Interactive Media Design

About this area of study

Multimedia is one of the most rapidly-developing areas in computing. Developments in hardware technology (such as storage, display systems and networking), in software development environments and in novel application areas are all helping to fuel this growth. This major includes a theoretical and practical introduction to the field of multimedia. It introduces the concepts of multimedia including its cultural and social context, and the foundations of games. The unit will examine the basic requirements for the creation and delivery of multimedia which effectively combines the digital formats of text, images, sounds, video and animation, with the added element of interactivity provided by computer systems. It forms the theoretical basis for subsequent practical, organisational and theoretical inquiry into multimedia. It will look at topics which can be regarded as at the leading edge of multimedia. Students will examine the context in which these developments evolved, available alternative technologies and the consequences of their adoption. Such topics currently include high-performance multimedia communications; digital television; video and HDTV; image and video databases; educational applications of multimedia; and integration of multimedia, broadcasting and the Internet.

On completion of the Bachelor of Information Technology degree the graduate will be able to work in a wide range of jobs including: object-oriented and procedural programmer; database and web designer and manager; network manager; component integrator; project manager; consultant; system analyst, multimedia designer, games developer, web programmer.

Key skills that Interactive Media Design graduates demonstrate include

- Analytical proficiency
- Investigation techniques
- Problem-solving strategies
- Development skills
- Technical skills
- General interpersonal skills
- The ability to communicate efficiently in both technical and plain language

Courses offered by Deakin University include

- Bachelor of Information Technology (Interactive Media Design major)
- Bachelor of Information Technology (Professional Practice)

Labour market information

Grads online has information regarding graduate salaries and where graduates go after completing their course www.gradsonline.com.au

Job Outlook has information about the labour market outlook http://joboutlook.gov.au

Related occupations

- Designer / Developer / Interactive Producer
- Advertising designer
- Computer systems analyst
- Computer programmer
- IT manager
- IT consultant
- Web programmer
- Multimedia developer
- Programmer (information technology)
- Project manager (information technology)
- Business representative (sales and marketing)

An industry career profile, salary and other employment information can be obtained from the My Future website www.myfuture.edu.au

Descriptions of occupations can be found at The Job Guide www.jobguide.thegoodguides.com.au

Employers

Victorian Government www.graduates.vic.gov.au

Transurban Group www.transurban.com.au

Tourism Victoria www.tourism.vic.gov.au

National Australia Bank www.nab.com.au

Qantas www.qantas.com.au

Fairfax www.fairfax.com.au

The Westfield Group www.westfield.com

Google Australia www.google.com.au

Microsoft www.microsoft.com.au

Technetics www.technetics.com.au

VMware www.vmware.com

For specific employment opportunities visit the following sites

Deakin University Jobshop www.deakin.edu.au/jobshop

ITWire http://jobs.itwire.com

Jobnet www.jobnet.com.au

Gurus http://gurus.com.au

Arts Hub www.artshub.com.au

Screen Hub www.screenhub.com.au

V-Raw www.itallstartswithv.com.au/vraw

Graduate Opportunities www.graduateopportunities.com

Uni Grad www.unigrad.com.au

Seek www.seek.com.au

My Career www.mycareer.com.au

Career One www.careerone.com.au

Professional associations

Australian Interactive Media Industry Association (AIMIA) www.aimia.com.au

Australian Computer Society www.acs.org.au

Australian Information Industry Association www.aiia.com.au

Media, Entertainment and Arts Alliance (Vic) www.alliance.org.au

Australian Graphic Design Association www.agda.com.au

National ICT Australia www.nicta.com.au

Australian Interactive Media Industry Association (AIMIA) www.aimia.com.au

Association of Professional Engineers, Scientists, and Managers, Australia www.apesma.asn.au

Computer Technology Industry Association www.comptia.org

Design Institute of Australia www.visualarts.net.au