IGNITE YOUR IMAGINATION
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Welcome to an inside look into the Master of Digital Media program, a world renowned, professional graduate degree curriculum. MDM strives 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.

MESSAGE FROM LARRY BAFIA
Director, Master of Digital Media Program

About the Director

Larry Bafia joined the Master of Digital Media program in 2008 after completing a five-year term as Department Head for the three Animation and Visual Effects programs at the Vancouver Film School. Prior to his academic endeavours Larry spent over three decades in the animation and visual effects industry. After having started a career in stop motion and puppet animation Larry transitioned into the realm of computer generated animation with PDI Dreamworks. Besides creating animations, Larry directed dozens of commercial projects as well as supervised animation for visual effects in feature films.
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 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 corresponds to industry needs and prepares students for high-level roles in new and expanding digital media markets.
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
EMMA KONRAD
PRODUCT OWNER
Country: Canada
School: Carleton University
Program: Journalism
Skills: Marketing/ Communication, Product Management, Web Development, Writing

"The MDM program gave me the tools and confidence I need to be a leader in industry. Because of its unique structure and the amount of time spent on projects for real-world clients, I’m leaving with not just an extensive portfolio of apps, games, and installations I’ve helped to create, but the confidence that I can continue to turn ideas into great products."

ZEHRA KHAN
ARTIST
Country: Pakistan
School: National College of Arts
Program: Architecture
Skills: 3D Design, Concept Art, Game Design

"Before I entered the program I never really thought of moving up into higher positions or trying out different roles. CDM has really helped me get comfortable and work on my soft skills. Paired with my 3D modelling hard skills, I feel like I’m now in a better position to grow my career."

WAYLAND BANG
PROGRAMMER
Country: Canada
School: University of Saskatchewan
Program: Interactive Systems Design
Skills: UI/UX Design, Programming, Unity Programming

"Within the MDM program, I have had the chance to work with and befriend many talented people from a variety of disciplines. Working together through the many struggles and challenges, from class exercises to industry projects, has given me the confidence to excel in any future jobs and opportunities."
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.
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.

- Self-Awareness
- Articulation
- Time Management
- Information Literacy
- Design Process
- Teamwork
**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 The Visual Story**

The structures and techniques of linear storytelling, specifically as demonstrated in film, will be analyzed and discussed through a series of lectures and discussions based on assigned films. While many elements of structure will be touched on, specific attention will be paid to character and themes and the relationship of theme to both structure and character. Use of story in selected video games will be analyzed and the potential, and dangers, of including story and/or its various elements in video games will be discussed. The possibilities of story, or any of its major components, being applied to other forms of interactive media will be touched upon.

**DMED 502 Interdisciplinary Improvisation**

The digital media industry depends and thrives on the interdependence, collaborative ability, and adaptability of its team members. The tools and exercises in DMED 502 are drawn from improvised comedy, music, clown, design thinking and visual design, and will introduce students to common team-based industry practices. They will be able to improve various aspects of their creative and collaborative design skills, assess their ability to collaborate under pressure, become more adaptive, and determine what areas they can continue to develop.

**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 design many games of their own, alone and in groups, 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 Installation Art & Contemporary Digital Practices.

**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.

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Check out a list of electives currently being offered [thecdm.ca/program/courses](thecdm.ca/program/courses)
MDM ALUMNI - WHERE ARE THEY NOW?

30% OF GRADUATES WORK IN GAMES

20+ STARTUP COMPANIES HAVE BEEN CREATED BY MDM ALUMNI

95% OF GRADUATES ARE WORKING IN THEIR CHOSEN FIELDS

81% OF GRADUATES WORK IN CANADA

ALUMNI INDUSTRY SECTOR

30% GAMES

20% TECH

16% BUSINESS SERVICES MARKETING

11% EDUCATION & E-LEARNING

6% GRAPHIC & WEB DESIGN

5% ANIMATION & VISUAL EFFECTS

4% HEALTH

3% INTERACTIVE CONTENT

3% NON-MEDIA

2% SOCIAL MEDIA

JOB TITLES

SOFTWARE ENGINEER

PRODUCT MANAGER

ART DIRECTOR

CREATIVE DIRECTOR

EMPLOYERS

KABAM

UBISOFT

MICROSOFT

ARCHIACT INTERACTIVE

GOOGLE

WOOGA

SAP

BARDEL ENTERTAINMENT

TRULY SOCIAL GAMES

THINKING BOX
I think one of the biggest transformations that I went through while at MDM was finding the confidence to create things. I never really saw how you can start something from nothing, and working on the industry projects with teams where you’re just starting with an idea and by the end of the semester you’ve got something real—I realized that I could do that.

I’d say the biggest impact from my experience at MDM really set up my entire career trajectory. It allowed me to start my own consulting company, do multiple startups and now thrive at Microsoft.

**Ryan Nadel, MDM Alumni, Cohort 2**  
**Senior Program Manager, Microsoft**

[The MDM program] opened my eyes to the different paths I could take. By the end of it I knew exactly what I wanted to do and it introduced me to the right people that I needed to meet to get into that industry.

**Michael Brynjolfson, MDM Alumni, Cohort 4**  
**Director of Digital Production, m.56 Studios**

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 are the heart of the MDM program. In the second and third semesters, teams of three to six students work on industry-sponsored projects to develop prototypes or applications from concept to deliverable. Students get hands-on experience working with teammates who are from different backgrounds and disciplines, as well as valuable experience working with clients. All projects follow a 13-week development process modeled to industry standards.

**Students Build:**
- Data Visualizations
- Mobile Applications
- Websites
- Location-Based Services
- Games
- Virtual Reality
- eCommerce
- Interactive Storytelling

**Clients Come From:**
- Entertainment
- Technology
- Non-Profit
- Health
- Education
- Marketing
- Government
- Environment
One of the benefits of this program is the mutual impact—for both the MDM students getting a real-world taste of companies and for the tech industry. It gives us a glimpse into some of the rising stars and future leaders in this space.

- Preet Mangat, Principal PM Manager, Microsoft

When I have a problem that I’m trying to solve in my business, I look to MDM as a possible solution, because I know I’m going to find students that will think differently and outside the box and that’s incredibly valuable to me.

- Brenda Bailey, Executive Director, DigiBC
INDUSTRY PROJECT
HOLOCAUST MEMORIAL

⚠️ The Problem

WWII and the Holocaust happened more than 70 years ago and it is fading quickly from our collective memory in the western world. Many teens do not understand the impact and relevance of the Holocaust today. The Holocaust memorial in Berlin is an important tool for understanding what happened, but not feasible for everyone to travel to.

👥 The Team

![Team members with roles: Concept Artist, Programmer, Project Manager, UX Designer, Animator]

🔧 The Solution

The team brought the experience of the Holocaust memorial in Berlin to youths across North America through the use of Virtual Reality.

"[The students] really did a great job in bringing this idea to life!"
INDUSTRY PROJECT
TRAINING SYSTEM FOR PARAMEDICS

⚠️ The Problem
The team was paired up with JIBC, a public postsecondary institution specializing in public safety. We need highly qualified public safety professionals now more than ever. But creating real-life training stages is time consuming and expensive. It requires constant instructor feedback, use of actors and a lot of student imagination.

👨‍💻 The Team

⚠️ The Solution
The team created a safe, fully immersive VR training scenario that simulates realistic training environments in the area of public safety.

Phenomenal! This prototype is one of a kind in the paramedic training field in BC.

The Client - Justice Institute of British Columbia

“ Phenomenal! This prototype is one of a kind in the paramedic training field in BC. ”
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
THE CENTRE FOR DIGITAL MEDIA

The Master of Digital Media program is housed at the Centre for Digital Media. In addition to our programs, there are industry studios on campus and industry and professional development events that happen year round.

Housing
Student apartments are available to rent at the Centre for Digital Media. To learn more about housing at the CDM, please visit thecdm.ca/student-apartments

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

Safety
- 24-hour campus security
- Safe walk program

Food
- Food trucks on campus at lunch each day
- Walking distance to international restaurants, breweries and grocery stores

Amenities
- Gym
- Sound Studio
- Student Kitchen
- Events Space
- Computer Lab

Find out more
thecdm.ca/about
#1 startup ecosystem in Canada

#3 greenest city in the world

#3 most livable city on the planet
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 BC in the Digital Entertainment and 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 and Europe.
- A beautiful city, celebrated for its natural beauty, mild climate and ready access to beaches and the outdoors.
There are many scholarship opportunities available to Master of Digital Media students. **50%** of students received a scholarship or other financial assistance throughout the program in 2019-2020.

- **Total Domestic Tuition (approx.)**
  CAD $37,884.07

- **Total International Tuition (approx.)**
  CAD $61,378.61

*Student fees include an all-access transit pass, extended medical and dental insurance, as well as access to SFU’s recreation facilities.*

All costs are subject to change. Please visit thecdm.ca for the most up-to-date information.

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

Learn more about the variety of scholarships available thecdm.ca/program/scholarships
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. Some of the degree programs our students have come from include:

- Computer science, engineering, education, economics, management, communication, art, design, art history, performing arts, architecture, linguistics, psychology or philosophy

Application Steps:
1. Samples of Your Work
2. Letter of Intent / Max 750 words
3. Short Formal Essay / Max 750 words
4. References
5. Computer Skills and Literacy Summary Form
6. Program Survey Form
7. Resume / Max 250 words
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.

Tips on portfolio submission
thecdm.ca/program/tips-prospective-students
MASTER OF DIGITAL MEDIA
PROGRAM AT A GLANCE

Full Time: 16 months (12 months + internship)

Location: Centre for Digital Media, Vancouver, Canada

Domestic Student Tuition: approx. $37,884.07 CAD*

International Student Tuition: approx. $61,378.61 CAD*

*subject to change
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Vancouver, BC V5T 0C6, Canada

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1.778.370.1001

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1.778.370.1010
toll-free 1.855.737.2666

thecdm.ca