The Interactive Media Management graduate certificate program responds to a growing need within the design industry for a new skill set – one that crosses the traditional disciplinary boundaries of advertising, industrial, graphic and new media design.

This program empowers designers with the latest real-time interactive tools and technologies. With the integration of these technologies into public and commercial settings, such as museums and retail environments, as well as the education and medical sectors, designers need to be armed with key knowledge of interface design, information visualization and virtual spaces. They have a mission to create friendly systems and interfaces that dramatically improve the lives of consumers and sellers alike.

The program combines design education with software instruction and hands-on workshops to configure interactive design strategies using existing and emerging display technologies. You will be exposed to best practice examples and real-world models. You are encouraged to generate a unique design strategy and test it through an applied project directed toward the development of a fully functional, interactive demonstration prototype ready for a public audience.

The graduate has reliably demonstrated the ability to:

1. Facilitate effective completion of both individual and collaborative interactive media projects.
2. Use and evaluate best practices and tools to design and develop dynamic, rich-media content.
3. Conduct and evaluate a thorough assessment of the requirements of a complex interactive media project.
4. Coordinate the development, budgeting, planning and professional presentation of a complex interactive media project.
5. Design and coordinate a complex media project (interface, navigation, graphics, text treatment) using best practice design and development principles and applying conceptual and theoretical frameworks.
6. Manage the building of effective and dynamic complex websites and/or mobile applications.
7. Propose solutions to ethical and professional issues arising in an online environment.
8. Apply research and conceptual skills to propose optimal solutions for mobile/multimedia/web development problems and facilitate these skills within the project team.
9. Provide creative leadership that results in the effective design, development and implementation of complex interactive media projects.
10. Evaluate the financial, technical and artistic success of a complex interactive media project and present recommendations for improvement.
REQUIRED COURSES

SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>DESN1051</td>
<td>Web Design &amp; Development I</td>
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<tr>
<td>DESN1055</td>
<td>Interactive Design &amp; Systems I</td>
</tr>
<tr>
<td>DESN1056</td>
<td>Media Production I</td>
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<tr>
<td>DESN1058</td>
<td>Production Management I</td>
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<tr>
<td>DESN1103</td>
<td>Prototyping I</td>
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<tr>
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<td>3D Design I</td>
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<td>DESN1107</td>
<td>Interactive Production Project I</td>
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SEMESTER 2

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<tr>
<td>DESN1061</td>
<td>Web Design &amp; Development II</td>
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<tr>
<td>DESN1065</td>
<td>Interactive Design &amp; Systems II</td>
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<td>DESN1066</td>
<td>Media Production II</td>
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<td>DESN1113</td>
<td>3D Design II</td>
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<td>DESN1115</td>
<td>Prototyping II</td>
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<td>DESN1117</td>
<td>Interactive Production Project II</td>
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<td>DESN1158</td>
<td>Production Management II</td>
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SEMESTER 3

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<tr>
<td>DESN1088</td>
<td>Studio Entrepreneurship</td>
</tr>
<tr>
<td>DESN1089</td>
<td>Interactive Experiential Thesis</td>
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</tbody>
</table>

YOUR CAREER

Graduates may go on to careers designing or managing design in the digital media sector or in their own business. Graduates will have the specific skills and expertise to be employed as:

- Creative Directors
- Multimedia Designers/Specialists
- User Interface Designers
- Design Consultants
- Project Managers
- Web Designers
- Web Developers

EDUCATIONAL/DEGREE PATHWAY

ADMISSION REQUIREMENTS

- College Diploma or Bachelor's Degree, or demonstrated competence through related work experience (resume required)
- Portfolio (digital portfolio accepted)*3
- Application Questionnaire*4
- Interview*5

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

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are accepted to the program based solely on their work experience will be required to provide proof of English language proficiency at the college level, and may be required to write the George Brown College English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details

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 Admissions6 page for more information.

CONTACT US

School of Design7
This program is part of our School of Design, located at our Waterfront Campus, at 3 Lower Jarvis St, Toronto, Ontario, Canada.

The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports 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

Come and have your questions answered, learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom at one of our information sessions. You can also book a campus tour.

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.