Course: Creative Problem Solving with Digital Media
Course Length: 9 weeks
Delivery Method: Online
Instructor: Shawn Gervais
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Acknowledgement of Coast Salish Peoples and Land
We respectfully acknowledge the xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh Úxwumixw (Squamish), səlilwətaɬ (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 are 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 March 23 - May 22, 2026 with synchronous sessions on Wednesdays from 6pm - 7:30pm.

Class	Topic
Week 1	Welcome, course orientation, introduction to creative problem solving. **Synchronous Zoom: Wednesday, March 25**
Week 2	Using storytelling techniques to explore what success looks and feels like. **Synchronous Zoom: Wednesday, April 1**
Week 3	Explore the world of your problem with AI supported discovery work. **Synchronous Zoom: Wednesday, April 8**
Week 4	Using strategic foresight tools and systems thinking to create critical insights into what's need for success. **Synchronous Zoom: Wednesday, April 15**
Week 5	Building your solution framework. **Synchronous Zoom: Wednesday, April 22**
Week 6	Defining desired outcomes and potential digital media product opportunities that advance the solution.

	Synchronous Zoom: Wednesday, April 29
Week 7	Cultivating multiple development options before deciding on the digital media product to be developed. **Synchronous Zoom: Wednesday, May 6**
Week 8	Making the decision on the digital media development opportunity. **Synchronous Zoom: Wednesday, May 13**
Week 9	Getting a good start to your project. **Synchronous Zoom: Wednesday, May 20**

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	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.

Grading Profile

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

Course Completion
To complete the course, students must demonstrate skill and competency of the weekly concepts and finish all learning engagements. Timely participation in all asynchronous and synchronous activities (including Zoom sessions) and submission of all learning engagements are expected. Students who anticipate challenges in submitting an assignment or attending synchronous Zoom sessions should communicate with the instructor *before* the deadline. Missing more than one synchronous Zoom session will result in unsatisfactory performance.

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.

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 submitted 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.