

Advantages and benefits of interactive media.

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Abstract

This course in question(interactive media design)focuses on both ends, known as the (front and back ends) seeing the variety of option they provide really gives us a whole view of how the real industry functions and allow us to pick what we want to specialize in. Knowing that most industries are going into digitalization it is mostly like that the demand for media designers and developers will increase. It is shown to increase in the near future

Keywords:

(1) Interactive Media Design, It can also be defined as a user focus base and creating work targeting these focus groups.

(2)Digitalization, can simply be transforming images, voices, and pictures into binary information for the web.

(3)Developer, Is someone who creates their work using computers.

(4) Media Designer, Is seen as a marketing professional who is in charge to create, and planning materials, and designing for the web.

(5)Front and back end. Mainly used in the programming world the front end can be seen as the person who plans, and designs the visual aspect while the back end will be in charge of the coding section and its functionality.

Author

Shriyaa Mogun is a student in Fanshawe College's Interactive Media Design program. Currently, a full-time student at Fanshawe, Shriyaa is working to meet all the expectations of the industry.

Advantages and benefits of interactive media.

Overview Evolution of the Internet

The statistic shown by Leftronic shows that in 2023 '40% of the population has access to the internet ' and '2.5 billion in the world use social media '. Seeing this drastic shift it is clear that more and more jobs will also be shifting to the digital world, thus targeting a larger audience.

Evolution of interactive media today

Today with the increasing improvement of technologies, it is safe to say that the advertising company had to change the way they market themselves in the industry. This is where interactive media was born a new modern and sophisticated way to advertise and create. Interactive media had been coming forward in the past years and this can be shown in the number of students who are interested to take this course. The possibilities are limitless with this course.

Interactive media developer in Canada

According to the official Canada job bank site in 'Employment in 2021 221,300,' this shows the career outlook

Figure 1

It shows the annual median salaries.



As stated by the official Canada job bank. They picked out many provinces in Canada and determined their involvement and job opportunities in the 3 upcoming years in the digital field. Some examples will be listed below:

Ontario: Good

Nova Scotia: Very Good

Quebec: Good

British Colombia: Good

Difficulties of this industries

Even if this course provides all these alternatives, it still remains a competitive industry to be in. With the outgrowing of these jobs, the market automatically becomes more and more competitive and as new graduates, it may seem challenging to find an opportunity to start.

Conclusion and recommendation

After some in-depth research on the internet about the prospect and evolution of interactive media, I came to the point that the future in this field has great potential for expansion and according to the official report of the Canada job bank people in this particular field will be in great demand. Besides the statistics, I believe that the future of these industries is secure.

Reference

Job bank report on the job market

<https://www.jobbank.gc.ca/marketreport/outlook-occupation/22536/ca>

Leftronic research on access to the internet

<https://leftronic.com/blog/how-fast-is-technology-growing-statistics/>