

# INTERACTIVE MEDIA DESIGN - WEB

**Program:** IMDW

**Credential:** Ontario College Diploma, Co-op

**Delivery:** Full-time

**Work Integrated Learning:** 1 Co-op Work Term

**Length:** 4 Semesters, plus 1 work term

**Duration:** 2 Years

**Effective:** Fall 2019

**Location:** Barrie

## Description

Students are instructed in the use of current Web and Internet technologies to create innovative, interactive products for a variety of users, platforms, and devices. They are taught to plan, design, and develop engaging and intuitive user interfaces. Courses cover the use of current technologies including HTML, CSS, JavaScript, the Document Object Model (DOM), Application Programming Interfaces (APIs), and a variety of popular scripting frameworks. With a focus on user-centred design, students apply human-computer interaction principles, standards-based technologies, and web application best practices to create an accessible, usable, and captivating user experience.

## Career Opportunities

Graduates may find employment as designers and/or developers of interactive interfaces for a wide variety of organizations. They may function as internal specialists, or as part of an external team as a contractor or vendor. Such roles require professionals who are well-connected, adaptable, creative, innovative, forward-thinking, and personable team players with strong communication skills. Job titles might include Web Designer/Developer, User Experience Designer, Interactive Designer, Front-End Developer, Full-Stack Developer, Web Content Manager, and User Interface Designer.

## Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. complete both individual and collaborative interactive media projects effectively;
2. use best practices and tools to design and develop dynamic, rich media content;
3. contribute to the assessment of the requirements of an interactive media project;
4. contribute to the development, budgeting, planning and professional presentation of an interactive media project;
5. design a media project (interface, navigation, graphics, text treatment) using current best practice design and development principles, and applying conceptual and theoretical frameworks;
6. build effective and dynamic Web sites and/or mobile applications;
7. identify and analyze ethical and professional issues arising in an online environment;
8. apply research and conceptual skills to propose possible solutions for mobile/multimedia/Web development problems;

9. use creative and critical thinking techniques in the effective design, development and implementation of an interactive media project;
10. contribute to the assessment of the financial, technical and artistic success of an interactive media project;
11. employ environmentally sustainable practices within the profession;
12. apply basic entrepreneurial strategies to identify and respond to new opportunities.

## Practical Experience

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with work experience related to their programs of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills, and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order for students to proceed successfully to their first co-op work experiences. To ensure students are eligible to proceed onto any co-op work experience, students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website:

[www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/](http://www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/) (<http://www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/>)

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Advanced Education and Skills Development.

## The Program Progression

### Fall Intake

- **Sem 1:** Fall 2019
- **Sem 2:** Winter 2020
- **Work Term 1:** Summer 2020
- **Sem 3:** Fall 2020
- **Sem 4:** Winter 2021

## Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: [www.georgiancollege.ca/admissions/policies-](http://www.georgiancollege.ca/admissions/policies-)

procedures/ (<http://www.georgiancollege.ca/admissions/policies-procedures>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:

[www.georgiancollege.ca/admissions/credit-transfer/](http://www.georgiancollege.ca/admissions/credit-transfer/) (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

## Additional Information

To be successful in this program, you are required to have a personal notebook computer (either PC or Mac<sup>1</sup>) prior to the start of the program that meets or exceeds the following specifications:

### HARDWARE

- Intel i3 processor or AMD equivalent
- 4GB of memory or greater
- 250GB hard drive

### OPERATING SYSTEM

- Microsoft Windows (current version) or
- Apple OS X (current version)<sup>1</sup>

### SOFTWARE

- Adobe Photoshop<sup>2</sup>
- Adobe Illustrator<sup>2</sup>
- Microsoft Office<sup>3</sup>
- Microsoft Visual Studio<sup>3</sup>

Please note that your existing notebook computer will likely satisfy the above hardware requirements. Contact the Program Co-ordinator if you need further information about these requirements.

<sup>1</sup> Mac users will need to have Microsoft Windows installed either as a disk partition or using a third-party virtualization software package

<sup>2</sup> All Adobe products are available via a monthly subscription license fee (check <http://adobe.com> for current education pricing)

<sup>3</sup> Microsoft product licenses are provided through an agreement with Microsoft Canada at no additional cost

## Graduation Requirements

18 Program Courses  
 2 Communications Courses  
 1 Program Option Course  
 5 General Education Courses  
 1 Co-op Work Term

### Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

## Program Tracking

Semester 1		Hours
Program Courses		
COMP 1002	HTML, CSS, and JS Fundamentals	42
COMP 1030	Programming Fundamentals	42
COMP 1051	Digital Design Principles	42
COMP 1102	User Experience	42
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252

Semester 2		Hours
Program Courses		
COMP 1006	Introduction to Web Programming using PHP	42
COMP 1054	Interface Design Using CSS	42
COMP 1072	Bitmap, Vector, Video and Emerging Media	42
COMP 1073	Client-Side JavaScript	42
COMP 2003	Relational Database	42
Communications Course		
Select 1 course from the communications list during registration.		42
Hours		252

Semester 3		Hours
Program Courses		
COMP 2081	Advanced Interface Design Using CSS	42
COMP 2084	Server-Side Scripting using ASP.NET	42
COMP 2107	Social Media, Search and Analytics	42
COMP 2112	Advanced Client-Side JavaScript	42
MGMT 2008	Project Management for Information Technology	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252

Semester 4		Hours
Program Courses		
COMP 2083	Web Project Studio	42
COMP 2105	Motion Graphics for Interaction	42
COMP 2106	Advanced Server-Side Scripting Using MEAN	42
COMP 2109	Content Management and E-Comm Platforms	42
General Education Course		
Select 1 course from the general education list during registration.		42
Program Option Course		
Select 1 course from the available list during registration.		42
Hours		252
Total Hours		1008

Co-op Work Term		Hours
COOP 1026	Interactive Web Design and Development Work Term (occurs after Semester 2)	560
Hours		560
Total Hours		560

Code	Title
<b>Program options may include:</b>	
COMP 1035	Networking Essentials
COMP 1045	Internet of Things using Arduino
COMP 2018	Linux System Administration
COMP 2099	Business Intelligence Tools
COMP 2130	Web Application Security

## Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

*Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*