

FACULTY OF APPLIED SCIENCE & TECHNOLOGY

# Interactive Media Management

Industry professionals recognize Sheridan as the best interactive multimedia college in Canada.

**94%** **Employer Satisfaction\***  
with the knowledge and skills that our graduates possess.

**Ontario College  
Graduate Certificate**

**Program Code: PINME**

Full-time | Trafalgar Road Campus | 1 yr  
(2 semesters)



**Develop superior New Media design and programming skills.**

## Prepare for your career

In the Interactive Media Management program, you'll learn to create, manage and develop web and mobile content, leveraging a curriculum in usability, interactivity, front-end coding, social media, user experience (UX) and emerging mobile technologies in an interdisciplinary, inter-professional collaborative learning environment.

## The most up-to-date new media skills

Develop superior new media skills in this intensive one-year graduate program, learning to combine graphics, text, animation, audio and video to produce:

- Web and mobile applications
- Physical computing and augmented reality
- Immersive experiences and installations
- Visual communication and visualization work
- Games and puzzles

## Build environments from the ground up

In this program, you'll learn to build interactive multimedia environments from the ground up using industry best practices for interface design and interactive programming. You'll use HTML5, CSS3, Javascript, APIs and responsive design to design and build digital media, mobile web, web animation and natural user interfaces (NUI) using multi touch, gesture capture and wearable technologies.

## Admission Requirements

### Program Eligibility

- Postsecondary diploma or degree

and/or

- Demonstrated competence through related work and/or educational experience

Students are expected to have computer literacy skills prior to admission (Microsoft Windows, image editing software, web page tools).

### Applicant Selection

Eligible applicants are selected on the basis of:

- Demonstrated competence through related work and/or educational experience

and

- Response to a questionnaire
- Review of portfolio which may include:
  - Design or visualization work (graphic art, print examples, photography or illustration)
  - Programming work (such as sample code in JavaScript or other programming languages)
  - Website work (such as HTML/CSS and interface (UI) work)

Preferably, the work should be digital. If you have collaborated on work, please outline what you did. If you have managed or provided marketing or editorial elements of websites or print, please provide details. The portfolio will be returned if requested.

Preference will be given to applicants with degrees/diplomas in graphic design, fine arts or computer science disciplines. All applicants must have a solid grounding in computer technologies and applications.

Postsecondary transcripts, indicating courses completed to date, must be submitted to [ontariocolleges.ca](http://ontariocolleges.ca) at the time of application.

Domestic applicants with education outside of Canada must have their transcripts assessed for equivalency through ICAS or WES. A general (document-by-document) or a comprehensive (course-by-course) assessment is required.

Applicants who do not meet the admission requirements for this program will be assessed and advised individually and may be considered for other, related programs.

### English Language Proficiency

All applicants whose first language is not English must meet Sheridan's English proficiency requirements.

Refer to the website for full admission requirements.

## Career Opportunities

An Interactive Media Management graduate certificate from Sheridan is a huge advantage in the job market. Employers like The Globe and Mail, IBM Canada, BlackBerry, CBC Kids, Disney Online Studios Canada, the ROM, McCann Canada, Train with Push and startups seek out our graduates for their combination of technical skill and creative problem-solving ability.

### RECENT GRADUATES HAVE MOVED INTO THE FOLLOWING CAREERS:

Product Designer

User Experience Designer,  
Researcher or Engineer

Digital Strategist

Creative Technologist

Interactive Designer or Producer

Front-end Designer or Developer

Full Stack Developer

Mobile Designer or Developer

## Courses

### SOME OF THE COURSES YOU CAN EXPECT TO TAKE IN YOUR PROGRAM

Audio/Video

Interactive Coding

Mobile Application Development

Mobile Design

Technology Design Studio

Web Design

Note: See website for specific terms and course listings.

## More information



**Website:**  
[sheridancollege.ca](http://sheridancollege.ca)



**Facebook:**  
[facebook.com/sheridaninstitute](https://facebook.com/sheridaninstitute)



**Twitter:**  
[@sheridancollege](https://twitter.com/sheridancollege)



## Visit us!

There's no better way to get a sense of Sheridan than with a personal visit. Book a tour and see for yourself!



[tours.sheridancollege.ca](http://tours.sheridancollege.ca)