

The BIG PUSH: MDM Social Change Project - \$50,000 OPPORTUNITY TO MAKE A DIFFERENCE Call for Entries

The Masters of Digital Media (MDM) Program invites applicants from artists, inventors, educators, health care professionals, non-profit organizations or academic/research institutions to submit a proposal for a digital media-based project to deliver a product that promotes a philanthropic cause or positive social change initiative. The project can include one or more of the following elements: dynamic web content, game development, 3D content, interactive sites, learning tools, and online community development.

The proposed project must involve a philanthropic contribution to sustainability, the environment and education within local (Vancouver), provincial (British Columbia), national (Canadian) and global (International) communities. Applications from Canadian organizations will be judged not only on their ability to demonstrate the impact of the project according to guidelines, but the potential for use in other arenas.

The prize, valued at \$50,000, includes a team of multidisciplinary graduate students in the Masters of Digital Media Program in Vancouver who will work with your organization to define the project, develop the deliverables, and execute a final product that will help your organization realize its social and cultural goals.

Guidelines:

Project Specifics:

- The proposed project must be completed within a 13 week period, starting January 4, 2010.
- The winning submission will be provided with a team of up to 5 multidisciplinary students, including some of the following roles appropriate to the specific project's requirements: a project manager and communications manager, lead engineer, lead artist, and designer.
- The recipient(s) will be expected to contribute time and energy and other resources to work with the team, from the planning stages, to execution, and finally to marketing and distribution of the completed project.
- There is no fee to submit a proposal.

Project Proposal:

The proposal must be comprised of the following information:

- A 500 word letter of intent: description of the project and its goals. How will it be developed? And where do you see it going in the future? What are the measures of success?
- A 250 word document describing who you are and what you do as an organization. What are the resources (people, time commitment, other) you are willing to commit to the success of the project?
- An outline of the members of your team who will work with the MDM students, along with short biographies.

Each submission will be judged on the following criteria:

1. **Social impact:** What is the scope of the project? How will the project deliverable impact awareness, education, and usability of the issue(s) being addressed?
2. **Educational challenge:** the educational opportunity for the graduate students in creating the project.
3. **Time commitment:** the dedication of organization to mentorship, leadership and time.

All applications must be received by the deadline: **Friday, November 13th @ 5:00pm**

Please send all information by email as a PDF attachment to Kristina.Fiedrich@gnwc.ca, or by mail to:

Masters of Digital Media Program
The Centre for Digital Media
@ The Great Northern Way Campus
577 Great Northern Way
Vancouver, BC V5T 1E1
Attention: BIG PUSH Project Selection Committee

Three projects will be shortlisted (announced November 20th), and representatives of your organization will be invited to the Centre for Digital Media for a final pitch, to be scheduled the week of November 23rd, 2009.