

MASTER OF DIGITAL MEDIA PROGRAM

CENTRE FOR
DIGITAL MEDIA

► 2023-2024



SFU



BCIT

► thecdm.ca



Centre For Digital Media acknowledges the Coast Salish peoples including the xʷməθkʷəy̍əm (Musqueam), Skwxwú7mesh úxwumixw (Squamish), and səliłwətaʔ (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	Our Story
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	Academic Integrity
27	Program Summary



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. The practical application of digital solutions for real-world problems is the foundation of our educational philosophy and approach. Team-based learning

provides best practices for collaboration and project management. Our industry-sponsored projects and internship will 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 Premier Canadian Academic Institutions
- ▶ Industry-Focused Professional Graduate Degree
- ▶ Startup Business Support
- ▶ 1 : 6 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 while working in teams on industry-sponsored 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.



OUR STORY

Province of British Columbia grants \$40.5M for start-up, capital and endowment funds to establish the CDM and the MDM Program.

2006



The first class of 21 students graduate from MDM.

2009



CDM launches a Pre-Master of Digital Media program. This English for Special purposes program helps students build confidence in the use and language of digital media in professional contexts.

2016

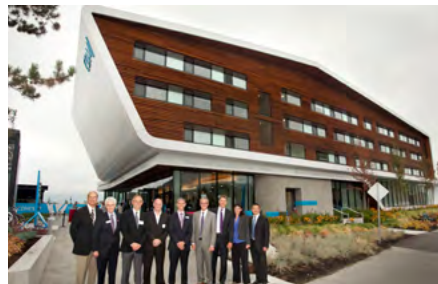
2007

CDM opens and Electronic Arts announces a \$1 million dollar grant to the MDM.



2012

CDM moves to 685 Great Northern Way, a new campus facility with student apartments becomes the new home for the next generation of digital media leaders.



► 16 YEARS OF COMMUNITY, COLLABORATION, TRANSFORMATION



MDM celebrates 10 years, 400 graduates, the launch of 19 start-up companies and countless personal success stories.

2017

2017

Emily Carr University opens next door, bringing new vibrancy to the Creative District Ecosystem.



MDM 15-year anniversary

The campus continues to attract many digital media companies, project partners and employers of MDM grads.

2022

2023

We welcome our **18th** cohort and continue to support over 700 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.

2022-2023 STUDENTS



SOHYUN PARK
PROJECT MANAGER

Country: South Korea

School: Simon Fraser University

Program: School of Interactive Arts + Technology

Skills: Leadership, Agile Team Management, UX/UI Product Design, Visual Directing, Design, User Research



JAVIER FERNANDEZ
GAME DESIGNER/ARTIST

Country: Colombia

School: Universidad Nacional de Colombia

Program: Bachelor of Fine Arts

Skills: Creative Direction, Game Design, Gameplay Prototyping, 2D Illustration, Music Composition



NUX LI
FULLSTACK DEVELOPER

Country: China

School: The Chinese University of Hong Kong

Program: Bachelor of Science in Computer Science

Skills: Fullstack Development, Product Leadership, React, Node.js, Typescript, Agile Methodologies, Test Driven Development, Interface Design



SOHYUN PARK
PROJECT MANAGER

Enrolling in the Master's in Digital Media (MDM) program at CDM has been a transformative experience that has sculpted me into a collaborative and confident professional. The course materials were not only for creating a project as a group but also for gaining deeper insights, such as flexibility in pivoting ideas as a team and leading the team with the responsibility to leverage the project's core value to the front for clients and end-users.

I am confident that I am equipped and was able to be exposed to all aspects of the project throughout three different semesters, which would not have been gained in the industry work experience. I urge aspiring MDM students to embrace every opportunity for growth and connection. My MDM journey at CDM has been a life-changing pivot I had in my life.



JAVIER FERNANDEZ
GAME DESIGNER/ARTIST

CDM is like a sci-fi RPG video game. Starting the program is stepping into a new virtual adventure. Despite your background, you begin as a noob. Projects are missions to conquer, leveling up your skills. Forge alliances with students and faculty, building your party. Side quests grant extra skills, while concepts like agile methodology teach you that mistakes are ok, you just respawn with newfound knowledge. Challenges bring frustration yet amplify the thrill of success. CDM intertwines difficulty with achievement, creating a captivating journey from noob to expert—a masterfully gamified learning experience.

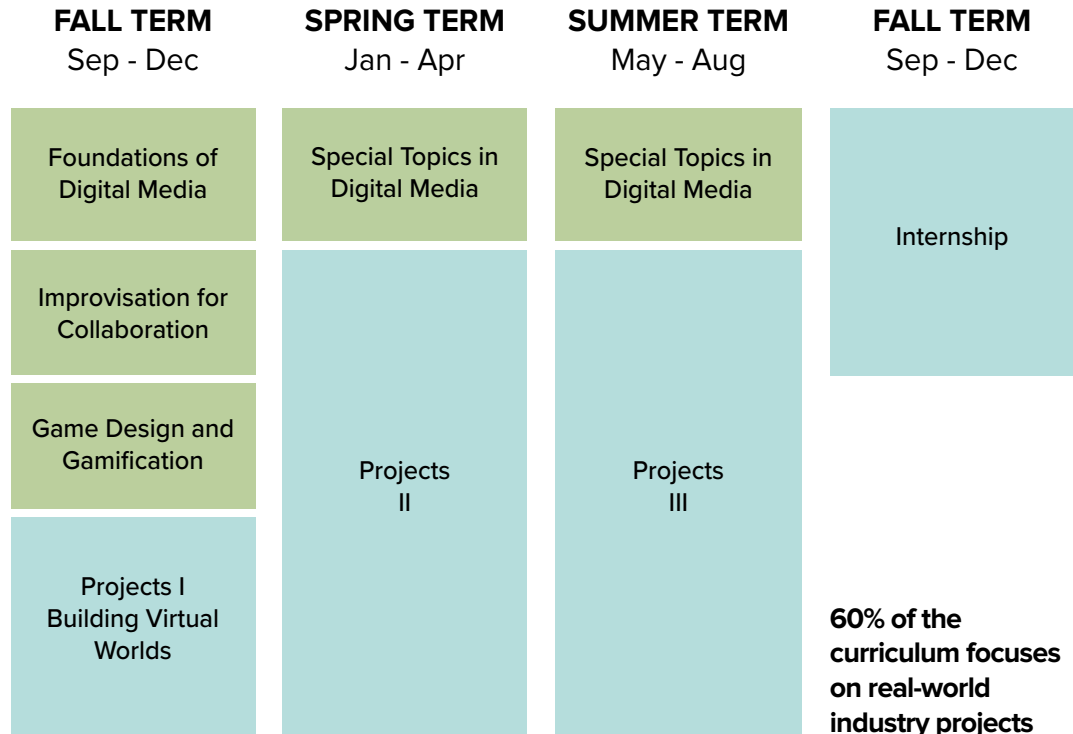


NUX LI
FULLSTACK DEVELOPER

The MDM program has been an invaluable experience for me. While I had a strong technical background, I felt the need to enhance my teamwork and communication skills for delivering real impact. MDM bridged that gap perfectly. Working alongside diverse and skilled teams across disciplines, supported by dedicated faculty, I underwent a profound personal transformation. While sharpening my hard skills in areas like game design, VR, and AI, I found myself transitioning into a fullstack engineer — a path I hadn't anticipated before joining CDM. The program's holistic approach has prepared me for success, equipping me not only with technical prowess but also the collaborative prowess vital in today's tech landscape.

INNOVATIVE CURRICULUM

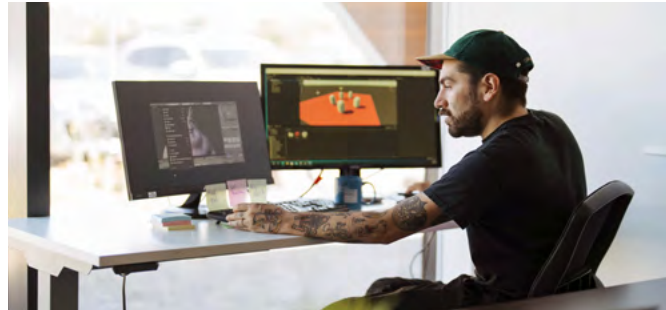
Team-based project learning is the core of the MDM curriculum. Following intensive course work in the first semester, students work in cross-disciplinary teams on semester-length industry projects. Students must also secure a four month internship, reflect and report back on how their MDM experience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



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.

- ▶ Leading + Managing
- ▶ Communication
- ▶ Ideation + Innovation
- ▶ Critical Thinking
- ▶ Problem Solving
- ▶ Collaboration



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 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 Game Design and Gamification

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.

Electives will be aligned with current industry trends and interests from students. Generally, there are usually electives in the realm of entrepreneurship, UX/UI, and technical topics - among other offerings.



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?



95%
OF GRADUATES
ARE WORKING IN
THEIR CHOSEN FIELDS



81%
OF GRADUATES
WORK IN CANADA



20+
STARTUP COMPANIES
HAVE BEEN CREATED
BY MDM ALUMNI

INDUSTRY SECTOR

GAMES
BUSINESS / MANAGEMENT
DESIGN / CREATIVE
HEALTH

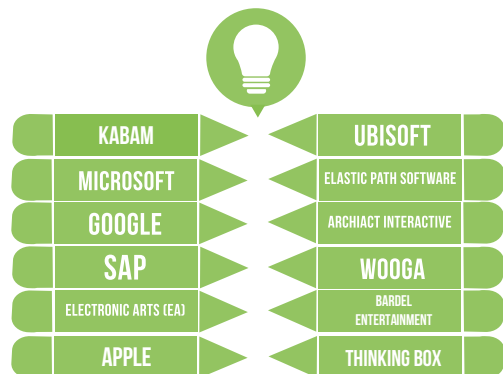
INTERACTIVE CONTENT
TECH
EDUCATION
ANIMATION / VFX

SOCIAL MEDIA
MARKETING
RESEARCH
OTHER

JOB TITLES



EMPLOYERS



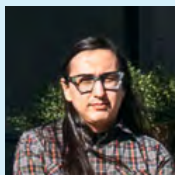
ALUMNI SUCCESS



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

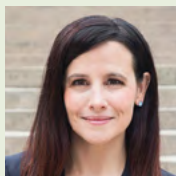
Instructor, Emily Carr University of Art and Design



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. Clients work collaboratively with faculty advisors and multidisciplinary student teams in a unique, team-based learning environment.

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.

See a full list of organizations we've partnered with 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



“ We love the opportunity to really help students to get some real industry experience. And when we learned about the CDM, we knew that it would be the next natural step in that journey. From the first meeting all the way through, from ideation, design, development, and testing, everything was done with just such care and attention to detail. And it really shows in the end product. ”

Alex Boswell, VP Engineering at Adion Systems

INDUSTRY PROJECT

DOPPELGANGERS: AN AI PARTY GAME



The Client - BuffaloBuffalo



The Challenge

Explore the application of advances in artificial intelligence to create a compelling cross-platform multiplayer party game.



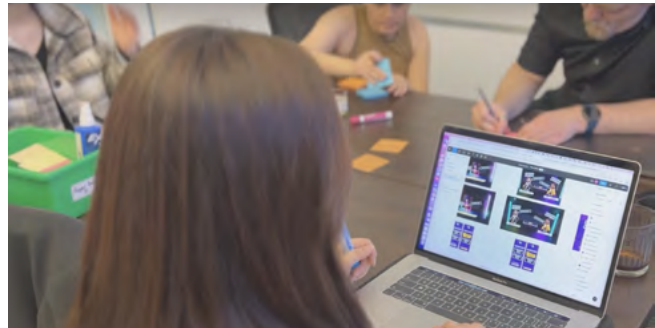
The Solution

Developing four different party games that incorporate generative AI by creating working playable Unity prototypes. The project explores various frontiers of generative AI such as text-to-text, text-to-voice, voice recognition, text-to-music, and image-to-image, combining them to deliver an immersive multiplayer experience.



The Team

Daniela Gamarra, Diane Kim, Philip Munnicke Wittusen, Windy Wen, Yifei Guan, Yitong Wang.
Faculty Advisor: Jason Elliott



INDUSTRY PROJECT

SHERIFF TRAINING SIMULATION PROJECT



The Client - Justice Institute of British Columbia (JIBC)



The Challenge

Create a training simulator for JIBC's Recruit Sheriffs Training Simulation Project, designed to enhance the skills and resilience of BC Sheriffs, particularly those recently trained, using innovative and engaging web-based simulations.



The Solution

Building simulations to emulate common use-of-force incidents faced by sheriffs in diverse settings such as registries and courtrooms. The project's primary objectives included honing decision-making skills, particularly in high-stakes situations, teaching effective crisis de-escalation techniques; implementing a realistic use-of-force continuum, facilitating adaption to unique courthouse policies and regulations, and improving perception and description skills for an accurate recounting of incidents. The project was designed in a 2.5D art style to enhance realism and engagement.



The Team

Ronrong Zhang, Lucy Vincent-Smith, Nima ND, Hanting Du, Xiao Wei, Benlian Wang, Chayanin Somton
Faculty Advisor: Becky Wu



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

The University of British Columbia is a global centre for research and teaching, consistently ranked among the top 20 public universities in the world. Since 1915, UBC's entrepreneurial spirit has embraced innovation and challenged the status quo. UBC encourages its students, staff and faculty to challenge convention, lead discovery and explore new ways of learning. At UBC, bold thinking is given a place to develop into ideas that can change the world.

ubc.ca



Simon Fraser University

As Canada's engaged university, SFU works with communities, organizations and partners to create, share and embrace knowledge that improves life and generates real change. We deliver a world-class education with lifelong value that shapes change-makers, visionaries and problem-solvers. We connect research and innovation to entrepreneurship and industry to deliver sustainable, relevant solutions to today's problems. With campuses in British Columbia's three largest cities – Vancouver, Burnaby and Surrey – SFU has eight faculties that deliver 193 undergraduate degree programs and 127 graduate degree programs to more than 35,000 students. The university now boasts more than 160,000 alumni residing in 143 countries.

sfu.ca



Emily Carr University of Art + Design

Emily Carr University of Art + Design is a world leader in education and research. Encouraging experimentation at the intersections of art, design, media and technology, ECU merges studio practice, research and critical theory in an interdisciplinary and collaborative environment. Founded in Vancouver in 1925, the university has 2000 students enrolled in graduate and undergraduate programs, and thousands more taking workshops, certificate programs and individual courses. Their faculty and alumni are internationally recognized as award-winning creators and thought leaders who have significant impact on both the cultural sector and the economy.

ecuad.ca



British Columbia Institute of Technology

Since 1964, the British Columbia Institute of Technology (BCIT) has taught and trained experts, professionals, and innovators who shape our economy—across BC and around the world. We are proud to deliver an education that goes beyond textbooks and classrooms. Our students gain the technical skills, real-world experience, and problem-solving ability needed to embrace complexity and lead innovation in a rapidly changing workforce. Through close collaboration with industry, our network of alumni and partners continue to achieve global success.

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/facilities-amenities

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

\$39,148 CAD

Total International Tuition

\$65,828 CAD

Includes 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 up-to-date information.

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.

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












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

Find out more

thecdm.ca/program/mdm/admissions

ACADEMIC INTEGRITY

Great Northern Way Campus Ltd., operating as Centre for Digital Media (CDM) does not endorse third-party admissions services and explicitly prohibits the promotion of applicant services using the CDM name, brand, or the brand of CDM's Shareholders, namely The University of British Columbia (UBC), Simon Fraser University (SFU), British Columbia Institute of Technology (BCIT), and Emily Carr University of Art + Design (ECU). CDM and its Shareholders bear no responsibility for the actions or claims made by third-party admissions services and are not liable for any consequences that may arise from their engagement. Applicants are strongly encouraged to exercise caution with third-party admissions services, particularly any which promise high acceptance rates in CDM's competitive intake process.

Applicants are required to develop and present authentic application documents and original portfolio materials. Applicants must understand that the submission of application materials that are not original and authentic works created by the applicant themselves is strictly prohibited. The use of plagiarized or falsified application or portfolio materials, including essays, recommendation letters, or any other application documents, will result in immediate disqualification of the applicant's application.

Be aware that by accessing and using the CDM admissions process, you agree to comply with these terms and conditions requirements. CDM and its Shareholders reserve the right to take appropriate action, including disqualification, in cases of non-compliance with these policies requirements.

PROGRAM SUMMARY

Applications Open: September 5, 2023

Applications Close: December 31, 2023

Program Length: 16 months, full time, in-person

Program Start: September 2024

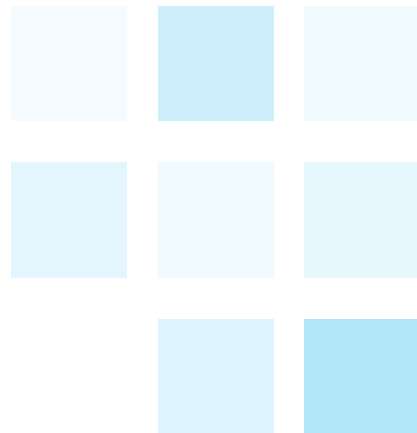
Domestic Tuition: \$39,148 CAD

International Tuition: \$65,828 CAD

Location: Centre for Digital Media, Vancouver, Canada

Gain the knowledge, tools, and skills to thrive in today's digital media industry by joining the Master of Digital Media (MDM) program.





Centre for Digital Media

685 Great Northern Way
Vancouver, BC V5T 0C6,
Canada

Admissions Information

admissions@thecdm.ca
1.778.370.1010
toll-free 1.855.737.2666

General Inquiries

admin@thecdm.ca
1.778.370.1001

► thecdm.ca

