Never Heard of It!

Why Your Students Should Consider a Degree in Technical Communication or Interactive Design
Welcome
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We’re located on the Marietta Campus of KSU
So, Let’s Talk

• What do students select for their college major?
• What are these degrees you’ve never heard of?
• What are we really talking about?

THE FUTURE OF WORK
What do I mean?

I’m positing that many jobs students will have aren’t ones we’ve necessarily envisioned.

Student passions such as creative thinking, writing, problem-solving, design, technology, and more will continue to be important.

What will change is how these competencies become jobs in 2019 and beyond.
The world is full of products—information products, digital products, and more—research helps us understand what the end users need and want. Through research including observations, iterations, and test insights, we can minimize risk and maximize results.
The Basics

From what we’ve seen, students who enjoy our programs are creative problem solvers who like writing, design, and technology and are looking for a unique way to package their interests into a cutting-edge career. They want to make a difference in everyone’s day-to-day lives by creating better products and processes.
Technical Communication

How do I know if I’m a Technical Communicator?

• Do you like showing people how to use a new technology?
• Are you the person everyone goes to for an explanation on how something works?
• Do you like to use words, images, and video to explain a concept?
• Are you someone who likes to explore a process or a product to learn more about it?
• Do you like learning new software, tools, and technologies?
Interactive Design

How do I know if I’m an Interactive Designer?

• When you use an online or mobile interface, you think about how you could make it better.

• You’re thrilled when you work with an online system and find it easy and efficient. You want to be the person who made that!

• Technology is your thing! You want to use technology to help build products that make life online better.

• You consider yourself visually creative and want to find a practical and cutting-edge profession for your design and aesthetic skills.
Troy has thrived in his graphic design classes, and he’s also enjoyed information technology offerings. Troy knows he’s creative, but he’s looking for a career that would merge design-based thinking with technology.

**Interactive Design**

Kate excels in her language arts classes; she loves writing and, more importantly, using both writing and design to communicate ideas to a variety of people. She’s a “go-to” student for her peers because she’s great at explaining ideas clearly.

**Technical Communication**

Luisa’s a problem solver. If an online system at school doesn’t work the way she expects, she’s always thinking about how to make it better. She enjoys developing solutions that will work for others.

**Interactive Design with a Minor in Technical Communication**
Students leave our programs with amazing opportunities that also pay incredibly well.
Most people make the mistake of thinking design is what it looks like. People think it’s this veneer—that the designers are handed this box and told, ‘Make it look good!’ That’s not what we think design is. It’s not just what it looks like and feels like. Design is how it works.

Steve Jobs