Offered jointly by the Lassonde School of Engineering and the School of the Arts, Media, Performance and Design, our program explores the entire digital media spectrum.

As a Digital Media student, you will devise and use raw tools to create engaging, interactive digital objects and experiences that integrate imagery and sound, including effects and animation, 3D modeling and simulation, and responsive interfaces bridging the physical and virtual world. You will also study larger concepts like aesthetic theories and the cultural impact of digital media as a catalyst for artistic, social and industrial evolution. Most importantly, you will learn to simulate, build and create.

You will begin the program by completing a common core of courses in first year. You will then select from one of three streams based on your interest: Digital Media Development (DMD), focusing on design of core tools and technologies for digital media practices; Digital Media Arts (DMA), focusing on the creation and application of digital media for creative production in the visual, performing and screen arts; and Digital Media Game Arts (DMGA), focusing on allied artistic and scientific aspects of innovative game design.

We offer courses in a range of subjects, for example, robotics, user interfaces, graphics, games and animation.

You will have an opportunity to participate in Lassonde’s paid internship program, a chance to work with top companies and agencies from across the globe and get valuable professional experience.
DIGITAL MEDIA

TECHNICAL SKILLS YOU’LL GAIN
• Ability to apply theory learned in the classroom to course labs, projects and assignments as well as in extra-curricular competitions and student clubs
• A strong foundation in the algorithmic and computational basis for creation of digital imagery, sound, animation and simulations
• Software development for applications such as 3D graphics, sound/music, games and mobile apps
• Practical expertise gained by working in industry through the Internship Program
• Comprehensive portfolio development with a blend of digital media creation, understanding and applying computational tools and artistic concepts

SOFT SKILLS YOU’LL GAIN
• Social and communication skills gained through club membership and leadership opportunities (Digital Media Students’ Association, CShub and more)
• Teamwork acumen gained through multiple group collaboration activities, and several design/build projects and installations

NOTEWORTHY COURSES
• Programming for Digital Media
• Physical Computing
• The Interactive Stage
• Publishing in Digital Media
• Data Structures
• Mobile User Interfaces
• Building Interactive Systems
• 3D Computer Graphics
• Introduction to Virtual Reality
• Game Development
• Artificial Life, Generative Art and Creative Code

PLACES YOU’LL GO
• User Experience and Interface Design
• Game Development
• New Media Artist
• Digital Media Strategy
• Special Effects
• Digital Marketing
• Social Media Manager
• Virtual Reality Developer

LAB/PROJECT
>400 HOURS

THEORY/IN-CLASS
>1200 HOURS

SOCIAL ENGAGEMENT
>250 HOURS

PROFESSIONAL EXPERIENCE
UP TO 16 MONTHS