

**Want a career in video game design and development?**

**Want to create virtual reality experiences?**

**Love to design websites and mobile apps?**

If you are curious about your career prospects in the Interactive Digital Media (IDM) industry, we want to help get you in the door faster!

New Media Manitoba supports students with industry driven educational opportunities and pathways to real jobs with amazing member companies.

IDM workforce preparedness is critical to the growth of Manitoba's companies that are hiring students and graduates.

These IDM companies are just a few of our members that are hiring skilled talent and creating jobs for students just like you!





IDM companies are producers and innovators of products or services that directly enable users to digitally interact with content and/or other users.

These include digital games, e-learning software, virtual reality (VR)/ augmented reality (AR) mixed reality (MR) experiences, mobile apps, digital advertising, and/or the development of web-based applications. Services such as web development are only included if they involve robust interactive elements (beyond the simple display of text and/or images).

## High School Programs

**Kildonan East Collegiate IDM** - Ideas in Motion

**Sisler High School** - Sisler CREATE (Formerly Sisler IDM)

**Garden City Collegiate** - Computer Technology

**Louis Riel Arts & Technology Centre** - New Media Design

## Post-Secondary Education Programs

### Red River College

- Digital Media Design (DMD)
- 3D Computer Graphics
- Graphic Design
- Creative Communications

### University of Manitoba

- Computer Science

### University of Winnipeg

- Applied Computer Science
- PACE Program

### Brandon University

- Computer Science

### Assiniboine Community College

- Interactive Media Arts

### Manitoba Institute of Trades & Technology (MITT)

- Software Developer

## Interactive Digital Media Careers

Mobile Game Programmer

User Interface Designer

Product Owner for Apps

3D Programmer

Full Stack Developer

Quality Assurance Tester

Unity 3D Developer - Hololens

Instructional Designer

Mobile & Wearable App Designer

Website Project Manager

3D Modelling Artist

Digital Marketing Specialist

Technical Architect

Virtual Reality Sculptor

Lighting Artist

E-learning Specialist

Chatbot Analyst

Machine Learning Specialist

Social Media Manager

Production Coordinator

3D Character Designer

Interactive Developer

**Did you know how much the average annual Canadian salary ranges are for careers in IDM?**

**Interactive Art Director**  
**79 to 121K**

**User Experience Designer**  
**66 to 108K**

**3D Model Artist**  
**59 to 92K**

**Senior Web Developer**  
**86 to 147K**

**User Interface Designer**  
**71 to 105K**

**Motion Designer**  
**66 to 107K**

Source: Salary Guide 2020, The Creative Group  
A Robert Half Company

# NMM New Media Manitoba

New Media Manitoba is the non-profit industry association committed to growing Manitoba's Interactive Digital Media (IDM) industry.

NMM brings students, professionals and companies together to share, learn, and create new work. We partner with rockstar instructors locally, nationally and internationally to develop new workshops and educational activities that support and grow our amazing industry.

## STUDENT MEMBERSHIP \$35 per year

For students who are curious about what it means to be a digital creator, who wonder about how they will thrive after college or who aspire to have a career in IDM, NMM membership offers access to IDM industry events where you can **meet potential employers and mentors**.

Student members receive **discounts on events and workshops** and are invited to **volunteer at industry networking events**.

Everyone is welcome to participate in our annual **Winnipeg Game Jam 'PegJam' #PegJam**.

Girls and gender-diverse students are encouraged to participate in our **Girls in Gaming** initiative. Go to **girlsingaming.io** to learn more about this highly creative and exciting industry.

**New Media Manitoba** 100-62 Albert St. Winnipeg, MB R3B 1E9



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