

INTERACTIVE MEDIA DESIGN (INM)

About the Program

This two-year diploma program is designed to prepare you for a career in digital media. It equips students with the knowledge and skills to design, develop, implement and manage digital strategies and multimedia applications.

The program provides a well-rounded education in digital media by emphasizing creative, business and technical strategies. You will gain foundational skills in user experience design, motion graphics, graphic design fundamentals, web and application development, and business strategies. Our holistic approach balances design, coding and business skills to prepare you for success in this constantly evolving field.

Credential Awarded

Ontario College Diploma

Duration

4 Semesters (2 Years)

Starts

January, May, September

Program and Course Delivery

This program is offered in Seneca's flexible delivery format, with some courses delivered online. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- user experience (UX)
- user interface (UI)
- interactive and immersive design
- motion graphics
- 3D environments
- graphic design
- web development
- project management
- audio and video editing
- entrepreneurship
- gamification

Work Experience

Internships

Throughout the semesters, you will work on projects to build a portfolio of work showcasing your skills and abilities to potential employers. In the final semester, each student will then complete a 160-hour field placement or a capstone project as a requirement for graduation. This provides an

opportunity to acquire hands-on experience in a relevant field and make professional connections to start off your career.

Your Career

Graduates of the program can explore the following career options:

- UX/UI designer
- Motion graphic designer
- Digital designer
- Digital media strategist
- Interactive project manager
- Front-end developer
- Content creator

You can apply these skills within various industries such as advertising, marketing and graphic design for corporate, scientific or educational institutions.

Affiliations/Associations

- ACM SIGGRAPH
- Future. Innovation. Technology. Creativity. (FITC)
- Interactive Ontario
- Toronto Animation Arts Festival International (TAAFI)
- Association of Registered Graphic Designers (RGD)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
COM101 or COM111	Communicating Across Contexts Communicating Across Contexts (Enriched)	3
INM100	Design Principles I	3
INM101	Interactive Media Tools	3
INM102	Digital Photography	2
INM103	Introduction to Typography and Text-Crafting	3
INM110	Interactive Media Business I	2
INM120	Introduction to Adaptive Web Design	3
INM140	Sound	2
Semester 2		
INM200	Design Principles II	3
INM201	Interactive Media Tools II	3
INM204	Mindful Design	3
INM210	Interactive Media Business II	2
INM220	Web Development I	3
INM240	Introduction to Video	3
plus: General Education Course (1)		3
Semester 3		
INM300	User Experience Design I	3
INM302	VFX and Motion Graphics	3
INM310	Interactive Media Business III	2
INM320	Web Development II	3
INM330	Introduction to 3D	3
INM340	Content Creation and Application	3

plus: General Education Course (1)	3
Semester 4	
INM400 UX and Interaction Design	3
INM402 Advanced VFX and Motion Graphics	3
INM405 Designing for Immersive Technologies	3
INM410 Interactive Project Management	2
INM415 Career Planning	2
INM420 Development and Emerging Technologies	3
INM425 Field Placement Preparation	1
plus: General Education Course (1)	3

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Complete both individual and collaborative interactive media projects effectively.
- Use best practices and tools to design and develop dynamic, rich-media content.
- Contribute to the assessment of the requirements of an interactive media project.
- Contribute to the development, budgeting, planning and professional presentation of an interactive media project.
- Design a media project (interface, navigation, graphics, text treatment) using current best practice design and development principles, and applying conceptual and theoretical frameworks.
- Build effective and dynamic web sites and/or mobile applications.
- Identify and analyze ethical and professional issues arising in an online environment.
- Apply research and conceptual skills to propose possible solutions for mobile/multimedia/web development problems.
- Use creative and critical thinking techniques in the effective design, development and implementation of an interactive media project.

- Contribute to the assessment of the financial, technical and artistic success of an interactive media project.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course

Canadian citizens and permanent residents may satisfy the English requirements for this program through successful Seneca pre-admission testing. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)

Recommended upgrading for applicants who do not meet academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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