

Program fit

INTERACTIVE MEDIA DESIGN – WEB (IMDW)

1 PROGRAM TYPE

Two years (four academic semesters and one co-op work term)

2 PROGRAM FOCUS IS ON...

- Fundamentals of HTML/CSS/JavaScript, databases, server-side scripting, visual design principles, and information architecture (first year)
- User interface design and development, building and working with web applications, search engine optimization, user experience, advanced interaction, and project management (second year)
- Creative and design, and programming or development work

3 PROGRAM WORKLOAD AND EXPECTATIONS ARE...

- 18 hours of classes per week, with an estimated 18 to 20 hours of assignments and project work
- Six courses per semester for full-time delivery (part-time delivery option available)
- Some familiarity with code or web technologies; no programming background is required
- Strong knowledge of programming

4 TO BE A SUCCESSFUL STUDENT OR EMPLOYEE, YOU WILL...

- Be passionate about design and technology
- Enjoy learning and applying new technologies
- Value critical thinking
- Be reliable, dependable and respectful
- Have good communication skills
- Be comfortable working in a team
- Prioritize and meet deadlines, and work independently
- Appreciate the process of solving challenging problems

5 AFTER GRADUATION, YOU WOULD LIKE TO BE...

- An entry-level practitioner
- Work under direction of intermediate or senior employees
- A strong team player and a self-starter
- Consistently performing assigned tasks and daily duties
- Implementing and recommending continuous improvements to products and services

6 YOU MIGHT WORK FOR...

- Web design and development consulting agencies
- Government agencies (e.g., municipal/provincial/federal)
- Private sector corporations and organizations in a wide variety of industry sectors
- Web marketing and social media management agencies

7 YOU MIGHT WORK AS A...

- Web designer or developer
- User experience designer
- Social media co-ordinator
- Web content manager
- Interaction developer