

Game Design and Interactive Media, B.A.

Degree Offered

- Bachelor of Arts

Nature of the Program

The Game Design and Interactive Media major provides students with the skills and knowledge needed to create engaging interactive experiences including video games, dynamic websites, and interactive experiences. The program begins with foundational skills in art and design in traditional media and introduces coding and interactive design using digital tools and software. Core classes encompass 2D and 3D video game design, coding for web interactivity, and digital narrative production, with a choice of capstone experiences in narrative web design or advanced game design. A diverse selection of electives allows for specialization in areas such as digital art and animation, user-experience design, interactive audio, and physical interactive objects. Students can gain real-world experience in project development and management through our community-based, not-for-profit game studio, where interdisciplinary teams of students and members of the public conceive, design, develop, playtest, and publish original video games. Students must earn a C- or higher in all major required coursework.

Admissions for 2026-2027

Admission requirements for the Game Design and Interactive Media program are the same as to the university. Visit the WVU undergraduate admissions page for details on general WVU admission.

Students not meeting the above requirements will be admitted to WVU as either a pre-Art or pre-Media student through CLASS.

Major Code: 3751

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
General Education Foundations		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Curriculum Requirements

Code	Title	Hours
	University Requirements	60
	Interactive Design for Media Program Requirements	27
	Interactive Design for Media Major Requirements	33
Total Hours		120

University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 2, 3, 5, 7, and 8		25
ART 191	First-Year Seminar	2
General Electives		33
Total Hours		60

Game Design and Interactive Media Program Requirements

Code	Title	Hours
A minimum grade of C- or better is required in all program coursework.		
ARHS 120	Survey of Art History 1	3
ARHS 160	Survey of Art History 2	3
ART 121S	Visual Foundations 1	3
ART 122S	Visual Foundations 2	3
ART 270S	Introduction to Electronic Media 1	3
ART 287	Coding for Media Applications	3
MDIA 101	Media and Society	3
MDIA 215S	Media Writing	3
MDIA 328	Media Ethics and Law	3
Total Hours		27

Game Design and Interactive Media Major Requirements

Code	Title	Hours
A minimum grade of C- or better is required in all major coursework.		
Art Requirements		
ART 272S	Designing for Multimedia	3
ART 273S	Beginning 3D Animation	3
ART 285S	Interactive Audio Design	3
ART 286S	Layout for Digital Media	3
ART 372S	Interactive Design	3
ART 472S or ART 487S	Advanced Interactive Design (Capstone) Advanced Game Design	3
Media Requirements		
ART 386S	Gaming Design and Digital Narrative	3
ART 387	UI/UX Design for Media Applications	3
ART 486S	Intermediate Game Design	3
MDIA or ADV or JRL or ART or ARHS elective at 200 level or higher		3
MDIA or ADV or JRL or ART or ARHS elective at 200 level or higher		3
Total Hours		33

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
ART 191		2 MDIA 215S	3
MDIA 101 (GEF 4)		3 ART 122S	3
ART 121S		3 ARHS 160 (GEF 8)	3
ENGL 101 (GEF 1)		3 GEF 2	4
ARHS 120 (GEF 6)		3 Elective or Minor	3

Second Year

Fall	Hours	Spring	Hours
ART 287		3 ART 270S	3
ART 272S		3 ART 286S	3
ART 285S		3 ENGL 102 (GEF 1)	3
GEF 3		3 Elective or Minor	3
Elective or Minor		3 Elective or Minor	3
		15	15

Third Year

Fall	Hours	Spring	Hours
ART 386S		3 MDIA 328	3
ART 273S		3 ART 486S	3
ART 372S		3 ART or ARHS or MDIA or JRL elective at 200 level or above	3
GEF 5		3 GEF 7	3
Elective or Minor		3 Elective or Minor	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
ART 487S (or General Elective)		3 ART 472S (or General Elective)	3
GEF 8		3 ART 387	3
ART or ARHS or MDIA or JRL elective at 200 level or above		3 GEF 8	3
Elective or Minor		3 Elective or Minor	3
Elective or Minor		3 Elective or Minor	3
		15	15

Total credit hours: 120

Accelerated Program

- B.A. Game Design and Interactive Media and M.A. Game Design (p. 3)

Accelerated Bachelor's/Master's BA in Game Design and Interactive Media and MA in Game Design

Students must fulfill all degree requirements for the B.A. in Game Design and Interactive Media and all the requirements for the M.A. in Game Design. Students must also meet all the requirements of the A.B.M. in Game Design.

ABM Requirements

Code	Title	Hours
Undergraduate Coursework		111
Shared B.A. / M.A. Coursework		9
Graduate Coursework		21
Total Hours		141

Shared Bachelor's/Master's Curriculum Requirements

Code	Title	Hours
A minimum grade of C- or better is required in all major coursework.		
ART 502S	Game Design	3
ART 503	Game Theory	3
ART 505S	Game Production	3
Total Hours		9

Suggest Plan of Study

First Year

Fall	Hours	Spring	Hours
ART 191		2 MDIA 215S	3
ART 121S		3 ART 122S	3
MDIA 101 (GEF 4)		3 ARHS 160 (GEF 6)	3
ENGL 101 (GEF 1)		3 GEF 2	4
ARHS 120 (GEF 6)		3 Elective or Minor course	3
		14	16

Second Year

Fall	Hours	Spring	Hours
ART 287		3 ART 270S	3
ART 272S		3 ART 286S	3
ART 285S		3 ENGL 102 (GEF 1)	3
GEF 3		3 Elective or Minor course	3
Elective or Minor course		3 Elective or Minor course	3
		15	15

Third Year

Fall	Hours	Spring	Hours
ART 273S		3 MDIA 328	3
ART 372S		3 ART 486S	3
ART 386S		3 GEF 7	3
GEF 5		3 ART or ARHS or MDIA or JRL elective at 200 level or above	3
Elective or Minor course		3 ART 503	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
ART 487S (or General Elective)		3 ART 387	3
ART 502S		3 ART 472S	3
Elective or Minor course		3 ART 505S	3
GEF 8		3 GEF 8	3
ART or ARHS or MDIA or JRL elective at 200 level or above		3 Elective or Minor course	3
		15	15

Fifth Year

Fall	Hours	Spring	Hours
ART 507, ART 608, or Electives		6 ART 606S	3
ART 603S		3 ART 607S	6
ART 604S		3	
		12	9

Total credit hours: 141

Major Learning Outcomes

GAME DESIGN AND INTERACTIVE MEDIA

Upon completion of the Game Design and Interactive Media major, graduates must have attained the following:

1. Apply basic principles of two and three-dimensional design, color theory, and concept development to various media types and digital formats, with a specific aesthetic and conceptual intent.
2. Analyze and integrate key elements of digital media, including visual, spatial, sound, motion, and interactivity, with an emphasis on understanding narrative and temporal structures.
3. Develop and refine expertise in game design principles, such as mechanics, sound, level-design, and playtesting, to build engaging, narrative-driven games.

4. Foster collaborative development of interactive experiences by engaging in iterative workflows with individuals from diverse disciplines who bring specialized skill sets.
5. Critically examine the history and evolution of game design and audiovisual art to create works that are responsive to technological, social, and cultural systems.