The most essential things an information architect does is to choose what proposition. In the course, we will work first with raw data. One of the web and mobile apps providing “information,” which is a value-added digital product/service ecosystem. We have grown accustomed to manipulation, and structure of the data assets for a website, app, or information architect is responsible for the overall organization, and patterns to aid information retrieval. In the digital realm, the activities, students will gain best practices and walkway with a toolbox of Information Design and Strategy program. The course will coalesce in this course, students will explore the foundational pillars for the messaging, and micro-narratives.

**MS_IDS 407-DL Information and Content Strategy (1 Unit)**
This course will explore how to plan and consistently execute content research methodologies and approaches used in product/service design and usability testing. Students will have opportunities to apply appropriate research methods to solve a design problem, experience first-hand how to conduct user research, gain insights and prepare the findings for presentation to senior leaders and stakeholders.

**MS_IDS 405-DL User Research (1 Unit)**
The User Research course provides students with an overview of user research methodologies and approaches used in product/service design and usability testing. Students will have opportunities to apply appropriate research methods to solve a design problem, experience first-hand how to conduct user research, gain insights and prepare the findings for presentation to senior leaders and stakeholders.

**MS_IDS 407-DL Information and Content Strategy (1 Unit)**
This course will explore how to plan and consistently execute content strategy, conduct a qualitative content audit, develop controlled goals. Students will identify and synthesize research of an educational settings, workplace needs, and/or professional development highlighting current issues and the use of technology to meet goals in educational technology.

**MS_IDS 425-DL Learning Environment Design (1 Unit)**
This course is an overview of the field of educational technology: designing learning environments in a variety of settings.

**MS_IDS 426-DL Educational Technology (1 Unit)**
This course is an overview of the field of educational technology: highlighting current issues and the use of technology to meet goals in educational settings, workplace needs, and/or professional development goals. Students will identify and synthesize research of an educational technology tool; students will showcase current and emerging educational technologies.

**MS_IDS 432-DL Storytelling and Technical Writing (1 Unit)**
Students will experiment with a variety of writing techniques in order to communicate consistent messaging within a variety of mediums. Students will also explore hybrid writing and storytelling texts, as well as engage in discussions of weekly reading topics. Students will then produce experimental and informational design writing projects that give students insight into storytelling, as well as specific technical writing methods, for creating engaging content in organizations.

**MS_IDS 433-DL Social Media and Content Curation (1 Unit)**
You need to know how to build compelling content to reach, engage, and build relationships with a high-value audience. This course is designed to give you the knowledge, skills, and experience to build a 52-week multimedia content strategy for any market. During the program, you will work as a team with a real client desiring to develop or improve their content. You will use industry, social, and market analytics tools and proven content strategies to build a program tailored to your business.
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 are comparable in their demands to other graduate-level courses. Please see the SPS Graduate Student Handbook and your academic advisor for guidelines is required. Students must submit a proposal and secure a paper; in both cases a write-up following the paper’s program-specific analysis. The project may be applied or may be a traditional scholarly approach. 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.

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.