

Fanshawe College

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Interactive Media Design

2010

FANS 01277 - Interactive Media Design and Production CVS Application

Fanshawe College

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Credentials Validation Service

Service de validation des
titres de compétence

**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE**

APPLICATION FOR PROGRAM VALIDATION

This proposal will be sent to MTCU for Approval for Funding X YES

1. College: Fanshawe College
2. College contact person responsible for this proposal: Name: Dr. Terry Boyd Title: Dean, Faculty of Arts, Media and Design. Telephone: 519.452.4430 x 4583 Electronic mail: TBoyd@fanshawec.ca
3. Proposed Program Title: Interactive Media Design and Production
4. Proposed Credential: (please indicate below) Local Board Approved Certificate <input type="checkbox"/> Ontario College Certificate <input type="checkbox"/> Ontario College Diploma XX Ontario College Advanced Diploma <input type="checkbox"/> Ontario College Graduate Certificate <input type="checkbox"/>
5. Proposed Program Outcomes: Please complete and attach the two Program Maps (Appendix A - Form 1 and Form 2)
6. Proposed Program Description: Please complete and attach the Program Description Form (Appendix B)
7. Proposed Program Curriculum: Please complete and attach the Program Curriculum Form (Appendix C)
8. Date of Submission: March 18, 2010
9. Date of CVS Response: March 24, 2010
10. Validation Decision: <input type="checkbox"/> Proposal Validated (APS Number: FANS 01277) <hr/> Signed on behalf of CVS: Tim Klassen

Send the completed form and required appendices to: klassen@collegecvcs.on.ca For detailed information on how to complete the Application for Program Validation, please refer to the Instructions for Submission document. For any additional information contact: College Credential Validation Service, 655 Bay Street, Suite 400, Toronto, ON M5G 2K4; or by telephone at (416) 596-8799



ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY CREDENTIALS VALIDATION SERVICE

APPENDIX A - PROGRAM MAPS

(Vocational Program Outcomes & Essential Employability Skills Outcomes)

Vocational Program Learning Outcomes:

Form 1(attached) is provided to assist you in mapping your proposed program vocational learning outcomes against existing vocational outcomes found in either Provincial Program Standards or in Provincial Program Descriptions.

Where there is a relevant Provincial Program Standard, the approved Vocational Learning Outcomes must appear in the first column, followed by your proposed program vocational learning outcomes.

Where there are no Provincial Program Standards, the first column will contain program outcomes from the Provincial Program Description. Again, your proposed program vocational learning outcomes will be added in the middle column.

NOTE: *Both these types of documents can be obtained from staff at the CVS or at the Colleges Branch, MTCU.*

The last column will contain a list of the relevant curriculum proposed in your program to address the outcome in a manner that ensures the graduate will have reliably demonstrated the required skill or ability. Course numbers or course codes, corresponding to those provided in your list of courses (Appendix C), are sufficient in this column.

Essential Employability Skills Outcomes:

A mapping of the Essential Employability Skills (EES) will be done on Form 2 (attached).

The instructions / requirements for this map are the same as for the Vocational Program Map. The first three columns contain the approved skill categories, the defining skills, and the EES learning outcomes. The last column will contain the proposed curriculum (as listed in Appendix C) that will ensure the meeting of these outcomes.



**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
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**APPENDIX A - PROGRAM MAPS`
Form 1 - Vocational Program Outcomes**

PROVINCIAL PROGRAM STANDARD VOCATIONAL LEARNING OUTCOMES / PROVINCIAL PROGRAM DESCRIPTION OUTCOMES MCU Code: 59403 Newest Version: Media Arts, January 2008	PROPOSED PROGRAM VOCATIONAL LEARNING OUTCOMES FOR ONTARIO COLLEGE DIPLOMA	COURSE TITLE / COURSE CODE (From Appendix C)
1. Work effectively with individuals, teams and organizations to support the total Web development process	1. EES	See Appendix A – Form 2
2. Employ industry-standard software and hardware to design, animate and develop dynamic, media-rich Web content	2. Employ a variety of industry-standard computer software, hardware and peripheral devices (scanners, read/write drives, tablets, cameras, printers, etc.) in the development of a variety of digital media applications for web, video, motion graphics and interactive interfaces and/or desktop and mobile platforms.	MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,3006

<p>3. Plan, design and build effective and dynamic/animated Web sites, which present arguable logic to their function, appearance, scalability and usability</p>	<p>3. Plan, design and build effective and dynamic/animated Web sites, which present arguable logic to their function, appearance, scalability and usability.</p>	<p>MMED 1003, 1005, 1006, 1012, 3003, 3012,3014</p>
	<p>4. Use the latest Web and motion graphics technologies to maximize the design/appearance, scalability and overall usability of digital media applications.</p>	<p>MMED 1003, 1005, 1006, 1012, 3003, 3012,3014</p>
<p>4. Analyze and resolve ethical and professional issues arising in a global digital economy.</p>	<p>5. Analyze and resolve ethical and professional issues relevant to the current digital media industry and the digital economy</p>	<p>MMED 1020, 3007, 3013</p>
<p>5. Develop research and conceptual skills that provide optimal solutions to multimedia/Web development problems</p>	<p>6. Develop research and conceptual skills that provide optimal solutions to digital media application development.</p>	<p>MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,306</p>
	<p>7. Evaluate software for efficiency, economy and quality, and apply current, relevant software programs.</p>	<p>MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,306</p>
<p>6. Design, develop, animate, implement and audit Web sites</p>	<p>8. Design, develop, implement and audit multimedia and Web applications for multiple browsers, operating systems and platforms using a process model.</p>	<p>MMED, 1020, 1003 ,1006,3011, 1016, 3003,3007,3013, 3014, 1005, 1012, 3012</p>

<p>7. Apply creative and critical thinking techniques towards the effective design, development and animation of a Web site and web products</p>	<p>9. Apply creative and analytical approaches to the planning, design and development of digital media applications.</p>	<p>MMED 3007, 3013,3012,3002</p>
<p>8. Use writing and speaking skills to communicate ideas clearly and completely in a professional environment and with a number of individuals including clients, peers and employers</p>	<p>10. Develop professional-level writing and speaking skills for clear communication of ideas to peers, clients and prospective employers.</p>	<p>MMED 3007, 3013, 1020, 3012</p>
	<p>11. Evaluate the use of audio, iconographic and written communications in new media applications in relation to product goals and purposes.</p>	<p>MMED 3007, 3013, 1020, 3012</p>
	<p>12. Produce and maintain a digital, Web-based portfolio of professional quality.</p>	<p>MMED 3003, 3013, 3014</p>
	<p>13. Justify the visual and interface design and navigational structures of digital media applications for Web, desktop and mobile platforms.</p>	<p>MMED 1018, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014</p>
	<p>14. Design, implement, and integrate database applications for dynamic online, mobile & desktop content.</p>	<p>MMED3014</p>

	15. Develop and implement business and marketing strategies, plans, and utilities as required for effective Project Management.	MMED 3007, 3013, 3012, 3002
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**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
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**APPENDIX A - PROGRAM MAPS
Form 2 - Essential Employability Skills Outcomes**

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
COMMUNICATION	<ul style="list-style-type: none"> • Reading • Writing • Speaking • Listening • Presenting • Visual Literacy 	➤ communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience	MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,3006
		➤ respond to written, spoken, or visual messages in a manner that ensures effective communication	MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,3006
NUMERACY	<ul style="list-style-type: none"> • Understanding and applying mathematical concepts and reasoning • Analysing and using numerical data • Conceptualizing 	➤ execute mathematical operations accurately	MMED 1003, 1005, 1006, 1012, 3003, 3012, 3014
CRITICAL THINKING & PROBLEM SOLVING	<ul style="list-style-type: none"> • Analysing • Synthesizing • Evaluating 	➤ apply a systematic approach to solve problems	MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005,

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
	<ul style="list-style-type: none"> • Decision-making • Creative and innovative thinking 	<ul style="list-style-type: none"> ➤ use a variety of thinking skills to anticipate and solve problems 	<p>1012, 3012,3006</p> <p>MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,3006</p>
INFORMATION MANAGEMENT	<ul style="list-style-type: none"> • Gathering and managing information • Selecting and using appropriate tools and technology for a task or a project • Computer literacy • Internet skills 	<ul style="list-style-type: none"> ➤ locate, select, organize, and document information using appropriate technology and information systems ➤ analyse, evaluate, and apply relevant information from a variety of sources 	<p>MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,3006</p> <p>MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,3006</p>
INTER-PERSONAL	<ul style="list-style-type: none"> • Team work • Relationship management • Conflict resolution • Leadership • Networking 	<ul style="list-style-type: none"> ➤ show respect for the diverse opinions, values, belief systems, and contributions of others ➤ interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals 	<p>MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,3006</p> <p>MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,3006</p>

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
PERSONAL	<ul style="list-style-type: none"> • Managing self • Managing change and being flexible and adaptable • Engaging in reflective practices • Demonstrating personal responsibility 	<ul style="list-style-type: none"> ➤ manage the use of time and other resources to complete projects 	MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,3006
		<ul style="list-style-type: none"> ➤ take responsibility for one's own actions, decisions, and consequences 	MMED 1018, 1020, 1003,1017,1006,3011, 1016,3001, 3002, 3003,3007,3013, 3014, 1005, 1012, 3012,3006

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APPENDIX B - PROGRAM DESCRIPTION

PROGRAM DESCRIPTION: (including occupational areas where it is anticipated graduates will find employment)

Description

The Interactive Media Design and Production program will professionally prepare students for an evolving job market in digital media design, development and production, providing comprehensive training in new media technologies with an emphasis on web application design, interactive rich media, and current technologies for developing usable, media-rich sites and applications. The curriculum will combine courses in design and visual imaging, coding/scripting technologies, marketing and media management and incorporate industry-standard tools from companies such as Adobe, Discreet, etc., as well as open-source technologies for Web application development.

Career Opportunities

Graduates will find employment opportunities as designers and/or producers for all companies and agencies requiring Rich Internet Application (RIA) development, as well as development of desktop and mobile applications to current industry standards. Graduates may choose to become specialists within an organization, or as independent designer/consultants. Industry Canada has indicated that the Information Technology industry in general is experiencing critical shortages of skilled information technology professionals. Digital media development skills are required by industries such as media production houses, companies conducting e-commerce, information agencies, entertainment and training.

VOCATIONAL PROGRAM LEARNING OUTCOMES: (vocational program learning outcomes must be consistent with the requirements of the Credentials Framework for the proposed credential)

The graduate has reliably demonstrated the ability to:

- 1. Employ a variety of industry-standard computer hardware and peripheral devices (scanners, read/write drives, tablets, cameras, printers, etc.) in the development of digital media applications for Web, desktop and mobile platforms.**
- 2. Plan, design and build effective and dynamic/animated Web sites, which present arguable logic to their function, appearance, scalability and usability.**
- 3. Use the latest Web and motion graphics technologies to maximize the design/appearance, scalability and overall usability of digital media applications.**
- 4. Analyze and resolve ethical and professional issues relevant to the current digital media**

industry and the digital economy.

5. Develop research and conceptual skills that provide optimal solutions to digital media application development.
6. Evaluate software for efficiency, economy and quality, and apply current, relevant software programs.
7. Design, develop, implement and audit multimedia and Web applications for multiple browsers, operating systems and platforms using a process model.
8. Apply creative and analytical approaches to the planning, design and development of digital media applications.
9. Develop professional-level writing and speaking skills for communication of ideas clearly to peers, clients and prospective employers.
10. Evaluate the use of audio, iconographic and written communications in new media applications in relation to product goals and purposes.
11. Produce and maintain a digital, Web-based portfolio of professional quality.
12. Justify the visual and interface design and navigational structures of digital media applications for Web, desktop and mobile platforms.
13. Design, implement, and integrate database applications for dynamic online, mobile & desktop content.
14. Develop and implement business and marketing strategies, plans, and utilities as required for effective Project Management.

Note: The learning outcomes have been numbered as a point of reference; numbering does not imply prioritization, sequencing, nor weighting of significance

ADMISSION REQUIREMENTS:

Minimum Admission Requirements for 2010-11

- (OSS): Ontario Secondary School Diploma with the majority of senior level courses at the College (C), University (U) or University/College (M) levels, or an Ontario High School Equivalency Certificate (GED), or Mature Student Status.
- Grade 12 English (C) or (U).
- Any Grade 11 Mathematics (C) or (U).

**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
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APPENDIX C - PROGRAM CURRICULUM

Semester	Course Code*	Course Title (and brief course description)
1	WRIT-1037	<p>Reason & Writing 1-Contemporary Media This course will introduce contemporary media students to essential principles of reading, writing, and reasoning at the postsecondary level. Students will identify, summarize, analyze, and evaluate multiple short readings and write persuasive response essays to develop their vocabulary, comprehension, grammar, and critical thinking. This course will also introduce students to selected topics and concepts in contemporary media.</p>
1	MMED-1020	<p>Digital Media Theory & Project Management To follow</p>
1	MMED-1018	<p>Design & Image 1 A course to introduce students to elements and techniques of good graphic design, with an emphasis on designing for interactive interfaces. Adobe Photoshop CS3 and Adobe Illustrator CS3 software will provide the foundation for this course.</p>
1	MMED-1003	<p>Multimedia Production This course will introduce students to the range of tools and applications current in the multimedia field, as well as the techniques for developing a Web site application with graphics, text and basic hypertext functionality. This course will introduce tools and techniques with an emphasis on effective site and interface design and optimized media and code development. Students will also develop skills in the professional presentation of Web site proposals and redesigns.</p>
1	MMED-1017	<p>Visual Communication 1 This course will introduce students to the range of tools and applications current in the multimedia field, as well as the techniques for developing a Web site application with graphics, text and basic hypertext functionality. This course will introduce tools and techniques with an emphasis on effective site and interface design and optimized media and code development. Students will also develop skills in the professional presentation of Web site proposals and redesigns.</p>
2	COMM-3029	<p>Communications for Media & Art Media and Design employees require targeted messages and persuasive approaches. In this course students will learn various</p>

		communication and writing formats and techniques such as brainstorming and researching concepts, creating proposals, copywriting, story boarding, pitching ideas, and creating effective, professional job search pieces. Teamwork culminating in a group presentation will model workplace practices. Issues and norms regarding copyright and the use of appropriated text, images and sounds as well as digital rights will be examined. Professional standards for workplace writing will be reinforced in all assignments.
2	MMED-1005	Multimedia Authoring 1 A course designed to introduce students to the process involved in planning, designing, creating and delivering interactive multimedia on an independent level. The primary focus is the development of a range of multimedia materials targeted towards self-promotion (e.g. an interactive portfolio). Students will produce the required design documentation and develop a variety of multimedia.
2	MMED-1006	Web Development 2 This "tools-focused" course develops on the topics introduced in MMED 1001/1003, focusing on Internet-World Wide Web multimedia development. Students are introduced to software for interactive Web multimedia development, and for creating World Wide Web sites, with an emphasis on basic HTML for content creation and Web site design.
2	MMED-3011	Design & Image 2 An overview of the tools and processes involved in preparing high-quality vector graphic output, for print as well as on-screen uses (i.e.user interfaces). Commercial-level vector-graphics tools (i.e. Adobe Illustrator) will be introduced and topics essential for producing a variety of print work (file formats, colour separations etc.) and on-screen work (importing/exporting, resolution, colour mapping etc.) will be covered.
2	MMED-1016	Motion Design 1 Students will be introduced to the intermediate and advanced levels of working with photographic (bitmap) images in Adobe Photoshop. In this course the goal is to explore the creative and professional drawing aspects of a key industry standard illustration program.The student will learn to apply industry techniques for creating and editing images for use with digital media production as well as with print production. The student will be introduced to cross application use of Photoshop and Illustrator.
3	MMED-3001	3D Animation This course will focus on the tools and techniques for creating high-end 3D graphics and animations for use in a variety of applications. The core software application to be used in this course will be 3D Max V.2010.
3	MMED-3002	Electronic Image Production This is an introductory course that prepares all students for entry into the Multimedia field. General overviews will be given of the visual arts, photography and graphic design fields. Students will

		learn basic computer operations, how to use the local network and learn general operational methods used in the Multimedia Design and Production Department.
3	MMED-1012	Multimedia Authoring 2 Multimedia Authoring is a programming course; the student will be introduced to some of the core principles behind the Actionscript scripting language for the development of rich media Web applications, applications for handheld devices and standalone content.
3	MMED-3003	Web Development 3 Extending topics introduced in the first year, students will cover the Web design/development process in greater detail, with Dreamweaver as a primary development tool. Topics covered include basic and enhanced site structure, local and remote site management, CSS design and layout applications, compatibility issues, Introductory Javascript concepts and PHP server-side scripting. Applications in Flash of the Web technologies introduced will also be covered.
4	MMED-3012	Multimedia Authoring 3 This course will continue to explore topics in the multimedia development process, review development and delivery platforms for multimedia (e.g., DVD, PDA, Mobile Phones, etc), and continue to develop student's authoring skills. The primary focus of the course will be to code, plan, outline and develop interactive applications, using appropriate multimedia authoring tools.
4	MMED-3006	Video Production Students will develop detailed skills in Video Production for a variety of multimedia applications. Additional topics will include Video Editing and Special Effects. Independent group projects will be assigned and evaluated. The emphasis will be on editing skills and the use of software for post-production (e.g. Adobe After Effects).
4	MMED-3007	Career Research & Internship Students will have the opportunity to work in an audio-visual/multimedia production environment, to develop real-world skills in project planning and team-focused multimedia development. Second year students begin research in the first term, in preparation for their placement in the final term.
4	MMED-3013	Multimedia Marketing/Business Management This course introduces the students to business models common in the multimedia industry, strategies for marketing multimedia services, business planning, effective communication, and other topics relevant to the multimedia service industry. Multimedia professionals are increasingly looking to start and operate their own businesses as an alternative to salaried positions with larger corporations. Students will acquire an understanding of topics such as the formation and operation of a freelance business.
4	MMED-3014	Multimedia & the Internet A continuation of both the Authoring and Internet topics introduced in the Fall term, this course will extend students skills with current tools for developing dynamic, database driven applications for the

		World Wide Web. This involves an introduction to database structures using MySQL, the use of PHP to control and display database information, and more detailed work with Macromedia Flash for more advanced interactivity with dynamic Web content.
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Note: The General Education requirements are met by students taking three elective courses