DIGITAL MEDIA PRACTICUM AT CDM
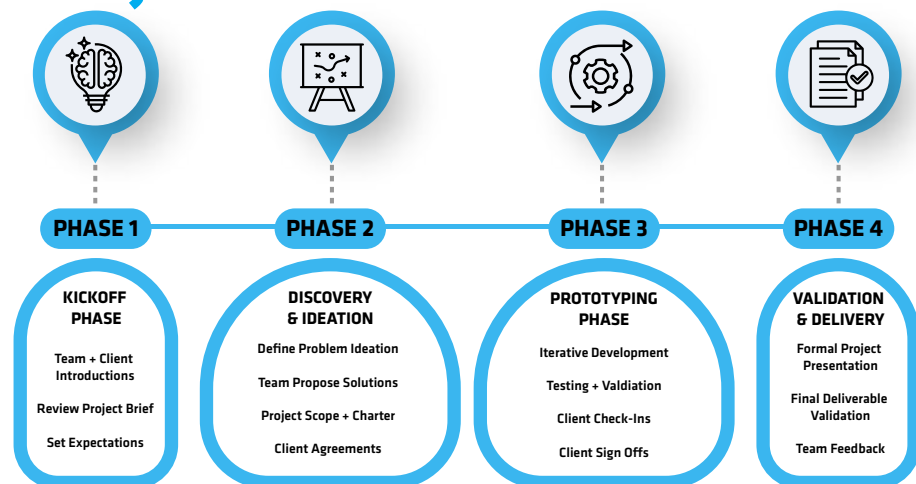

What is an Industry Innovation Project?

Ready to tackle real-world challenges while earning your degree?

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 Digital Media Practicum offers programming students from different institutions, a collaborative experience working in an interdisciplinary team with industry clients on cutting-edge projects, such as digital installations, games, VR simulations, and educational technologies. This is not work for hire or an internship/co-op.

Students can choose to apply for our **January – April** term or **May – August** term.

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 Propose Solutions	Testing + Validation	Final Deliverable Validation
Set Expectations	Project Scope + Charter	Client Check-Ins	Team Feedback
	Client Agreements	Client Sign Offs	

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

Outcomes

At the end of the term, visiting students will:

- Apply agile software design methodologies to develop, iterate, and deliver a prototype of an interactive media product.

- Analyze and address complex design and technical challenges encountered during project development.

- Integrate diverse perspectives and approaches to create novel and impactful interactive media solutions

- Produce an interactive media project suitable for showcasing in a digital media portfolio. Note this is subject to the project client's NDA.

- Develop connections with industry professionals.

What Skills Do I Need?

You will join a 5-7 person team consisting of project managers, artists, designers, and other programmers to tackle a real-world challenge from an industry client. As a visiting student, your role will be a programmer on the team. Unity and Unreal experience is not required but recommended. Depending on your institution, there are different requirements. Please refer to our page for more details. Note: Only short-listed applicants will proceed to an interview.

What Is The Time Commitment?

- Students coming from **within BC** are expected to work in-person on our campus a minimum of 2 days a week from 9AM - 4PM (students are able to choose the days).

- Students coming from **outside of BC** are expected to work in-person on our campus Monday - Thursday from 9AM - 4PM.

How do I apply?

Specific institutions have their own application processes. Please refer to our page and FAQ for more details.

Connect with our Team

Have a question about the program? Please contact: **studentservices@thecdm.ca**

Check out our previous projects: **thecdm.ca/program/industry-projects**