HONOURS BACHELOR OF DIGITAL EXPERIENCE DESIGN (G301)

PROGRAM NAME	Honours Bachelor of Digital Experience Design	**TUITION**	
COURSE CODE	G301	$8,684.00* †	
SCHOOL	School of Design	**ADDITIONAL COST**	
CENTRE	Arts, Design and Information Technology	* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in fall **2017**. Fees are subject to change for programs starting in fall 2018 and at later dates.	
LOCATION	St James Campus		
DURATION	4 years (8 semesters) plus 1 Co-op Work Term		
FIELD EDUCATION	Co-op (paid)	† Fees for this program do not include the cost of the co-op work term.	
STARTING MONTH	September	**International students:** Visit the International Fees and Related Costs[2] page for more information.	
CREDENTIAL	Honours Bachelor's Degree		
YEAR OF STUDY	2018-2019		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges[1]		

The **Honours Bachelor of Digital Experience Design** is a four-year degree that produces designers who can solve problems using human-centered, socially conscious, and economically viable digital solutions.

Digital experience design includes related fields such as service design, user experience design, and interaction design. It involves understanding human behaviour and human computer interaction, conducting research and usability studies, managing projects and working in teams, applying business skills, working with existing and emerging digital technologies, prototyping new ideas, and anticipating future trends.

In this program, students will develop the ability to critically analyze and adapt to ever-changing conditions of technology and culture. Foundational courses build students' analytical, technical and business skills. In upper year courses and capstone projects, students collaborate on digital interfaces and applications, as well as interactive environments and objects.

This design degree curriculum focuses on three areas of learning based on the digital experience design process:

- *Think:* design thinking, theory, culture and research
- *Make:* designing, building and testing digital experiences
- *Ship:* entrepreneurship and the commercialization of digital products

Interactive Digital Media is a growing industry that is quickly changing, driven by shifts in consumer behaviour and technology. Graduates of this program will be able to contribute to and eventually lead interdisciplinary teams to solve problems across a variety of fields such as security, transportation, education and manufacturing. The degree also prepares students to pursue graduate studies in a wide range of academic disciplines.

Why study Digital Experience Design at George Brown College?

The School of Design at George Brown has an established reputation for design education that focuses imagination, hones critical thinking skills, and engages with the latest technologies. Our faculty bring a combination of professional experience and advanced education to offer course content that is always evolving and reflective of trends in industry and academia.

Our recently renovated facilities and new computer labs include the latest hardware and software and are complemented by the Digital Media and Gaming Incubator[3], and Digifest[4], an annual festival that brings together industry, academics and the public to think about how digital tools and technology will shape our lives and our future.

Future School of Design Building

In 2018-19, the School of Design will get a new home. George Brown College's Waterfront Campus is expanding to include an exciting new 103,000-square-foot building in the Daniels Waterfront – City of the Arts development that will house the Honours Bachelor of Digital Experience Design along with other design programs and a research hub. Find out more about the new building[5].

A curriculum that reflects changing industry demands

The Honours Bachelor of Digital Experience Design was created in consultation with industry, faculty, alumni and students. It provides specialized skills training, knowledge and hands-on experience to prepare students for current and future job market demands, as well as for graduate studies. Learn more[6] about what industry is looking for in graduates in this field and how the curriculum builds those skills.

Applied Research: The Innovation Exchange and the Design Centre for the Smart Economy

The future School of Design building will include the Innovation Exchange and Design Centre for the Smart Economy, a research hub where students and businesses will team up and bring new ideas to market. Find out more[7] about research and innovation at the School of Design and how it benefits our students.

FIELD EDUCATION OPTIONS

Students must complete a 420-hour paid co-op work term in the spring/summer period between the 3rd and 4th year.

Students have the opportunity to complete this co-op domestically and/or internationally, as opportunities arise. The majority of co-op work terms are completed in the Greater Toronto Area, where the design sector is robust and the majority of interaction jobs are located.

The School of Design Field Placement team works with many notable training partners, including agencies such as Publicis, K9 Strategy + Design, Trevor/Peter, and Relish Interactive; larger, well-known brands such as Nelvana (Corus Entertainment), Rogers Media, Mozilla, Crayola and PUR Gum; and a variety of industry-relevant arts and design institutions, including the Toronto International Film Festival (TIFF), the Association of Registered Graphic Designers (RGD) and Applied Arts.

The work term allows students to apply the skills, abilities and knowledge they've acquired in the program in a workplace environment or through an appropriate interaction design research project or initiative. Students gain valuable experience and the opportunity to reflect on the application of previous learning. A faculty member evaluates the student based on feedback provided by the employer.

Students will develop a digital portfolio demonstrating artifacts completed during the co-op work term.

THE INDUSTRY

Digital Experience Design

Digital experience design embeds and influences human experience through novel and interactive forms of digital technology, combining hardware, software and design. The term "experience" refers to the multifaceted interaction between humans and technology that respects the contextual and situational features of each. The future of digital design lies in understanding this interaction.

Digital Experience Design is gaining currency in the field of research and practice. IDEO, a prominent global design consultancy, lists "Digital Experiences" as one of their core areas of expertise. IDEO sees "Digital Experiences" as those in which there are no boundaries among platforms. They use hardware, software, web and mobile elements, and interactive media to develop effective means for people to share, create and communicate. Thus, Digital Experience Design is a dynamic field, continually adapting to new technologies and interfaces, such as smart devices, sensors, adaptive architectures, mixed realities (AR/VR), immersive environments, multi-screen and multi-sensorial displays. Digital experience design is revolutionizing how organizations serve customers and how we interact with each other and the world around us.

Interactive Digital Media (IDM)

The Canadian Interactive Alliance defines interactive digital media companies as creators of "digital content and environments that provide users with a rich interactive experience – either with content itself or with other users – for the purposes of entertainment, information, or education, or that provides services that directly enable these products/services" (*2012 Canadian Interactive Industry Profile*). IDM in Canada is a growing industry that is quickly changing, driven by shifts in consumer behaviour and technology. The comprehensive IDM sector includes companies that produce interactive content as well as firms that provide various types of products or services to enable the production of interactive content. These are sometimes called "core" and "peripheral" IDM. Core IDM content includes but is not limited to video and mobile games, cross-platform entertainment, web series, e-learning and training products (Interactive Digital Media, OMDC).

The Greater Toronto Area (GTA) leads North America in offering a diverse, talented pool of Interactive Digital Media workers. The GTA has 15,000 technology companies employing more than 168,000 people, making Toronto Canada's largest technology hub and the third largest North American centre for technology firms, in addition to being the third largest centre for design on the continent.

PROGRAM STANDARDS AND LEARNING OUTCOMES

Program Learning Outcomes:

1. Integrate digital experience design theories and methodologies to solve real-life problems and address societal issues.
2. Explain the relationships between digital interactive experiences and products and other fields of practice and study.
3. Provide human-centered and research-based solutions and design opportunities across sectors.
4. Determine the usability of interactive systems to optimize the performance of a product or service.
5. Incorporate key theoretical concepts of design to inform the planning, production and critique of interactive digital experiences.
6. Develop applications based on trends in digital experience design.
7. Incorporate relevant technological systems in the process of developing digital experiences.
8. Use human-centered design principles to develop and test digital products, systems and services to enhance the aesthetic and functional experience.
9. Select the appropriate tools that allow for designing, building, visualizing and programming digital interactive experiences.
10. Create interactive products, systems and services using appropriate technologies, materials and manufacturing methods.
11. Collaborate with and lead interdisciplinary design teams and stakeholders in the process of designing a product or service.
12. Manage a design project by applying business, legal and ethical principles.
13. Conceive of economically viable projects with accompanying business models.

REQUIRED COURSES

SEMESTER 1

Code	Course Name	Prerequisite
BDES1000	Design Tools 1: Digital Visualization in 2D Environments	NONE
BDES1001	Digital Systems and Software	NONE
BDES1002	Drawing 1: Introduction to Observational Drawing	NONE
BDES1003	Introduction to Digital Experience Design	NONE
BDES1004	Communicating for Design	

SEMESTER 2

Code	Course Name	Prerequisite
BDES1200	Design Thinking	NONE
BDES1201	Design Culture and Theory	NONE
BDES1202	Drawing 2: Drawing Techniques in Digital Environments	BDES1002 BDES1000
BDES1203	Introduction to Human Computer Interaction	NONE
	LOWER Liberal Studies Elective	

SEMESTER 3

Code	Course Name	Prerequisite
BDES2300	Design Tools 2: Digital Visualization in 3D Environments	BDES1000
BDES2301	Human Centered Design Lab	NONE
BDES2302	Computing 1: Introduction to Interface Development	NONE
BDES2303	Research in Digital Experience 1	NONE
	LOWER Liberal Studies Elective	

SEMESTER 4

Code	Course Name	Prerequisite
BDES2400	Design Tools 3: Integrated Digital Visualization Studio	BDES2300
BDES2401	Real World Project Lab	BDES2301
BDES2402	Computing 2: Interaction and Responsive	BDES2302
BDES2403	Reseach in Digital Experience 2	BDES2303
	LOWER Liberal Studies Elective	

SEMESTER 5

Code	Course Name	Prerequisite
BDES3500	Computing 3: Data Integration and Development	BDES2402
BDES3502	Entrepreneurship for Digital Design	NONE
BDES3503	Advanced Human Computer Interaction Methods	BDES1203
BDES3504	Special Topic 1: Wearables	NONE
	LOWER Liberal Studies Elective	

SEMESTER 6

Code	Course Name	Prerequisite
BDES3600	Design Jam	NONE
BDES3601	Digital Media Studies	BDES1200
BDES3602	Publishing and Distribution	BDES3502
BDES3603	Transmedia (Cross-Channel)	BDES2400 BDES3500
	UPPER Liberal Studies Elective	

Code	Course Name
GCOP1001	Work Integrated Learning Co-op

SEMESTER 7

Code	Course Name	Prerequisite
BDES4701	Major Project 1: Research and Conceptualization	NONE
BDES4702	Trends in Digital Experience Design	BDES3601
BDES4704	Special Topic 2: MUSH sector	NONE
	UPPER Liberal Studies Elective	

SEMESTER 8

Code	Course Name	Prerequisite
BDES4800	Commercialization	BDES3602
BDES4801	Major Project 2: Development and Production	BDES4701
BDES4804	Special Topic 3: Internet of Things	NONE
	UPPER Liberal Studies Elective	

CAREER OPTIONS

Graduates of this program will have acquired the skills necessary to be employed in design and digital media studios, creative labs, in-house design and digital departments within larger corporations across sectors, or to work independently or in a start-up.

This program prepares graduates for positions such as:

- Digital Experience Designer
- User Experience Designer
- User Interface Designer
- Human Interface Designer
- Interaction Designer
- Information Architect
- Digital Designer
- Digital Product Designer
- Visual Designer
- Mobile Designer
- Web Designer
- User Experience Researcher
- Usability Tester
- Entrepreneur

FUTURE STUDY OPTIONS

Graduates of the Honours Bachelor of Digital Experience Design program may qualify to pursue further graduate studies in relevant program areas. Students should contact universities directly to explore graduate school opportunities.

Examples of potential graduate study and research areas include: design, interaction design, digital/interactive media, digital experience, human computer interaction, systems design, e-health, e-learning, game design, interactive arts and critical practice.

EDUCATIONAL/DEGREE PATHWAY
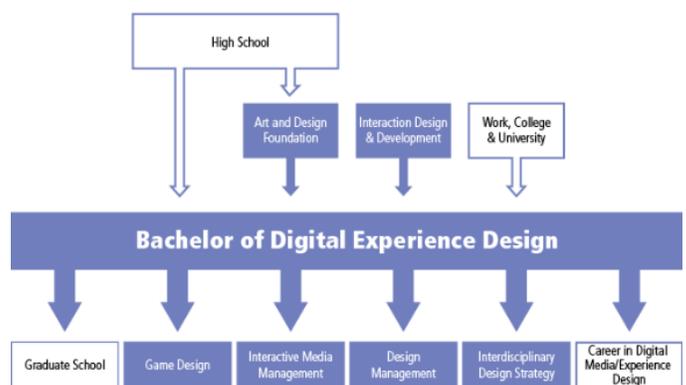
If you are a George Brown College student who has completed the second or third year of the Interaction Design and Development Advanced Diploma (G103) with a grade point average of 3.2 (75%) or higher, you may be eligible to enter a degree completion pathway to this program.

For more information, contact digitalexperience@georgebrown.ca, or call 416-415-5000, ext. 3129

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**
- Six (6) Grade 12 University (U) or University/College (M) courses or equivalent with a combined average of 65% or above (including English, Math and Visual Arts credit)
- English, Grade 12 (U) with a grade of 65% or higher
- Mathematics, Grade 11 (U) or (M) or Grade 12 (U) with a grade of 60% or higher
- One Visual Arts credit, Grade 11 (M) or Grade 12 (M)
- Application Questionnaire[8]*
- Portfolio[9]*

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

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.

OR

***Mature Student status (19 years of age or older and no OSSD)*

- English, Grade 12 (U) with a grade of 65% or higher
- Mathematics, Grade 11 (U) or (M) or Grade 12 (U) with a grade of 60% or higher
- One Visual Arts credit, Grade 11 (M) or Grade 12 (M)
- Overall average of 65% of higher in the three required courses
- Post-secondary credits may be considered (certain credits only)
- Application Questionnaire[10]*
- Portfolio[11]*

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

**There is no mature student testing in the required credits for degree programs. Mature applicants must have the English and Math credits required. Information on where and how to upgrade can be found on the English[12] and Math[13] upgrading pages.

Course Exemptions

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

International (Visa) Students

Visit the International Admissions[14] page for more information.

This college has been granted consent by the Minister of Advanced Education and Skills Development to offer this applied degree for a seven-year term starting September 1, 2017. The college shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

CONTACT US

Participate in an online information session or visit in person. Register for an information session or open house[15] here.

School of Design
Phone: 416-415-5000, ext. 3129
Email: digitalexperience@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

The School of Design is located at the Waterfront Campus[16] at 3 Lower Jarvis St.[17] You can book a tour[18] of the campus or explore our virtual tour[19].
Interested students can also visit the School of Design Year End Show in the last week of April to meet students and faculty and see first hand the impressive work of our graduates. Open Day: Thursday, April 26 from 6-9 p.m. and High School Day: Friday, April 27 from 12-2 p.m.

Future School of Design Building[20]
In 2019, the School of Design moved to a new home. George Brown College's Waterfront Campus is expanding to include an exciting new 103,000-square-foot building in the Daniels Waterfront – City of the Arts development that will house the Honours Bachelor of Digital Experience Design along with other design programs and a research hub. This state-of-the-art building will support academic programs and industry projects, with features such as:
- Virtual and augmented reality lab
- Usability and testing lab
- Future Ways of Living lab
- Peer Tutor lab
- Digital Sandbox
- Incubators
- Prototyping and workshop spaces
- Design and innovation showcase spaces

LINKS REFERENCE

[1] https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G301&lang=en

[2] http://www.georgebrown.ca/international/futurestudents/tuitionfees/

[3] http://www.gaminginc.ca/

[4] http://torontodigifest.ca/2018/

[5] http://www.georgebrown.ca/news/waterfront-campus-expansion-at-daniels-waterfront-city-of-the-arts.aspx

[6] http://www.georgebrown.ca/design/programs/g301-industry-needs-and-curriculum-flow/

[7] http://www.georgebrown.ca/design/programs/g301-applied-research/

[8] http://www.georgebrown.ca/g301-supplementary-requirements/

[9] http://www.georgebrown.ca/g301-supplementary-requirements/

[10] http://www.georgebrown.ca/g301-supplementary-requirements/

[11] http://www.georgebrown.ca/g301-supplementary-requirements

[12] http://www.georgebrown.ca/upgrading-credits/english-degree/

[13] http://www.georgebrown.ca/upgrading-credits/math-degree/

[14] http://www.georgebrown.ca/international/futurestudents/applynow/

[15] http://www.georgebrown.ca/info_sessions.aspx

[16] http://www.georgebrown.ca/campuses/waterfront/

[17] https://www.google.com/maps/place/George+Brown+College+School+of+Design+at+Waterfront+Campus/@43.64441,-79.3711176,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x38de1dc84ef326dc!8m2!3d43.64441!4d-79.3689289

[18] http://www.georgebrown.ca/tours/

[19] http://vt.georgebrown.ca/

[20] http://www.georgebrown.ca/news/waterfront-campus-expansion-at-daniels-waterfront-city-of-the-arts.aspx