

# Interactive Multimedia and Design



BACHELOR OF INFORMATION TECHNOLOGY

[www.bitdegree.ca](http://www.bitdegree.ca)



A JOINT PROGRAM OF



Carleton  
UNIVERSITY

ALGONQUIN  
COLLEGE



Specialist areas in the multimedia sectors are growing rapidly in North America, Asia and Europe, resulting in an increased demand for people with the expertise and skills that combine creativity, imagination, fun and technology.

The Interactive Multimedia and Design (IMD) program provides a multidisciplinary education in diverse, yet connected, subject areas such as web design, 2D and 3D computer animation, game design and development, visual effects, graphic design, human-computer interaction (HCI) and project management. In addition, this program is one of only a few in Canada that combines both a bachelor's degree and an advanced applied arts diploma.

## PROGRAM OVERVIEW

With its unique mix of design, engineering, science, mathematics and social science courses, the IMD program focuses on the entire design process—from initial concept through to final realization. It is best suited to students with the potential to be both artistically creative and technologically adept, and with a keen interest in designing the next generation of multimedia applications, products and media.

## ADVANTAGES OF THE PROGRAM

The world is changing at a fast pace. As a student of today and a designer of tomorrow, you need well-rounded practical experience as well as a strong theoretical education upon which you can build a lifetime career in this area.

The IMD program provides the tools you need to start with a problem and move through the entire process—from concept, to pre-production, to production, through to post-production. Along the way, you will learn how to turn your ideas into reality using a mixture of technical and artistic skills.

Upon graduation you will be well equipped to work in and help shape the digital world of the 21st century.

## CO-OPERATIVE EDUCATION

The program offers a flexible co-op option that allows you to gain at least 12 months of on-site practical experience in settings such as government agencies, technology companies, game development organizations, animation studios and other private sector industries.

## FUTURE OPPORTUNITIES

Successful completion of this four-year program gives you both a university bachelor's degree and an advanced college diploma. This degree/diploma combination opens the door to a broad range of career opportunities such as computer animation, game design and development, digital video and audio effects, user interface design, multimedia development, dynamic web application design, e-commerce and more.

Graduates from the Interactive Multimedia and Design program also have excellent opportunities to pursue Master's and PhD programs at Carleton University (such as our Human-Computer Interaction Master's programs) and at other universities.

## HOW THE PROGRAM WORKS

Once registered in the IMD program, you will be considered a student at both Carleton University and Algonquin College. You will benefit from the outstanding facilities, teaching staff, resources and expertise that both institutions have to offer. Carleton University provides a well-rounded educational experience and background; Algonquin College provides further hands-on experience in applied course work.

**Note:** The program has been designed for full-time studies; to ensure the necessary student/teacher interaction, enrolment in the program is limited.

## LABORATORY FACILITIES

State-of-the-art facilities and equipment at both institutions matches hardware and software in use at leading media companies and will be available for your use; these facilities have been specifically designed, built and maintained for the program and will enrich your studies by providing access to the latest technology available.

## TUNED INTO INDUSTRY

Both institutions regularly consult with representatives from related industries in order to track current, emerging and future trends in the market place.

In addition, all our lecturers have a solid background in the industry and actively pursue research on the leading edge of interactive multimedia. This combination of industry involvement and academic excellence not only helps prepare you for the future, but also provides a direct link to the industry in which you will be working.

## THE CAPITAL ADVANTAGE

There are few better places in which to live and study than Ottawa, Canada's capital. With more than 1,800 technology companies, the city is one of Canada's major high tech hubs. It is also home to a wide range of governmental departments, non-profit organizations, and educational and research institutions.

## IMD COURSES

To graduate from this program, you will need 20.0 credits, generally completed over four years. The required courses include:

### > Year 1

- Introduction to Interactive Multimedia Design
- Graphic Design
- Visual Dynamics
- Introduction to Programming and Problem Solving
- Software Tools
- Web Development
- Mathematics I for IMD
- Physics for Information Technology I
- Arts and Humanities electives

### > Year 2

- Multimedia Data Management
- Design and Authoring I and II
- Audio and Video
- Intermediate Programming
- Design Studio 1
- Mathematics II for IMD
- Introduction to Statistics for IMD
- Introduction to Business

### > Year 3

- Aspects of Product Design Methodology
- 3D Computer Graphics
- Human Computer Interaction and Design
- Design Studio 2 and 3
- Marketing in the IT sector
- Media Elective
- Communication Skills for IMD

### > Year 4

- Technology and Culture
- Advanced Topics in Multimedia
- 3D Computer Animation
- Senior IMD Project
- Design Studio 4
- Electives



## ADMISSION REQUIREMENTS

To be eligible for admission to the first year of the Bachelor of Information Technology in IMD, Ontario students must have an Ontario Secondary School Diploma (OSSD) with a minimum of six 4U/M courses. Your six courses must include:

- One 4U Math credit

### The application deadline is March 1.

For all applicants outside of Ontario, please visit [admissions.carleton.ca/requirements](http://admissions.carleton.ca/requirements).

In addition, candidates for the BIT program in Interactive Multimedia and Design must submit a portfolio of work that demonstrates the applicant's creativity and aptitude in design work; examples include, but are not limited to, animation, 3D modeling, web design, game design, drawing, graphic design, photography, set design, collage, craft design, etc. It is recommended that you submit a portfolio that shows a broad range of artistic skills. Generally, your portfolio and academic records are considered equally for admission to the program. Portfolio requirements may vary from year to year and are described in detail on the program website.

### The portfolio deadline is March 1.

For information on Network Technology (NET) or Photonics and Laser Technology (PLT), the other program choices within the BIT degree/diploma, please consult the sources listed in the contact information. Separate brochures on the NET and PLT programs are also available.

## CONTACT US

For more information on the Interactive Multimedia and Design program, including details of the portfolio requirements, visit the BIT website at [bitdegree.ca](http://bitdegree.ca), consult the *Carleton University Undergraduate Calendar* at [carleton.ca/cuuc](http://carleton.ca/cuuc), or contact Carleton University or Algonquin College as indicated below:

For admission information:

### CARLETON UNIVERSITY

Undergraduate Recruitment Office  
315 Robertson Hall  
1125 Colonel By Drive  
Ottawa ON K1S 5B6  
Canada

Tel: 613-520-3663

Toll-free in Canada: 1-888-354-4414

Fax: 613-520-3847

Email: [liaison@carleton.ca](mailto:liaison@carleton.ca)

Website: [carleton.ca/admissions](http://carleton.ca/admissions)

### ALGONQUIN COLLEGE

1385 Woodroffe Avenue  
Ottawa ON K2G 1V8  
Canada

Tel: 613-727-0002

(General inquiries)

### BIT IMD PROGRAM

For information on the IMD program

Email: [infoIMD@bitdegree.ca](mailto:infoIMD@bitdegree.ca)

Website: [bitdegree.ca](http://bitdegree.ca)

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