Leading edge interface technologies are examined. Group-based exercises and design projects are required.

Web & Mobile II

This course builds on the basics of web page development that are presented in Interactive I and extends that knowledge to focus on theories, issues, and technologies related to the design and development of web sites. An overview of web design concepts, including usability, accessibility, information architecture, and graphic design in the context of the web will be covered. Introduction to web site technologies, including HTTP, web client and server programming, and dynamic page generation from a database also will be explored. Development exercises are required.

Mobile development minor courses

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Client Programming

This course will explore the analysis, design, development, and implementation of client-side programming in the context of Internet technologies, mobile devices, Web-based client systems and desktop applications. Students will learn to design and build usable and effective interactive systems, clients, and interfaces. Key features addressed will include browser and platform compatibility, object reusability, bandwidth and communications issues, development environments, privacy and security, and related technologies and APIs. Programming is required.

Mobile Application Development I

This course extends the material covered in the Foundations of Mobile Design course and provides students with the experience of creating interesting applications for small-size form factor mobile devices such as smartphones. These devices are exceptionally portable, have unique sets of hardware and communications capabilities, incorporate novel interfaces, are location aware, and provide persistent connectivity. Students are encouraged to make creative use of these

unique device characteristics and operating properties to develop innovative applications. Programming projects are required.

Web & Mobile II

This course builds on the basics of web page development that are presented in Interactive I and extends that knowledge to focus on theories, issues, and technologies related to the design and development of web sites. An overview of web design concepts, including usability, accessibility, information architecture, and graphic design in the context of the web will be covered. Introduction to web site technologies, including HTTP, web client and server programming, and dynamic page generation from a database also will be explored. Development exercises are required.

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Introduction to Database and Data Modelling

A presentation of the fundamental concepts and theories used in organizing and structuring data. Coverage includes the data modelling process, basic relational model, normalization theory, relational algebra, and mapping a data model into a database schema. Structured Query Language is used to illustrate the translation of a data model to physical data organization. Modelling and programming assignments will be required.

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Server Programming

This course provides in-depth work in server-side programming. Students will develop dynamic, data centric web pages and systems, and server-side information services that will be available to clients implemented in a variety of software technologies. Topics include XML parsing, generation, and consumption; web configuration and security; design patterns; web service structures, and application security. Programming projects are required.

Software Design Principles and Patterns

Quality software designs and architectures reflect software engineering principles that represent best contemporary practice. This course focuses on explicating these fundamental principles, examining a set of design and architecture patterns that embody the principles, and applying patterns appropriate to a design problem in a given context.

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Business administration minor courses

Financial Accounting

An introduction to the way in which corporations report their financial performance to interested stakeholders such as investors and creditors. Coverage of the accounting cycle, generally accepted accounting principles, and analytical tools help students become informed users of financial statements.

Operations Management

A survey of operations and supply chain management that relates to both service- and goods-producing organizations. Topics include operations and supply chain strategies; ethical behavior; forecasting; product and service design, including innovation and sustainability; capacity and inventory management; lean operations; managing projects; quality assurance; global supply chains; and the impacts of technology.

Global Business Environment

Being an informed global citizen requires an understanding of the global business environment. Organizations critical to the development of the global business environment include for-profit businesses, non-profits, governmental, non-governmental, and supranational agencies. This course introduces students to the interdependent relationships between organizations and the global business environment. A holistic approach is used to examine the diverse economic, political, legal, cultural, and financial systems that influence both organizations and the global business environment.

Organizational Behavior

As an introductory course in managing and leading organizations, this course provides an overview of human behavior in organizations at the individual, group, and organizational level with

an emphasis on enhancing organizational effectiveness. Topics include: individual differences, work teams, motivation, communication, leadership, conflict resolution, organizational culture, and organizational change.

Principles of Marketing

An introduction to the field of marketing, stressing its role in the organization and society. Emphasis is on determining customer needs and wants and how the marketer can satisfy those needs through the marketing variables of product, price, promotion and distribution.

Marketing minor courses

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Digital Marketing

Internet marketing is critical to an organization's overall strategy. This course focuses on tactics and strategies that enable marketers to fully leverage the internet. Topics include the overall internet marketing landscape, technologies, customer segmentation and targeting, search, analytics and emerging internet-marketing platforms.

Consumer Behavior

A study of the determinants of buying behaviors. Emphasis is on identifying target markets and customer needs, internal and external influences on lifestyle and understanding the buying decision process.

Advertising and Promotion Management

An in-depth view of tools of promotion management: advertising, sales promotion, public relations, personal selling, direct marketing and internet marketing as well as new and alternative media. Basic concepts of how to use print, broadcast, internet and out-of-home media are studied. Planning, budgeting, creative strategy, and the roles of advertising agencies are also covered.

Social Media Marketing

This course introduces the student to the general theories of Social Media Marketing and its relevance and importance as a Marketing tool. The student will learn how to create campaigns and the strategies and tactics in the most popular social media platforms, such as generate reports and actions based on social media analytics.

Psychology minor courses

Abnormal Psychology

This course will serve as an introduction to the study of psychopathology and mental illness. The course examines the major categories of mental disorder not only from the descriptive point of view, but also in terms of the major theoretical explanations of the causes of disorder. The major treatment modalities also are covered.

Cognitive Psychology

This course examines how people perceive, learn, represent, remember and use information. Contemporary theory and research are surveyed in such areas as attention, pattern and object recognition, memory, knowledge representation, language acquisition and use, reasoning, decision making, problem solving, creativity, and intelligence. Applications in artificial intelligence and human/technology interaction may also be considered.

Social Psychology

This course explores topics related to behaviors and mental processes of individuals in social situations. Topics include: methodology, social perception, social cognition, the self, attitudes, prejudice, attraction, social influence, pro-social behavior, aggression, and behavior in groups.

Industrial and Organizational Psychology

Industrial and organizational (I/O) psychology is a branch of applied psychology that is concerned with efficient management of an industrial labor force and especially with problems encountered by workers in a mechanized environment. Specific areas include job analysis, defining and measuring job performance, performance appraisal, tests, employment interviews, employee selection and training, and human factors. This course covers the basic principles of the above areas as well as applications of current research in I/O psychology.

Personality

This course is intended for students who are interested in learning the history and current status of personality theories. Students will learn the strengths and weaknesses of the major personality theories, as well as how to assess, research and apply these theories. As much as possible, application to real life situations will be discussed.

Positive Psychology

This course will provide a survey of the emerging field of Positive Psychology. Topics covered will include defining and assessing “the good life”; the relationships between life satisfaction and personal factors such as wealth, education, and longevity; cross-cultural perspectives; virtues and strengths; and biological factors (i.e., genetics and neurological correlates).

