

**Course:** Applications of Digital Media Microcredential

**Course Length:** 12 weeks

**Delivery Method:** Online

**Instructor:** Katie Kwan

*Acknowledgement of Coast Salish Peoples and Land*

We respectfully acknowledge the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), səliłwətał (Tsleil-Waututh) peoples on whose unceded traditional territories our campus resides.

**Course Description**

This course blends industry insight with hands-on application, guiding students from foundational learning to the creation of a self-directed capstone project. In the first phase, you'll engage with expert perspectives, case studies, and applied assignments to build essential knowledge. In the second phase, you'll channel these learnings into a project based on your own product or idea, with support and mentorship available throughout. By the end of the course, you'll have both a tangible deliverable and the practical skills gained through real-world application.

You will have the opportunity to present your own product or idea, turning theoretical knowledge into a practical solution for your context.

**Course Objectives**

Upon completion of this course students will be able to:

- Create a project plan for your idea
- Develop a project timeline
- Conduct a risk assessment and draft communication to intended partners
- Discuss methods for lessons learned
- Explore technical tools to build a practical solution

**Format of the Course**

This is a 90-hour course and will run for 12 weeks.

The first half of this course 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. 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.

The second half will concentrate on the completion of a deliverable based on a product/idea of your own. There will be office hours available for you to connect with the instructor to talk through your capstone project, for guidance, and additional mentoring.

## Course Schedule

The course will run from June 1 - August 24, 2026, with synchronous group video sessions on Tuesdays from 7PM- 8:30PM PST. Synchronous sessions highlighted in yellow are mandatory to attend. Attendance requirements for other sessions will be determined through discussion with the instructor.

*The following schedule outlines the proposed topics covered during the course. Based on the interaction with students, some topics may be added, modified, or swapped during the course at the discretion of the instructor.*

Class	Topic
Week 1	Welcome, Pre-course Information, and Course Introduction <b>Synchronous Online Session: Tuesday, June 2</b>
Week 2	PM Artifacts <b>Synchronous Online Session: Tuesday, June 9</b>
Week 3	Tools <b>Synchronous Online Session: Tuesday, June 16</b>
Week 4	Continuous Improvement <b>Synchronous Online Session: Tuesday, June 23</b>
Week 5	Communications <b>Synchronous Online Session: Tuesday, June 30</b>
Week 6	Presentations, Project – Questions/Feedback <b>Synchronous Online Session: Tuesday, July 7</b>
Week 7	Pitching, Project – Questions/Feedback <b>Synchronous Online Session: Tuesday, July 14</b>
Week 8	Project – Questions/Feedback <b>Synchronous Online Session: Tuesday, July 21</b>
Week 9	Project – Questions/Feedback <b>Synchronous Online Session: Tuesday, July 28</b>
Week 10	Project – Questions/Feedback <b>Synchronous Online Session: Tuesday, August 4</b>
Week 11	Student Presentations <b>Synchronous Online Session: Tuesday, August 11</b>
Week 12	Student Presentations & Course Wrap Up <b>Synchronous Online Session: Date TBC</b>

## Course Assignments

*This course is pass/fail (graded as Satisfactory/Unsatisfactory). Students missing a deadline and/or submitting a substandard report may not receive a passing grade.*

Assignment	Due Date
Week 1 – Forum Posting & 2 replies - PM Approach	Sunday, June 7 at 11:59pm PST
Week 2 – High Level Project Plan	Sunday, June 14 at 11:59pm PST
Week 3 – Forum Posting & 2 replies - Tool Deep dive	Sunday, June 21 at 11:59pm PST
Week 4 – Forum Posting & 2 replies - Lessons Learned	Sunday, June 28 at 11:59pm PST
Week 5 – Draft a risk communication	Sunday, July 5 at 11:59pm PST
Week 6 - 9 - Iterative Submissions of Capstone Project	Final deadline: Sunday, Aug 2 at 11:59pm PST
Week 10 - <b>OPTIONAL</b> Iterative Submission of Capstone Project	Sunday, Aug 9 at 11:59pm PST
Week 11 & 12 - Deliver presentation for your product/idea - Feed Forward forum posting	Week 11 - Tuesday Aug 11 at 7pm PST Week 12 - TBC IN SESSION DELIVERY

## Required Readings

Each week students will be assigned required materials which will be posted on Canvas.

## Grading Profile

**P** Satisfactory performance or better (pass, ungraded)

**F** Unsatisfactory performance

## 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 course activities (both asynchronous and synchronous) and submissions of all assignments are required. Students who anticipate challenges in submitting an assignment or attending synchronous Zoom sessions should communicate with the instructor before the deadline. Students are required to attend synchronous Zoom sessions during weeks 1-7 and weeks 11-12 (highlighted in yellow under “**Course Schedule**”). Attendance requirements for other sessions will be determined through discussion with the instructor.

## 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