INTERACTIVE MEDIA DESIGN - WEB

Program: IMDW
Credential: Ontario College Diploma, Co-op
Delivery: Full-time + Part-time
Work Integrated Learning: 1 Co-op Work Term
Length: 4 Semesters, plus 1 work term
Duration: 2 Years
Effective: Fall 2024
Location: Barrie

Description

Students learn to use current Web and Internet technologies to create innovative, interactive products for a variety of users, platforms, and devices. They develop skills and knowledge to plan, design, and develop engaging and intuitive Web applications. Students explore the use of current technologies including HTML, CSS, JavaScript, the Document Object Model (DOM), Application Programming Interfaces (APIs), and a variety of popular Web frameworks. With a focus on user-centered 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 applications 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, Digital Marketer, 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

All co-operative education programs at Georgian contain mandatory work term experiences aligned with program learning outcomes. Co-op work terms are designed to integrate academic learning with work experience, supporting the development of industry specific competencies and employability skills.

Georgian College holds membership with, and endeavours to follow, the co-operative education guidelines set out by the Co-operative Education and Work Integrated Learning Canada (CEWIL) and Experiential and Work-Integrated Ontario (EWO) as supported by the Ministry of Colleges and Universities.

Co-op is facilitated as a supported, competitive job search process. Students are required to complete a Co-op and Career Preparation course scheduled prior to their first co-op work term. Students engage in an active co-op job search that includes applying to positions posted by Co-op Consultants, and personal networking. Co-op work terms are scheduled according to a formal sequence that alternates academic and co-op semesters as shown in the program progression below.

Programs may have additional requirements such as a valid driver's license, strong communication skills, industry specific certifications, and ability to travel. Under exceptional circumstances, a student may be unable to complete the program progression as shown below. Please refer to Georgian College Academic Regulations for details.

International co-op work terms are supported and encouraged, when aligned with program requirements.

Further information on co-op services can be found at www.GeorgianCollege.ca/co-op (https://www.georgiancollege.ca/co-op/)

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2024
- **Sem 2:** Winter 2025
- **Work Term 1:** Summer 2025
- **Sem 3:** Fall 2025
- **Sem 4:** Winter 2026

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/academic-regulations/ (https://www.georgiancollege.ca/admissions/academic-regulations/)

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 for Prior Learning website for details: www.georgiancollege.ca/admissions/credit-transfer/ (https://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[1]) prior to the start of the program that meets or exceeds the following specifications:

HARDWARE

- Intel i5 processor or AMD equivalent
- 16GB of memory or greater
- 250GB hard drive

OPERATING SYSTEM

- Microsoft Windows (current version) or
- Apple OS X (current version)[1]

SOFTWARE

- Adobe Photoshop[2]
- Adobe Illustrator[2]
- Microsoft Office[3]
- Microsoft Visual Studio[3]

Please note that your existing notebook computer will likely satisfy the above hardware requirements. Contact the program coordinator if you need further information about these requirements.

1 Mac users will need to have Microsoft Windows installed either as a disk partition or using a third-party virtualization software package
2 All Adobe products are available via a monthly subscription license fee (check https://adobe.com (http://adobe.com) for current education pricing)
3 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
3 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

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the 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		
Program Courses		
COMP 1006	Introduction to Web Programming using PHP	42
COMP 1054	Interface Design Using CSS	42
COMP 1073	Client-Side JavaScript	42
COMP 2003	Relational Database	42
COMP 2109	Content Management and E-Comm Platforms	42
Communications Course		
Select 1 course from the communications list during registration.		42
	Hours	**252**
Semester 3		
Program Courses		
COMP 1072	Bitmap, Vector, Video and Embedded Media	42
COMP 2081	Advanced Interface Design Using CSS	42
COMP 2084	Server-Side Scripting using ASP.NET	42
COMP 2112	Advanced Client-Side JavaScript	42
COMP 2143	Digital Marketing and Advertising	42
General Education Course		
Select 1 course from the general education list during registration.		42
	Hours	**252**
Semester 4		
Program Courses		
COMP 2083	Web Project Studio	42
COMP 2106	Advanced Server-Side Scripting Using MEAN	42
COMP 2107	Digital Campaign Management and Analysis	42
COMP 2144	Extended Reality and Emerging Technologies	42
Program Option Course		
Select 1 course from the available list during registration.		42
General Education Course		
Select 1 course from the general education 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
Program options may include:	
COMP 1035	Networking Essentials
COMP 1045	Internet of Things using Arduino
COMP 2018	Linux System Administration
COMP 2099	Introduction to Data Analytics
COMP 3002	Advanced Databases
ENTR 1002	Introduction to Entrepreneurship

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.

Disclaimer: *The information in this document 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.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.