Course: DMED 560 Production Team Dynamics (3 units)
Term: Fall 2025
Delivery Method: In person
Instructors: Jaclynn Wong
Pre-requisites: None

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

In this course, learners will be given the tools and guidelines to ensure their successful communication with each other, with lecturers and advisers, and with clients and coworkers. Working in small teams, learners explore effective approaches to messaging for different purposes, summarizing (verbal and written), presenting in academic/professional environments, engaging in group discussion, sharing ideas appropriately, asking and answering questions, collaborating efficiently, and producing documentation (gist-based, executive summaries, Agile statements, one-pagers). Learners must maintain a minimum of A- on all assignments and mini projects.

Regarding the mini-projects, students will apply their communication skills while they learn about digital media problem solving, teamwork and agile methodologies through the development of project-based prototypes. Throughout the entire semester, each student is expected to be able to create and implement art, audio, and code into a variety of different prototypes, both on their own and within a team.

Note: Students enrolled in DMED 560, 561, 562, and 563 are taking them as part of the Master of Digital Media Technical Communication Bundle. Successful completion of all four courses is required prior to enrolling in other DMED courses.

Course Objectives

After completing DMED 560, each student will be able to:

- Effectively collaborate and communicate within a team
- Understand and apply the basic concepts of Agile Development
- Effectively ideate through a variety of different tools
- Effectively apply rapid prototyping methodologies
- Implement art and code assets into an interactive digital artifact

Format of the Course

The course will run for 13 weeks with weekly class sessions and labs consisting of lectures, in-class activities, and student presentations. Students will work in teams assigned by the instructor and will be expected to work on the projects outside of class time.

Assignments

Note: Assignments,due dates and weighting are subject to change before the start of the semester

Week	Theme of Class	Assignment	Due
1	CORE QUESTION: WHAT IS THIS COURSE ALL ABOUT? Teams, Tools and Talking	Interactive Story	Week 4
2	CORE QUESTION: HOW DO WE PITCH A STORY? **TEAM 1 SELECTION DAY**		
3	CORE QUESTION: HOW DO WE EXPAND THE STORY?		
4	CORE QUESTION: HOW DO WE FIND A PROBLEM? **INTERACTIVE STORY DUE**	Targeted Application	Week 8
5	CORE QUESTION: WHO IS THIS APPLICATION FOR?		
6	CORE QUESTION: HOW DO WE PLAN BETTER FOR DEVELOPMENT?		
7	CORE QUESTION: HOW DO WE KNOW IT WORKS?		
8	CORE QUESTION: WHAT IS NEW TECHNOLOGY GOOD FOR? **APPLICATION DUE**	AR Game	Week 12
9	CORE QUESTION: WHAT ARE WE MAKING?		
10	CORE QUESTION: IS THIS GAME ENGAGING?		
11	CORE QUESTION: HOW DO WE GET BETTER DATA?		
12	CORE QUESTION: HOW DO WE KNOW IF IT IS FUN?		
13	CORE QUESTION: WHAT DID WE LEARN THIS SEMESTER? **GAME DUE**		

Evaluation

This course focuses on developing the skills required to effectively work on a team and understanding the basics of agile development. This will be achieved through developing three different prototype projects throughout the semester. The focus will be on rapid iterations, team communication, and demonstrating the in-class lessons in an effective way. While much of the work might be in analogue formats, all submissions must be in a digital format.

Grades will be based on the following criteria (subject to revision if deemed necessary):

Individual Work 35%

Individual work consists of three pitch presentations that the students will create and present in class, as well as participating in the in-class exercises.

Prototyping Projects 40%

There are three different projects that will be built during the semester, each of which will require multiple prototypes and presentations. This will include paper, physical, and digital artifacts to be created. These projects will be graded on a team basis and will be judged on a variety of metrics, such as exploration, creativity, quantity, and effectiveness.

Teamwork 25%

All projects in this course are team based. Students will be judged upon how they work within their team on an ongoing basis throughout the semester. Students will be primarily judged upon applying the team tools and methodologies taught in class. This will also include communication and interpersonal behaviours within the team itself.

Note on assessment:

Unless specifically specified a student's grade will be based on their INDIVIDUAL contribution to team assignments, presentations, and projects.

Attendance and Participation

Regular attendance is expected of students in all their classes (including participation, group work, tutorials, seminars, online etc.). Students who are unavoidably absent due to illness or disability should notify their instructors of their situation. Students are expected to attend based on the schedule (and their assigned group) and be fully present. Unreported lateness/absence also informs grading.
https://www.sfu.ca/students/enrolment-services/policies-and-procedures/academic-concessions.html

CDM|

CENTRE FOR **DIGITAL MEDIA** | **685** GREAT NORTHERN WAY | VANCOUVER, BC CANADA | V5T 0C6 | theCDM.ca

Grading Profile

A+	95-100	Exemplary expectations
A	90-94	Exceeding expectations
A-	85-89	Meet expectations
B+	80-84	Approaching expectations
B	75-79	
B-	70-74	Below expectations
C	60-69	Far below expectations
F	0 – 59	Fail (Students must retake the course).

A student in a master's or doctoral program must maintain a CGPA of 3.0. Under no circumstances will a student whose CGPA is below 3.0, be awarded a graduate degree. https://www.sfu.ca/students/advising-resources/calculators/gpa-calculator.html

Ethics

You are required to use course ethics to do user/play testing. Please speak to your supervisor regarding the steps and policies.

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.

Graduate Studies Notes

Important dates and deadlines for graduate students are found here: http://www.sfu.ca/dean-gradstudies/current/important_dates/guidelines.html.