

Area of Interest: Arts and Design

Interactive Media Design (Co-op and Non Co-op Version)

Ontario College Diploma

Program Code: 6149X03FWO

2 Years

Ottawa Campus

Our Program

Build the creative and technical skills to be adaptable to any media industry career.

Interactive Media Design is a two-year Ontario College Diploma program designed to prepare you for a variety of careers in the digital media industry. Web-design, programming, as well as video and motion graphic skills, are in demand in all employment sectors. You explore the primary elements of media project planning and development with equal importance given to the creative and the technical aspects. This balanced learning experience prepares graduates to be generalists in the media industry meaning you can jump into a wide variety of roles as you begin your careers.

Strong emphasis is placed on hands-on media production through courses in computer-based web design and programming, as well as video and motion graphics. Through several program-specific elective courses, you can focus your path towards specializing as motion graphic designer or a web developer, or you can choose to remain as a generalist, depending on your interests. You plan and execute individual and team-based projects under the guidance of a faculty, industry experts in the media field. You gain practical experience working with live clients through applied projects. You navigate these learning opportunities with the operating system of your choice, such as Mac OS X or Windows.

Students also have the option to gain real-world experience through a paid co-operative education (co-op) work term (see Additional Information for more details). Please note that places in the co-op work term are subject to availability and academic eligibility. Please note admission to the co-op program does not guarantee a co-op placement.

This industry-driven program provides you with the diverse skillset that makes you adaptable in today's dynamic job market across all sectors. Graduates may find employment in a wide variety of fields utilizing their skills in dynamic media development, web design and programming, photography, videography, motion graphics, project management, UX design, graphic design, and content management. Other opportunities involve start-up businesses or work as a freelancer or contractor.

SUCCESS FACTORS

This program is well-suited for students who:

- Are highly adaptable to today's technology.
- Are imaginative and enjoy solving problems.
- Enjoy a hands-on approach to learning.
- Aspire to balance skills in creative video design with web-development programming.
- Enjoy working on team projects.

Employment

Graduates may find employment in a wide variety of positions such as: media director; video and audio technician; production coordinator; production assistant; production director; technical project lead; graphic layout designer; interactive developer; UX designer; web developer; project manager; videographer; motion graphics editor; CMS specialist; front-end developer; back end developer; video producer.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Complete both individual and collaborative interactive media projects effectively.
- Use best practices and tools to design and develop dynamic, rich-media content.
- Contribute to the assessment of the requirements of an interactive media project.
- Contribute to the development, budgeting, planning and professional presentation of an interactive media project.
- Design a media project (interface, navigation, graphics, text treatment) using current best practice design and development principles, and applying conceptual and theoretical frameworks.
- Build effective and dynamic Web sites and/or mobile applications.
- Identify and analyze ethical and professional issues arising in an online environment.
- Apply research and conceptual skills to propose possible solutions for mobile/multimedia/ Web development problems.
- Use creative and critical thinking techniques in the effective design, development and implementation of an interactive media project.
- Contribute to the assessment of the financial, technical and artistic success of an interactive media project.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
ENL1813M	Communications I	42.0
GED0020	Entrepreneurial Mindset	42.0
MTM6101	Introduction to Photography	42.0
MTM6130	Web Development I	56.0
MTM6160	Digital Graphics	56.0
MTM6162	Design Foundations	42.0
Level: 02	Courses	Hours
ENL6007	Professional Communication in Digital Media	42.0
GEP1001	Cooperative Education and Job Readiness	18.0
MTM6200	Video Foundations	84.0
MTM6201	Web Development II	56.0
MTM6231	Content Management Systems I	42.0
MTM6260	User Experience Design I	56.0
Level: 03	Courses	Hours

MTM6302	Web Development III	56.0
MTM6304	Media Project Planning	56.0
MTM6305	User Experience Design II	56.0
Elective: choose 1	Courses	Hours
MTM6303	Content Management Systems II	70.0
MTM6306	Video Production	70.0
Choose one from equivalencies:	Courses	Hours
GED6149	General Education Elective	42.0
Co-op: 01	Courses	Hours
MTM6370	Co-Operative Work Term	
Level: 04	Courses	Hours
MTM6460	Applied Projects	84.0
MTM6461	Digital Portfolio	42.0
Elective: choose 2	Courses	Hours
MTM6403	Motion Design	56.0
MTM6404	Web Applications	56.0
MTM6406	Business Marketing	56.0
MTM6407	Web Development IV	56.0
Choose one from equivalencies:	Courses	Hours
GED6149	General Education Elective	42.0

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:

- Before beginning the program, students are required to purchase either a Windows or OSX (Macbook) laptop with these minimum specs (cost: \$1,700 - \$2,500): Intel Core i7 processor, 16GB RAM, 500GB SSD or HDD internal storage,13 screen (larger preferred)
- Laptop power supply required for in-class use.
- Students are required to purchase an external storage device of 1TB or larger which is compatible with their laptop (cost: \$70 - \$150).
- Students will need to acquire their own domain name and web hosting (cost:\$100/year). This

- Students will need to acquire their own domain name and web hosting (cost:\$100/year). This will be done in class with a teacher's guidance in second semester.
- Students will need to purchase a DSLR or Mirrorless camera with detachable lenses. The program has a small selection of Canon DSLR lenses (for APS-C sensor) with EF mount and additional Canon tools (such as flashes) for student rental. Your professor will be using a Canon camera for in-class demo.
- Camera and lens packages start at approximately \$500. Cameras will be required by Week 2 of the first semester. Minimum specs and required equipment include: Any camera brand will work. Minimum lens requirement of 18-55mm (longer zoom range such as 24-105 is preferred but costs more), minimum resolution of 16-megapixels, capable of RAW and JPEG formats, capable of recording full HD video (listed as FHD or 1920 x 1080 resolution), on-board microphone, one class-10 (10MB/s or faster) MicroSD HC Memory Card of 32GB or larger (cost: \$100).
- Additional investments may be required for camera equipment during final semester:
- Tripod with a fluid head and quick release plate (approx. \$100+).
- Additional Class 10 (10MB/s or faster) MicroSD HC Memory Cards, 64GB or larger (cost: \$150).
- Telephoto or Zoom lens: 70-200mm f4.0 or better (cost: \$700 - \$1,700).
- External flash lighting device - specifics to be discussed with course professor.

Admission Requirements for the 2024/2025 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

Program Eligibility

- English, Grade 12 (ENG4C or equivalent).
- 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 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: <https://www.algonquincollege.com/access/> .

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

Admission Requirements for 2023/2024 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

Program Eligibility

- English, Grade 12 (ENG4C or equivalent).
- 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 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: <https://www.algonquincollege.com/access/>

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

Application Information

INTERACTIVE MEDIA DESIGN (CO-OP AND NON CO-OP VERSION) **Program Code 6149X03FWO**

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

CO-OP INFORMATION:

All applicants apply directly to the co-op version of this program through OntarioColleges.ca or our International Application Portal. Applicants not wishing to pursue the co-op version will have the opportunity to opt-out after being admitted to the program but prior to the first co-op work term.

Co-operative education (Co-op) allows students to integrate their classroom learning with a real-world experience through paid work terms. Two academic terms prior to the cooperative education work term, students are required to actively participate in and successfully complete the self-directed co-op course, readiness activities and workshops.

Students must actively conduct a guided, self-directed job search and are responsible for securing approved program-related paid co-op employment. Students compete for co-op positions alongside students from Algonquin College and other Canadian and international colleges and universities. Algonquin College's Co-op Department provides assistance in developing co-op job opportunities and guides the overall process, but does not guarantee that a student will obtain employment in a co-op work term. Co-op students may be required to relocate to take part in the co-op employment opportunities available in their industry and must cover all associated expenses; e.g., travel, work permits, visa applications, accommodation and all other incurred expenses.

Co-op work terms are typically 14 weeks in duration and are completed during a term when students are not taking courses. For more information on your program's co-op level(s), visit the courses tab on your program's webpage.

International students enrolled in a co-op program are required by Immigration, Refugees and Citizenship Canada (IRCC) to have a valid Co-op/Internship Work Permit prior to commencing their work term. Without this document International students are not legally eligible to engage in work in Canada that is part of an academic program. The Co-op/Internship Work Permit does not authorize international students to work outside the requirements of their academic program.

For more information on co-op programs, the co-op work/study schedule, as well as general and program-specific co-op eligibility criteria, please visit <https://www.algonquincollege.com/coop>.

Program curriculum is reviewed annually to reflect evolving industry standards in the information technology field.

Contact Information**Program Coordinator(s)**

- Robert Kingsbury, mailto:AC_IMD@algonquincollege.com, 613-727-4723, ext. 3196
- Abhay Sharma, mailto:AC_IMD@algonquincollege.com, 613-727-4723, ext. 5972
- Katie Tremblay, mailto:AC_IMD@algonquincollege.com, 613-727-4723, ext. 6935

Course Descriptions**ENL1813M Communications I**

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

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

ENL6007 Professional Communication in Digital Media

Strong communication skills are a key part of professional success. Students focus on writing clear, correct and concise print and web-based content, and speaking confidently to a variety of audiences. With these skills, students can promote themselves, work well with others, sell ideas, and connect with colleagues and clients. Using workplace scenarios, students write (e.g., letters,

emails, web content) and speak (e.g., presentations, meetings, phone calls, interviews) to a variety of audiences. Students also identify their own communication strengths and challenges and prepare a plan for ongoing professional development.

Prerequisite(s): ENL1813M
Corerequisite(s):none

GED0020 Entrepreneurial Mindset

How do entrepreneurs identify opportunities that others overlook? What are the underlying beliefs and assumptions that enable them to succeed, regardless of where they begin? Entrepreneurship requires people to identify problems in the environments in which they live and work and then reconceive them as opportunities for improvement. The entrepreneurial mindset ignites the process of searching for the intersection of one's interests and abilities with the needs of fellow human-beings. Through experiential, problem-based learning, students explore specific beliefs and assumptions that enable entrepreneurs to succeed so that they can apply them to college or their chosen career path.

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

GED6149 General Education Elective

Students choose one course from a group of general education electives, which meets one of the following theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, and Science and Technology.

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

GED6149 General Education Elective

Students choose one course from a group of general education electives, which meets one of the following theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, and Science and Technology.

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

GEP1001 Cooperative Education and Job Readiness

Students are guided through a series of activities that prepare them to conduct a professional job search and succeed in the workplace. Through a detailed orientation students learn the cooperative education program policies and procedures related to searching and securing a work term opportunity. Students identify their strengths and transferable skills and participate in workshop-style sessions that focus on cover letter and resume development, interview techniques and job search strategies. Students learn how to navigate a web-based resource centre, which is used to post employment and cooperative education job opportunities. Students reflect on workplace success, ethics and responsibilities.

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

MTM6101 Introduction to Photography

Students discover the capabilities of professional level cameras by exploring the functions beyond simply pointing and clicking. By using manual modes and taking advantage of the many features a professional camera has to offer, students examine the technology, techniques, and theory of photography and video. Students take photos in a variety of settings and environments, exploring best practices during production to minimize post-production issues. Ways of using photography as visual communication are delved into, with opportunities for student to showcase their ability in storytelling through their own photographs.

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

MTM6130 Web Development I

Designing and developing websites in browsers starts with the basics of two coding languages HTML and CSS. Students discover web development and modern web standards to build sites that work on any sized device. Students apply current best practices in web design and coding techniques as they complete responsive website building projects using industry standard tools such as Git and GitHub.

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

MTM6160 Digital Graphics

The creation of digital art requires an understanding of the modern techniques, tools and file formats the industry uses. By exploring and utilizing current software, students become familiar with the process of planning for and executing digital graphics and design assets. Students examine best practices for file size and format, optimization, and the development of assets for use both online and in print.

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

MTM6162 Design Foundations

Through a hands-on approach to design theory, students become objective rather than subjective about good design. Through project-based learning, students discover the fundamental design rules, including principles in layout, typography, colour theory, user interfaces and interaction design. Modern industry-standard software is used interactively to explore design processes, methodologies and best practices.

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

MTM6200 Video Foundations

Students explore the full video production life cycle, from planning and pre-production to editing and post-production. Video and audio technology and tools are introduced, building on the basic photography techniques and best practices. Through hands-on, cross-program projects, students work through pre-production and production of both video and audio. Emphasis is placed on ensuring the best quality result when transitioning to post-production to minimize corrections during editing.

Prerequisite(s): MTM6101
Corerequisite(s):none

MTM6201 Web Development II

This course expands on the basic knowledge of HTML and CSS to incorporate topics such as accessibility, search engine optimization, fluid design, advanced media queries, CSS frame work, and web animation. Students explore the mobile-first paradigm, create sites that behave across a range of platforms, utilize existing CSS frameworks, and create fun, interactive and dynamic media projects.

Prerequisite(s): MTM6130
Corerequisite(s):none

MTM6231 Content Management Systems I

In the fast-paced media industry, not every project needs to be built from scratch. Content

Management Systems (CMS) offer pre-built functionality that designers and developers can work with to deliver diverse, feature-rich, modern websites. Students install, configure, customize and style websites built on these systems. In addition, students assess how and when using a CMS is appropriate, when it can benefit projects and clients and how to integrate a variety of social media systems within their CMS.

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

MTM6260 User Experience Design I

A multiple-stage approach introduces the user experience (UX) design process. Students create user interfaces by applying UX strategies, user research, information architecture, interaction design, usability testing, visual design, and content strategy. Going beyond creating graphics, students focus on how responsive website interfaces must be based on user needs and expectations while aligning business goals. Students design effective interfaces that allow improved workflow while integrating user feedback and usability data collected through focus groups. Practical and effective planning for user interfaces is practised through completing interactive projects.

Prerequisite(s): MTM6162
Corerequisite(s):none

MTM6302 Web Development III

Users have come to expect a dynamic, interactive experience when exploring sites; this interactivity is fundamental to creating a modern user experience. Building on knowledge of HTML and CSS, students use JavaScript and related client-side technologies to build interactivity into websites and applications. Best practices in coding are elaborated on and put into concepts including functions, conditional statements and loops as they complete dynamic interactive website building projects.

Prerequisite(s): MTM6201
Corerequisite(s):none

MTM6303 Content Management Systems II

Content Management Systems are great tools to build dynamic websites without writing any code, however there are projects where the default out of the box functionality or design of a CMS will not work. There are currently many people in industry employed to customize the various Content Management Systems (CMS). Students explore server-side web development and how a CMS is used in both the public and private sectors and how they can leverage design and development skills to create templates, plugins and other add-ons. Best practices are discussed and conceptualized through website template assignments with special attention paid to long-term viability of customizations built for any CMS.

Prerequisite(s): MTM6201 and MTM6231
Corerequisite(s):none

MTM6304 Media Project Planning

Effective management of time, resources, clients and teams is crucial to the success of any project. Students utilize the theory of project management, following industry standard guidelines and best practices. With mock client projects, the full project cycle is explored, including planning, managing risks, intellectual property rights, client and team communication, project scope, project documentation and closure.

Prerequisite(s): MTM6200 and MTM6201 and MTM6231 and MTM6260
Corerequisite(s):none

MTM6305 User Experience Design II

Today's interfaces should be intuitive, easy to use and satisfy customer needs so that products and

services are successful. The user experience (UX) design process is introduced for tablet and mobile app interfaces. Using a practical and applied approach, students understand user experience design, from data gathering methodologies to interaction design and user interface testing. Students apply design principles and guidelines to create well-thought-out interactions and cohesive interfaces for mobile app environments, focusing on the end-user experience.

Prerequisite(s): MTM6260
Corerequisite(s):none

MTM6306 Video Production

Working with industry standard ideas and techniques, students will move beyond the basics of film and video and develop a deeper knowledge and skill set that will enable better, more thoughtful and nuanced story telling. Students will learn more advanced lighting, audio and editing as well as looking at multicamera and live stream techniques and technology. They will also look at the role digital media plays in business today and work on productions that prepare them for a role in the digital media world.

Prerequisite(s): MTM6200
Corerequisite(s):none

MTM6370 Co-Operative Work Term

Students complete a cooperative work term, and submit a written report which documents the location of employment and the duties performed.

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

MTM6403 Motion Design

This course expands the world of motion graphics and visual effects to help students build precision, control and fluency of expression within time based digital environments. Through practical editing projects, students gain a solid foundation of motion graphics and effects techniques that support their creativity and enhance their digital skill-set.

Prerequisite(s): MTM6306
Corerequisite(s):none

MTM6404 Web Applications

Web applications are much more than just responsive websites. They can provide users with the experience of a native application while allowing the developer to use the familiar technologies of HTML, CSS, and JavaScript. Students build upon the skills they learned and dive deep into the world of web applications. Explore the different types of web applications, from dynamic HTML to Single Page Applications to Progressive Web Applications. Students learn to use the React JavaScript framework and other build tools to create fully dynamic and interactive web applications.

Prerequisite(s): MTM6302
Corerequisite(s):none

MTM6406 Business Marketing

Business acumen plays a vital role in the success of interactive media design professionals. Students periodically interact with industry professionals who share their current, in-depth knowledge in their area of expertise. Occasional guest lectures allow students to acquire the latest relevant and specialized knowledge about finance, intellectual property, ethics, employment and more. Through assignments and quizzes, students develop a better understanding and the necessary tools for conducting business.

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

MTM6407 Web Development IV

While HTML, CSS, and JavaScript are the core of any website, a developer uses many other tools to get the job done. Expand upon what students have learned by exploring other tools and frameworks to create responsive and interactive websites. Students collaborate on projects and learn the importance of following best practices and time-tested workflows. Students gain knowledge on how to stay up-to-date with the latest trends and technologies and discover new tools to enhance their work and productivity.

Prerequisite(s): MTM6302
Corerequisite(s):none

MTM6460 Applied Projects

Students work with real clients or on industry-reflective projects, using teamwork and acquired skills to build real-world applications and multimedia products. Working in teams, students plan, manage and develop a project through the full project cycle, from proposal to post-mortem while working on technically challenging client based projects. Students present final project work to classmates, clients, faculty, friends, family and potential future employers.

Prerequisite(s): MTM6302 and MTM6303 and MTM6304 and MTM6305 or MTM6306
Corerequisite(s):none

MTM6461 Digital Portfolio

Students explore the creation of print and digital publication in multiple formats, building on prior layout, design and software knowledge. Students focus on preparing for graduation through projects that develop personal documents including business cards, design resumes, digital portfolios and freelance documentations.

Prerequisite(s): MTM6160
Corerequisite(s):none