The MS_IDS 413-DL Visual Communication (1 Unit) course focuses on visual communication in the digital age. It covers the process of designing visual communication that informs, persuades, or engages the audience. Students will learn the principles of visual design, typography, color theory, and layout, and how to apply these principles to create effective visual content. The course also explores the role of visual communication in various contexts, including advertising, social media, and corporate branding.

MS_IDS 405-DL User-Centered Design (1 Unit) is designed to teach students how to design user-centered products and services. The course covers the principles of user-centered design, including user research, design patterns, and usability testing. Students will learn how to create designs that are intuitive, usable, and accessible to a wide range of users. They will also explore the role of empathy and collaboration in user-centered design.

MS_IDS 402-DL Information Architecture (1 Unit) covers the principles and practices of information architecture. Students will learn how to design information systems that are easy to use, understand, and navigate. The course covers topics such as information design, content modeling, and taxonomies.

MS_IDS 401-DL Models and Theories of User-Centered Design (1 Unit) introduces students to the foundational theories and models of user-centered design. Students will learn about the history of user-centered design, key theories such as human-computer interaction and cognitive psychology, and how these theories influence the design process.

MS_IDS 403-DL Effective Communication (1 Unit) focuses on the principles of effective communication in both traditional and digital contexts. Students will learn how to craft persuasive messages, plan communication strategies, and engage audiences through various communication channels.

MS_IDS 404-DL Content Strategy (1 Unit) explores the principles and practices of content strategy. Students will learn how to create content that is relevant, accessible, and engaging for various audiences. The course covers topics such as content planning, content management, and content governance.

MS_IDS 406-DL User Research (1 Unit) is designed to teach students how to conduct user research. The course covers techniques such as interviews, surveys, and usability testing, and how to analyze and interpret research data.

MS_IDS 407-DL Information and Content Strategy (1 Unit) covers the principles of information and content strategy. Students will learn how to design information systems that are easy to use, understand, and navigate.

MS_IDS 408-DL Data Science, Management, and Business Strategy (1 Unit) focuses on the intersection of data science and business strategy. Students will learn how to use data to inform strategic decision-making, and how to design data-driven business strategies.

MS_IDS 409-DL Storytelling and Technical Writing (1 Unit) covers the principles of storytelling and technical writing. Students will learn how to craft compelling narratives, and how to write technical content that is clear and accessible.

MS_IDS 410-DL Educational Technology (1 Unit) explores the role of technology in education. Students will learn about the latest educational technologies, and how to design and deliver effective educational experiences.

MS_IDS 411-DL Information Design and Architecture (1 Unit) focuses on the principles of information design and architecture. Students will learn how to design systems that are easy to use, understand, and navigate.

MS_IDS 412-DL Instructional Design (1 Unit) covers the principles and practices of instructional design. Students will learn how to create effective learning experiences, and how to evaluate the effectiveness of instructional designs.

MS_IDS 413-DL Visual Communication (1 Unit) focuses on visual communication in the digital age. Students will learn how to design visual content that is effective, engaging, and accessible.

MS_IDS 414-DL Content Strategy (1 Unit) covers the principles and practices of content strategy. Students will learn how to create content that is relevant, accessible, and engaging for various audiences.

MS_IDS 415-DL User Research (1 Unit) focuses on user research techniques. Students will learn how to conduct user research, and how to analyze and interpret research data.

MS_IDS 416-DL Information and Content Strategy (1 Unit) covers the principles of information and content strategy. Students will learn how to design systems that are easy to use, understand, and navigate.

MS_IDS 417-DL Data Science, Management, and Business Strategy (1 Unit) focuses on the intersection of data science and business strategy. Students will learn how to use data to inform strategic decision-making, and how to design data-driven business strategies.

MS_IDS 418-DL Storytelling and Technical Writing (1 Unit) covers the principles of storytelling and technical writing. Students will learn how to craft compelling narratives, and how to write technical content that is clear and accessible.

MS_IDS 419-DL Educational Technology (1 Unit) explores the role of technology in education. Students will learn about the latest educational technologies, and how to design and deliver effective educational experiences.

MS_IDS 420-DL Information Design and Architecture (1 Unit) focuses on the principles of information design and architecture. Students will learn how to design systems that are easy to use, understand, and navigate.

MS_IDS 421-DL Instructional Design (1 Unit) covers the principles and practices of instructional design. Students will learn how to create effective learning experiences, and how to evaluate the effectiveness of instructional designs.

MS_IDS 422-DL Visual Communication (1 Unit) focuses on visual communication in the digital age. Students will learn how to design visual content that is effective, engaging, and accessible.

MS_IDS 423-DL Content Strategy (1 Unit) covers the principles and practices of content strategy. Students will learn how to create content that is relevant, accessible, and engaging for various audiences.

MS_IDS 424-DL User Research (1 Unit) focuses on user research techniques. Students will learn how to conduct user research, and how to analyze and interpret research data.

MS_IDS 425-DL Information and Content Strategy (1 Unit) covers the principles of information and content strategy. Students will learn how to design systems that are easy to use, understand, and navigate.

MS_IDS 426-DL Data Science, Management, and Business Strategy (1 Unit) focuses on the intersection of data science and business strategy. Students will learn how to use data to inform strategic decision-making, and how to design data-driven business strategies.

MS_IDS 427-DL Storytelling and Technical Writing (1 Unit) covers the principles of storytelling and technical writing. Students will learn how to craft compelling narratives, and how to write technical content that is clear and accessible.

MS_IDS 428-DL Educational Technology (1 Unit) explores the role of technology in education. Students will learn about the latest educational technologies, and how to design and deliver effective educational experiences.

MS_IDS 429-DL Information Design and Architecture (1 Unit) focuses on the principles of information design and architecture. Students will learn how to design systems that are easy to use, understand, and navigate.

MS_IDS 430-DL Instructional Design (1 Unit) covers the principles and practices of instructional design. Students will learn how to create effective learning experiences, and how to evaluate the effectiveness of instructional designs.

MS_IDS 431-DL Visual Communication (1 Unit) focuses on visual communication in the digital age. Students will learn how to design visual content that is effective, engaging, and accessible.

MS_IDS 432-DL Content Strategy (1 Unit) covers the principles and practices of content strategy. Students will learn how to create content that is relevant, accessible, and engaging for various audiences.

MS_IDS 433-DL User Research (1 Unit) focuses on user research techniques. Students will learn how to conduct user research, and how to analyze and interpret research data.

MS_IDS 434-DL Information and Content Strategy (1 Unit) covers the principles of information and content strategy. Students will learn how to design systems that are easy to use, understand, and navigate.

MS_IDS 435-DL Data Science, Management, and Business Strategy (1 Unit) focuses on the intersection of data science and business strategy. Students will learn how to use data to inform strategic decision-making, and how to design data-driven business strategies.

MS_IDS 436-DL Storytelling and Technical Writing (1 Unit) covers the principles of storytelling and technical writing. Students will learn how to craft compelling narratives, and how to write technical content that is clear and accessible.

MS_IDS 437-DL Educational Technology (1 Unit) explores the role of technology in education. Students will learn about the latest educational technologies, and how to design and deliver effective educational experiences.
goals. In addition, we will work with some of the most advanced AI systems, advanced CXM, and social analytics systems - to learn how to gain important audience insights, topics, and keywords to drive your content strategy.

**MS_IDS 435-DL Persuasion and Strategic Communication (1 Unit)**
This course will examine how we observe and use persuasion in our communication with our families and friends, our workplace, and the general public. We will explore how we use communication strategically to persuade, both in thought and in action. We will look at the foundations and ethics of persuasion, including how we process persuasion, as well as how digital media affects the use of persuasion. In addition, we will explore various mediums and modes of persuasion through various written and creative projects. The course will culminate in an overall assessment of how persuasion impacts us, as individuals and as a society, in a project that reflects the theories we have discussed and influence in the workplace.

**MS_IDS 452-DL Intro to Data Collection and Analytics (1 Unit)**
Data and analytics are the parts and tools for interpreting and solving performance-based business and organizational issues. Mastering these practices requires a well-rounded introduction. Understanding the appropriate uses of data, along with the limitations, begins with a review of the basics of statistics and analytics while applying these frameworks to unique and relevant real-world questions and problems. Students will practice approaching the various stakeholders within an organization with analytic information while navigating the ethical, regulatory, and compliance issues related to the use of data analytics.

**MS_IDS 453-DL Introduction to Techniques of Predictive Analytics (1 Unit)**
This course is tailored to the needs of non-practitioners who interact with statisticians and data scientists. As an introduction to the field of predictive analytics, this course combines business strategy, information technology, and modeling methods. It discusses business problems and demonstrates how organizations are delivering solutions and competing leveraging data and analytics. Students will learn the role of analytics within an organization and how it interacts with other groups. The course will also present the basic statistical and machine learning techniques that are used by data scientists to analyze and model data. Students will learn the basics of each technique, emphasizing understanding what the technique is, what it is used for, and the pros and cons of the technique.

**MS_IDS 455-DL Visualization of Data and Text (1 Unit)**
This course introduces data and text visualization using R and Tableau. By the end of the term, students will understand why some data visualizations are impactful, and others fall short. This is a hands-on course that puts theories into practice. Students will build multiple data visualization products and be required to defend their design choices by referencing elements of visual perception.

**MS_IDS 462-DL Experience Design (1 Unit)**
Experience Design is a quickly-evolving field where skilled information designers can make a huge impact. By understanding the people and contexts involved, Experience Designers craft pathways to user-success that also achieve business goals. Students in this course will learn theories and methodologies for designing or improving digital and hybrid experiences. They will map complex experiences in visual and narrative formats and learn to evaluate and refine the individual interactions that comprise them. The course provides flexible, human-centered, techniques that are applicable to the design and evaluation of web, mobile, desktop, physical, and XR experiences across industries. (Required: MS_IDS 401-DL and MS_IDS 405-DL)

**MS_IDS 464-DL Interface Design (1 Unit)**
Digital interfaces can be found just about everywhere in our world today, and they play crucial roles across business, government, industry, and beyond. Interface Designers apply visual design, information design, information architecture, human psychology, and artistic flair to create digital interfaces that are safe, enjoyable and, most of all, effective. By understanding the places interfaces are used and the people who use them, designers make pivotal choices that impact the effectiveness of systems. This course explores tools and techniques for the design and evaluation of digital interfaces across industries. Students are exposed to a variety of design tools, though the course focuses more on theory and strategy than software-mastery. (Required: MS_IDS 401-DL and MS_IDS 405-DL)

**MS_IDS 466-DL Design Systems and Operations (1 Unit)**
Design-thinking isn’t just effective for creating delightful products and services. Design teams themselves can be optimized for performance, quality, and scalability through the application of design systems and operations frameworks. The course explores case studies of how innovative organizations and design teams across industries have successfully scaled their operations while maintaining creativity, innovation, and output. Various design systems are explored and evaluated as students gain the strategic mindset necessary to lead design teams to success in a wide range of fluid and complex organizational settings. (Required: MS_IDS 401-DL and MS_IDS 405-DL)

**MS_IDS 481-DL Leadership and Business Strategy (1 Unit)**
This leadership class is focused on the unique work of IDS professionals and will examine leadership styles, using effective teamwork and organizational strategies, and how to lead organizational change. It will cover topics regarding leadership essentials, agility, and effectiveness to increase the leadership skills of all participants.

**MS_IDS 498-DL Capstone Project (1 Unit)**
The capstone project course is the culmination of the IDS program and demonstrates to faculty a student’s mastery of the curriculum and core competencies in the information design and strategy field. Working individually, students complete a comprehensive project chosen in conjunction with their instructors. Students are individually assessed and graded throughout the duration of class. Students should retain all course material from previous classes in the program, including textbooks, to successfully complete assignments. Students should have completed 10 of 12 courses in the program, with all core courses completed.

**MS_IDS 499-DL Independent Study (1 Unit)**
An independent study is a customized course of study undertaken by a single student under the guidance of an instructor. Independent studies are comparable in their demands to other graduate-level courses. Please see the SPS Graduate Student Handbook and your academic advisor for more information about independent study registration.

**MS_IDS 590-DL Thesis Research (1 Unit)**
This final project is meant to represent the culmination of students’ experience in the program and must demonstrate mastery of the curriculum and ability to conduct sustained independent research and analysis. The project may be applied or may be a traditional scholarly paper; in both cases a write-up following the paper’s program-specific guidelines is required. Students must submit a proposal and secure a first reader in order to register; for further details students are advised to review the student handbook and contact their academic adviser.