

INFORMATION DESIGN AND STRATEGY, MS

The Master of Science in Information Design & Strategy requires completion of 12 courses to obtain a degree. These requirements cover nine core courses, including a capstone or thesis, and three elective courses. A specialization may be declared as part of the application process. There are three specializations: Content Strategy, (<https://catalogs.northwestern.edu/sps/graduate/information-design-strategy/information-design-strategy-ms-content-specialization/>) Communication with Data (<https://catalogs.northwestern.edu/sps/graduate/information-design-strategy/information-design-strategy-ms-data-science-analytics-specialization/>), and Learning Design (<https://catalogs.northwestern.edu/sps/graduate/information-design-strategy/information-design-strategy-ms-learning-specialization/>). Current students should refer to curriculum requirements in place at time of entry into the program.

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 Management Principles
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

Electives (3 units)

Course	Title
MS_IDS 433-DL	Social Media and Content Curation
MS_IDS 422-DL	Introduction to Learning Theory
MS_IDS 423-DL	Instructional Design
MS_IDS 425-DL	Learning Environment Design
MS_IDS 432-DL	Storytelling and Technical Writing
MS_IDS 435-DL	Persuasion and Strategic Communication
MS_IDS 452-DL	Intro to Data Collection and Analytics
MS_IDS 453-DL	Introduction to Techniques of Predictive Analytics
MS_IDS 455-DL	Visualization of Data and Text

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 prior to the commencement of this course.

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