

Course: DMED 560 Production Team Dynamics (3 units)

Term: Fall 2026

Delivery Method: In person

Instructors: Jaclynn Wong

Pre-requisites: None

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

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?		
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	XR 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):

Criterion	Weight	Description	Due Date
Interactive Narrative Mini-Project	25%	Prototype Deliverable (40%) Individual Work (35%) Teamwork (25%)	Week 4
Targeted Application Mini-Project	30%	Prototype Deliverable (40%) Individual Work (35%) Teamwork (25%)	Week 8
XR Game Mini-Project	35%	Prototype Deliverable (40%) Individual Work (35%) Teamwork (25%)	Week 12
Professionalism	10%	Graded based on punctuality, accountability, and attendance throughout the term, preparedness and active participation during class, and respectful conduct.	Week 13

Prototype Deliverable

Throughout the three different mini-projects, each will require multiple prototypes and presentations. This may include paper, physical, and digital artifacts and prototypes. These prototypes will be graded on a team basis and will be evaluated on a variety of metrics, such as exploration, creativity, quantity, and effectiveness.

Unless otherwise specified, this portion of a student's grade will be based on their INDIVIDUAL contribution to the team prototypes.

Individual Work

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

Teamwork

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

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>

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 it and it is 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

Each student is responsible for engaging in activities that support their learning without participating in any acts of dishonesty, falsification, misrepresentation or deception in their academic work. This ensures that you are developing your own knowledge and skill base. It also allows your instructor to accurately assess your progress and provide valuable feedback. For more details, see: [Student Academic Integrity Policy - Simon Fraser University](#).

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. SFU's Academic Integrity website (<http://www.sfu.ca/students/academicintegrity.html>) is filled with information and examples on what is meant by academic dishonesty and resources to help students develop their academic integrity.

AI usage policy for this course

The use of generative artificial intelligence tools is not mandatory, nor is it necessarily recommended. It is permitted in this course with proper attribution (see below). Undeclared use of the

tool/technology will be considered a violation of SFU's Academic Integrity policy. Be aware that any tool used will require you to evaluate the output for inaccuracies and be responsible for making the appropriate corrections. You, the student, are always responsible for the text that you submit for an assignment.

Understanding what constitutes 'good practice' for the use of AI in university-level assignments is something that students, instructors and institutions are trying to figure out. As your understanding and skills develop through experience, the same is true for your instructors. If you have any questions or queries—whether specific to AI or not—it is advisable to contact the instructor well in advance of the assignment submission deadline.

Attribution of AI tools in your assignments

When using material generated from an AI tool in an assignment, it is important that your use is transparent and appropriately referenced. When selecting your chosen referencing style, it is advisable to see what citation guidelines are provided for citing AI-generated materials (See [How to Cite ChatGPT in APA](#) and [How to Cite ChatGPT in MLA](#) for reference)

In addition to appropriate referencing within the assignment, you are required to include (i) the prompt(s) used to generate a response; (ii) the name and version of the AI software used; (iii) the date(s) the prompt was used; and (iv) a copy of the response(s) generated by the software. All this information should be provided in a separate section at the end of the assignment document or presentation. There is no word limit or time limit for this final section.

Graduate Studies Notes

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