

Interactive Media Design – Web – Program Fit

Program focus

- First year – fundamentals of HTML/CSS/JavaScript, databases, server-side scripting, visual design principles, and information architecture
- Second year – user interface design and development, building and working with web applications, search engine optimization, user experience, advanced interaction, and project management
- Learning is balanced between a creative and design focus, and programming or development work

Program Workload and Expectations

- 18 hours of classes a week, with an estimated 18-20 hours worth of assignments and project work
- 6 courses per semester (for full-time – program may be taken on a part-time basis)
- No programming background is required, but some familiarity with code or web technologies will be helpful
- A significant amount of the curriculum includes programming

Successful Student/Employee

- Passionate about design and technology
- Enjoys learning and applying new technologies
- Values critical thinking
- Reliable, dependable, and respectful
- Possesses good communication skills
- Comfortable working in a team
- Prioritizes, meets deadlines, and works independently
- Appreciates the process of solving challenging problems

Employer Expectations

- Entry-level practitioner
- Works under direction of intermediate or senior employees
- Self-directed and motivated as well as an effective team member
- Consistently performs assigned tasks and daily duties
- Implements and recommends continuous improvements to products and services

Typical Employers

- Web design and development consulting agencies
- Government agencies (municipal, provincial, and federal)
- Private sector corporations and organizations in a wide variety of industry sectors
- Web marketing and social media management agencies

Typical Job Titles

- Web Designer
- User Experience Designer
- Web Content Manager
- Web Developer
- Social Media Co-ordinator
- Interaction Developer

Students will take courses in programming and design fundamentals, user science, front-end development, server-side development, and professional practice. Co-op is a mandatory component of this program.

For more information, please visit
georgiancollege.ca/academics/full-time-programs/