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January 23, 2017



Lindenwood University's School of Arts, Media, and Communications will launch new courses for the fall 2017 semester in the burgeoning fields of digital content strategy and game design. The new classes will be available online or in a hybrid online-classroom format.

Communications Professor Andrew Smith says Lindenwood is poised for enormous growth.

"Digital content strategist is a job that did not exist 10 years ago," Smith said. "More and more companies are now figuring out they need people who understand digital media to go with their more traditional marketing and public relations personnel."

Smith said the field goes beyond social media and encompasses the entire realm of digital media, including how to manage and monetize it. Whether a student is interested in pursuing a career in the field itself, he said students would be well served to take these courses, as the knowledge would be useful in virtually any field.

Game Design classes are designed to prepare students for work in a game studio environment. Professor Jeremiah Ratican said Game Design will focus on game art, game design, and quality assurance. Students will have the opportunity to work with the latest equipment, including virtual reality devices, in classroom spaces specifically configured for game design.

“We will cover game testing, rapid and paper prototyping, level design, and character design, and we will use various game engines,” Ratican said. “Students will work in teams creating full playable games. Also we are bringing in game developers working in the field to assist and mentor the students.”

Ratican said with job opportunities on the rise with game companies and in the independent game design scene, it is an exciting time for the field.

Lindenwood is also adding new courses in music education, as well as advertising, art history, communications, interactive media and web design, and journalism.

“The School of Arts, Media, and Communications is excited to offer courses that support the talents, interests, and future of our students,” said Dr. Joe Alsobrook, dean of the School of Arts, Media, and Communications. “These classes not only lead to exciting and growing career paths, but also provide students with convenient and flexible paths. Students can switch between online, hybrid, and on-campus courses, which helps to accommodate diverse home, work, and school schedules. Just another reason why Lindenwood is like no other.”