

Course:	Demystifying Digital Media Development
Course Length:	9 weeks
Delivery Method:	Online
Instructor:	Nick Wilkinson
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Acknowledgement of Coast Salish Peoples and Land

We respectfully acknowledge the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), səliłwətaʔ (Tsleil-Waututh) peoples on whose unceded traditional territories our campus resides.

Course Description

Digital media products are all around us. We depend on them to keep us organized, entertained, informed, and healthy. But how do digital products—the software in our airports, hospitals, banks, stores, on the web and in our pockets—actually work?

This course is for people who see themselves as “non-technical” project stakeholders who want to be more familiar with the basic building blocks that are needed to design, build, ship, and maintain digital media products. The goal of this course is not to turn students into software developers. Instead, this course will provide a comfortable understanding of the technologies, constraints, and trade-offs required to ship a digital product, and help them prepare to work effectively with technical professionals in industry.

Course Objectives

Upon completion of this course students will be able to:

- Identify the technical components of modern digital media products and how they work together.
- Understand the typical phases and roles involved in the software development process.
- Plan for what happens after a digital product has been built.
- Understand the trade-offs associated with different approaches to building digital products.
- Contribute to technical conversations at a high level.

Format of the Course

This is a 45-hour long course and will run for 9 weeks. Each week will include a combination of asynchronous work (reviewing instructor-led videos, pre-recorded interviews with industry professionals, assigned readings, and completing assignments) and one synchronous group video session with the instructor. It is expected that students will spend up to 5 hours per week on the course. Students are expected to complete course requirements on their own, but the instructor is available to address questions, monitor progress, and provide formative and/or summative feedback.



Course Schedule

The course will run from April 7 – June 6, 2025, with synchronous group video sessions on Fridays from 4pm – 5pm. In week 2, the synchronous online session will be on Thursday, April 17 due to a statutory holiday.

Class	Topic
Week 1	Welcome, Pre-Course Information, and Course Introduction Synchronous Online Session: Friday, April 11
Week 2	Ideation and Validation — do people need what you want to build? Synchronous Online Session: Thursday, April 17
Week 3	Discovery — reducing project risk through thoughtful pre-planning Synchronous Online Session: Friday, April 25
Week 4	Visual Design — User Experience (UX) and User Interface (UI) design Synchronous Online Session: Friday, May 2
Week 5	Build — contributing to effective technical communication Synchronous Online Session: Friday, May 9
Week 6	Test — making sure things work, and work the right way Synchronous Online Session: Friday, May 16
Week 7	Launch — distributing your product Synchronous Online Session: Friday, May 23
Week 8	Post-launch — proper feeding and care of your product Synchronous Online Session: Friday, May 30
Week 9	Final thoughts — estimation, and reviewing the software development lifecycle Synchronous Online Session: Friday, June 6



Course Assignments

This course is pass/fail (graded as Satisfactory/Unsatisfactory). Students missing a deadline and/or an assignment may not pass the course.

Assignment	Due Date
Weekly assignment, submitted to the community forum on Canvas	Sunday of each week

Required Readings

Each week students will be assigned the required materials (videos and readings), which will be posted on Canvas.

Grading Profile

- P** Satisfactory performance or better (pass, ungraded)
- F** Unsatisfactory performance (fail)

Course Completion

Demonstrating the skills and competencies of the assigned concepts each week and completing all learning engagements are required to be granted course completion. Students who foresee challenges in submitting an assignment should communicate with the instructor before the deadline. The online synchronous group video sessions are optional, but attendance is strongly encouraged to enhance students' understanding of the topic.

Technical Requirements

For online courses, you will need a computer with audio and microphone that is connected to the internet. Canvas is the online system that will be used for the course. For more information and online support, visit [Online Learning](#).

