CENTRE FOR
DIGITAL MEDIA

MASTER OF DIGITAL MEDIA PROGRAM

2022-2023

UBC SFU EMILY CARR BCIT

thecdm.ca

Centre For Digital Media acknowledges the Coast Salish peoples including the xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh Úxwumixw (Squamish), and səl̓ilw̓ətaʔɬ (Tsleil-Waututh) Nations on whose unceded and traditional territories we are located.

TABLE OF CONTENTS

02 Message From The Team
03 Master of Digital Media Program
04 15-Year Anniversary
06 MDM Students
08 Innovative Curriculum - Learn By Doing
10 Course Descriptions
12 MDM Alumni
14 Industry Projects
18 Our Academic Partners
21 Our Campus - Centre for Digital Media
22 Our City - Vancouver, Canada
24 Tuition & Funding
25 Admission Requirements
26 Program Summary
27 Contact Us

MDM 15

A WELCOME MESSAGE FROM OUR TEAM

Welcome to an inside look into the Master of Digital Media program, a world renowned, professional graduate degree. MDM continues to strive to be a leader in contemporary digital media practices.

Our program is vetted and governed jointly by four leading academic institutions in British Columbia. The strengths and resources of UBC, SFU, BCIT and Emily Carr influence and support the MDM degree in many ways. This unique relationship provides opportunities for collaboration and experiences beyond a single institution.

Our curriculum is based on experiential learning. Practical applications of digital solutions for real-world problems is the keystone to our educational philosophy and approach. Team-based learning provides best practices for collaboration and project management. Our industry-sponsored projects and internship provide you with hands-on experience and valuable network connections to launch your career.

We are proud to be located in a region that embraces diversity and opportunities for all. Along with our network of industry partners and the Vancouver community we strive to maintain a highly creative and inclusive environment that benefits from a global perspective. Our goal is to provide the best in digital solutions to an ever-expanding network that includes applications for productivity, entertainment, healthcare, social awareness, transportation, training, the environment and many more.

MASTER OF **DIGITAL MEDIA**

- Graduate From Four Major Canadian Academic Institutions
- Industry-Focused, Professional Graduate Degree
- Competitive Scholarship Opportunities
- Startup Business Support
- 1 : 7 Faculty to Student Ratio

The Master of Digital Media (MDM) program is a professional graduate degree in Vancouver, Canada. Guided by top-level faculty and industry mentors, students learn management and collaboration skills, working in teams on industry-supported projects. Students graduate with the skills to work in the top jobs in digital media as producers, designers, managers, technical artists and entrepreneurs.

The MDM program was created through a unique partnership of four leading academic institutions—University of British Columbia, Simon Fraser University, Emily Carr University of Art + Design and British Columbia Institute of Technology—and leaders from the digital media industry. Through this partnership, a curriculum was developed that meets industry needs and prepares students for high-level roles in new and expanding digital media markets.

MDM **15-YEAR** ANNIVERSARY

2006

Province of British Columbia granted $40.5M for start-up, capital and endowment funds to establish the Centre for Digital Media and the Master of Digital Media Program.

2007

Electronic Arts announced a $1 million dollar grant to the Master of Digital Media Program.

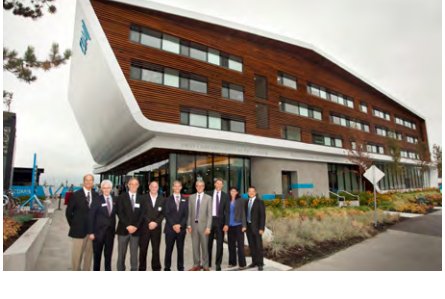
Centre for Digital Media Now Open

2009

The first class of 21 students graduated from the MDM program.

2012

CDM moved to 685 Great Northern Way. This incredible facility became the new home for the next generation of digital media leaders.



15 YEARS OF COMMUNITY, COLLABORATION, TRANSFORMATION

The Master of Digital Media program celebrated 10 years, over 400 graduates, the launch of 19 start-up companies and countless personal success stories.

2017

2014

After just 5 years, the MDM program marked two amazing milestones: the 7th cohort of MDM students graduates and the alumni network grew to 200 students!

2022

Master of Digital Media 15-year anniversary.

The campus continues to attract many digital media companies, project partners and employers of MDM grads. 2022 will see our 17th cohort and over 600 MDM alumni in various digital roles and industries.

MDM **STUDENTS**

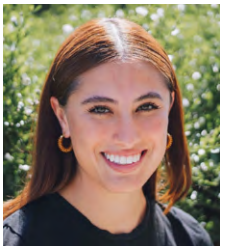
The MDM program offers a way for students to realize their vision by providing a learning environment that fosters bold creativity and cross-disciplinary collaboration in a realistic industry-based work setting.

Our students come from around the globe, and from many different undergraduate and professional backgrounds, including: Art, Design, Natural and Social Sciences, Business, Computer Science, Engineering.

2021-2022 **STUDENTS**

SACHIT GULWADI
PROJECT MANAGER

Country: India
School: NMIMS, Symbiosis School of International Studies
Program: Bachelor of Technology, Master of Arts in International Studies
Skills: Leadership, Strategic Thinking, UX Research & Design, Agile Team Management, Product Evangelism, Data-driven Storytelling



ISABELA LOPEZ
UX DESIGNER

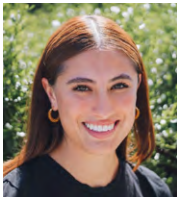
Country: Mexico
School: MacEwan University
Program: Bachelor of Design
Skills: UX Research, UI Design, Graphic Design

MARSHALL MCANN
NARRATIVE DESIGNER
PRODUCER, WRITER

Country: Canada
School: Queen's University
Program: Political Science and Film/Communication Studies
Skills: 2D Designer, UI/UX Designer, Entrepreneur

SACHIT GULWADI
PROJECT MANAGER

“At Centre for Digital Media, the Master of Digital Media (MDM) program gave me the opportunity to work with diverse, cross-functional, and international product teams on high impact projects in different domains under the vast digital media umbrella. Furthermore, the MDM program enabled me to utilize and apply my knowledge, skills, and interests - and therefore I built a “toolbox” to set up a strategic roadmap to achieve long term objectives while also keeping short term goals intact.”



ISABELA LOPEZ
UX DESIGNER

“Coming into MDM, I had a fear of public speaking - this not only impacted my career development but also my ability to seek out opportunities beyond my comfort level. At the MDM, I learned how to harness that fear by presenting to my peers and faculty. They provided tips for development and a safe learning environment. A year and many, many presentations later, I am comfortable and confident while presenting and communicating my thoughts to others.

It was thanks to this program I was able to land my current position in my desired professional field. MDM pushed me to grow in areas that impacted my life for the better. It provided a fun and challenging learning environment, and it connected me with the right people. Most of all, it placed me in an environment filled with supportive, hardworking, and talented peers who became family.”

MARSHALL MCANN
NARRATIVE DESIGNER
PRODUCER, WRITER

“When I began my journey at the CDM, I was only recently finished with another journey in the world of advertising as a producer. After undergraduate school, I quickly learned that advertising wasn’t the professional trajectory I wanted. Through the thick of COVID, I set goals—the foremost being that I aimed to tell stories in an animated format through film or video games.

When I shopped around, looking at what different programs offered, I quickly realized that only the CDM provided the opportunity to gain significant, hands-on, and professional experience on the sort of projects that interested me.

My time here has been invaluable in constructing the portfolio and the skills necessary to break in and excel in the industries I find so attractive.”

INNOVATIVE CURRICULUM

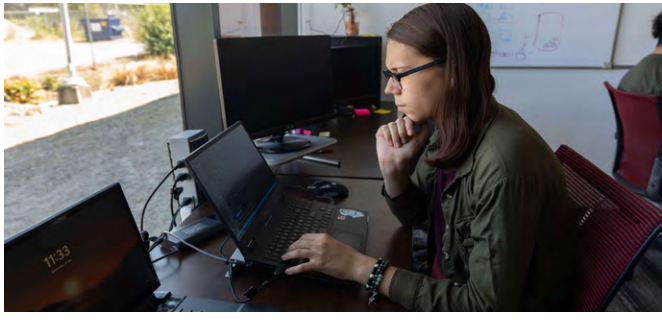
Team-based project learning is the core of the MDM curriculum. Following intensive course work in the first semester, students work in cross-disciplinary teams on semester-length industry projects. Students must also secure a four month internship, reflect and report back on how their MDM experience is applied in the real world. Through this, students gain valuable management, technical and design experience in the digital media industry.

FALL TERM Sep - Dec	**SPRING TERM** Jan - Apr	**SUMMER TERM** May - Aug	**FALL TERM** Sep - Dec
Foundations of Digital Media	Visual Storytelling	Special Topics in Digital Media	Internship
Improvisation for Collaboration	Projects II	Projects III	
Foundations of Game Design			
Projects I Building Virtual Worlds			

LEARN BY DOING

The program also develops six core competencies. Together they comprise a skill set and an approach to planning, building and leading digital media projects. The following competencies are deeply integrated into MDM courses and extracurricular activities, and they are reinforced by real-life experiences in industry projects and internships.

- Ideation and Innovation
- Product and Pipeline
- Critical Thinking
- Leadership
- Storytelling
- Teamwork



COURSE DESCRIPTIONS

DMED 500 Foundations of Digital Media

Business, technological, social and ethical issues and realizations of digital media are introduced and framed. The emergence and ongoing development of digital media industries is discussed through a historical exploration and critical analysis of the economics, technical innovations, social demands and ethical constraints that define them. Outcomes include exploration of and a critical perspective on digital media, which will act as a common basis for all subsequent discussion and collaboration between students with artistic, technical or interdisciplinary backgrounds. A key theme of the course is the development of a framework to critically analyze as well as participate in the future of digital media and technology.

DMED 501 Visual Storytelling

Creatives use imagery to tell compelling stories, narrate ideas, and legends. Using contemporary and historical frameworks, explorations of story structures and narrative storytelling techniques will lead students towards production of digital artifacts. At the end of this course, students will be able to think critically about the ethical and moral considerations of visual storytelling.

DMED 502 Improvisation for Collaboration

This course provides students with the practical skills to improve collaboration with others, for the end goal of creating successful projects together. From improving their performance in team-based scenarios and developing strong presentation skills, to creating stories and characters on the fly, improvisation is an essential skill in a digital media industry that demands increasing flexibility and creativity, relies on innovative minds for its evolution and depends on rapid prototyping and iterative product creation for its survival.

DMED 503 Foundations of Game Design

Foundations of Game Design is a seminar and project-based course that teaches the mechanics and processes of game design. The principles learned in this class apply equally well to any interactive design discipline. Students analyze many types of games and will design a game of their own in a group, using these principles.

DMED 520 Projects I - Building Virtual Worlds

All MDM project courses are group independent studies, where teams of three to six students work on a focused project(s) during that semester. The first of these three courses, Projects I, focuses on designing and creating a digital media product in a constrained environment. This rapid immersion into a group problem-solving environment is designed to engage a student in project planning, management and execution. The goal of the course is to provide a solid foundation of problem solving and methodologies that will apply to future projects.

DMED 530 Internship

The DMED 530 internship synthesizes what has been learned in the MDM program and demonstrates how learning informs practice. Students are required to participate and find work related to digital media. The internship will provide real-world experiences and allow students to continue to develop effective communication, collaboration, project management, and team cooperation skills. The internship is carried out in a workplace, in the digital media industry, or working in digital media in a public/educational/ government institution.

DMED 540 Special Topics in Digital Media

Students take one 3-credit elective offered at the Centre for Digital Media or an approved graduate level course at one of the academic partners. Usual electives include: Business and Management, User Experience, Teaching Digital Media and Digital Persuasion and Behaviour Change.

DMED 521 Projects II
DMED 522 Projects III

Building on the skills developed in Projects I, Projects II & III continue providing hands-on experience working with teammates from different backgrounds and disciplines. The course objectives include project management, managing client relationships, resource management, scope management and developing and articulating innovative solutions for digital media production. The requirements for a project are as follows:

- Each team is made up of students from both technological and non-technological backgrounds. Students will be encouraged to develop additional skills they may not currently have. For example, a software engineer may develop design or user interface skills.
- The teams must both prototype and produce a tangible result (not a paper).
- A faculty member approved by the MDM program for this project must oversee the work.

All project courses have an explicit role in teaching business aspects of team-based projects—project management and creation of a business plan by going through a 'green light' approval process. Students are also encouraged to pitch their own project in the final project course, DMED 522. These final projects must be team projects and can also lead to the creation of a startup digital media company.

Check out a list of electives currently being offered
thecdm.ca/program/courses

MDM ALUMNI - WHERE ARE THEY NOW?

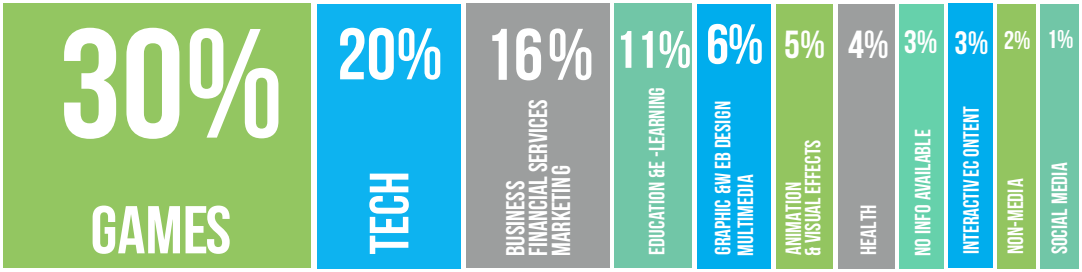
30%
OF GRADUATES
WORK IN GAMES

95%
OF GRADUATES
ARE WORKING IN
THEIR CHOSEN FIELDS

20+
STARTUP COMPANIES
HAVE BEEN CREATED
BY MDM ALUMNI

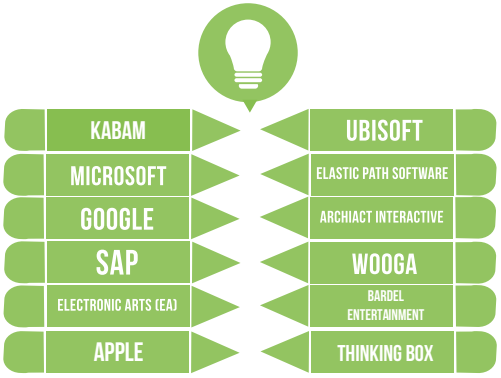
81%
OF GRADUATES
WORK IN CANADA

INDUSTRY SECTOR



JOB TITLES

EMPLOYERS



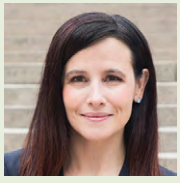
ALUMNI **SUCCESS**

“My two years at the MDM have shaped me in more ways than ever imagined. It gave me a reason to step outside my creative comfort zone and surround myself with new ideas, technologies and most importantly with a group of wonderful and immensely talented people.”

Karin Schmidlin, MDM Alumni, Cohort 2
Instructor, Emily Carr University of Art and Design

“I was interested in pursuing graduate studies but in all my searches I couldn’t find anything that stood out to me for a master’s degree. Once I found the CDM website I knew it was the program for me. The projects they worked on and showcased as well as the school’s wild design style and format stood out to me the most. If you have a passion for digital media projects or telling Indigenous stories and experiences through digital media, then the MDM program is for you.”

John Pantherbone, MDM Alumni, Cohort 4
Website and Social Media Specialist, First Nations Health Authority



“One of the greatest benefits of the MDM for me was a chance to work with people from all over the world. My co-founders and I come from four different countries, none of which are Canada, and it was really, really powerful to come together and build something that hasn’t existed before with people from such different backgrounds—different not only in life experiences but also in our skill sets. It enabled us to go so much further and do so much more than if we were all from the same area and had the same backgrounds.”

Angela Hamilton, MDM Alumni, Cohort 10
CEO + Co-founder, Quupe

INDUSTRY PROJECTS

Ideal partnership prospects for our program involve clients who are keen to explore the application of innovation-based or disruptive solutions to challenges which are R&D-based in nature.

The intention is not to simulate a work-for-hire scenario, but rather to provide a setting where student teams leverage their creativity and gain practical experience while availing themselves of client insights, faculty member expertise, and the program's technology infrastructure. Deliverables can range from documentation to playable prototypes or proof-of-concept demos.

We've partnered with a wide variety of organizations in the past.
See a full list at thecdm.ca/partners/industry.

Students Build:

- Data Visualizations
- Mobile Applications
- Websites
- Location-Based Services
- Games
- Virtual Reality
- eCommerce
- Interactive Story

Clients Come From:

- Entertainment
- Technology
- Non-Profit
- Health
- Education
- Marketing
- Government
- Environment

RECENT INDUSTRY **PARTNERS**

> “Thanks for the opportunity to work with CDM and your teams. It was a terrific experience and one that I hope we can repeat in new and exciting ways. This was an entirely new experience for me (and for the Gallery as a whole) and despite the many real and challenging constraints that have engulfed us all in the past months the teams achieved remarkable results.”
>
> Bruce Grenville, Senior Curator, Vancouver Art Gallery

INDUSTRY PROJECT
VESTIBULAR REHABILITATION VR

The Problem

Traditional vestibular rehabilitation therapies are limited by the types of stimulus that can be provided in clinical settings and the lack of control over numerous variables that may affect or trigger a patient's symptoms.

The Solution

Vestibular Rehab VR is a project aimed to improve on traditional vestibular rehabilitation treatments by leveraging virtual reality (VR) in simulating adjustable real-world scenarios, therefore, providing therapists with a powerful set of tools to tailor treatments specifically for different patients' needs.

The Team

The Client - BC Children's Hospital Digital Lab

"I particularly valued the thoughtfulness of the questions that the team posed back to us, and the drive to ensure that the experience was as user-centric as possible – in some cases, the team brought forward considerations that might impact our patients that we hadn't even discussed internally yet...a testament to how well they put themselves in the perspective of our patients and clinicians."

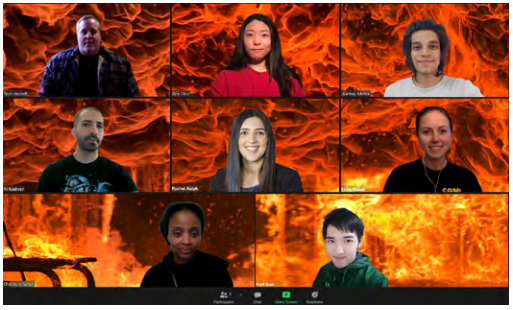
INDUSTRY PROJECT

SERIOUS FIRE INVESTIGATION TRAINING GAME

The Problem

Practical firefighting training is costly, dangerous, only available at specialized locations, and often not reusable.

The Team

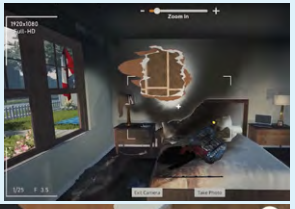


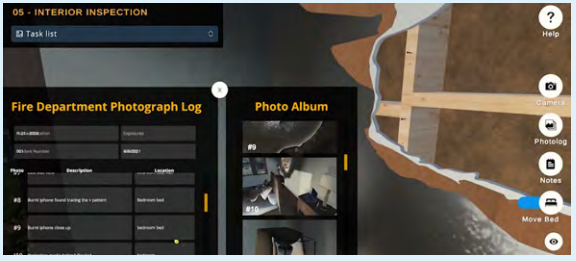
The Client - Justice Institute of BC

> “The FlashoVR team delved into the lengthy text-based fire-fighting procedures and magically transformed those steps into an interactive, fun, yet accurate experience for both students and instructors. This work, when integrated into programming, will be a valuable training tool that will help make communities safer.”

The Solution

The FlashoVR team built a serious fire investigation training game that will be used as an immersive educational and reviewing tool. Through this computer-based training experience, fire investigation trainees will be learning how to follow step-by-step safety & evidence collection protocols at the burn site. With its first-person controls, JIBC students will be able to virtually navigate through various burn sites, in order to photograph & collect evidence for the fire investigation scenarios.





OUR **ACADEMIC** PARTNERS

The Master of Digital Media program is accredited and awarded by four academic partners:

- **University of British Columbia**
- **Simon Fraser University**
- **Emily Carr University of Art + Design**
- **British Columbia Institute of Technology**

MDM students receive a combined Master's degree bearing the seal of all four partner institutions and signed by all four presidents. Due to this unique academic partnership, there is no other program like it in the world.

The University of British Columbia

Established in 1908, the University of British Columbia has consistently ranked among the top 50 universities in the world. A research-intensive university with multiple campuses, UBC is home to more than 50,000 undergraduate, graduate and international students and has an economic impact of $4 billion to the local economy. The university holds an international reputation for excellence in advanced research and learning.

ubc.ca

Simon Fraser University

Ranked by respected national surveys as one of Canada's top three comprehensive universities for almost 20 years, Simon Fraser University is named after a famous explorer and known for its pioneering spirit. SFU offers more than 100 undergraduate major and joint major programs and more than 45 graduate offerings. Mentored by faculty acclaimed for their research and teaching abilities and coached by dedicated advisors and employers, SFU's more than 100,000 graduates enjoy limitless career opportunities.

sfu.ca

Emily Carr University of Art + Design

Emily Carr University of Art + Design was founded in 1925 and is one of British Columbia's oldest post-secondary institutions. Based in Vancouver, BC, Canada, Emily Carr is one of the world's premier arts institutes. The University offers 3 Undergraduate degrees - Bachelor of Fine Arts, Bachelor of Design, Bachelor of Media Arts and 4 Graduate programs - Master of Fine Arts (Full-residency), Master of Fine Arts (Low-residency), Master of Design (Interdisciplinary), Master of Design (Interaction).

ecuad.ca

British Columbia Institute of Technology

BCIT is one of British Columbia's largest post-secondary institutions with more than 48,000 students enrolled annually (16,600 full-time, 31,600 part-time). BCIT offers practical career credentials designed for the workplace, including degrees, diplomas and certificates spanning Applied and Natural Sciences, Business and Media, Computing and Information Technology, Engineering, Health Sciences and Trades.

bcit.ca

OUR **CAMPUS**

The Master of Digital Media program is housed at Centre for Digital Media. In addition to our programs, industry tenants are located on campus and industry and professional development events take place year-round.

Housing

Student apartments are available to rent at CDM. To learn more about housing options, please visit ***thecdm.ca/student-apartments***

Transit Access & Transportation

- 10-minute-ride to downtown Vancouver
- Located on a main bus route, and between two SkyTrain stations
- On the Central Valley Greenway bike route
- Mobi bicycle-sharing stations
- Secure bike storage lockers

Safety

- 24-hour campus security and first aid
- Safe walk program

Food

- Licensed café and food trucks
- Walking distance to international restaurants, breweries and shops

Amenities

- Fitness facility
- Sound studio
- Student kitchen
- Computer lab
- Indoor and outdoor common space

Find out more
thecdm.ca/about

Top startup ecosystem in Canada
One of the greenest cities in the world

A place of diversity and inclusion

OUR **CITY**

Our students enjoy the benefits of living and working in **Vancouver, British Columbia**, a dynamic and multicultural city that is consistently ranked as one of the most livable on the planet.

Situated between Canada's Coastal Mountain Range and the Pacific Ocean, Vancouver is the most populous and diverse city in Western Canada—while offering some of the best opportunities for skiing, surfing, hiking and kayaking in the world.

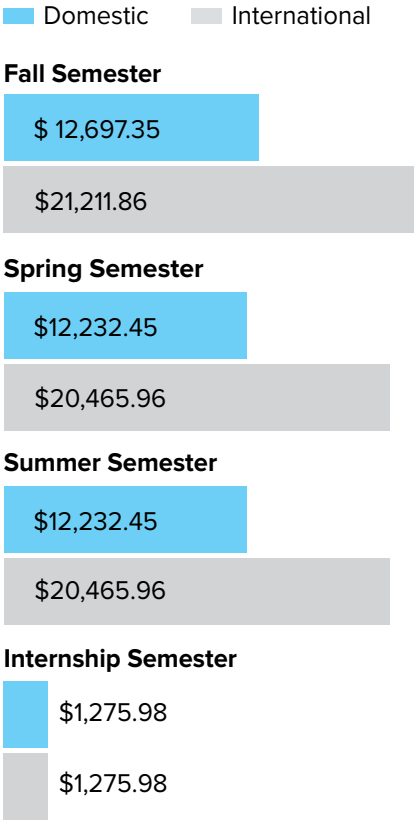
Vancouver has one of the top video game clusters in the world, has the world's largest VFX and animation hub and is a world leader in virtual and augmented reality.

- **8,000** Technology and Digital Entertainment companies operate in BC: EA, Sega, Microsoft, Sony Pictures Imageworks, Industrial Light and Magic and Animal Logic all have studios in Vancouver.
- **141,000** people are working across British Columbia in the Digital Entertainment & Technology industries.
- **$23 Billion** in revenue is generated by BC's Technology industry.

Vancouver is:

- Celebrated for its creative and sustainable business culture.
- A multicultural city, a place that welcomes and values people from everywhere and is a global gateway to Asia, the US & Europe.
- A beautiful city, celebrated for its natural beauty, mild climate and ready access to beaches and the outdoors.

TUITION & FUNDING



Total Domestic Tuition (approx.)
CAD $38,438.23

Total International Tuition (approx.)
CAD $63,419.76

There are many scholarship opportunities available to Master of Digital Media students. Approximately **50%** of students receive a scholarship or other financial assistance throughout the program. Applicants are automatically considered for funding and do not need to apply.

Simon Fraser University's Financial Aid Office provides bursaries to students who demonstrate financial need. Students can apply for bursaries after admission and enrolment in the program.

See a complete breakdown of fees
thecdm.ca/program/tuition-fees

Learn more about the variety of scholarships available
thecdm.ca/program/scholarships

* Includes student fees: all-access transit pass, extended medical and dental insurance, access to SFU's recreation facilities. All costs are subject to change. Please visit thecdm.ca for the most up-to-date information.

ADMISSION REQUIREMENTS

Minimum Academic Standards:

Applicants must have completed a 4-year undergraduate degree (or equivalent) acceptable to all 4 CDM Partner Institutions with a minimum overall average of B+ (76% or higher) in 3rd and 4th year courses.

Application Items:

1. Samples of Your Work
2. Intro Video
3. Letter of Intent
4. Short Formal Essay
5. References
6. Program Survey Form
7. Resume
8. Official Transcripts
9. Official TOEFL or IELTS results *(if applicable)*

English Language Proficiency:

If applicable, applicants must demonstrate English language proficiency. Applicants must have:

- A minimum score of 100 on the TOEFL, with no less than a score of 20 in each category, or
- A minimum score of 7 on the IELTS (the academic NOT the general test) with a minimum of 6.5 in all sections

If applicants don't meet the English Language Proficiency requirements, they can enroll in Pre-MDM, a 2-semester program designed to help students whose second language is English prepare for entry into the Master of Digital Media program. Learn more about the Pre-MDM program: **thecdm.ca/program/pre-mdm**

More about application items **thecdm.ca/program/admissions-process**

PROGRAM SUMMARY

OCT 24
Applications Open → **FEB 6**
Applications Close

Full Time: 16 months

Location: Centre for Digital Media, Vancouver, Canada

Domestic Student Tuition: approx. $38,438.23 CAD*

International Student Tuition: approx. $63,419.76 CAD*

*subject to change

Centre for Digital Media
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Vancouver, BC V5T 0C6,
Canada

General Inquiries
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1.778.370.1001

Admissions Information
admissions@thecdm.ca
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toll-free 1.855.737.2666

thecdm.ca

thecdm.ca

MDM | CELEBRATING 15 YEARS