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/