CALL FOR INDUSTRY INNOVATION PROJECTS AT CDM
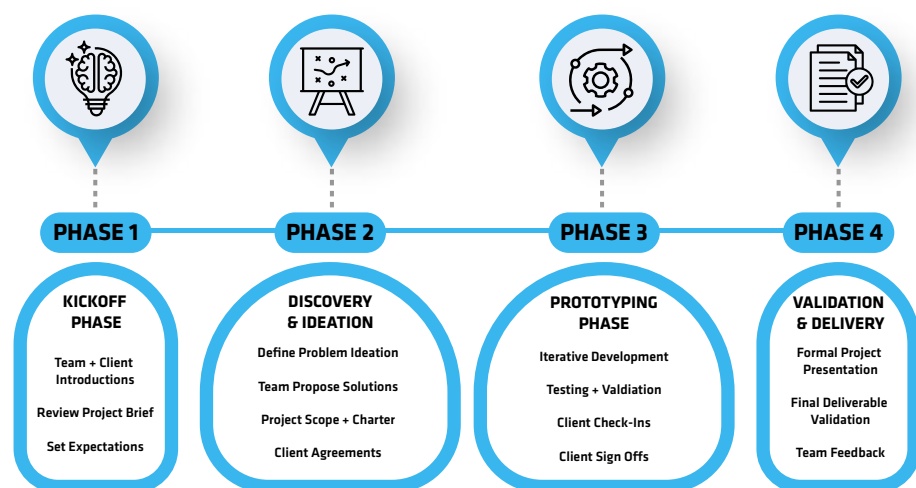
What is an Industry Innovation Project?

Do you need an innovative technology solution?

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 diverse group of students engage in client-facing projects in the second and third terms of their program. An Industry Innovation Project is an opportunity for students to gain real-world experience during their studies and clients to gain connections to a talent pipeline as well as innovative solutions to problems they are looking to solve.

Projects start in January and May of each year, and last for 12 weeks.

PROJECT TIMELINE

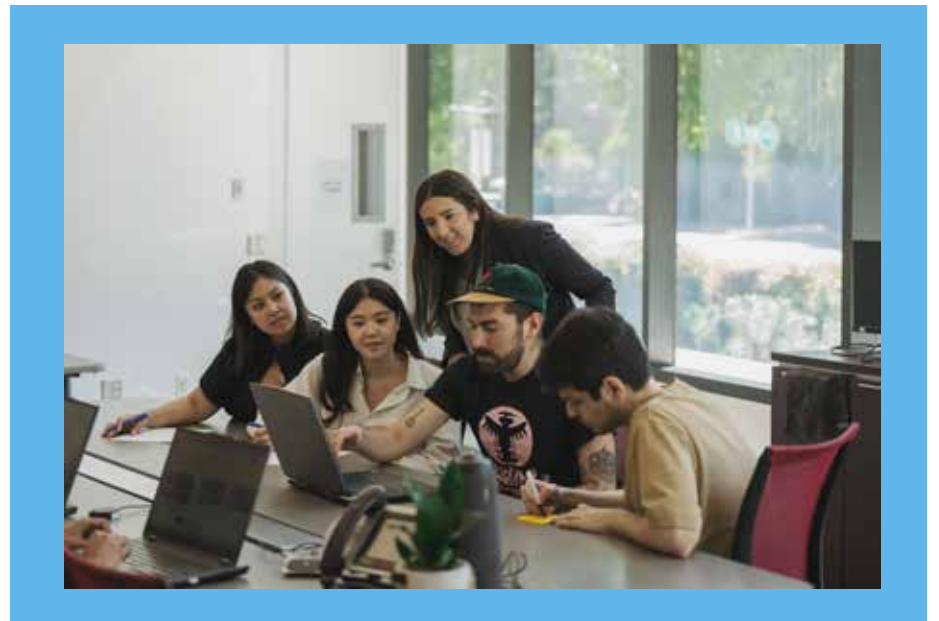| PHASE 1	PHASE 2	PHASE 3	PHASE 4
KICKOFF PHASE	**DISCOVERY & IDEATION**	**PROTOTYPING PHASE**	**VALIDATION & DELIVERY**
Team + Client Introductions	Define Problem Ideation	Iterative Development	Formal Project Presentation
Review Project Brief	Team Propose Solutions	Testing + Valdiation	Final Deliverable 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.

What is in it for Industry?

- Playable or interactive prototypes
- Visualization and design architectures
- Proof-of-concept demos and walkthroughs
- Spatial exploration and installations
- Low-risk market validation potential
- Access a diverse talent pipeline of students

Impact for Investment

- 1500 - 2000 hours of student-led applied R+D, visualization, and communication
- Dedicated faculty supervisor
- Work with a multidisciplinary, multicultural team
- Clients retain all IP and asset ownership
- Use project meeting space on campus
- Did we mention the diverse talent pipeline?

What Skills do Students Bring?

Multidisciplinary project teams of 4 to 6 students work 35 hours per week through their 12-week term. They contribute professional experience and technical skills such as:

- Design (UX/UI, graphic, game)
- Art (2D, 3D, animation, VFX)
- Development (game, web, VR/AR, app)
- Management (marketing, product, project)
- Diverse global thinking

Submit a Project Proposal

Fill out the Proposal Form to submit your idea!

- Spring Term (Jan to April) Proposals due Oct 31st
- Summer Term (May to Aug) Proposals due Feb 28th

Project Rates

- $15,000 for sponsorship of learning
- $12,000 for non-profit/social impact projects (may be eligible for lower fees)

Connect with our Team

Have a question for Centre for Digital Media? Want to partner with us? Please contact: **industry@thecdm.ca**

Checkout previous client work: **thecdm.ca/program/industry-projects**