Seneca POLYTECHNIC

HONOURS BACHELOR OF DESIGN IN INTERACTIVE MEDIA (BDI)

About the Program

Drawing on Seneca's strength and reputation in digital media education, this program will equip you with in-demand knowledge and skills for the growing field of user experience (UX). The program will focus on business skills along with the technical and design capabilities needed to create dynamic interactive experiences in video games, mobile apps and other online environments. The curriculum will be complemented with courses that address critical thinking, global awareness and research methods to develop evidence-based, rich interactive design.

The program will also equip you with entrepreneurial skills to explore small-business opportunities and, in the fourth year of the program, you will work on a final capstone project about launching an idea from inception.

Credential Awarded
Honours Bachelor Degree

Duration
8 Semesters (4 Years)

Starts
January, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements.

Skills

Throughout this program you will develop the following skills:

- UX design
- digital media production
- imaging and graphics
- 3D modelling and animation
- creative coding
- scripting techniques
- business and entrepreneurial skills

Work Experience
Mandatory Degree Work Term

A work experience that includes at least one term in a formal work environment. The work term(s) may be a paid or unpaid position that is completed between two academic semesters and requires a minimum of 420 hours of work. Students must be in good standing and meet all identified requirements prior to participating in the work experience. The successful completion of the work term(s) is required for graduation.

Eligibility for participation does not guarantee that a work position will be secured. Additional fees are required for the mandatory degree work term regardless of success in securing a work position.

Your Career

Graduates of the program can explore the following career options:

- UI Designer/Artist
- Visual Effects Artist
- 3D Character Texture Artist
- Production Designer
- Mobile Games Designer
- 3D Artist
- Web Interface Technologies
- Mobile App Developer
- Interactive Media Business Developer

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
BDI100	Persuasive Communication	3
BDI110	Introduction to Interactive Technologies	3
BDI120	Fundamentals of Interactive Design	3
BDI130	Introduction to Audio and Video Production	3
ENG106	Writing Strategies	3
Semester 2		
BDI200	Contemporary Narrative Structures	3
BDI201	Communications Methodology	3
BDI210	Web Development	3
BDI220	Human Computer Interaction	3
plus: Liberal Studies Course (1)		3
Semester 3		
BDI300	Reading Contemporary Culture	3
BDI310	Networks, Servers and Databases	3
BDI330	Animation Techniques and Motion Study	3
BDI340	Indigenous Awareness: Interpretations in Interactive Media	3
plus: Liberal Studies Course (1)		3
Semester 4		
BDI400	Integrated Media Channels	3
BDI410	Desktop Application Development	3
BDI420	Media for Social Change	3
BDI430	3D Modeling and Animation	3
plus: Liberal Studies Course (1)		3
Semester 5		
BDI500	Social Media Strategy	3
BDI510	Development for Mobile and Other Devices	3
BDI520	New and Emerging Technologies	3
BDI530	Print Design and Production	3

plus: Liberal Studies Course (1)		3
Semester 6		
BDI600	Project Management	3
BDI610	Development for Immersive Environments	3
BDI620	Design Thinking	3
BDI630	Motion Graphics and Video Post Production	3
BDI640	Research and Planning	3
WTP200	Work Term Preparation	1
Work-Integrated Learning Term		
BDI771	Honours Bachelor of Design in Interactive Media	35
Semester 7		
BDI700	Digital Entrepreneurship	3
BDI710	Capstone Project: Communicating and Influencing	3
BDI711	Capstone Project: Concept and Planning	3
BDI712	Capstone Project: Prototyping	3
Semester 8		
BDI800	Portfolio Development and Career Preparation	3
BDI810	Capstone Project: Execution and Installation	3
BDI811	Capstone Project: Technology and Assets	3
plus: Liberal Studies Course (1)		3

Seneca has been granted a consent by the Minister of Colleges and Universities to offer this degree for a seven-year term starting Apr. 22, 2021. In conformity with the Minister's criteria and requirements, Seneca will submit an application for the renewal of the consent for this program 12 months prior to the expiration of the consent. Seneca shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Generate solutions for specific target audiences employing the human-centred design and design thinking processes.
- Develop an interactive media experience from inception to completion using research and analysis.
- Manipulate image, sound, and text to create meaning in an interactive media experience.
- Tell stories using current, industry specific storytelling devices, tools, and resources.
- Produce ethically and socially responsible interactive experiences for stakeholders and communities.

- Produce an innovative interactive product using industry tools and incorporating the principles of coding, sound, movement, text, and image.
- Foster working relationships through effective communication to contribute to a successful/sustainable project.
- Deliver projects within accepted industry standards and business practices.
- Design marketing collateral for promotion and advancement.

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, including six Grade 12 U or M courses with a minimum overall average of 65%, or a mature applicant (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html).
- Required courses with minimum final grade of 65% in each:
  - English: Grade 12 ENG4U

Learn about Seneca's free English upgrading course (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/english-12u-equivalency.html) and math upgrading course (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/math-12u-equivalency.html) for applicants who don't meet the high school requirements, as well as recommended upgrading for applicants who don't meet their academic subject requirements. (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html)

Notes

Although not required for admission, some courses in art, design or computer studies are recommended for success in the program.

International Student Information

International admissions requirements vary by program and in addition to English requirements (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada (senecapolytechnic.ca) (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (https://www.senecapolytechnic.ca/pathways.html) web page.