

Interactive Media Development (IMD)



Job Outlook

Employment
Rate
86%

Average Hourly
Wage
\$30.00

(Canada Job Bank, Nov 2023)

This three-year advanced diploma program will provide students with a strong foundation in graphic design, interactive design, web and mobile development, as well as 3D design, photography, audio/video storytelling and motion design.

Confederation College's Interactive Media Development program will introduce students to emerging technologies, such as virtual reality, augmented reality and physical computing using industry standard software and equipment. Students learn to follow current practices and creative strategies as well as develop research and problem solving skills. Students also gain professional experience as they work with teams and clients while exploring the business and entrepreneurial aspects of the industry. In the final semester, students go on a professional work placement with a company or organization in their area of interest within the industry.

Upon graduation, job vacancies are available in the Thunder Bay area and across Canada. Graduates can find employment opportunities in the areas of web and mobile design and development, interactive experience design, interactive coding, graphic design and print, illustration, digital advertising, entertainment media, gaming, e-learning, audio/video production and visual effects, 3D design, photography, animation and motion design, as well as business entrepreneurship, project management, scriptwriting and storyboarding.

Credential Upon Completion	Ontario College Advanced Diploma
Annual Fees (CAD)	\$20,150 + \$595 program costs (2024-25)
English Proficiency	IELTS 6.0, no band lower than 5.5
Eligible Applicants	High School Diploma
Intake	September