



# Digital Media Design-Interaction Design and Development

## Overview

- One-year diploma
- September entry date
- Exchange District Campus, Winnipeg
- Laptop delivery (buy your own laptop)
- Priority will be given to graduates from Red River College Polytechnic's Digital Media Design certificate program

## Description

In Digital Media Design – Interaction Design and Development program, students will learn to create design-driven, responsive websites, apps, and user interfaces. This program trains students to be front-end designers and developers, as well as User Experience (UX) designers. In addition, students will develop skills with content creation strategy, wireframing and prototyping, as well as a variety of field research methods and UX processes. Near the end of the program, there is a three-week work placement in which students will work full time in the industry.

Students must first complete the one-year [DMD certificate program](#), or equivalent, before entering this program.

Digital Media Design certificate students interested in web design and development can choose to enter the Digital Media Design diploma program.

For information about the program contact Chris Brower at [cbrower@rrc.ca](mailto:cbrower@rrc.ca).

## Graduate Profile

The Digital Media Design diploma graduate will learn to:

1. Design, animate and produce digital media projects
2. Research, interpret and apply information to enhance project outcomes
3. Communicate in a team to solve problems creatively while cultivating respectful and productive working relationships
4. Apply design to storytelling using different mediums
5. Manage projects by interacting with stakeholders while respecting timelines, workflow and production schedules
6. Showcase abilities through professional portfolios, presentations, projects and work experience
7. Think critically, self-manage and learn independently

8. Demonstrate industry-ready skills in the chosen specialization streams of Video & Motion Design (V&MD) or Interaction Design & Development (ID&MD)

## Admission Requirements

### *Your Academic History*

If your academic history includes any of the following, please visit [My Education](#) for important information: post-secondary studies at an institution other than Red River College Polytechnic; Modified (M), English as an Additional Language (E), or GED high school courses; or home schooling; international secondary (high school) studies.

The college requires transcripts verifying your complete academic history including any public or private high school, college, university, or technical institute you have attended.

Please check the [Program Overview](#) page, to see if this program is for Manitoba residents only.

#### DOCUMENT SUBMISSION

##### Upload Through Your Future Student Account

- Scan your document(s) and save the file. Ensure you keep your original documents as the College may request to see them at any time.
- Go to [apply.rrc.ca](#) and log in.
- Click on your application, then Supplemental Items & Documents.

If you do not have a Future Student Account or require assistance, please contact our Student Service Centre at [204-632-2327](#).

Internationally Educated Applicants - visit [www.rrc.ca/credentials](#) for credential assessment information.

Submission of required documentation indicating proof of completion of admission requirements is due within 15 days of applying unless otherwise noted in the program's admission requirements.

Admission priority for this program is:

1. Red River College students currently enrolled in the [Digital Media Design](#) program
2. Manitoba residents who are Canadian Citizens or Landed Immigrants
3. All others

### *Regular Admission Requirements*

#### 1. Digital Media Design

- Submit proof of graduation from or enrolment in the final year of a post-secondary digital media design program.
- If you provide proof of enrolment at time of application, your official final grades indicating successful completion must be submitted by July 15 for fall enrolment or by the deadline specified in your admission letter.
- Post-secondary transcripts must have been issued within 6 months prior to your application date.
- If you are required to complete an English language assessment, do not submit your transcripts until requested to do so. See English Language Requirements (ELRs) for more information.

*and*

#### 2. English Language Requirements (ELRs)

- Answer this question to determine if you meet this program's ELRs:  
Have I successfully completed 3 years of full-time high school (secondary) education in Canada, the United States, or an [ELR exempt country](#) where English was the language of instruction?
  - If YES, you meet English language requirements. Apply and then submit your transcripts\* for

review

or

- If NO, submit proof of meeting an [ELRs option](#). If you choose the English language assessment option, review [this program's approved assessments and required levels](#).

or

- If you completed all of your education in Canada, the United States, or an [ELR exempt country](#) in English but you did not graduate high school, submit your transcripts\* for review.

- \* If your transcripts are from the USA or an [ELR exempt country](#), we will assess an [International Credentials Assessment Fee](#) to be paid before your transcripts will be reviewed.

## English Language Assessments

⚠ The College reserves the right to modify this information without notice or prejudice.

🕒 ASSESSMENT RESULTS MUST BE DATED NO MORE THAN TWO YEARS PRIOR TO YOUR APPLICATION DATE!

## Approved English Language Assessments

English Language Assessment	Minimum Scores for Certificates, Diplomas and Advanced Diplomas, and Post Graduate Certificates, Post-graduate Diplomas	Minimum Scores for Bachelor Degrees and Creative Communication
<a href="#">CAEL Online or In-Person</a>	Overall band score of 60	Overall band score of 70 and Writing of 60
<a href="#">IELTS Academic Level</a>	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
<a href="#">Password Skills</a>	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
<a href="#">LINC Certificate</a>	7	8
<a href="#">Duolingo Language Test</a>	115 and above+ with a min. of 95 in each section	125 and above with a min. of 100 in each section
<a href="#">New English for Academic and Professional Purposes</a>	Successful completion of the program 5 (min 70%)	Successful completion of the program 5 (min 70%)
<a href="#">PTE</a>	54 overall Min 50 in each skill	60 overall Min 55 in each skill band
<a href="#">TOEFL-ibt Academic Level</a>	80 (20L, 20S, 19R, 21W)	90 (22L, 22S, 22R, 24W)
<a href="#">Academic English Program for University and College Entrance Program (AEPUCE)</a>	Successful Completion	Successful Completion
<a href="#">CELBAN</a>	N/A	N/A

## Locations, Dates and Fees

Next Estimated Term 1 Start Date [\(subject to change\)](#)

Location	Start Date	
Roblin Centre (Prev. PSC)	Aug 25, 2025	<a href="#">Apply Now</a>

Costs [\(estimates only; subject to change\)](#)

Program/Student Fees	
Year 1	\$6,646.00

Books and Supplies	
Year 1	\$300.00
Program/Student Fees (International)	
Year 1	\$18,510.00

Students may apply for financial assistance through the Manitoba Student Aid program. For general information on applying please call [204-945-6321](tel:204-945-6321) or [1-800-204-1685](tel:1-800-204-1685), or visit their website at [www.manitobastudentaid.ca](http://www.manitobastudentaid.ca), which also includes an online application. For detailed information, please visit one of the [RRC Polytech Student Service Centres](#) or call [204-632-2327](tel:204-632-2327). Applicants requiring financial assistance should complete their student loan applications well in advance of the class start date.

## Courses and Descriptions

Year 2	
Term 3Credit Hours	
COMM-3203 <a href="#">Digital Media Design Communications 3</a>	3
COMP-2038 <a href="#">Server Side Programming</a>	3
DMMT-2005 <a href="#">User Experience 2</a>	3
DMMT-2022 <a href="#">User Interface Design 1</a>	3
DMMT-2023 <a href="#">User Interface Typography 1</a>	3
DMMT-2024 <a href="#">Content Management Systems 1</a>	3
DMMT-2025 <a href="#">Front-End Development 1</a>	3
DMMT-2026 <a href="#">Interactive Media Marketing</a>	3
DMMT-3006 <a href="#">Web Design 3</a>	3
Term 4Credit Hours	
COMM-4203 <a href="#">Digital Media Design Communications 4</a>	3
DMMT-2027 <a href="#">Digital Media Design Studio Project</a>	3
DMMT-3005 <a href="#">User Experience 3</a>	3
DMMT-3022 <a href="#">User Interface Design 2</a>	3
DMMT-3023	

DMMT-3024

Content Management Systems 2

3

DMMT-3025

Front-End Development 2

3

DMMT-4006

Web Design 4

3

WRKE-2003

Digital Media Design Work Experience

2

COMM-3203

Digital Media Design Communications 3

Building on concepts and skills introduced in Communications 1 and 2, the focus shifts to knowledge and skills necessary to being a professional and ethical communicator in the digital media industry. Through lectures, group discussion of case studies, role-play, individual projects and a group presentation, skills are further developed in personal branding for career development; improving personal networking and conversational skills; handling difficult and pressure filled meetings and conversations; contributing positively to team projects and clearly and persuasively presenting to live audiences as part of a team.

COMM-4203

Digital Media Design Communications 4

This course prepares students for their job search after graduation. Students prepare a résumé, cover letter, demo reel, and professional portfolio made up of work that they completed while in the program as well as personal work created outside of school, if appropriate. Students will also be given guidance on starting out as a freelancer. This includes working with clients, preparing contracts, and creative briefs.

Prerequisites:

[COMM-3203](#)

COMP-2038

Server Side Programming

This course serves as an introduction to server-side programming (PHP) in the context of template design and development for content management systems (WordPress). Students will also be introduced to server-side technologies such as databases.

DMMT-2005

User Experience 2

Students develop skills with creating content strategy, wireframing and prototyping, as well as a variety of field research methods and UX processes. Students demonstrate their understanding of User Experience with a number of hands-on assignments, including writing personas and designing an interactive product with a user-friendly experience.

DMMT-2022

User Interface Design 1

This course introduces students to User Interface Design software and techniques, and will focus on the development of skills necessary to allow students to create well-designed interactive documents using current and emerging technologies. While referencing traditional design skills and UX design, the course emphasizes beginner to intermediate level manipulation of XD for wireframe and User Interface design and prototyping software. Students also practice a positive, professional attitude and learn to collaborate, and work within tight deadlines. Students will engage in research, design, prototyping, and focus on content, typography and color, Information Architecture, hierarchy and communication to create original designs in a way that is meaningful

and practical.

#### DMMT-2023 User Interface Typography 1

Students gain a practical, working knowledge of the history of typography and typographic terms used in the digital design industry. Students will also study and become familiar with specific typeface classifications and their various characteristics.

#### DMMT-2024 Content Management Systems 1

This course is an introduction to content management systems. Students will install and manage WordPress sites. They will design and develop themes for blogs by using WordPress' API (template hierarchy, the loop, and template tags).

#### DMMT-2025 Front-End Development 1

This course focuses on the foundations of client-side scripting (JavaScript). Students will explore the use of JavaScript for web page interactivity such as Document Object Model search and manipulation, event handling, and API interactions. Students will also learn to manage their workflow and debug their code.

#### DMMT-2026 Interactive Media Marketing

This course teaches students how to think critically about social media and online advertising, how to separate personal use from professional use and how to execute an effective, integrated online marketing campaign for an organization, event or brand. Students evaluate and discuss the various social media platforms available, speculate about the future of social media and study examples of what has and hasn't worked in the past. Students examine the art of content marketing through social media, including the creation of memes, GIFs and YouTube videos.

#### DMMT-2027 Digital Media Design Studio Project

This course allows students to develop a project that simulates the demands of real-life work situations within contexts of their own choosing. These projects could include video productions, 2D and/or motion graphic sequences, frame-by-frame animation, or other projects that showcase skills developed within the Digital Media Design – Video and Motion Graphics program. Students will work primarily in an independent fashion, but with guidance of a DMD staff mentor, will present their completed work at the end of the course.

#### DMMT-3005 User Experience 3

Students apply the principles of UX to UI Design, including guidelines for human-computer interaction, and Human Interface Guideline design principles and standards. The course also focuses on user and task analysis (framing, establishing goals), field research methods (observation, interviewing, testing, documentation of personas), usability testing and the UX process (card sorting, task models user journeys, content requirements, wireframes). This course covers style guides, designing for different screens or environments, user interface design, and best practices in typography, design and navigation.

Prerequisites:

[DMMT-2005](#)

#### DMMT-3006 Web Design 3

Building on the skills covered in Web Design 1 and 2, this course delves into web page construction using current web standards. Students will learn to structure their sites for better collaboration and accessibility. Advanced CSS techniques and tooling will be covered.

DMMT-3022  
User Interface Design 2

Students will design meaningful experiences between the user and digital platforms such as social media, websites, wearables and mobile devices. This course builds on intermediate-level design of App and website concepts, planning, branding and User Interface design, prototyping, and interactive design. Through a series of hands-on assignments that encourage exploration of new interaction design and tools, students will be able to apply User Experience and User Interface design theory and produce work at an intermediate level, using current software. Focus on subject matter will be placed on non-profit, sustainability, and design for good. Students will engage in research, design, testing, animation, collaboration and communication to create original designs in a way that is meaningful and practical.

Prerequisites:

[DMMT-2022](#)

DMMT-3023  
User Interface Typography 2

Students design and develop projects using appropriate typography, such as typographic UI kits, icon sets, pattern libraries and learn advanced animation techniques for typography. Students design projects using flexible typesetting methods, and work in teams for collaborating and communicating ideas effectively.

Prerequisites:

[DMMT-2023](#)

DMMT-3024  
Content Management Systems 2

This course focuses on extending WordPress from a blogging platform into a content management system with the use of custom fields and post types. Students will also learn how to create custom plugins and blocks.

Prerequisites:

[DMMT-2024](#)

DMMT-3025  
Front-End Development 2

In this course students will examine rich internet applications that take advantage of current web and interactive technologies. Students will consider the platforms that are relevant to the development and deployment of modular, responsive applications. Students will combine data, scripts, and interface elements to create applications that may be run in web browsers, and can be extended to run in mobile or other devices. Technologies that will be explored include JavaScript and React.

Prerequisites:

[DMMT-2025](#)

DMMT-4006  
Web Design 4

Students will learn how to use optimize web sites for better performance and faster loading times. Students will deploy cross-browser/platform websites to a live server and will learn how to manage those sites. Emerging technologies in the field of web design will be covered.

Prerequisites:

[DMMT-3006](#)

WRKE-2003  
Digital Media Design Work Experience

Students will complete a full-time, three-week work placement. Students are matched to workplaces according to their strengths, including studios that specialize in graphic design, web and mobile, or video and motion graphics. The placement has proven to be of great benefit both in terms of networking and selecting a specialty.

## Computer/Laptop Requirements

- The use of laptop computers is an integral part of this program. It will enhance your learning and competitiveness in the job market. This universal-access approach to learning is a shared one between students and the College.
- The laptop specs are the same as the DMD certificate program. Therefore, you can use the same laptop for this program. If you are needing a new laptop, contact Thomas Lepp ([tlepp@rrc.ca](mailto:tlepp@rrc.ca)) for the latest laptop specs.
- Off-campus access to the Internet is the responsibility of the student.
- Students will also be required to have a DSLR camera. Specifications regarding the DSLR camera, as well as other required supplies and equipment, will be provided once you are accepted into the program.
- Please refer to <https://www.rrc.ca/future-students/computer-requirements/> for further information on Computer Requirements for Students.

## Recognition of Prior Learning

Recognition of Prior Learning (RPL) is a process which documents and compares an individual's prior learning gained from prior education, work and life experiences and personal study to the learning outcomes in College courses/programs. For more information, please visit [www.rrc.ca/rpl](http://www.rrc.ca/rpl).

## Graduation Requirements

When you have completed all the required courses in this program, be sure to apply for your diploma. When you receive your diploma, you will be invited to participate in one of the College's semi-annual graduation ceremonies. For complete details on applying to graduate and convocation, see [rrc.ca/convocation](http://rrc.ca/convocation).

### *Academic Advising Service*

Our academic advising service can provide information about our full-time programs, explain program admission requirements, and help you select the right program to meet your career and academic goals. We can also connect you with helpful people, resources, and supports.

- For more information visit [academic advising](#).
- If you are an Indigenous student, you can contact an [Indigenous Admissions Advisor](#).
- If you are an international student, you can contact [International Education](#).

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*Red River College Polytechnic endeavours to provide the most current version of all program and course information on this website. Please be advised that classes may be scheduled between 8:00 a.m. and 10:00 p.m. The College reserves the right to modify or cancel any course, program, process, or procedure without notice or prejudice. Fees may change without notice.*