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# Master of Science in Information Design and Technology

## Overview

The Master of Science in Information Design and Technology is designed to meet the needs of those who design information and are interested in the uses of new media in communication and teaching. This degree would be of interest to those who support the design, development, and administration of communication technology initiatives as well as those who use information technology. The part-time program balances theory and practice, with the graduate gaining a firm understanding of information design and the application of technology in a variety of settings. Students learn to use new technologies, communicate information to various audiences, evaluate technology, and use it in educational and training settings. There are also limited opportunities for full-time study.

The program engages students in critical assessments of various media and their applicability for a given purpose. Students study how to select an appropriate medium for a particular message to a specific audience. They create original materials using a variety of tools for various media, including web pages, multimedia, illustrations, teaching tools, and animations. Students focus on one or more of the following areas:

- Instructional Media
- Educational Technology
- Web Development
- Graphic Design
- Professional Communication

Graduates are prepared for advancement in professional careers that include secondary school\* and community college teaching, technical support, technical communication, public relations, marketing, instructional design and technology, publications, corporate communication and training for profit and non-profit organizations, healthcare management and other industries.

For more information: <http://idt.sunyit.edu>

\* Contact NYS Education Department for specific information regarding your field of study.

## Online or On Campus Options

To accommodate the needs of working professionals and as part of its ongoing efforts to better understand new learning modalities, students can opt to complete the program entirely online, on campus, or a combination of the two. Courses in the

IDT program will be offered online via the World Wide Web in asynchronous mode using the Angel learning system. The addition of a distance-learning component reflects the evolving nature of Information as a discipline as well as the interests and needs of students in the program, and the expertise and scholarly interests of faculty. Because one aspect of the IDT program is to study new ways in which information technologies may be used, it is natural to deliver the program using the latest technologies. This includes online learning and use of new online utilities, such as video casting, podcasting, Skype, wikis, Second Life and other advances as they are developed.

## Computer Laboratories

The program has two high-end computer laboratories that will be used, in part, to support the graduate program: a Windows-based Pentium facility and an Apple system G5 lab. The Windows-based laboratory has 22 PCs for use with computer graphics, digital photography, computer visualization, animation, Web design, and desktop publishing. The laboratory has four group work areas for collaboration. The Macintosh Lab has 20 G5 dual processor machines with DVD video inputs. In addition to having all the capabilities of the PC lab, it also supports digital video. Both laboratories have high-end color as well as black and white output devices and scanners.

## Admissions Criteria

1. A baccalaureate degree from an accredited university or college.
2. A minimum overall GPA of 3.0.
3. For those without a bachelor's degree in communications, rhetoric, journalism, English, linguistics, computer science, or a related field, at least 15 credits in appropriately related courses.
4. Recent letters of recommendation from two individuals, preferably from a professional supervisor and a faculty member.\*
5. A portfolio documenting preparation for graduate study, including,\*
  - a) An essay describing what you can bring to this program and why you wish to pursue this degree.
  - b) Additional selected materials supporting your preparation for graduate study, such as papers, presentations, and design work.

\* A non-matriculated student who takes an IDT course and receives a B+ or higher does not need to submit a portfolio or recommendations to apply to enter the program.

## Degree Requirements

The IDT program is currently offered on a part-time basis. Students interested in pursuing the program full-time, should consult with the program coordinator. The M.S. in Information Design and Technology consists of 33 credits, including four core courses, electives, and a thesis or project, as follows. Students must receive a “B” (3.0) or better in all core courses. Over the course of their studies, students can only apply two “C” grades in courses taken toward the degree. All students must have a GPA of 3.0 or higher to graduate.

### 1. CORE COURSES

12 credit hours

1. IDT 501 Information Theory
2. IDT 507 Information Technology
3. IDT 534 Information Design
4. A graduate-level research methods course, chosen from current research methods offerings in consultation with an advisor. Current offerings include:

CSC 507	Data Analysis
SOC 532	Methods of Research: Survey and Experimental Design
SOC 533	Methods of Research: Statistical Analysis
SOC 534	Methods of Research: Qualitative Research
ANT 531	Ethnographic Data Collection and Analysis

### 2. ELECTIVES

12 credit hours

*Electives may be used to satisfy course prerequisites.*

IDT 503	Human Factors in Information Design
IDT 505	Computing Environments
IDT 531	Technical Editing
IDT 535	Typographic Design and Communication
IDT 536	Graphic Design
IDT 541	Instructional Design

IDT 545	Change Theory and Information Technology
IDT 553	Principles of Design for Desktop and Electronic Publishing
IDT 554	Advanced Web Development and Design
IDT 555	Ethical and Legal Issues of the Information Age
IDT 575	Internship
IDT 585	Seminar in Emerging Technologies
IDT 590	Topics in Information Design and Technology
IDT 591	Independent Study

### 3. UNRESTRICTED ELECTIVES

6 credit hours

In consultation with adviser, students choose two additional graduate-level electives or an internship and one elective.

### 4. THESIS/PROJECT

IDT 599 Thesis/Project 3 credit hours

Working with faculty member teaching the course, or an adviser, students either write a thesis or complete a project for the program.

## FACULTY

**Mona de Vestel**, Assistant Professor; M.P.S., Interactive Telecommunications New York University. B.S. Georgetown University.

**Walter Johnston**, Associate Professor; Ph.D., Cornell University. Technical writing and editing.

**Russell L. Kahn**, Associate Professor; Ph.D., University at Albany. Social, political, business and educational implications of the Web, Web design, and computer software documentation.

**Steven Schneider**, Associate Professor; Ph.D., Massachusetts Institute of Technology. Computer-mediated communication and computer-mediated instructional systems.

**Kathryn Stam**, Assistant Professor; Ph.D., Syracuse University. Social and ethical aspects of information technology in work organizations.

