DIGITAL EXPERIENCE DESIGN

Overview

Students in the post-diploma certificate will design digital products such as websites, apps, video games and wearable interfaces and develop depth in the methods by which digital experience designers identify client problems, recognize user needs and translate these into wireframes, prototypes and visual interfaces. They will also learn and apply new processes and techniques to create digital products using the latest industry tools and practices that meet the emerging needs of a rapidly changing technological environment. A balance of practice-based, hands-on, research and theory-driven courses will prepare students to solve problems and find digital solutions to improve people's lives.

Program Requirements

Code	Title	Credits
Required Courses		
DESN 242	Introduction to Digital Experience Design for Non-Designers	3
DESN 342	Digital Experience Design Theory, Methods, and Issues	3
DESN 344	Interaction Design I	3
DESN 442	Information Architecture	3
Digital Experience Design Courses (Choose 9 - 18 credits)		
DESN 340	Web Design & Development I	3
DESN 380	Design Research	3
DESN 440	Web Design & Development II	3
DESN 443	Multi-disciplinary Digital Experience Design Studio	3
DESN 444	Interaction Design II	3
DESN 445	Service Design	3
Related Courses (Choose 0 - 9 credits)		
DESN 110	Design Studio I: Visual Organization, Composition and Visual Language	3
DESN 120	Design Software I	3
DESN 131	Typography I	3
DESN 260	Introduction to Video	3
DESN 261	Motion Graphics I	3
DESN 361	Motion Graphics II	3
DESN 395	Internship	3
DESN 413	Information Design II	3
CMPT 101	Introduction to Computing I	3
CMPT 103	Introduction to Computing II	3
CMPT 200	Data Structures and Algorithms	3
CMPT 310	Computers and Society	3
MSYS 200	Introduction to Management Information Systems	3
Total Credits		**30**

Progression of Studies

Students are responsible for ensuring they meet the prerequisite and co-requisite requirements for all courses.

English Course Requirement

Students are required to take 3 credits of English either within this program or as part of their previous diploma or degree

Admission Requirements

Applicants may be admitted to one of the following:

Previous Post-Secondary Admission

To be evaluated through the Office of the University Registrar

Admission in this category does not imply or guarantee the transfer of any coursework and/or credential unless a block transfer agreement (internal or external) is in effect and published in the calendar by the Office of the University Registrar. In addition, transfer of coursework does not imply or guarantee that an applicant will be admitted.

Applicants must have completed one of the following from a recognized institution:

- A diploma

OR

- A bachelor's degree

Additional Admission Criteria

All applicants must meet the following:

1. **English Language Proficiency**

To be evaluated through the Office of the University Registrar

Applicable to all admission categories

All applicants must meet an acceptable level of English language proficiency. We will require official documents such as high school or post-secondary transcripts or proof of successful completion of standardized language evaluation. Full details are available in MacEwan's academic calendar or online at MacEwan.ca/ELP.