**News Release**

**Waterloo Stratford Campus announces Master’s program approval**

Stratford, ON (June 20, 2011) –The University of Waterloo Stratford Campus is proud to announce the approval of the Master of Digital Experience Innovation program. Final approval for the program was received from the Ontario Council on Graduate Studies on Friday, June 17, 2011. The program will admit students in the coming weeks to start classes this September.

The Master of Digital Experience Innovation is the first program to begin at the new Stratford Campus of the University of Waterloo. The Master’s program is a one-year professional program that gives students the opportunity to work directly with both faculty and industry mentors. The Master of Digital Experience Innovation features a project-based model where leading industry partners bring four or eight-month projects that will challenge students’ research and application skills in the digital economy.

The Master of Digital Experience Innovation combines creativity, technology and business in an interdisciplinary degree. The 12-month program will give students an opportunity to build their team building, project management and leadership skills, develop an ability to navigate in a fast-moving and complex industry, and experience the technical process of digital product development. Graduates of the program can follow careers as technology officers, marketing strategists, interaction designers, interface designers, market researchers, product managers, entrepreneurs, and innovation specialists, as well as newly emerging jobs in digital industry.

"We’re very excited about this innovative new program launching the Stratford campus," says Professor Sue Horton, Associate Provost of Graduate Studies at the University of Waterloo. "The digital economy will create new knowledge and future jobs, and increase Canada’s competitiveness in this very important sector."

Originally submitted as the Master of Digital Innovation, part of the approval process included a name change. "The word ‘experience’ came into the equation to reflect the hands-on experience the students will have as part of the program, and it reflects the understanding of how technology changes and affects society and our user experience," says Professor Gray Graffam, Director, Master of Digital Experience Innovation.

In an effort to attract the best students to start the program, the submission deadline for applicants has been extended to August 31st. Detailed application information is available at [www.stratfordcampus.uwaterloo.ca](http://www.stratfordcampus.uwaterloo.ca).

**About Waterloo Stratford Campus**

The University of Waterloo Stratford Campus is focused on undergraduate, graduate and executive education programs, research, commercialization and community outreach. This collaborative, strategic partnership between the City of Stratford and the University of Waterloo will bring students, leading researchers, businesses and entrepreneurs together to create, examine and commercialize opportunities in the digital media space. The campus will lead an evolution in learning and career preparation. Students will be immersed in a rich, technology-driven environment where theory and practice, science and commerce, creativity and innovation merge to forward digital media. [www.stratfordcampus.uwaterloo.ca](http://www.stratfordcampus.uwaterloo.ca)

**Media Contacts**