



# Second Career Program Research Document

G412  
Interactive Media Management  
Program (Postgraduate)

## PROGRAM LOCATION

| Section | Description                                      | Information   |
|---------|--|---|
| 1.1     | Program Location                                 | Centre for Arts, Design and Information Technology/ School Design<br>St. James Campus, 200 King St. East, Toronto, ON                 |
| 1.2     | For map and TTC information please use this link | <a href="https://www.georgebrown.ca/maps_and_directions.aspx#StJames">https://www.georgebrown.ca/maps_and_directions.aspx#StJames</a> |

## 2 TRAINING PROGRAM

| Section | Description  | Information  |
|---------|--|--|
| 2.1     | Program website  | <a href="http://www.georgebrown.ca/g412-2019-2020/">http://www.georgebrown.ca/g412-2019-2020/</a><br>Here you will find the following information on the G412 program: <ol style="list-style-type: none"> <li>1. Starting dates and duration of the program</li> <li>2. Program description</li> <li>3. Program standards and outcomes</li> <li>4. Program outline and required courses</li> <li>5. Careers and Post-Graduate Study Opportunities</li> <li>6. Tuition and Fees</li> <li>7. Admission Requirements</li> <li>8. Health Policy and allergy information</li> <li>9. Program contact information</li> <li>10. Link to download the program information pdf guide</li> </ol> |
| 2.2     | Course Outline   | Detailed course outlines can be found at:<br><a href="http://www.georgebrown.ca/CO/gbc/programs/G412.html">http://www.georgebrown.ca/CO/gbc/programs/G412.html</a>   |
| 2.3     | Is a cooperative placement part of the program and if so, how long is the placement? | No.  |

| Section | Description   | Information   |
|---------|---|---|
| 2.4     | Describe any other hands-on experiences included in this program          | The program combines design education with software instruction and hands-on workshops to configure interactive design strategies using existing and emerging display technologies. |
| 2.5     | Is the curriculum fixed, or is it possible to develop an individual plan? | The program curriculum is generally fixed.  |
| 2.6     | How long has the school been offering this program?                       | Contact the program coordinator.  |

### 3 EMPLOYMENT OUTLOOK

| Section | Description   | Information   |
|---------|---|---|
| 3.1     | National Occupational Classification (NOC) occupational group | <ol style="list-style-type: none"> <li>1. Web designers and developers</li> <li>2. Graphic designers and illustrators</li> </ol>  |
| 3.2     | NOC Code  | <ol style="list-style-type: none"> <li>1. 2175</li> <li>2. 5241</li> </ol>  |
| 3.3     | NOC Skill Level   | B   |
| 3.4     | What are the labour market conditions for this occupation?    | <p>Please check the GBC Career Coach website for job/labour market information for this program/career. Career Coach offers current, local information about all jobs in the GTA, including an overview of each profession and a list of currently available positions in a given field. The data are not limited to industries supported by programs offered at George Brown College; however where we do offer relevant programs, students are presented with options for consideration that lead them into our own program pages.</p> <p><a href="http://cc.georgebrown.ca/">http://cc.georgebrown.ca/</a></p> |

|     |   |   |
|-----|---|---|
| 3.5 | Are other licenses or certifications required for this occupation?  | No.   |
| 3.6 | Within the last 3 years, what percentage of students completed this program?  | Approximately 100 percent.  |
| 3.7 | What percentage of students who completed this program are employed in jobs related to the program? Are the jobs full-time, part-time or contact? | Data for the program shows that 75 percent of graduates are employed, 100 percent of employed graduates are employed in a related field, 38 percent in full time positions. (Graduate Employment Report, 2017-2018 of students who graduated in 2016-2017)  |
| 3.8 | Who hires graduates of this program?<br>Who are the employers?<br>(provide examples.)   | <p>Graduates will go on to become:</p> <ul style="list-style-type: none"> <li>• creative directors</li> <li>• user interface designers</li> <li>• design consultant</li> <li>• project managers</li> <li>• web designer</li> <li>• web developers</li> </ul>  |
| 3.9 | What is the program's/institutions reputation with employers in the industry/sector?  | <p>In a word, excellent, among employers and the community at large. Many employers look specifically for a George Brown diploma. And practitioners already employed in the field are often expected to return to school to acquire the diploma.</p> <p>With regard to the College in general, in a 2006 Environics poll on post-secondary institutions in Ontario, Greater Toronto Area residents (who themselves or whose family members are in college or are college-bound) name George Brown the province's "best college." Most respondents, when asked which college they would attend, make George Brown their top pick. (The next most popular college trails George Brown by almost 10 points.)</p> |

|      |   |  |
|------|---|--|
| 3.10 | Can I contact current students or graduates of the program? | The college cannot give out contact information for current students or graduates.<br>Student testimonials are available on the School of Design webpage:<br><a href="https://www.georgebrown.ca/design/">https://www.georgebrown.ca/design/</a> |
|------|---|--|

#### 4 ADMISSION/ENTRANCE REQUIREMENTS

| Section | Description                     | Information  |
|---------|---------------------------------|--|
| 4.1     | Admission/Entrance Requirements | Please see the G412 program webpage for more information on admission requirements for this program.<br><a href="http://www.georgebrown.ca/g412-2019-2020/">http://www.georgebrown.ca/g412-2019-2020/</a><br>Please visit George Brown College Admissions webpage for more information on:<br><ol style="list-style-type: none"> <li>1. How to apply</li> <li>2. Admission and Placement Assessments</li> <li>3. Admissions Policies and FAQs</li> <li>4. Entry Advising Services</li> </ol> <a href="http://www.georgebrown.ca/admissions/">http://www.georgebrown.ca/admissions/</a> |

#### 5 COSTS

| Section | Description   | Information  |
|---------|---|--|
| 5.1     | What is the tuition cost?   | Semesters 1&2 = \$17,121.00<br>Total = \$17,121.00 (2018-19) |
| 5.2     | Must additional supplies be purchased through the training institution? | Yes, \$300.00  |
| 5.3     | What is the cost of books?  | None.  |
| 5.4     | Is there an application fee or registration fee?                        | Yes.<br>Ontario College Application Service (OCAS): \$95.00  |

| Section | Description | Information  |
|---------|-------------|--|
|         |             | <p>International document assessment (if necessary) for document return      \$60.00 plus \$10</p> <p>George Brown College fee deferral:      \$500.00</p> |