Dear Colleague,

I am delighted to forward you two studies that the Faculty of Information prepared as part of the preparation of the proposal to establish a new undergraduate program with the University of Toronto at Mississauga.

(1) Undergraduate Interactive Digital Media Program Demand Survey: Summary of Results

(2) Analysis of Potential Employability of Graduates of an Interactive Digital Media Program

In short, these reports show that the demand from potential students for a program in Interactive Digital Media is high and the employability prospects for its graduates, both in the near term and long term, are excellent.

I look forward to the establishment of the program.

Sincerely

Seamus Ross
Dean and Professor, Faculty of Information
Proposal for Specialist Program in Interactive Digital Media
Undergraduate Program Demand Survey: Summary of Results

As a part of the Faculty of Information at the University of Toronto and the University of Toronto Mississauga investigations of the possibilities of launching an interdivision undergraduate degree in Interactive Digital Media the Faculty of Information undertook to design and conduct a Program Demand Survey.

The Faculty of Information sent out a survey to 1000 randomly selected second-year students in all Arts and Science disciplines across the three University of Toronto campuses. The list was generated by the Office of the University Registrar with the approval of Professor Jill Matus, Vice-Provost (Students). All answers were anonymous. An incentive (namely, the chance to win a Netbook computer) was provided to encourage responses.

202 students responded (for a 20% response rate, which should be considered very reliable) to a short survey on possible interest in the specialist program as well as various possible course areas in the program. 63.6% of the respondents were female and 36.4% male. (See Figure 1.) (In winter term 2010, female students comprised 58.4% of all arts and science students.) Just over half (50.8%) graduated from high school in 2009, with 31.8% graduating in 2008. (See Figure 2.)

![Figure 1: Gender of Respondents](image1.png)

![Figure 2: Year of Graduation from High School](image2.png)
The results reflected a very high level of interest, given that almost all the students already had declared a major or specialist.

- Three-fifths (59.6%) of respondents declared that they would have been interested in pursuing a specialist program, with 8.9% saying they would have been very interested. Only 10.9% said they would have not be interested in pursuing this type of specialist program.

Given that this sample is of majors in all arts and science disciplines, the level of interest shown is very high. (See Figure 3.)

![Figure 3: Level of Interest in a Specialist Program in Interactive Digital Media](image)

- While interest in the program as a whole was high, levels of interest in individual course areas were generally even higher. (See Figure 4.) This is likely a result of students majoring in other disciplines wanting to take options that would be of academic interest:
  - Courses with topics on the cultural transformations brought on by new digital media technologies had a very high level of interest, with 24.5% of respondents indicating that they would be ‘very interested’, with an additional 44.4% indicating interest at a lower level.
  - Over one-fifth (21.4%) of respondents said they would be very interested in taking courses in social theories of gaming and performance, while 35.5% said they would be somewhat interested.
  - Over a quarter (26.5%) would be very interested in courses in digital and web culture; an additional 36.5% would be interested to a lesser degree.
- 20.9% would be very interested in courses in social media and activism, with 44.4% being somewhat interested.

- Courses in knowledge media design and personal privacy issues garnered relatively less, but still significant, interest. 15.3% said they would be very interested in courses in IT and protection of privacy (38.8% were somewhat interested), and 19.9% were very interested in knowledge media design (33.7% were somewhat interested.)

![Level of Interest in Individual Course Areas and Topics](image)

**Figure 4: Level of Interest in Individual Course Areas and Topics**

Given the high response rate and the broadly representative sample, it would seem that course offerings would be attractive to a wide variety of students in numerous programs. More surprising, however, is the number of respondents who would have found the entire program worthy of pursuing. These results would indicate that students would very likely pursue courses within the program (at the very least), and possibly the program itself, in sufficient numbers to justify offering it.

**In Conclusion the demand for a program in Interactive Digital Media is high, in fact even higher than anticipated.**
Analysis of Potential Employability of Graduates
Interactive Digital Media Program
October 2010

I Introduction / Summary

As a part of The Faculty of Information at the University of Toronto and the University of Toronto Mississauga investigations of the possibilities of launching an interdivision undergraduate degree it was agreed that a clearer understanding of the employment market place for graduates of such a degree would be an important guide.

The Faculty of Information undertook to conduct this study. Colleagues in FI began by considering the various approaches to accumulating evidence as to the employability of graduates of a program in digital media. It was agreed that there was a wide range of public and private sector research that had already been conducted into trends in the labour force specifically relating to jobs and careers in the information and digital media sector, and those jobs most likely to be desired by graduates of the proposed Interactive Digital Media program. So, instead of collecting new data we agreed to take advantage of this already well-funded research.

At the outset it is essential to acknowledge that complications in assessing demand arise from the difficulty in pinning down the types of careers for which graduates of the proposed program might be suited. The digital media/information technology environment is changing so rapidly that the Cultural Human Resources Council of Canada advises those seeking to enter the field to define their own career paths because of the open and fast-developing nature of the field.¹ This in and of itself is a strong indicator of the diversity and extent of the employment opportunities for digital media graduates. Categories used by the Statistics Canada Labour Force Survey in defining digital media careers probably lack the descriptive depth to capture the convergence of numerous skills and techniques because they focus on Information Technology careers of the sorts that would require primarily technical education or training, such as from a Computer Science or Engineering department. The static categories currently in use for the Labour Force Survey are altered only rarely because they are designed to allow researchers to track change over a long period of time. They assume, therefore, a scientific or technical grounding that does not typically take into account the artistic/design background that digital media careers demand. The Canadian Coalition for Tomorrow’s ICT Skills (CCTICT) notes that

Supply, demand and employment data on ICT-related occupations is inadequate. … the categories (“national occupation code”) that government uses to quantify ICT sector employment are outdated and incomplete … Consider what is missing. Using health and life science as an example, the market needs annual supply and

demand data on health informatics analysts and consultants; computer-based medical equipment technicians; bio-informatics researchers; health application designers/developers; and so on. Digital media gets a code for web designers and developers, but what about game designers and developers, mobile applications designers and developers, entertainment and arts creators, etc.?\(^2\)

Additional complications arise from issues of credibility. Because of the relative newness of digital media professions as they are currently understood and because of the near ubiquity of social media in everyday life, many commentators are more advocates than analysts. And advocacy for the advent of digital media frequently seems to project an economy verging on a utopian ideal.

Nonetheless, IT career categories are relevant to the proposed program and its graduates. The IT and Communications sector is seeing some significant internal changes, accelerated by the recent economic downturn. Even so, the sector as a whole will continue to increase in importance to the Canadian economy, and has demonstrated a relative immunity to economic downturn. More than most other employment sectors, IT and Communications areas lost fewer jobs and project higher gains than other parts of the labour market. This relative strength is projected to continue for the foreseeable future. In short, demand for jobs in the IT and Communications sector, and especially in positions for information managers, database analysts, interactive media developers, and web developers, according to all sources, is projected to rise. These are just the kinds of careers that a program in digital media would educate its students to be able to pursue.

The recent global economic downturn, however, has adjusted projected demand downward in all areas, a movement which should be taken into account. This downward trend is especially evident in software and hardware engineering which are in decline and projected to continue to be for the foreseeable future; of course this is not an area in which we would expect graduates in digital media to seek employment. Though it has not done so for the key posts which are covered by digital media. The downturn has been less limiting to ICT investment than other forms of asset investment as a percentage of capital investment in organizations: the real limiting factor has been the inability of existing IT staff groups to master the added IDM skill sets quickly, and to create the necessary additions to the portfolio of applications and services required to deal with burgeoning user and customer demand. Retiring IT staff are often replaced now with new hires that bring these additional skills to the table, although the new hires are placed into traditional roles and thus this skill expansion is not yet showing up with new position titles, etc. that traditional data would track.

As organizations move toward direct consumer engagement (e.g., banks with iPhone applications), they have had to add the IDM Program skill sets to their organizations. There is no general agreement in industry yet as to how to classify these roles (a key to getting them into the data and analyses) but various leading figures in industry – e.g., Don Tapscott and Anthony Williams in *Wikinomics* and *Macrowikinomics*, Bruce

\(^2\) Canadian Coalition for Tomorrow’s ICT Skills, *Canada: The Go-To Country for Brainpower Resources in the Global Digital Economy*, July 12, 2010, p. 16
Rogow, Andrew McAfee – report this occurring, and spreading rapidly across industry sectors. Further to this, what also is reported is that Chief Information Officers (CIOs) are increasingly gaining responsibility for formerly-separate Information Management, Records Management and "Application Product" development groups attached to Marketing with the mandate to integrate these. At the same time an explosion in device diversity (smartphones, pads, tablets, netbooks, etc.) in use in business and government is leading these CIOs to invest in organizational resources capable of delivering information in visual ways to users of these types of devices, as opposed to the classical presentation of large-scale enterprise software packages, and to build web-based interfaces to these older systems in order to make them useful in a heterogenous device environment, all of which require IDM skill sets to be accomplished.

The proposed program, however, is not a traditional IT-oriented program. Enrolments in Computer Science programs have plummeted since a peak approximately 10 years ago.\(^3\) While demand for IT-competent employees will remain high, most commentators agree that the advent of ubiquitous computing, the rise of various forms of ‘social media’, the convergence of content production and content consumption in various forms, and the growing demand for ‘digital media’ expertise is changing the marketplace in ways that cannot be predicted reliably. Digital media has become a governmental priority, with significant investment by the Government of Ontario.\(^4\) It is also the subject of a major planning process in the federal government. No particular ‘career path’ for digital media employees has emerged, though several universities worldwide are beginning to develop programs in digital media; Griffiths University in Brisbane, Australia\(^5\), the University of Central Lancashire\(^6\), Simon Fraser University, and the Tisch School at New York University are examples of this emerging trend.

Demand for digital media producers is projected to grow dramatically, especially in areas that have a concentration of both graduates and companies willing to hire those graduates. The Greater Toronto Area (and beyond) is developing into one of those areas, with a significant concentration of digital media opportunities ranging from the gaming industry to production companies.

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\(^3\) Statistics Canada, *Labour Force Survey*

\(^4\) Ontario Ministry of Finance, *Budget 2010*

\(^5\) [http://www17.griffith.edu.au/cis/p_cat/admission.asp?ProgCode=1110&Type=overview#3](http://www17.griffith.edu.au/cis/p_cat/admission.asp?ProgCode=1110&Type=overview#3)

\(^6\) [http://www.uclan.ac.uk/information/courses/interactive_digital_media.php](http://www.uclan.ac.uk/information/courses/interactive_digital_media.php)
II  Definition of the ‘Field’ and Employment Implications

As computing has become ubiquitous and generally user-friendly, demand for traditional Computer Science programs has dropped dramatically in North America and elsewhere. The Statistics Canada Labour Force Survey includes a category of occupations related to IT and Communications called “Computer and Information Systems Professionals” and describes professions like Information Systems Analysts/Consultants, Database Analysts and Database Administrators, Software Engineers, Computer Programmers, Interactive Media Developers, and Web Designers/Developers.\(^7\) Broadly speaking, qualifications for careers in these different areas could range from college-level certification through graduate school completion, and in a variety of different disciplines.

The advent of the ‘digital media’ field(s) has complicated the definitions. Digital media has been defined one way as follows:

Digital Media, also known as New Media, is the 21st century locus where art, technology and science come together. It is a field of study and a professional practice—a cultural phenomenon radically altering the way we view our world and dream about our tomorrows. …

Digital Media is about art, design, communication and storytelling; it is about working with people. Beyond the computer and software courses, beyond the art and design courses, a quality program will introduce students to a basic understanding of human interaction and communication as understood by philosophers, psychologists, sociologists, and anthropologists. A quality curriculum will not only be broad, it will be deep, and will provide guidance for students to develop interests and expertise in how 3D modeling, animation and interactive media operate in social and cultural contexts.\(^8\)

Each organization interested in digital media defines it differently. The Government of Ontario, for instance, heavily associates digital media with gaming, and focuses many of its economic initiatives vis-à-vis digital media on the gaming subsector. Indeed, the gaming sector is actually larger than the PC sector now, both in terms of device sales and in terms of the associated software. Likewise, the app stores for iPhone/iPad and Android demonstrate explosive growth in opportunities. Building successful products in these environments depends on a solid IDM grounding in addition to other traditional programming/analysis skills.

Relating those many differing but overlapping definitions to coherent career paths is difficult, especially given that digital media employment stands at the intersections of art

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and science, and of content production and content use. For example, the Cultural Human Resources Council of Canada summarizes possible career paths as follows:

Digital Media includes e-learning, DVDs, virtual reality, chat rooms, digital TV, email, e-commerce, digital encyclopedias, podcasts, blogging, DVD and Online games, e-zines, Webcasts, computer conferencing, interactive kiosks, distance education, digital special effects, 3-D animation, digital video, digital music production, photo enhancement, electronic publishing and...more.\(^9\)

Projections for employment in those categories of work are therefore more complex than in a ‘traditional’ career path in the ICT sector.

### III Government Planning and Projections

The Government of Ontario’s Ministry of Research and Innovation has defined digital media and information and communications technology as one of four key areas of economic development designed to renew the province’s economy.\(^10\) The Ministry of Economic Development and Trade has identified Information and Communications Technology (ICT) as one of four priority sectors for the Strategic Jobs and Investment Fund.\(^11\) Indeed, the provincial government has articulated through its Innovation Agenda a specific goal of being at the forefront of the digital media revolution, and has provided resources and incentives in order to meet the goal. The Innovation Agenda includes a specific reference to supporting the academic sector:

New industries emerge at the intersections of industries and sectors. As information and communications technology has intersected with other sectors new markets have exploded, for example: advanced communications products, digital animation, interactive gaming, advances in the delivery of financial services and healthcare. By supporting multidisciplinary research in areas of intersection Ontario is helping to further develop new ideas for new industries.\(^12\)

This is designed to build upon the significant presence of IT-intensive firms and the presence of an educated workforce (particularly in the Greater Toronto Area) in Ontario, which contains just under half of all IT-related jobs in Canada. The commitment of the government to supporting the field and attracting investment to the province provides a likelihood of demand for graduates.

The Ontario employment picture has been changing for decades, with a decreasing emphasis on manufacturing/goods production and a greater emphasis on services. The

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\(^9\) Cultural Human Resources Council, “Careers in Culture: Careers in Digital Media”, available at http://www.culturalhrc.ca/careersinculture/Interzone/e/03-01.asp

\(^10\) Ontario Ministry of Finance, *Budget 2009*


\(^12\) Ontario Ministry of Research and Innovation, *Ontario’s Innovation Agenda*, p.15
manufacturing sector was responsible for fully one-third of all job losses in the 2008-09 recession, while the service sector was comparatively minimally affected. While this divide is most striking in Ontario, it is reflected to a lesser degree across Canada.\textsuperscript{13}

The Government of Ontario’s long-term forecast (to 2025) notes that the share of ICT (including digital media) employed will rise throughout the intervening years and acquire additional importance as time progresses. The forecast notes that because ICT is an ‘enabling technology’, having a prosperous ICT sector is crucial and “underpin[s] the competitiveness and efficient operation of all sectors of the economy.” Furthermore, the same report notes the importance of, and forecasts the growth of, the creative and entertainment sector, which includes “newspaper, periodical, book and database publishers; motion picture and sound recording; specialized design services; advertising-related services; radio and television broadcasting; pay TV and specialty TV and program distribution; performing arts; spectator sports and related industries; and heritage institutions.” Such a shift would likely increase demand for digital media expertise, given digital media’s overlap with the sector.\textsuperscript{14} The Digital Media area is actually a key economic success for North America relative to the growth of outsourced enterprise software maintenance and support in other parts of the world. It is therefore expected to grow, relative to other forms of IT, within the Canadian and American markets.

Governments have chosen to follow the "cluster" model of economic development (hence choosing different subsectors within Digital Media to emphasize) but the sectors tend to grow based on the success of particular ventures, and thus there are more areas of opportunity than appear based on government promotion.

Both the provincial and federal governments have recently announced commitments to developing the digital media sector as a whole and in a variety of ways. Inducements to investment are likely to increase potential employment in the digital media arena. For example, the Government of Ontario has specifically introduced the Ontario Interactive Digital Media Tax Credit for corporations that develop and market their own products and for companies that develop projects under a fee-for-service arrangement with other companies. In 2009 this credit was increased both in amount and extended to digital media game developers. In addition, the Ontario Computer Animation and Special Effects Tax Credit was expanded to include more labour costs than previously. Partly as a result of the government’s initiatives, Ubisoft, a large gaming company, recently opened a production studio in the GTA, bringing with it 800 jobs. In addition to the Digital Media Tax Credit and other credits made available in the various provinces, many companies in the IDM space qualify for the Federal Scientific Research and Experimental Development (SR&ED) credit program through the Canada Revenue Agency. This can be retroactively applied for and thus accelerates a product development success.

\textsuperscript{13} Ontario Ministry of Training, Colleges and Universities, Research and Training Branch, \textit{The Ontario Labour Market in 2009}, July 2010, pp. 10-13
\textsuperscript{14} Ontario Ministry of Finance, \textit{Toward 2025: Assessing Ontario’s Long-Term Outlook}, p. 43
Existing programs under the umbrellas of the regional economic expansion agencies or the associated agencies of Industry Canada (e.g. the NRC's IRAP) were designed to promote the creation of software products for the enterprise and PC ages and are less well fitted to the more rapid cycles of the interactive digital media markets. On the other hand, the capital requirements for startups in this space are far less, and the availability of app stores and other digital distribution channels mean the typical new venture can generally be funded on a small scale basis and then from sales, reducing the need for VC, business development bank, or product development funding program monies. As a result, IDM-skilled graduates are well positioned for an entrepreneurial life in addition to the traditional job market.

Statistics Canada and Industry Canada project that ICT professions will be expected to balance labour demand and supply over the 2010-2018 period. The recent labour shortages in the professions will be balanced out over the next period with growth in numbers of job seekers, while job openings will mainly result from employment growth. This projection is justified by the conclusion that computer technology is now an integral part of the economy, which is increasingly knowledge-based. Recent trends – that growth in IT services professions has been far above Canadian job growth as a whole – are expected to continue.15

IV Private Sector Projections

Private sector and non-governmental organizations also generally seem to forecast growth in the ICT and digital media sectors, with some caveats. DigiBC, the best organized and most prominent of the provincial associations of digital media companies, representing companies of all sizes with almost 5000 employees among them, found in a detailed survey that 69% of their membership intends to hire additional staff over the medium term. (An additional 28% plan to stay the same size.) The same DigiBC survey found that virtually all their members’ employees have completed postsecondary education and approximately two-thirds have completed at least an undergraduate university degree, indicating demand for highly-educated employees in the field.16

The Information and Communications Technology Council of Canada (ICTC) has been tracking data on the ICT sector for many years and routinely conducts sector forecasts. While its data pertain more strictly to the traditional Labour Force Survey categories of IT careers (e.g., Information Systems Analyst, Software Engineer, Computer Programmer, etc.), and not on digital media career categories (digital media careers classified in this sector would all fall under “Computer Programmers and Interactive Media Developers”), it is still possible to glean useful information about historical trends

15 Statistics Canada, Labour Force Survey
16 2010 BC Digital Media and Wireless Industry Survey, prepared by PriceWaterhouse Coopers for DigiBC Inc., p. 8
in the economy and how they relate to ITC, new trends in ICT; resilience of the ICT sector in responding to recessions, and career trending within different fields of ICT.

**ICT Hiring Trends, up to 2010**

ICT careers in Canada have been on a long-term rise in importance within the Canadian economy, with more and more positions for those with backgrounds in databases, information systems, computing science, etc. Furthermore, recent drops in enrolment in Computing Science and Computer Engineering programs domestically are creating a major skills shortage. The proposed program, however, would not address these particular needs other than in a tangential way. The recent recession had a minimal impact upon ICT employment, with unemployment rates running at approximately one-third the national average and with a smaller portion of job losses throughout the downturn.\(^\text{17}\)

![Figure 1: Labour Force for IT Occupations 2000-2010 (copyright: ICTC 2010)](image)

*Source: Statistics Canada, *Labour Force Survey* Custom Tables, 3 Month Rolling Average*

**ITC Internal Adjustments**

Recent trends in ubiquitous computing have altered dramatically the nature of employment prospects for those with backgrounds in ICT fields. The recession saw

dramatic job losses among software engineers and, especially, computer engineers in non-software fields, as well as user support technicians. These fields are projected to show only slow growth over the next eight years, compared to much more rapid growth for other areas of ICT expertise such as information systems analysts.

Figure 2: Effect of Recession on IT Occupations (copyright: ICTC 2010)

ICT Trends, 2010-2015

In Ontario alone, a ‘low-growth’ scenario for ICT employment up to 2015 would see the need for 5,649 Computer Programmer/Interactive Media Developer positions, rising to 6,095 in a ‘standard growth’ economy and 8,034 in a ‘high growth’ economy.\(^\text{18}\)

Private sector projections will continue to be skewed toward lower growth for the next several years, as many of Canada's major employers are making extensive (if not total) use of systems integration firms and outsourcing for all major enterprise programs currently underway (e.g. the Insurance Corporation of BC committed to a $70 million + program of application renovation in 2009, but awarded the business to a systems integration firm rather than hire additional internal resources to facilitate this effort; BC Hydro comprehensively outsourced their IT function to Accenture, to facilitate new

\(^{18}\) Information and Communications Technology Council of Canada, *Outlook for Human Resources in the Information and Communications Technology Labour Market*, p. 53
applications such as smart metering and growth in power sales; Accenture, in turn, has held employment levels steady while doing this work as it can leverage work done elsewhere in the world on Hydro's behalf). Corporate/government IT jobs will therefore be a lagging indicator of market take up of IDM, although in some cases (e.g. ICBC) the direction is to hire IDM+IT to replace retiring "traditional IT" during the systems integration period.

The ICTC, while primarily concerned with “traditional” ICT categories and employees, acknowledges massive changes in the way society functions based on the advent of digital convergence, and has recently released a White Paper on Digital Literacy in Canada. As with other individuals and think-tanks, it takes as a given that new digital media patterns are shaping future prosperity:

It should be stressed that Digital Literacy means more than skill in the Information and Communications Technology sector. Participation in a digital economy requires digital literacy across every sector...It involves a sufficient working knowledge of current digital usage that citizens can function in their daily lives using digital media. Digitally literate people can communicate and work more efficiently, especially with those who possess the same knowledge and skills. 19

The ICTC’s call to action is not just for workers, however; the whole of society must be engaged for future prosperity.

Putting information into digital form touches music, film, art, audio, and other formats. The various media using digitally-based expression can be found in almost every profession and activity, from athletes who use digital motion capture to improve their performance to industrial designers, entertainers, resources and service workers, and social networkers. In some sectors the impact of digital media has in fact created the sector itself, such as the computer gaming industry, which brings in more revenue than traditional movie entertainment. In other sectors, digital capability means the difference between being a player and not being in the game at all, such as financial services. Other sectors are not yet as committed to digital as this, but digital is making inroads everywhere. In fact, there is no instance where the impact of digital is shrinking—it is on the rise across the board! 20

While many commentators on the future of digital media lack credibility altogether, this particular assessment arises from a serious analysis of economic trends and sector development. It suggests likely success for graduates of a program focusing on digital media.

19 Digital Literacy: Canada’s Productivity Opportunity – A White Paper from the Information and Communications Technology Council, p.4
20 Ibid., p. 5
Employment demand for graduates of the proposed Interactive Digital Media program is likely to be high based on numerous credible assumptions and trends and based on governmental plans and incentive structures. The commitment of the Government of Ontario to develop a strong digital media cluster in the GTA/Kitchener-Waterloo area has already helped expand existing businesses and attract new ones, and there is clear ongoing interest by the government in using digital media as one of the pillars of an economic strategy for the province as the traditional manufacturing bases of Ontario’s prosperity diminish. The University of Toronto is positioned to take advantage of both governmental support and industry development by entering the digital media field aggressively at the undergraduate level. If, as the CCITCS believes, that “every sector faces digital economy skills shortages,” then the development of some kind of digital media program is all the more important.

Every reliable trend would appear to point to the likelihood of gainful employment. What employer surveys exist for the emerging digital media sector indicate continued growth in hiring for digital media companies.

The interdisciplinarity of a digital media program would likely enhance the ability of graduates to be employed. Professor Glen Muschio, Professor of Media Arts and Director of Undergraduate and Graduate Programs, Digital Media at Drexel University, has laid out what a good program should accomplish:

Becoming a successful Digital Media designer is much more than becoming a software jockey. Digital Media is about art, design, communication and storytelling; it is about working with people. Beyond the computer and software courses, beyond the art and design courses, a quality program will introduce students to a basic understanding of human interaction and communication as understood by philosophers, psychologists, sociologists, and anthropologists.

The information skills coupled to the technical competencies inherent in the IDM program (and, for those going on, the MI degree) are a key driver of the competencies in analysis, design, architecture and rapid delivery now being sought by the ICT marketplace.

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21 CCITCS, p. 17
In conclusion, demand for students educated in digital media is growing and will continue to grow into the future as the place of digital media in the development of the global society and economy gathers pace. Canada must ensure that it produces an increasing number of graduates in this domain if it is to retain (and expand) its potential to contribute to these developments. All the evidence indicates that the employability prospects of graduates of the proposed Interactive Digital Media program are likely to be excellent.

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October 2010