

**School:** SCMD/SETAS (Joint Program)  
**Program Name:** Media Engineering Design Integration  
**CENT Code:** 3420  
**Duration:** 1 Year / 3 semesters  
**Credential Awarded:** Ontario College Graduate Certificate  
**Start:** Winter 2010  
**Location:** Progress  
**Program Coordinator:** Doug Pringle

# media engineering design integration

## Post-graduate

From mobile communications to interactive systems, to intelligent environments, new media innovations are rapidly changing the way we live, learn, work and play. The **Media Engineering Design Integration** program is a unique post-graduate and hybrid program focused on the design, production and management of innovative media products including application development and content creation for wireless devices, interactive museum and retail installations, digital signage systems and networks, and more.

### IN THIS PROGRAM:

- You'll develop a balanced set of design skills and capabilities in media production and media engineering and will be cross-trained to lead collaborative teams of technologists and media producers in the creation of new applications and products for the media marketplace complemented by an Industry Field Placement.
- You'll understand the challenges of media design in order to engineer innovative media solutions and enhance your core strengths in engineering or media production, with a genuine understanding and working knowledge of each discipline.
- You'll be immersed in a project-based learning environment that will focus your analytical and decision-making skills on real world challenges, with coaching and consultation designed to improve your ability to assess, develop, manage and execute a media technology project from prototype to delivery.

### BENEFITS:

- Industry field placement (15 weeks) in a media technology company, interactive design firm, or media publisher
- Hands-on experience in the creation and distribution of digital media, video and audio project for mobile networks and environmental installations
- Laboratory experience in PLCs, robotics, sensors, electronics and network technology
- Gain project management, media informatics and information metrics knowledge
- Participation in team and individual projects guided and assessed by industry entrepreneurs

### CAREERS

*Graduates will be in high demand by media producers, publishers and media technology developers.*

#### *Career opportunities include:*

- Project Manager, Digital Media Production
- Interactive Technical Producer, Museum + Instructional Design
- Producer, Digital Signage Networks
- User Experience Designer, Consumer Electronics
- Mobile Communications Application Developer





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## Admission Requirements

Academic requirements include a post-secondary degree or certificate, or two years of post-secondary education (eight university credits or college equivalent) in media production or engineering technology.

Students applying for this program will be invited to an entrance interview to determine their level of competency. For international students, an electronic interview will be arranged. If that is not possible, two letters of recommendation by professors will be accepted as an alternate. A portfolio of their previous course work and independent accomplishments will be an important asset, as will work experience in a related field.

In order to bring these two groups to a level of equivalence, students in engineering technology and those in media design will be expected to qualify for advanced standing in two courses in their respective disciplines in the first semester.

Please respond to your offer by the date requested to ensure your successful placement in the program



## MEDI Courses

### Semester One

- Project 1
- Introduction to Media Engineering
- Production 1: Video Production & Sound Design
- Design 1: Visual Design
- Design 2: Design for Web and Mobile Devices
- EM 1: Math & Electrical Fundamentals
- ICT 1: Media Electronics
- ICT 2: Computer Systems and Networks
- Software 1: Programming Fundamentals

### Semester Two

- Project 2
- The Marketing Cycle
- Production 2: Physical Computing
- Entrepreneurship & Product Development
- ICT 3: Media System Engineering
- EM 2: Automated Control Systems
- Software 2: Web Programming

### Semester Three

- Project 3
- Media Informatics/Information Metrics
- Content Management
- Portfolio Production
- Industry Field Placement

## Please Contact:

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