

<b>Course:</b>	Creative Problem Solving with Digital Media
<b>Course Length:</b>	9 weeks
<b>Delivery Method:</b>	Online
<b>Instructor:</b>	Shawn Gervais
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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

The purpose of developing a digital media product is not to create a digital media product. It's to solve a problem. Whether this is framed as a challenge or an opportunity, the goal is to close a gap between where you want to be in the future and where you are today. In addition, the digital media product is often only one component of a complete solution and thus, you want to be grounded in the larger context of the problem you are solving.

This course is designed to help students explore that problem and define a digital media product opportunity with confidence. As students produce a document called a Development Brief, they will:

- Use storytelling techniques to imagine what success looks like and how it feels;
- Explore the world of the problem with AI supported discovery work;
- Use strategic foresight tools and systems thinking to create critical insights into what is needed for success; and
- Build a solution framework, including multiple development options to consider before choosing what type of digital media product to develop.

By completing this course, students will learn how to guide, participate and sponsor the development of digital media products that solve problems. This course can also be used as an opportunity for students to explore the problem behind the digital media product they want to develop in their Capstone Project.

### Course Objectives

Upon completion of this course students will be able to:

- Produce a Development Brief to help guide digital media development teams in the ideation, design and development of digital media products;
- Apply creative problem-solving techniques to tackle challenges and opportunities;
- Expand digital competencies in the use of Generative AI and collaborative digital tools; and
- Make decisions based on well thought out success criteria when choosing which digital media products to develop.



## Format of the Course

This is a 45-hour long course and will run for 9 weeks. Each week will be based on the following routine:

- A weekly introductory video providing real-world context for the topic of the week;
- A 90-minute online workshop with the entire cohort to review the previous week, provide feedback on assigned work and model the skills expected to be completed in the next assignment;
- A small assignment for students to complete on their own, that leads to the completion of a Development Brief by the end of the course; and
- Students will be assigned “Study Buddies” in groups of 3 or 4 people and provide helpful feedback on group member assignments each week.

It is expected that students will spend around 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 September 24 - November 19, 2025 with synchronous sessions on Wednesdays from 6pm - 7:30pm.

Class	Topic
Week 1	Welcome, course orientation, introduction to creative problem solving. <b>Synchronous Zoom: Wednesday, September 24</b>
Week 2	Using storytelling techniques to explore what success looks and feels like. <b>Synchronous Zoom: Wednesday, October 1</b>
Week 3	Explore the world of your problem with AI supported discovery work. <b>Synchronous Zoom: Wednesday, October 8</b>
Week 4	Using strategic foresight tools and systems thinking to create critical insights into what’s need for success. <b>Synchronous Zoom: Wednesday, October 15</b>
Week 5	Building your solution framework. <b>Synchronous Zoom: Wednesday, October 22</b>
Week 6	Defining desired outcomes and potential digital media product opportunities that advance the solution.

	<b>Synchronous Zoom: Wednesday, October 29</b>
Week 7	Cultivating multiple development options before deciding on the digital media product to be developed.  <b>Synchronous Zoom: Wednesday, November 5</b>
Week 8	Making the decision on the digital media development opportunity.  <b>Synchronous Zoom: Wednesday, November 12</b>
Week 9	Getting a good start to your project.  <b>Synchronous Zoom: Wednesday, November 19</b>

**Course Assignments**

*This course is pass/fail (graded as Satisfactory/Unsatisfactory). Students missing a deadline and/or submitting a substandard report may not receive a passing grade.*

Assignment	Details
Weekly assignment, submitted to the community forum on Canvas	Monday at 12pm (PST) of each week

**Required Readings**

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

**Course Completion**

Demonstrated skills and competencies of the topic, satisfactory achievement, submission of all assignments, and completion of all learning engagements are required in order to be granted completion of this course. It is expected that students participate in all asynchronous activities (including module discussions, group assignments, reflections etc.) and submit all learning engagements in a timely manner. Students who foresee challenges in submitting an assignment should communicate with the instructor before the deadline.

<https://www.sfu.ca/students/enrolmentservices/policies-and-procedures/academic-concessions.html>

**Grading Profile**

**P** Satisfactory performance or better (pass, ungraded)

**F** Unsatisfactory performance (fail)

### **Written & Spoken English**

English is the official language of the school and all communication (written and spoken) is expected to be conducted in English. SFU and the MDM Program provide a wide range of free language support for those who need and it's up to each learner to seek that support.

### **Accommodations**

The university accommodates students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably the first week of class, if you will require any accommodations on these grounds. The Centre for Accessible Learning (CAL) will make every effort to assist students with disabilities so that they achieve their educational goals. <https://www.sfu.ca/students/accessible-learning/establishing-accommodations/accommodation.html>

### **Academic Integrity: Your Work, Your Success**

SFU's Academic Integrity website <http://www.sfu.ca/students/academicintegrity.html> is filled with information on what is meant by academic dishonesty, where you can find resources to help with your studies and the consequences of cheating.

Each student is responsible for their conduct as it affects the university community. Academic dishonesty, in whatever form, is ultimately destructive of the values of the university. Furthermore, it is unfair and discouraging to the majority of students who pursue their studies honestly. Scholarly integrity is required of all members of the university. <http://www.sfu.ca/policies/gazette/student/s10-01.html>

#### *Inappropriate use of technology in coursework*

If you are using any technology, including generative AI, to produce or edit content that will be part of your graded work in the course, you must be transparent about the tools that you use. Undeclared use of the tool/technology will be considered a violation of the academic integrity policy. Be aware that any tool used will require you to evaluate the output for accuracies and be responsible for making the appropriate corrections.