



Online Certificate in Writing for Interactive Media

@Purdue University Calumet

<http://mabrito.net/certificate>

(15 hours) 5 online courses offered in 8-week modules
Students may take any course individually or all five for the certificate

To register for courses, contact:

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Description

The field of interactive media has expanded rapidly over the past few years. Opportunities in this field exist not only at the technical production level, but for content writers as well. Also, professionals in other fields (human resources, training, education, etc.) often may be called upon to develop content for interactive media as part of their job.

This certificate provides students with a theoretical understanding of this medium, as well as practical experience in developing original proposals, designs, and treatments for interactive media. Students will learn the basics of writing/editing online content, thinking and designing interactively, digital storytelling, and how users navigate interactive and online content, among other topics. Focus of this certificate is on both informational interactive media (e-training, educational CDs, interactive kiosks) and narrative interactive media (computer/video games, simulations) in online and disk-based formats.

Upon completion of the certificate, students will have assembled a portfolio that includes original design proposals for sample interactive media, Web usability studies, and other samples of their work. Additionally, many of the courses explore career opportunities in the field.

Spring 2010

Engl 435: **Writing and Editing for the Web** (first 8 weeks)

Engl 436: **Writing for Informational Interactive Media** (first 8 weeks)

Engl 437: **Writing for Narrative Interactive Media** (second 8 weeks)

Summer 2010

Engl 431: **Web Usability: Writing and Reading on the Web** (8 weeks)

Fall 2010

Engl 435: **Designing Virtual Worlds** (first 8 weeks)

Engl 431: **Web Usability: Writing and Reading on the Web** (second 8 weeks)

Course Descriptions

Engl 431: Web Usability: Writing and Reading on the Web

This course considers how users use Web sites, how/when sites are successful, and how/when they're not. We will consider usability issues by examining different styles/genres of Web design. Course invites students to explore these areas through various reading/writing exercises, assignments, and lots of Web browsing. We begin with a basic introduction to Web usability and progress to examining specific applications.

Engl 435: Topics in Writing for Digital Media: Designing Virtual Worlds

This course focuses on exploring virtual worlds and how they currently are used in education, business, government, and entertainment. For our class, we will focus primarily on Second Life, with some class meetings taking place in-world. In addition to becoming familiar with some of the technical and psycho-social elements of both living and working in virtual worlds, students also will create a design prospectus for an original simulation in Second Life.

Engl 435: Topics in Writing for Digital Media: Digital Storytelling in Interactive Media

This course focuses on creating and developing effective characters for interactive media such as computer/video games, and educational and reference CDs and DVDs, among others. Material presented includes: background, history, and development of digital storytelling in the entertainment and educational fields, and techniques and strategies for creating effective characters for a variety of purposes and venues. We will study different interactive projects and the characters that populate them. Students will create an original proposal for a new or revised character to enter an interactive application.

Engl 436: Writing for Informational Interactive Media

Provides an introduction to writing for informational interactive media. Material presented includes: the role of the interactive writer, thinking interactively, interactive structure, script format and the special challenges of presenting information interactively. We will study sample informational interactive programs and scripts including: e-learning, educational and reference CDs and DVDs, and multimedia exhibits, among others. Students will create an original design proposal for an informational interactive application with flowchart, script, and treatment.

Engl 437: Writing for Narrative Interactive Media

Provides an introduction to writing for narrative interactive media. Material presented includes: the role of the interactive writer, thinking interactively, interactive structure, script format, digital storytelling, and the special challenges of presenting information interactively. We will study sample narrative interactive programs and scripts, including computer/video games, simulations, and worlds, among others. Students will create an original design proposal for a narrative interactive application with flowchart, script, and treatment.