Collaborative Development of Interactive Media Management Pathway (Graphic Design)

Final Report for contract 2017-04

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February 1, 2019

Contents

Project Summary

In 2017, Mohawk and Algonquin Colleges proposed a unique, Interactive Media Management (Graphic Design) graduate certificate program that provides students with block transfer opportunities. The project outlined parameters and procedures for student transfer while also developing curriculum to support a seamless pathway between the program and Conestoga College's Bachelor of Graphic Design.

Project Purpose and Goals

In response to increasing market demand in 2017, Mohawk and Algonquin Colleges set out to equip graphic designer professionals and diploma program graduates with interactive media skills, specific to web design and development. To this end, Mohawk and Algonquin aimed to be the first Colleges to jointly design and develop an Ontario College Graduate Certificate (OCGC) program: Interactive Media Management – Web Design and Development (IMM-WDD), delivered entirely online.

The 2015-2017 Government of Canada Job Market report for Ontario predicted increasing demands for designers with interactive media skills, while print-based media job prospects would decline. This is further supported in the 2017-2019 Government of Canada Job Market report: "Due to technological changes, the demand for designers with digital media skills is expected to increase, while opportunities in traditional print-based design will likely be moderated".

The three-term model of the IMM-WDD program offers an accelerated completion option for students with advanced competencies as determined by the block transfer parameters. Eligible students with Graphic Design background will receive prior learning credit, which will be assessed on a course by course basis to accommodate potential pathways from other college programs. Funding from this ONCAT grant helped establish the eligibility and parameters of the transfer requirements and the development of processes to support it.

Initial project goal was to create a direct pathway both into and out of Conestoga College's Bachelor of Graphic Design (BDES) program. However, as program and pathway development progressed, the development of formal pathways and partnerships did not become viable at this time.

Pathway Development

Methodology

Project 2017-04 endeavored to create two pathways: one from the IMM-WDD program into Conestoga's BDES program and a second from Conestoga's BDES program into the IMM-WDD program.

Graduates from the IMM-WDD graduate certificate would also be graduates of a Graphic Design Diploma program, an Advanced Diploma program, or have equivalent industry skills and experience. Thus, the pathway articulation from the IMM-WDD program to Conestoga's BDES relied heavily on the outcomes of another ongoing ONCAT Project: 2017-23 – Ontario College Graphic Design Diplomas and Advanced Diplomas to Conestoga's Bachelor of Design (Honours). As a result of ongoing changes to course-level learning outcomes in Mohawk College's 3-year Graphic Design Advanced diploma program, the foundational pathway has not been developed. Consequently, the foundational pathway is not in place from which we could build. However, Mohawk is committed to revisiting pathway options between our Graphic Design Advanced Diploma graduates and Interactive Media Management – Web

Design & Development Certificate graduates once the new Graphic Design Advanced diploma curriculum is in place.

The pathway analysis from BDES to IMM-WDD took a more traditional approach that included comparing learning outcomes. Both Mohawk and Conestoga compared and mapped learning outcomes at the course level looking for alignment between BDES program courses and IMM–WDD first semester courses in order to achieve a block transfer, directly into semester 2.

Program Comparison & Analysis

A programmatic analysis of course learning outcomes compared learning outcomes at the course level across all programs involved. As program analysis and pathway development proceeded, we identified that both Algonquin College and Conestoga College have similar Interactive Media Management programs what were not identified in the initial environmental scan. As a result, it was determined that viable pathways did not exist between the partnering colleges. However, as the project lead, Mohawk College has developed an online Post-Graduate Interactive Media Management – Web Design and Development program in such a way that graduates from Ontario College Graphic Design Diploma programs and Conestoga's Bachelor of Design program can easily pathway into it.

Implementation Process and Timelines

Despite project outcomes, Mohawk College is committed to offering an online Interactive Media Management Post-Graduate Certificate program. Target dates include finalizing our program of study and submitting our program proposal to Curriculum Validations Service (CVS) in the Winter 2019 with a program launch in Winter 2020.

Summary

The ONCAT 2017-04 project experienced many challenges through its life span. As a result, we were not able to achieve the goals established in the initial proposal. However, Mohawk College has designed a high-quality online certificate program that will provide Graphic Design Degree and Diploma graduates, in addition to industry professionals with the opportunity to enhance their interactive media skills and employability in the Ontario and Canadian economy.

References

Government of Canada (n.d.). 2017-2019 Careers outlook report for web designer – graphic design. Retrieved from https://www.jobbank.gc.ca/outlookreport/occupation/5741

Government of Canada (n.d.). 2017-2019 Careers outlook report for computer programmers and interactive media developers. Retrieved from https://www.jobbank.gc.ca/outlookreport/occupation/22536