Area of Interest: Arts and Design

**Interactive Media Design (Co-op)**

Ontario College Diploma  
2 Years  
Ottawa Campus

**Academic Year:** 2019/2020  
**Program Code:** 6149X01FWO

**Our Program**

**Build the creative and technical skills to create engaging digital media for careers in the media industry.**

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. You explore the primary elements of media project planning and development with equal importance given to the creative and the technical aspects.

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 a number of program-specific elective courses, you focus your path towards specializing as a video producer or a web developer, or you can choose to remain a generalist, depending on your interests. You plan and execute individual and team-based projects under the guidance of program professors and industry experts in the media field. You gain practical experience working with live clients through applied projects and have the choice to gain additional industry experience through an optional co-op work term. You navigate these learning opportunities with the operating system of your choice such as Apple OS X, Windows or other platforms.

**Employment**

Graduates may expect to find employment in a wide variety of positions such as: production coordinator; production assistant; production director; or technical project lead.

**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
• 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

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<tr>
<th>Level: 01</th>
<th>Courses</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>ENL1813M Communications I</td>
<td>42.0</td>
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<tr>
<td></td>
<td>MTM6101 Introduction to Photography</td>
<td>42.0</td>
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<td></td>
<td>MTM6130 Responsive Web Design I</td>
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<td>MTM6160 Digital Graphics</td>
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<td>GED0020 Entrepreneurial Mindset</td>
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<td>MTM6302 Introduction to Javascript</td>
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Choose one from equivalencies:

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<td>General Education Elective</td>
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<td>MTM6370</td>
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<td>MTM6403</td>
<td>Motion Graphics II</td>
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<td></td>
<td>MTM6405</td>
<td>Server-Side Web Development</td>
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Fees for the 2019/2020 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 laptop with these minimum specs (cost: $1,200 - $2,000):
- Intel Core i7 processor
- 16GB RAM
- 500GB SSD or HDD internal storage
- 13 screen (larger preferred)
- Laptop power supply required for in-class use.

Before beginning the program, students need to purchase an external storage device of 1TB or larger which is compatible with their laptop. (cost: $100 - $200).

Before beginning the program, students will need to purchase a Canon EOS DSLR Camera with a lens, which is usually sold as a kit. (cost: $500 to $800). The Canon EOS camera kit typically includes an 18-55mm lens (longer zoom range such as 24-105 is preferred but costs more). The Canon camera must have a minimum resolution of 16-megapixels, be capable of RAW and JPEG formats, and be capable of recording full HD video. The camera must be brought to the student’s first photography class.

To accompany the Canon EOS camera and lens(es) (cost: approx. $100):
- A lens protector for any lens(es) purchased. At least one Class 10 (10 MB/s or faster) MicroSD HC memory card, 32GB or larger.

Here are a few examples of Canon DSLR cameras that meet the minimum specifications:
- EOS Rebel T5 with 18-55mm IS II Lens Kit
- EOS Rebel SL1 with EF-S 18-55mm IS STM LensKit
- EOS Rebel T5i with EF-S 18-55mm IS STM Lens Kit
- EOS Rebel T6i with EF-S 18-55mm IS STM Lens Kit
- EOS Rebel T6s with EF-S 18-135mm IS STM Lens Kit

If you already own a Canon DSLR camera that meets the minimum specifications and wish to use it, or wish to purchase a different model which exceeds these specifications, you may.

**Level 4 Expenses:**
When students reach Level 4 of the program they will be specializing in either a video or web stream. At this point they will be required to make additional purchases.

**Web Stream:**
Students taking the web development elective courses must purchase their own domain name and web hosting.

**Video Stream:**
Students taking the video elective courses must make additional investments in their equipment.

- A tripod with a fluid tripod head and quick release plate. (approx. $100 +).
- Additional Class 10 (10MB/s or faster) MicroSD HC memory cards 64GB or larger for their camera. (approx. $75).
- Telephoto zoom lens for their Canon camera f4 70 - 200mm or better. (approx. $700 - $1,700).
- An external flash lighting device.

Specifics to be discussed with course professor.

**Admission Requirements for the 2020/2021 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).

• International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) 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.

• Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

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

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Application Information

INTERACTIVE MEDIA DESIGN (CO-OP)
Program Code 6149X01FWO

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
Email: mailto:AskUs@algonquincollege.com

Additional Information

Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit: https://www7.algonquincollege.com/byod/. Program curriculum is reviewed annually to reflect evolving industry standards in the information technology field.

For more information, please contact Katie Tremblay, Program Coordinator, at 613-727-4723 ext. 6935 or mailto:tremblk3@algonquincollege.com or Abhay Sharma, Program Co-Coordinator, at 613-727-4723 ext. 5972 or mailto:sharmaa@algonquincollege.com.

CO-OP INFORMATION:
Cooperative education (Co-op) allows students to integrate their classroom learning with a real-world experience though 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 online readiness activities and in-person 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 and other Canadian and international colleges and universities. Algonquin College`s Co-op Department provides assistance in developing co-op job opportunities and facilitates 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 re-locate 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.

International students enrolled in a co-op program are required by Immigration, Refugees and Citizenship Canada (IRCC) to have a valid co-op 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 a mandatory part of an academic program.

For more information, please visit https://www.algonquincollege.com/coop.

Course Descriptions

DSN2100M Design Thinking
Design Thinking uses a designer mindset to produce business innovations in products and services, with a focus on deep understanding of and empathy with the people who use them. Following a holistic innovation process for an area of interest or organization, students build an initial business case and apply design thinking and creative problem-solving strategies to make innovation a sustainable practice.

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

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 for Interactive Media Design**

Strong communication skills are a key part of professional success. Your goal is to write clear, correct and concise print and web-based content and speak 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

**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 Responsive Web Design I**

The ubiquity of devices of all shapes and sizes means web content can no longer be guaranteed
Interactive Media Design (Co-op)

to be delivered on a specific platform. Students discover responsive web design, using HTML, CSS and modern web standards to build sites that work on any sized device. Students apply current best practices in web design and coding techniques, including accessibility and search engine optimization as they complete responsive website building projects.

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): MTM6100 and MTM6061
Corerequisite(s): none

MTM6201 Responsive Web Design II

This course expands on the basic knowledge of CSS3 to incorporate topics such as fluid design, media queries, SASS, CSS framework, 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

Going beyond the basics of creating graphics and user interfaces, students focus on how interfaces must react to user expectations. Students design effective interfaces that allow improved workflow while integrating user feedback and usability data collected through interviews and focus groups. Practical and effective planning for user interfaces is practiced through completing interactive projects.

Prerequisite(s): MTM6162
Corequisite(s): none

MTM6301 Motion Graphics I

Motion graphics, typography, special effects and animation are used in the industry to market and sell products and services. With practical editing projects, students enhance existing video footage and create brand- or product-based animation sequences through industry-standard motion graphic software packages. Students work with multiple forms of media, syncing together audio, video, transitions and added effects to create professional quality video.

Prerequisite(s): MTM6200
Corequisite(s): none

MTM6302 Introduction to Javascript

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
Corequisite(s): none

MTM6303 Content Management Systems II

There are currently many people in industry employed to customize the various Content Management Systems (CMS). Students explore 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 project-based assignments with special attention paid to long-term viability of customizations built for any CMS.

Prerequisite(s): MTM6201
Corequisite(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
Corequisite(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.
Interactive Media Design (Co-op)

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

MTM6402 Video Production

Small media shops often require employees to possess a wide range of skills; a single person may be responsible for every aspect of a video project. Through hands-on learning, students practice the entire video production workflow, in studio and out of studio. During pre-production group discussions, students examine a variety of tools and documents for planning. With hands-on production filming, students manipulate cameras that can be mounted on other equipment as well as multi-camera operations. Edited post-production projects allow students to focus on creating video channels using sites such as YouTube and Vimeo.

Prerequisite(s): MTM6300
Corerequisite(s): none

MTM6403 Motion Graphics II

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): MTM6301
Corerequisite(s): none

MTM6404 Web Production

Despite the variety of websites found online today there are many common problems that every developer needs to solve. Building on web design and development skills, students increase their productivity by using a variety of industry-standard tools and frameworks to create a fully dynamic interactive website group project.

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

MTM6405 Server-Side Web Development

Having static content works well if your website only has a few pages; however, today's modern sites frequently have thousands of pages. Building on the importance of dynamic websites learned through experience with Content Management Systems, students leverage databases to store and output content and to change website content and interface elements based on user interactions. The project-based learning focuses on creating dynamic data to be used with responsive websites.

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): MTM6304
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