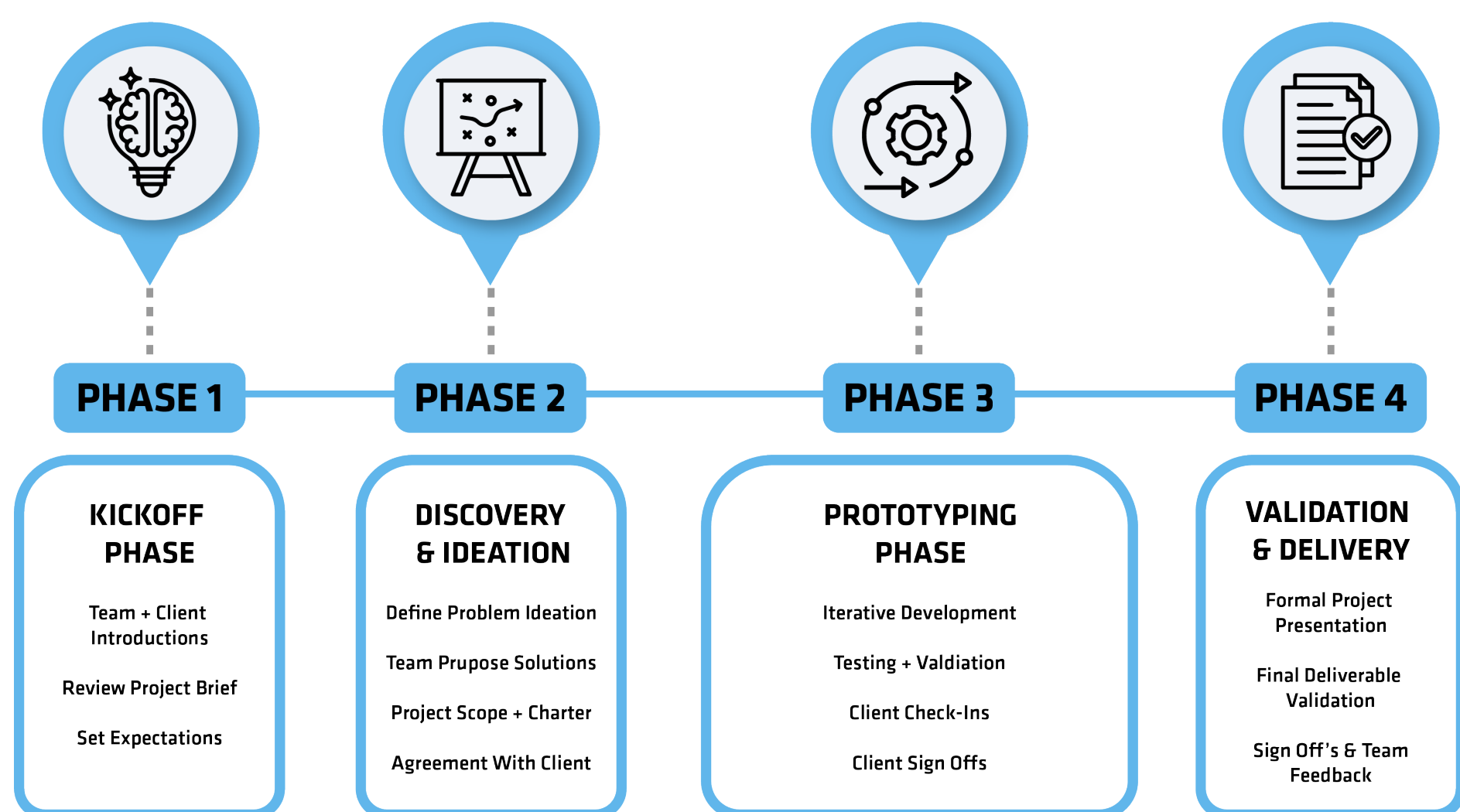# CALL FOR INDUSTRY INNOVATION PROJECTS AT CDM

What is an Industry Innovation Project?

Do you need an innovative technology solution?

The Master of Digital Media (MDM) is a professional graduate program focusing on collaboration, problem solving, critical thinking, leading and managing, communication, ideation, and innovation. Our diverse group of students engage in client-facing projects in the second and third terms of their program. An Industry Innovation Project is an opportunity for students to gain real-world experience during their studies and clients to gain connections to a talent pipeline as well as innovative solutions to problems they are looking to solve.

Projects start in January and May of each year, and last for 12 weeks.

PROJECT TIMELINE

PHASE 1	PHASE 2	PHASE 3	PHASE 4
KICKOFF PHASE	**DISCOVERY & IDEATION**	**PROTOTYPING PHASE**	**VALIDATION & DELIVERY**
Team + Client Introductions	Define Problem Ideation	Iterative Development	Formal Project Presentation
Review Project Brief	Team Prupose Solutions	Testing + Valdiation	Final Deliverable Validation
Set Expectations	Project Scope + Charter	Client Check-Ins	Sign Off's & Team Feedback
	Agreement With Client	Client Sign Offs	

Spring and Summer Term Projects run for 12 weeks, and follow an iterative, agile development model.

What is in it for Industry?

- Playable or interactive prototypes
- Visualization and design architectures
- Proof-of-concept demos and walkthroughs
- Spatial exploration and installations
- Low-risk market validation potential
- Access a diverse talent pipeline of students

Impact for Investment

- 1500 - 2000 hours of student-led applied
- R+D, visualization, and communication
- Dedicated faculty supervisor
- Work with a multidisciplinary, multicultural team
- Clients retain all IP and asset ownership
- Use project meeting space on campus
- Did we mention the diverse talent pipeline?

What Skills do Students Bring?

Multidisciplinary project teams of 4 to 6 students work 35 hours per week through their 12-week term. They contribute professional experience and technical skills such as:

- Design (UX/UI, graphic, game)
- Art (2D, 3D, animation, VFX)
- Development (game, web, VR/AR, app)
- Management (marketing, product, project) Diverse global thinking

Submit a Project Proposal

Fill out the **Proposal Form** to submit your idea!

- Spring Term (January to April) Proposals due October 31st
- Summer Term (May to August) Proposals due February 28th

Project Rates

- $15,000 for sponsorship of learning
- $12,000 for non-for profit organizations Social impact projects may be eligible for lower fees

Connect with our Team

Have a question for Centre for Digital Media? Want to partner with us? Please contact:
industry@thecdm.ca

Connect out previous client work:
thecdm.ca/program/industry-projects