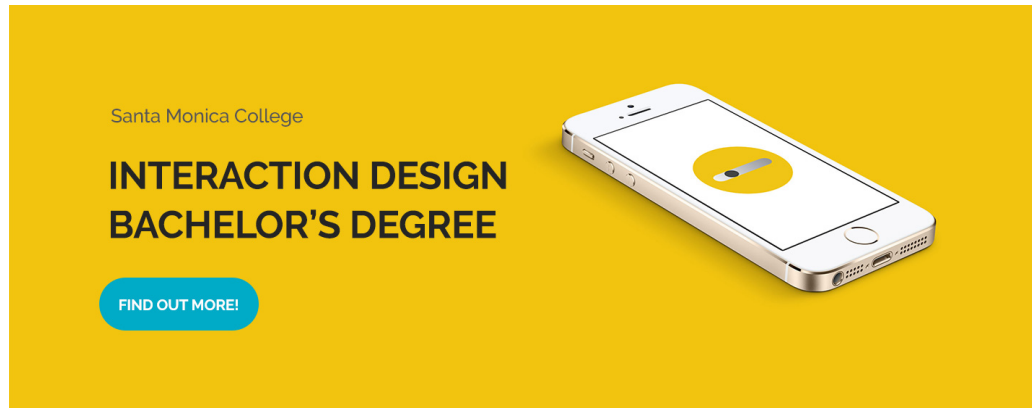


Interaction Design Bachelor's Degree

[Program Background](#)

[Community Letters of Support](#)

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Interaction Design Bachelor's Degree

Santa Monica College is developing a Bachelor of Science Program in Interaction Design (IxD). This unique degree will build from the existing Graphic Design Associate degree and blends the fields of design, user experience (UX), and technology. Interaction Designers ensure that products are appealing, effective and intuitive for their users. They create the experiences we have everyday with smart objects, devices, and the web. There is strong demand for more UX/interaction designers in today's high technology industries. This degree will provide students with the skills necessary to enter this well paid and exciting field.

The Bachelor of Science IxD program is anticipated to start Fall 2016.

The IxD Baccalaureate degree will meet industry needs by producing graduates who will demonstrate the following skill sets upon graduation:

- Knowledge of UX/Interaction Design history, practices, methodologies, and project-based processes.
- Conceptualize, solve problems, and understand the importance of the user and of user experience.
- Design and prototype for a range of platforms including the web, mobile, and tangible systems such as wearables and connected products.
- Proficiency in critical thinking, reading, writing, and oral presentation skills necessary in the design industry.
- Successfully enter the industry or create a successful entrepreneurial business in the field of UX/Interaction Design.

Examples of Proposed Courses

- Interaction Design Studio 1, 2, 3
- Product Design
- Tangible Interaction
- Coding for Interaction
- Cognitive Psychology
- Industry-sponsored Senior Studio
- Project Management
- Portfolio Preparation

What People are Saying About IxD

"The Interaction Design field has evolved so quickly, even the tech industry can barely keep up with its growth – the shortage of skilled interaction designers is just overwhelming. We need these graduates to continue our symbiotic relationship with the economy of Los Angeles and California."

– **Steve Vincent, Vice President at Music & Soundtracks for Disney Channel Worldwide**

"With thousands of jobs going unfilled in the design field, SMC's Interaction Design Bachelor's degree is one that will prepare students locally to meet the demands of today's technology industry and keep California at the forefront of innovation and design."

– **Ross Pollack, Executive Vice President at Lionsgate**

Read more under [Community Letters of Support](#).

More Information

Our application process is in development. The ideal candidate applying to the Interaction Design Bachelor's degree will have completed an Associate degree in Graphic Design by Summer 2016.

For more information, please visit the SMC Interaction Design website at www.smcixd.org.

Subscribe for updates and the SMC IxD newsletter at www.smcixd.org/subscribe.