

INTERACTIVE MEDIA MANAGEMENT

Ontario College Graduate Certificate
Trafalgar Road Campus

Program Code: PINME

IMPORTANT

The following is for information purposes only and serves to inform applicants of the possible components to be included in a portfolio submission. Portfolio requirements are subject to change from year to year. Do not submit any portfolio materials unless specifically instructed to do so, after applying to the program. Once you have applied to this program, specific portfolio instructions and submission details will be provided to you in your Sheridan Student Account.

Selection Process for Applicants

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, then please outline your role on the project. If you have managed or provided marketing or editorial elements of websites or print, please provide details.

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 at the time of application. Applicants selected for the program will be notified by mail and their Sheridan email account. Classes for the fall term begin Tuesday, September 8, 2020.

Instructions for Applicants

After applying to the program, applicants will be required to submit the following and will be given submission instructions:

1. Résumé:

Your résumé must outline your academic background and/or work experience as well as detail your computer experience.

2. Response to Questionnaire:

The responses help us assess your knowledge of multimedia tools and techniques, and your suitability for a career as a multimedia professional.

3. Work Samples – include one or more of the following:

- a) Samples of visualization design work (digital or print)
- b) Samples of computer programming work
- c) Samples of new media work
- d) Samples of online work/web development work

Applicants can submit any combination of the above, if you have work in these areas, but you do not need to submit in more than one area, nor are you expected to. An important part of the program is to cross train students in all three areas of design, programming and management with an emphasis on training non-programmers to program interactivity in a design environment.

Additional Information

If you have any questions regarding this document, or the application process, please contact the Program Coordinator:

Andrew Smyk at andrew.smyk@sheridancollege.ca or 905-845-9430, ext. 8759

Sheridan

Interactive Media Management APPLICANT QUESTIONNAIRE

1. Please explain why you are applying to the Interactive Media Management Program and what you wish to learn from this program (100 –200 words).
2. Define, **in your own words**, the term(s) **interactive media** (100 words).
3. List any multimedia-related Web sites you visit regularly and explain why they appeal to you.
4. The three key disciplines in the IMM Program are:
 - **Graphic Design** (visualization, interface design image creation/manipulation)
 - **Programming** (Scripting for Web or other authoring environments)
 - **Project Management** (organization, time management, record-keeping, teamwork)
 - a) In which of these areas would you say your skills are **strongest**? Explain why (include relevant experience or levels of expertise in this area).
 - b) Of the three areas above, do you have an area of **secondary skill** strength? Explain your answer.
 - c) What experience or skills (if any) do you have in the remaining discipline (of the three above)?

Assess your skill set on a scale 1 to 5 where 1 indicates no experience, and 5 advanced/professional expertise. If you assess a skill at 4 or 5, please provide examples of projects or related experience(s).

5. Graphics and Design

No Graphic Experience	Some basic editing skills	Basic understanding of graphic design	education in design/arts	Advanced-skills or work experience in design/arts
1	2	3	4	5

6. Web Design/Development (HTML/CSS)

No HTML Experience	Basic HTML with WYSIWYG	Hand coding of HTML and Stylesheets	Developed CSS driven sites and forms	Use dynamic elements, css animations, transitions
1	2	3	4	5

7. Web Scripting (e.g. JavaScript, ActionScript, Processing)

No scripting experience	Can implement existing scripts	Use simple scripting	Can use libraries i.e. jQuery	Use complex scripting, classes and functions
1	2	3	4	5

8. Programming (e.g. PHP, SQL, Perl, C, VB)

No Programming Experience	Good Logic Skills	Read/Understand Basic Code	Write basic If statements	Use functions, arrays, and loops
1	2	3	4	5

9. Project Management/Teamwork

No collaborative team development	Teamwork limited to classroom projects	Some experience working in workplace teams	Managed a workplace team	Managing teams, producing products for client needs
1	2	3	4	5

Please answer the following questions in short essay format (about 100 words per question).

1. What specific skills or knowledge do you hope to gain from the IMM course?
2. Are there any key questions you would like answered during the IMM course?
3. Is there anything else you would like to share with us so we have a deeper understanding of your specific learning needs?
4. List the competencies that you want to achieve from the IMM course.
5. Please describe yourself in terms of each of the following:
 - a) work ethic
 - b) time management skills
 - c) self-directed learning
 - d) willingness to experiment and try new things
 - e) creative problem-solving