

| | |
|-------------------------|--|
| Course: | Demystifying Digital Media Development |
| Course Length: | 9 weeks |
| Delivery Method: | Online |
| Instructor: | Nick Wilkinson |

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 June 23 – August 25, 2025, with synchronous group video sessions on Wednesdays from 4pm – 5pm. There will **not** be a synchronous group session in week 4. To make-up for the time, the synchronous group session in week 5 (Wednesday, July 23) will be from 4pm - 5:30pm.

| Class | Topic |
|--------|--|
| Week 1 | Welcome, Pre-Course Information, and Course Introduction Synchronous Online Session: Wednesday, June 25 |
| Week 2 | Ideation and Validation — do people need what you want to build? Synchronous Online Session: Wednesday, July 2 |
| Week 3 | Discovery — reducing project risk through thoughtful pre-planning Synchronous Online Session: Wednesday, July 9 |
| Week 4 | Visual Design — User Experience (UX) and User Interface (UI) design No Synchronous Online Session |
| Week 5 | Build — contributing to effective technical communication Synchronous Online Session: Wednesday, July 23 (4:00pm - 5:30pm) |
| Week 6 | Test — making sure things work, and work the right way Synchronous Online Session: Wednesday, July 30 |
| Week 7 | Launch — distributing your product Synchronous Online Session: Wednesday, August 6 |
| Week 8 | Post-launch — proper feeding and care of your product Synchronous Online Session: Wednesday, August 13 |
| Week 9 | Final thoughts — estimation, and reviewing the software development lifecycle Synchronous Online Session: Wednesday, August 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 | Due Date |
|---|------------------------------------|
| Weekly assignment, submitted to the community forum on Canvas | Sunday at 11:59PM 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 two synchronous Zoom sessions 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.