In the Interactive Media pathway, careers involve creating, designing and producing interactive multimedia products and services, including the development of digitally-generated or computer-enhanced media used in business, training, entertainment, communications and marketing.

Major Courses

Students must take THREE pathway concentration courses and ONE additional pathway elective course.

Pathway Concentration Courses (3):

- Advanced Web Design
- Computing in the Modern World (formerly Information Technology Foundations)
- Digital Media Technology
- Fundamentals of Web Design* (formerly Web Page Design)
- Introduction to Animation & 3d Design* (formerly Digital Media Design & Production)
- Multimedia Presentation/Communication Tech

Pathway Elective Course (1):

- Apprenticeship/Internship
- Broadcasting/Video Production I
- Broadcasting/Video Production II
- Communication Technology
- Foundations of Engineering and Technology (formerly Introduction to Technology)
- Practicum B – Digital File Preparation*
- Other Pathway Concentration Course

Other Recommended Courses

- Entrepreneurship: Building a Business
- Introduction to Engineering Drawing
- Marketing Principles
- Psychology
- Visual Arts

Post-Secondary Degrees, Diplomas, & Certificates

Technical Colleges

- Commercial Photography
- Computer Information Systems/Internet Specialist-Website Design
- Website Design Specialist
- Website Fundamentals

Colleges/Universities

- Advertising
- Art Marketing
- Computer Information Systems
- Computer Science
- Management Information
- Media Arts & Animation
- Printing & Graphics Technology

Web Administrator
Architect
Audio/Video Engineer
Page Developer
Site Developer

Webmaster
Producer
Multimedia Developer
Media Specialist
Media Designer

2D/3D Artist
Animator
Web Specialist
Programmer
Designer

Virtual Reality Specialist
Authoring Specialist
Specialist Producer
Production Assistant
Streaming Media Specialist

EMPLOYMENT OUTLOOK

Over 195,000 jobs in Interactive Media are immediately projected; 35,000 in IT companies and 160,000 in IT-reliant companies. Organizations of all types and sizes use digital media to communicate with existing and potential customers, to track transactions, and to collaborate with colleagues. Interactive media experts can find employment opportunities in organizations of all sizes and types, doing work such as creating e-business auction websites that allow people around the world to buy and sell items in real-time.

* Pre-requisites noted in course descriptions.