

HONOURS BACHELOR OF DIGITAL EXPERIENCE DESIGN PROGRAM (G301)

PROGRAM DETAILS

Program Name: Honours Bachelor of Digital Experience Design

Code: G301

Credential: Honours Bachelor's Degree

Method of Study: Full-time

Duration: 4 years (8 semesters) plus 1 Co-op Work Term

Starting Months: September

Domestic Tuition: \$8,181.00 * †

International Tuition: \$21,390.00 ** †

Centre: Arts, Design & Information Technology

School: Design

Location: Waterfront Campus

Experiential Learning: Co-op (paid)

PROGRAM DESCRIPTION

Program Overview

The Honours Bachelor of Digital Experience Design four-year degree program will give you the skills to tackle challenges by crafting human-centred, socially conscious, economically viable digital solutions. If you want to be a designer who shapes meaningful digital experiences for a variety of users, this program is for you.

This program is eligible for an entrance scholarship.

FULL DESCRIPTION

The Honours Bachelor of Digital Experience Design four-year degree program will give you a comprehensive understanding of digital experience design, which includes related fields like service design, user experience design, and interaction design. This exciting specialty involves understanding human behaviour and human computer interaction, conducting research and usability studies, managing projects and working in teams, applying business skills, working with existing and emerging digital technologies, prototyping new ideas, and anticipating future trends.

In this program, you'll learn to analyze and adapt to the ever-changing conditions of technology and culture. Foundational courses will build your analytical, technical, and business skills. In upper-year courses and capstone projects, you'll collaborate on digital interfaces and applications, as well as interactive environments and objects.

This design degree curriculum focuses on three areas of learning based on the digital experience design process:

- Think: design thinking, theory, culture, and research
- Make: designing, building, and testing digital experiences
- Ship: entrepreneurship and the commercialization of digital products

Interactive Digital Media is a growing industry that is quickly changing, driven by shifts in consumer behaviour and technology. As a graduate of this program, you'll be ready to contribute to and eventually lead interdisciplinary teams to solve problems across a variety of fields like security, transportation, education, and manufacturing. And if you want to continue your studies, you'll be prepared to pursue graduate programs in a wide range of academic disciplines.

Why study Digital Experience Design at George Brown College?

Our School of Design has an established reputation for design education that focuses imagination, hones critical thinking skills and engages with the latest technologies. Using their professional experience and advanced education, our faculty provide course content that is always evolving and reflective of industry and academic trends.

The School of Design is in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

- virtual and augmented reality lab
- usability and testing lab
- Future Ways of Living lab
- peer tutor lab
- digital sandbox

- incubators
- prototyping and workshop spaces
- design and innovation showcase spaces

Our facilities and computer labs include the latest hardware and software and are complemented by the Digital Media and Gaming Incubator and Digifest, an annual festival that brings together industry, academics, and the public to think about how digital tools and technology will shape our lives and our future.

A curriculum that reflects changing industry demands

We created the Honours Bachelor of Digital Experience Design in consultation with industry, faculty, alumni, and students. We'll prepare you with the specialized skills training, knowledge, and hands-on experience you need to meet current and future job market demands, as well as for graduate studies. Learn more about what industry is looking for in graduates in this field and how the curriculum builds those skills.

Applied research: The Innovation Exchange and the Design Centre for the Smart Economy

The future School of Design building will include the Innovation Exchange and Design Centre for the Smart Economy, a research hub where students and businesses will team up and bring new ideas to market. Find out more about research and innovation at the School of Design and how it benefits our students.

Apply to the Honours Bachelor of Digital Experience Design bridging program

Students currently in year two or three of George Brown's existing three-year Interaction Design advanced diploma program may be eligible for advanced entry into the Honours Bachelor of Digital Experience Design program.

Following the Winter Semester (January–April), students who have successfully completed the second year of Interaction Design and Development (G113) with a GPA of 3.2 (75 per cent) or higher will be eligible to complete a fall bridge program. Upon successful completion of the bridge, students will enter into semester 5 of the degree program.

Your Field Education Options

Students must complete a 420-hour paid co-op work term in the spring/summer period between the third and fourth year.

Students have the opportunity to complete this co-op domestically and/or internationally, as opportunities arise. The majority of co-op work terms are completed in the Greater Toronto Area, where the design sector is robust and the majority of interaction jobs are located.

The School of Design Field Placement team works with many notable training partners, including agencies such as Publicis, K9 Strategy + Design, Trevor/Peter and Relish Interactive; larger, well-known brands such as Nelvana (Corus Entertainment), Rogers Media, Mozilla, Crayola and PUR Gum; and a variety of industry-relevant arts and design institutions, including the Toronto International Film Festival (TIFF), the Association of Registered Graphic Designers (RGD) and Applied Arts.

The work term allows students to apply the skills, abilities and knowledge they've acquired in the program in a workplace environment or through an appropriate interaction design research project or initiative. Students gain valuable experience and the opportunity to reflect on the application of previous learning. A faculty member evaluates the student based on feedback provided by the employer.

Students will develop a digital portfolio demonstrating artifacts completed during the co-op work term.

Learn more about Experiential Learning at the School of Design including how to apply, important dates, workflow, and PLAR eligibility.

CAREER & POSTGRADUATE STUDY OPPORTUNITIES

Career Options

Graduates of this program will have the skills needed for roles in design and digital media studios, creative labs, in-house design, and digital departments within larger corporations across sectors. You'll also be ready to work independently, or as part of a start-up.

This program prepares graduates for positions such as:

- digital experience designer
- user experience designer
- user interface designer
- human interface designer
- interaction designer
- information architect
- digital designer
- digital product designer
- visual designer

- mobile designer
- web designer
- user experience researcher
- usability tester
- entrepreneur

Industry

DIGITAL EXPERIENCE DESIGN

Digital Experience Design embeds and influences human experience through novel and interactive forms of digital technology, combining hardware, software and design. The term “experience” refers to the multifaceted interaction between humans and technology that respects the contextual and situational features of each. The future of digital design lies in understanding this interaction.

Digital Experience Design is gaining currency in the field of research and practice. IDEO, a prominent global design consultancy, lists “Digital Experiences” as one of their core areas of expertise. IDEO sees “Digital Experiences” as those in which there are no boundaries among platforms. They use hardware, software, web and mobile elements, and interactive media to develop effective means for people to share, create and communicate. Thus, Digital Experience Design is a dynamic field, continually adapting to new technologies and interfaces, such as smart devices, sensors, adaptive architectures, mixed realities (AR/VR), immersive environments, multiscreen and multisensorial displays. Digital experience design is revolutionizing how organizations serve customers and how we interact with each other and the world around us.

INTERACTIVE DIGITAL MEDIA (IDM)

The Canadian Interactive Alliance defines interactive digital media companies as creators of “digital content and environments that provide users with a rich interactive experience – either with content itself or with other users – for the purposes of entertainment, information, or education, or that provides services that directly enable these products/services” (2012 Canadian Interactive Industry Profile). IDM in Canada is a growing industry that is quickly changing, driven by shifts in consumer behaviour and technology. The comprehensive IDM sector includes companies that produce interactive content as well as firms that provide various types of products or services to enable the production of interactive content. These are sometimes called “core” and “peripheral” IDM. Core IDM content includes but is not limited to video and mobile games, cross-platform entertainment, web series, e-learning and training products (Interactive Digital Media, OMD).

The Greater Toronto Area (GTA) leads North America in offering a diverse, talented pool of interactive digital media workers. The GTA has 15,000 technology companies employing more than 168,000 people, making Toronto Canada’s largest technology hub and the third-largest North American centre for technology firms, in addition to being the third- largest centre for design on the continent.

Educational Pathways

Graduates of the Honours Bachelor of Digital Experience Design program may qualify to pursue further graduate studies in relevant program areas. Students should contact universities directly to explore graduate school opportunities.

Examples of potential graduate study and research areas include: design, interaction design, digital/interactive media, digital experience, human computer interaction, systems design, e-health, e-learning, game design, interactive arts and critical practice.

If you are a George Brown College student who has completed the second or third year of the Interaction Design and Development Advanced Diploma (G113) with a grade point average of 3.2 (75 per cent) or higher, you may be eligible to enter a degree completion pathway to this program.

For more information, contact digitalexperience@georgebrown.ca, or call 416-415-5000, ext. 3129

COURSES

Required Courses

SEMESTER 1

CODE	COURSE NAME	PREREQUISITE
BDES 1000	Design Tools 1: Digital Visualization in 2D Environments	NONE
BDES 1001	Digital Systems and Software	NONE
BDES 1002	Drawing 1: Introduction to Observational Drawing	NONE

BDES 1003	Introduction to Digital Experience Design	NONE
BDES 1004	Communicating for Design	NONE

SEMESTER 2

CODE	COURSE NAME	PREREQUISITE
BDES 1200	Design Thinking	NONE
BDES 1201	Design Culture and Theory	NONE
BDES 1202	Drawing 2: Drawing Techniques in Digital Environments	BDES 1002 BDES 1000
BDES 1203	Introduction to Human Computer Interaction	NONE
	LOWER Liberal Studies Elective	NONE

SEMESTER 3

CODE	COURSE NAME	PREREQUISITE
BDES 2300	Design Tools 2: Digital Visualization in 3D Environments	BDES 1000
BDES 2301	Human Centered Design Lab	NONE
BDES 2302	Computing 1: Introduction to Interface Development	NONE
BDES 2303	Research in Digital Experience 1	NONE
	LOWER Liberal Studies Elective	NONE

SEMESTER 4

CODE	COURSE NAME	PREREQUISITE
BDES 2400	Design Tools 3: Integrated Digital Visualization Studio	BDES 2300
BDES 2401	Real World Project Lab	BDES 2301
BDES 2402	Computing 2: Interaction and Responsive	BDES 2302
BDES 2403	Research in Digital Experience 2	BDES 2303
	LOWER Liberal Studies Elective	NONE

SEMESTER 5

CODE	COURSE NAME	PREREQUISITE
BDES 3500	Computing 3: Data Integration and Development	BDES 2402 or BDES 2411
BDES 3505	Professional Practice in Digital Experience Design	NONE
BDES 3503	Advanced Human Computer Interaction Methods	BDES 1203 or BDES 2412
BDES 3510	Special Topic 1: Augmented Reality	NONE
	LOWER Liberal Studies Elective	NONE

SEMESTER 6

CODE	COURSE NAME	PREREQUISITE
BDES 3502	Entrepreneurship for Digital Design	NONE
BDES 3600	Design Jam	NONE
BDES 3601	Digital Media Studies	BDES 1201
BDES 3603	Transmedia (Cross-Channel)	BDES 2400 BDES 3500
	Upper Liberal Studies Elective	

Summer between Years 3 and 4

CODE	COURSE NAME	PREREQUISITE
GCOP 1001	Work-Integrated Learning of 420 hours (Co-op)	

YEAR 4, SEMESTER 7

CODE	COURSE NAME	PREREQUISITE
BDES 4701	Major Project 1: Research and Conceptualization	NONE
BDES 4702	Trends in Digital Experience Design	BDES 3601
BDES 4704	Special Topic 2: MUSH sector	NONE
	Upper Liberal Studies Elective	NONE

SEMESTER 8

CODE	COURSE NAME	PREREQUISITE
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BDES 4800	Commercialization	BDES 3602
BDES 4801	Major Project 2: Development and Production	BDES 4701
BDES 4804	Special Topic 3: Internet of Things	NONE
	Upper Liberal Studies Elective	NONE

Detailed course outlines

PROGRAM LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Integrate digital experience design theories and methodologies to solve real-life problems and address societal issues.
2. Explain the relationships between digital interactive experiences and products and other fields of practice and study.
3. Provide human-centred and research-based solutions and design opportunities across sectors.
4. Determine the usability of interactive systems to optimize the performance of a product or service.
5. Incorporate key theoretical concepts of design to inform the planning, production and critique of interactive digital experiences.
6. Develop applications based on trends in digital experience design.
7. Incorporate relevant technological systems in the process of developing digital experiences.
8. Use human-centred design principles to develop and test digital products, systems and services to enhance the aesthetic and functional experience.
9. Select the appropriate tools that allow for designing, building, visualizing and programming digital interactive experiences.
10. Create interactive products, systems and services using appropriate technologies, materials and manufacturing methods.
11. Collaborate with and lead interdisciplinary design teams and stakeholders in the process of designing a product or service.
12. Manage a design project by applying business, legal and ethical principles.
13. Conceive of economically viable projects with accompanying business models.

TUITION & FEES

Domestic Tuition

\$8,030.00* †

International Tuition

\$21,240.00** †

Additional Costs

* Amounts listed are the estimated total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2023. Fees are subject to change for programs starting in Fall 2024 and at later dates. This fee does not include books, which are to be purchased by the student separately.

** Amounts listed are the estimated total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2024. Tuition fees are subject to board approval. Material, student service and ancillary fees are estimated based on prior years. All fees are subject to change without notice. This fee does not include books, which are to be purchased by the student separately.

† Fees for this program do not include the \$500 cost of the co-op work term.

INTERNATIONAL STUDENTS

Visit the International Fees and Related Costs page for more information.

Financial Assistance

This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.

Disclaimer: The information contained in this website is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College fee requirements.

ADMISSION REQUIREMENTS

APPLICATION PROCESS AND GUIDELINES

Step 1

Determine if you are eligible to enter George Brown College's Honours Bachelor of Digital Experience Design program.

- Only graduates, and second- and third-year students of the (three-year) advanced diploma in Interaction Design (G103/G113) will be considered for this program.
- Current students must have a program GPA of 3.2 (75 per cent) or above from their diploma program.
- Former students must have graduated with a program GPA of 3.2 (75 per cent) or above from their diploma program, and have graduated in the last three years.

Step 2

There is no need to apply via the Ontario Colleges Application Service (OCAS). To apply to the bridge program, contact program co-ordinator Nastaran Dadashi at Nastaran.Dadashi@georgebrown.ca, expressing interest in transferring from Interaction Design to Digital Experience Design for Fall 2023.

Step 3

An application form will be sent to you in March. Our admissions office will confirm your eligibility and will register you for the summer bridge courses.

This college has been granted consent by the Ministry of Colleges and Universities to offer this applied degree for a seven-year term starting September 1, 2017. The college 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.

INTERNATIONAL STUDENTS

Visit the International Admissions page for more information regarding country specific admission requirements.

Special Requirements

Note: Offers will be conditional on the basis of completing the term with an overall GP A of 3.2 (75 per cent) or having graduated with said GP A in the last three years.

INTERNATIONAL STUDENTS

Visit the How to Apply page for more information on how and when to apply.

International students should apply through the George Brown College Online Application System.

CONTACT US

Participate in an online information session or visit in person. Register for an information session or open house [here](#).

SCHOOL OF DESIGN

Phone: 416-415-5000, ext. 3129

Email: digitalexperience@georgebrown.ca

For more information about the program, you may also contact the Program Co-ordinator, Nastaran Dadashi: nastaran.dadashi@georgebrown.ca.

For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 or long distance 1-800-265-2002.

Contact one of our international recruitment representatives specializing by country of origin by either booking a virtual meeting or submitting an inquiry. For more information visit the International Contact Us page

Visit Our Campus

This program is part of our School of Design, located at our Waterfront Campus, at 3 Lower Jarvis St., Toronto, Ontario, Canada.

SCHOOL OF DESIGN BUILDING

The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

- virtual and augmented reality lab
- usability and testing lab
- Future Ways of Living lab
- peer tutor lab
- digital sandbox
- incubators
- prototyping and workshop spaces
- design and innovation showcase spaces

Have your questions answered, learn about the program content and career options, meet your friendly professors and staff and experience what it is like to be in a George Brown College classroom at one of our information sessions. You can also book a campus tour.

LAND ACKNOWLEDGEMENT

George Brown College is located on the traditional territory of the Mississaugas of the Credit First Nation and other Indigenous peoples who have lived here over time. We are grateful to share this land as treaty people who learn, work and live in the community with each other. Learn more about our land acknowledgment