

Area of Interest: Arts and Design

## Interactive Media Management

Ontario College Graduate Certificate

Program Code: 0300X01FWO

1 Year

Ottawa Campus

### Our Program

**Advance your skills in interactive media and design - build a solid foundation for today's global job market.**

In the one-year Interactive Media Management Ontario College Graduate Certificate program, you develop the hands-on skills to plan and develop websites, online media and dynamic content. While learning industry-standard practices, you gain the solid foundation in interactive media that you need to further your career in today's dynamic job market.

You experience the complete design and development process lifecycle of a media-rich product and learn the fundamentals of the industry standard software package Adobe Creative Cloud Master Collection, which includes Photoshop, Illustrator, Premiere Pro and much more.

While acting in the role of an interactive media producer, you develop and implement multimedia projects with rich media content to create various ways of interacting with consumers.

Throughout the program, as you apply your skills on solo projects and team-based applications for a wide variety of users and audiences, you may deal with regional, national and international clients.

There are many job opportunities after graduation. Graduates may find employment in:

- dynamic media development
- web design
- server-side development
- UX or graphic design
- project management
- marketing and advertising firms
- digital publishing
- video production
- online publications
- provincial or federal government

Some specific roles include:

- media director
- video and audio technician
- graphic layout designer
- web developer/programmer

- UX designer
- media project manager

## **SUCCESS FACTORS**

This program is well-suited for students who:

- Want to start a new exciting field of work, or enhance their existing career.
- Are experienced and well organized in a Windows, Mac or Linux environment.
- Have experience with various software applications.
- Are self-motivated and can take on a project as an individual or work in a team environment.
- Have an ambitious interest in graphics, video, web design, animation and media project development.

## **Employment**

Graduates may pursue employment with marketing and advertising firms, newspapers, magazines, federal and provincial governments, publishers, entertainment, retail industry, recreation and tourism, educational institutions and health organizations. Employment opportunities may include media director, video and audio technician, graphic layout designer, interactive developer, UX designer, web developer, project manager, videographer, motion graphics editor, web programmer, production assistant, production coordinator, CMS specialist, video producer, server-side programmer or media animator.

## **Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- Facilitate effective completion of both individual and collaborative interactive media projects.
- Use and evaluate best practices and tools to design and develop dynamic, rich-media content.
- Conduct and evaluate a thorough assessment of the requirements of a complex interactive media project.
- Coordinate the development, budgeting, planning and professional presentation of a complex interactive media project.
- Design and coordinate a complex media project (interface, navigation, graphics, text treatment) using best practice design and development principles and applying conceptual and theoretical frameworks.
- Manage the building of effective and dynamic complex Web sites and/or mobile applications.
- Propose solutions to ethical and professional issues arising in an online environment.
- Apply research and conceptual skills to propose optimal solutions for mobile/multimedia/ Web development problems and facilitate these skills within the project team.
- Provide creative leadership that results in the effective design, development and implementation of complex interactive media projects.
- Evaluate the financial, technical and artistic success of a complex interactive media project and present recommendations for improvement.

## **Program of Study**

Level: 01	Courses	Hours
MTM1511	Web Design	42.0
MTM1519	Web Development	70.0
MTM1533	Graphic Applications	56.0
MTM1535	Studio Lab I	56.0
MTM1537	UX Design	42.0
MTM1539	Video Composition	56.0
Level: 02	Courses	Hours
MTM1521	Motion Graphic Effects	42.0
MTM1526	Client-Side Development	56.0
MTM1529	Studio Lab II	42.0
MTM1531	Database and Server-Side Development	42.0
MTM1534	Client Projects	84.0

## Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator>.

Further information on fees can be found by visiting the Registrar's Office website at <https://www.algonquincollege.com/ro>.

Fees are subject to change.

Additional program related expenses include:

- Books and supplies cost approximately \$2,000 - \$3,000. This may include costs for a laptop, an external hard drive, USB drives, earphones and books.
- **Note:** Required laptop must be capable of multi-tasking, and of rendering high definition (HD) video (refer to latest version of the Adobe CC Master Collection requirements). Entry-level netbooks, MacBook Airs, Chromebooks, or other tablet-based laptops are not acceptable devices for this program.

## Admission Requirements for the 2024/2025 Academic Year

### Program Eligibility

- Ontario College Diploma, Ontario College Advanced Diploma, Degree, or equivalent.
- Experience with Windows, Mac or Linux OS, and various software applications.
- All applicants must complete and submit an Interactive Media Management Portfolio Package. Portfolio requirements may be found at <https://www.algonquincollege.com/admissionspackages>.
- Applicants with partial post-secondary education (minimum two years in good academic standing) and at least three (3) years of industry-related computer digital work experience must submit a detailed resume along with the Interactive Media Management Portfolio Package.
- Applicants with international transcripts must provide proof of the subject-specific

- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22; OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

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### **Application Information**

#### **INTERACTIVE MEDIA MANAGEMENT Program Code 0300X01FWO**

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca  
60 Corporate Court  
Guelph, Ontario N1G 5J3  
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at <http://www.ontariocolleges.ca/>.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information:  
<https://algonquincollege.force.com/myACint/>.

For further information on the admissions process, contact:

Registrar's Office  
Algonquin College  
1385 Woodroffe Ave  
Ottawa, ON K2G 1V8  
Telephone: 613-727-0002  
Toll-free: 1-800-565-4723

TTY: 613-727-7766  
Fax: 613-727-7632  
Contact: <https://www.algonquincollege.com/ro>

## **Additional Information**

Access to a computer at home is recommended.

## **Contact Information**

### **Program Coordinator(s)**

- Darin Faber, <mailto:faberd@algonquincollege.com> , 613-727-4723, ext. 6014

## **Course Descriptions**

### **MTM1511 Web Design**

Students are introduced to the fundamentals of web design. Students learn how to use industry standard software packages, used for layout, programming and developing web pages and sites. They also learn HTML and CSS to create structure and organize web-based media, while practicing industry-standard coding techniques.

Prerequisite(s): none  
Corerequisite(s):none

### **MTM1519 Web Development**

An understanding of the current and next-generation mark-up languages for web development, including HTML, CSS and JavaScript is provided. Coding techniques allow students to create dynamic interactive web projects through the use of different mark-up and scripting languages and how they can be combined effectively. A content management system (CMS) is also studied.

Prerequisite(s): none  
Corerequisite(s):none

### **MTM1521 Motion Graphic Effects**

Motion graphics is a mainstream format in the dynamic presentation of information. Students will learn how to create motion graphic videos, visual effects for films, and how to combine animations with audio for use in media-based projects. The focus of this course is to help the student develop an understanding of the principles of animation and the various concepts of UX in motion graphics. The student will further develop a critical eye in animation to help create visually pleasing and fluid videos through learning different motion graphic techniques.

Prerequisite(s): MTM1533 and MTM1535 and MTM1539  
Corerequisite(s):none

### **MTM1526 Client-Side Development**

This course builds upon the web development languages. Various scripting techniques are covered to give students the opportunity to create dynamic and interactive content for the web. Technologies covered include topics, such as AJAX, jQuery, JSON, XML and PHP.

Prerequisite(s): MTM1511 and MTM1519 and MTM1533 and MTM1537  
Corerequisite(s):none

### **MTM1529 Studio Lab II**

This course is a continuation of Studio Lab I and explores present-day technologies. Students focus on portfolio and resume development, and examine today's media-related industries. Possible topics include interactive portable document format (PDF), data visualization and portfolio development. Guest speakers and field trips are also planned, when possible.

Prerequisite(s): MTM1511 and MTM1519 and MTM1533 and MTM1535 and MTM1537 and MTM1539  
Corerequisite(s):none

**MTM1531 Database and Server-Side Development**

Students explore more advanced technologies, such as PHP and MySQL and how they relate to dynamic web development. Students move from client-side HTML and CSS coding to server-side development by working with back-end web-based programming languages.

Prerequisite(s): MTM1511 and MTM1519 and MTM1533 and MTM1537  
Corerequisite(s):none

**MTM1533 Graphic Applications**

Students learn how to use Adobe Photoshop and Illustrator, the current industry-standard in graphic design and editing software, emphasizing the fundamentals of digital design and layout, along with the creation of graphics for the screen, video and web.

Prerequisite(s): none  
Corerequisite(s):none

**MTM1534 Client Projects**

Students are provided a hands-on approach to a live-client project in which they learn the necessary steps in establishing a working relationship with clients. Working in teams, students plan, manage and develop a real-time multimedia based product, while developing teamwork practices and ethics.

Prerequisite(s): MTM1511 and MTM1519 and MTM1533 and MTM1535 and MTM1537 and MTM1539  
Corerequisite(s):none

**MTM1535 Studio Lab I**

The common threads linked to various multimedia industries are demonstrated. Topics include photography composition, file management, project management and presentation practices. Guest speakers and field trips are planned, when possible, to give a real-life view into various related industries.

Prerequisite(s): none  
Corerequisite(s):none

**MTM1537 UX Design**

Students explore the essential principles and elements of design used in creating rich, unique user experiences. The planning and development of a professional level layout for the web, documentation, video, animation, or user-based interfaces, is key to any successful media based project. Topics include accessibility, colour, typography, information hierarchy, and prototyping. Psychology and user/client analysis are also covered to make informed design decisions.

Prerequisite(s): none  
Corerequisite(s):none

**MTM1539 Video Composition**

Students are introduced to non-linear video editing and composition. Adobe Premiere Pro is used in the importation, assembly and exportation of dynamic video products destined for the web, screen or handheld devices.

Prerequisite(s): none  
Corerequisite(s):none