LIVE CREATIVELY IN THE DIGITAL AGE

You're passionate about digital innovation and its potential to change the way we do business. You want to put the principles of design, technology, and business into practice. And you want a great career. The Master of Digital Experience Innovation (MDEI) offers this, and so much more.

THE PROGRAM

The Master of Digital Experience Innovation (MDEI) is a superior professional program for students seeking careers in digital media. Through primarily **online delivery**, MDEI equips future leaders, strategic thinkers, and team managers with the skills they need to innovate and thrive in this fast-evolving field.

Students can complete MDEI in 8 months on a full-time basis, or take the 20-month part-time option designed for working professionals.

This is your opportunity to gain a deep understanding of the relationships between innovation, creative technologies, and business development. You will develop techniques and explore methodologies that will help you overcome barriers and strategize for disruptive change.

In consultation with professors and industry partners, you'll gain hands-on experience in best practices from UX design, applied management, and marketing, resulting in a comprehensive portfolio and a roster of valuable industry contacts.

How will you make your mark?

THE STRATFORD SCHOOL

At the Stratford school, we strive to accelerate knowledge and innovation by bringing together creative people from diverse communities, including award-winning faculty, business leaders, entrepreneurs, and emerging professionals.

INDUSTRY PARTNERS

The MDEI is a professional degree designed to help you succeed through project-based learning and real-world challenges that connect students with industry partners such as IBM Analytic Solutions, Deloitte, Sun Life Financial, and Rogers.

uwaterloo.ca/stratford/graduate

UNIVERSITY OF WATERLOO | **STRATFORD SCHOOL OF INTERACTION DESIGN AND BUSINESS**

CAREERS

Our graduates have gone on to have successful careers as:

› UX Designers
› Interaction Designers
› Interface Designers
› Marketing Strategists
› Digital Consultants
› Project Managers

IS MDEI RIGHT FOR ME?

Whether you have a background in arts, engineering, computer science or business, the MDEI program will complement and enhance your existing skillset. We foster innovation by bringing together talented individuals from a range of backgrounds to engage in interdisciplinary, forward-thinking modes of collaboration.

ADMISSION REQUIREMENTS

› Successful completion of an Honours Bachelor's degree or equivalent, with a minimum average of 78% (B+) in the final two years of the degree
› Statement of interest
› Resume
› 3 references

For more information, including admission for mature students, international equivalences, English language proficiency requirements, and application procedures, please visit
uwaterloo.ca/stratford/graduate/applying

Want to learn more? Contact:
Recruitment and Admissions Coordinator
519-888-4567, ext 23004
stratfordprograms@uwaterloo.ca

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