

INFORMATION DESIGN AND STRATEGY, MS CONTENT STRATEGY SPECIALIZATION

Communicators today must adapt content to multiple platforms and channels, but how do they do this while retaining the essential messages? The Content Strategy specialization will enable students to improve the impact of their communication individually and collaboratively, while taking into account organizational goals - and make full use of the expressive possibilities of digital media in creating memorable and engaging content.

Curriculum

Core Courses (9 units)

Course	Title
MS_IDS 401-DL	Models and Theories of User-Centered Design
MS_IDS 403-DL	Effective Communication
MS_IDS 405-DL	User Research
MS_IDS 407-DL	Information and Content Strategy
MS_IDS 409-DL	Data Science, Management, and Business Strategy
MS_IDS 411-DL	Information Design and Architecture
MS_IDS 413-DL	Visual Communication
MS_IDS 481-DL	Leadership and Business Strategy
MS_IDS 498-DL or MS_IDS 590-DL	Capstone Project Thesis Research

Specialization Courses (3 units)

Course	Title
MS_IDS 432-DL	Storytelling and Technical Writing
MS_IDS 433-DL	Social Media and Content Curation
MS_IDS 435-DL	Persuasion and Strategic Communication

About the Final Project

As their final course, students take either the individual research project in an independent study format (thesis research) or the final project class in which students integrate the knowledge they have gained in the core curriculum in a project presented by the instructor. In both cases, students are guided by faculty in exploring the body of knowledge on information design and strategy while contributing research of practical value to the field. The capstone independent thesis project and capstone class project count as one unit of credit.

Pre-requisite: Students may take one other course simultaneously with MS_IDS 498-DL Capstone Project. All other course requirements must have been completed before the commencement of this course.

Course	Title
Choose one	
MS_IDS 498-DL	Capstone Project
MS_IDS 590-DL	Thesis Research