

Course: Leadership & Management in Digital Media Production

Course Length: 9 weeks

Delivery Method: *Online*

Instructor: Thelma Weigert

Acknowledgement of Coast Salish Peoples and Land

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

Course Description

Designed for aspiring and new leaders in digital media, this course emphasizes the human and operational aspects of production management—leading high-performing teams, making informed scope and budget decisions, facilitating collaboration, and communicating effectively with stakeholders.

Students will learn to apply leadership principles in diverse production contexts, compare methodologies such as Agile, Waterfall, Hybrid, Lean, and Design Thinking, and integrate facilitation techniques to guide team decision-making. Practical exercises, case studies, and tool demonstrations will build the foundations for leading cross-functional teams, manage creative processes, and navigate the complexities of hybrid and remote work environments.

Course Objectives

Upon completion of this course students will be able to:

- Identify core leadership principles and begin applying them to the planning, execution, and delivery of digital media projects.
- Describe and compare key project management methodologies, including Agile, Waterfall, Hybrid, Lean, and Design Thinking, and select an approach for specific project scenarios.
- Apply fundamental strategies to build, motivate, and support high-performing, cross-disciplinary teams.
- Practice communication techniques that promote alignment and trust with clients and stakeholders.

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, consumption of assigned materials, 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 March 30 - May 29, 2026, with synchronous group video sessions on Wednesdays from 4:30PM- 6:00PM PST.

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 semester at the discretion of the instructor.

Class	Topic
Week 1	Course Kickoff & Leadership in Digital Media Production Synchronous Online Session: Wednesday, April 1
Week 2	Leadership Styles & Emotional Intelligence Synchronous Online Session: Wednesday, April 8
Week 3	Project Management Approaches in Digital Media Synchronous Online Session: Wednesday, April 15
Week 4	Building & Leading High-Performing Teams + Facilitation Skills Synchronous Online Session: Wednesday, April 22
Week 5	Scope, Budget, Risk & Change in Creative Projects Synchronous Online Session: Wednesday, April 29
Week 6	Communication, Clients & Stakeholders Synchronous Online Session: Wednesday, May 6
Week 7	Feedback Culture & Conflict Resolution Synchronous Online Session: Wednesday, May 13
Week 8	Technology, Tools & AI in Production Management Synchronous Online Session: Wednesday, May 20
Week 9	Recap & Reflection Synchronous Online Session: Wednesday, May 27

Course Assignments

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

Assignment	Due Date
Weekly assignment, submitted to the community forum on Canvas	Sunday at 11:59pm PST each week

Required Readings

Each week students will be assigned required materials which will be posted on Canvas. Students are required to complete all assigned materials—videos, audio content, and written resources—available on Canvas each week, as preparation for the live session.

Grading Profile

P Satisfactory performance or better (pass, ungraded)

F Unsatisfactory performance

Completion Requirements:

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