Interaction Design is an interdisciplinary field merging design skills such as user experience, interface development and graphic design with coding fundamentals to create meaningful experiences between the user and digital platforms such as social media, websites, wearables and mobile devices.

Modified by the psychological, social, economic and cultural factors that shape our present and future world, this ever-evolving field envisions new ways of human-computer interaction within systems, services, products and spaces across multiple industries.

Throughout the Interaction Design and Development program, students will be expected to address such topics as mixed realities, immersive environments, usability, spatial relations and human factors. Students will engage in research, design, testing and group work to create original interactions in a way that is meaningful and practical.
6. Make interactive products, environments, systems and services using appropriate technologies, materials, and manufacturing methods.

7. Perform all work in compliance with regulations, legislation, security policies, industry standards and codes of ethics.

8. Use research skills to assess and inform optimal digital user experience within interactive interfaces.

9. Apply creative and innovative thinking techniques to manage change and solve design problems.

10. Make recommendations based on human computer interaction design guidelines to improve user experiences with interaction design.

11. Design an interactive product or service that delivers a usable interactive experience.

12. Contribute to a variety of interactive platforms and environments, incorporating the principles and elements of design.

13. Create a design solution in accordance with strategies, recommendations and state of the art methodologies.

REQUIntr1001 2D Visualization
INTR1002 Information Architecture I
INTR1003 Visual Design
INTR1004 Technology Systems
INTR1005 Technical Drawing I
COMM1007 College English

SEMMER 2
Code Course Name
INTR1011 3D Visualization I
INTR1012 Information Architecture II
INTR1013 Information Design
INTR1014 Cognitive Dimensions
INTR1015 Technical Drawing II
GHUM1029 Design Culture

SEMMER 3
Code Course Name
INTR2001 3D Visualization II
INTR2002 Interface Development I
INTR2003 Communicating Design
INTR2004 Usability Testing
INTR2005 Branding and Strategies
GNED General Education Elective

SEMMER 4
Code Course Name
INTR2011 3D Visualization III
INTR2012 Interface Development II
INTR2013 Spatial Design and Immersive Environments
INTR2014 Semiotics
INTR2015 Social Networks
GHUM1089 Sequential Arts

SEMMER 5
Code Course Name
INTR3001 Interactive Video
INTR3002 Device Development I
INTR3004 Ergonomics
INTR3006 Portfolio I
INTR3008 Interactive Systems Project I
GNED General Education Elective

SEMMER 6
Code Course Name
INTR3011 Augmented Reality
INTR3012 Device Development II
INTR3013 Human-Computer Interaction
INTR3015 Digital Publishing
INTR3016 Portfolio II
INTR3018 Interactive Systems Project II

SEMMER 7
Code Course Name
INTR4001* Field Placement
GNED General Education Elective

*Optional Field Placement. Students are able to graduate without Field Placement.

YOUR CAREER

Graduates of this program will have acquired the skills necessary to be employed in various digital media studios, with careers such as:

- Information Architect
- Interaction Designer
- Mobile Designer
- Mobile Developer
- Production Artist
- 3D Visualization Artist
- Motion Designer
- User Experience Designer
- User Interface Developer
- Web Designer
- Web Developer
- SEO/SEM Specialist
ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Application Questionnaire *

* Qualified applicants will be invited to complete the application questionnaire electronically. Details on the application questionnaire will be communicated at a later date to qualified applicants, as part of the review process.

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment for English4, OR may consider upgrading to achieve the credit(s) needed in English5.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL STUDENTS

Visit the International Admissions6 page for more information.

CONTACT US

School of Design8
Phone: 416-415-5000, ext. 3129
Email: interaction@georgebrown.ca
Program Co-ordinator: Xavier Massé ext. 3281 or xmasse@georgebrown.ca.
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

VISIT OUR CAMPUS

This program is part of our School of Design9, located at our Waterfront Campus10 at 3 Lower Jarvis St.11
You can book a tour12 of the campus or explore our virtual tour13.

LINKS REFERENCE

1https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G103&lang=en
2http://www.georgebrown.ca/international/futurestudents/tuitionfees/
3http://www.georgebrown.ca/g103-supplementary-requirements/
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12http://www.georgebrown.ca/tours/
13http://vt.georgebrown.ca/
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