

CENTRE FOR
DIGITAL MEDIA

MASTER OF DIGITAL MEDIA PROGRAM

2021-2022



▶ thecdm.ca



SFU



BCIT™



The Centre For Digital Media Acknowledges the Coast Salish peoples including the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), and səilwətaʔt (Tsleil-Waututh) Nations on whose unceded and traditional territories we are located.



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MESSAGE FROM LARRY BAFIA

Director, Master of Digital Media Program

Welcome to an inside look into the Master of Digital Media program, a world renowned, professional graduate degree curriculum. As we celebrate the program's 15 year anniversary, MDM continues to strive to be a leader in contemporary digital media practices.

Our program is vetted and governed jointly by four leading academic institutions in British Columbia. The strengths and resources of UBC, SFU, BCIT and Emily Carr influence and support the MDM degree in many ways. This unique relationship provides opportunities for collaboration and experiences beyond a single institution.

Our curriculum is based on experiential learning. Practical applications of digital solutions for real-world problems is the keystone to our educational philosophy and approach. Team-based learning provides best practices for collaboration and project management. Our industry-sponsored projects and internship provide you with hands-on experience and valuable network connections to launch your career.

We are proud to be located in a region that embraces diversity and opportunities for all. Along with our network of industry partners and the Vancouver community we strive to maintain a highly creative and inclusive environment that benefits from a global perspective. Our goal is to provide the best in digital solutions to an ever-expanding network that includes applications for productivity, entertainment, healthcare, social awareness, transportation, training, the environment and many more.



ABOUT THE DIRECTOR

Larry Bafia joined the Master of Digital Media program in 2008 after completing a five-year term as Department Head for the three Animation and Visual Effects programs at the Vancouver Film School. Prior to his academic endeavours Larry spent over three decades in the animation and visual effects industry. After having started a career in stop motion and puppet animation Larry transitioned into the realm of computer generated animation with PDI Dreamworks. Besides creating animations, Larry directed dozens of commercial projects as well as supervised animation for visual effects in feature films.

MASTER OF DIGITAL MEDIA

- ▶ Graduate From Four Major Canadian Academic Institutions
- ▶ Industry-Focused, Professional Graduate Degree
- ▶ Competitive Scholarship Opportunities
- ▶ Startup Business Support
- ▶ 1 : 7 Faculty to Student Ratio



The Master of Digital Media program is a professional graduate degree in Vancouver, Canada. Guided by top-level faculty and industry mentors, students learn management and collaboration skills, working in teams on industry-supported projects. Students graduate with the skills to work in the top jobs in digital media as producers, designers, managers, technical artists and entrepreneurs.

The MDM program was created through a unique partnership of four leading academic institutions—University of British Columbia, Simon Fraser University, Emily Carr University of Art + Design and British Columbia Institute of Technology—and leaders from the digital media industry. Through this partnership, a curriculum was developed that corresponds to industry needs and prepares students for high-level roles in new and expanding digital media markets.



MDM 15-YEAR ANNIVERSARY

Province of British Columbia granted \$40.5M for start-up, capital and endowment funds to establish the Centre for Digital Media and the Master of Digital Media Program.

The first class of 21 students graduated from the MDM program.



2006

2009



2007

Electronic Arts announced a \$1 million dollar grant to the Master of Digital Media Program.

Centre for Digital Media Now Open



2012

CDM moved to 685 Great Northern Way. This incredible facility became the new home for the next generation of digital media leaders.



15 YEARS OF COMMUNITY, COLLABORATION, TRANSFORMATION

The Master of Digital Media program celebrated 10 years, over 400 graduates, the launch of 19 start-up companies and countless personal success stories.



2017

2014

After just 5 years, the MDM program marked two amazing milestones: the 7th cohort of MDM students graduates and the alumni network grew to 200 students!



2022

Master of Digital Media 15-year anniversary.

The campus continues to attract many digital media companies, project partners and employers of MDM grads. 2022 will see our **17th** cohort and over **500** MDM alumni in various digital media roles and industries.



MDM STUDENTS



The MDM program offers a way for students to realize their vision by providing a learning environment that fosters bold creativity and cross-disciplinary collaboration in a realistic industry-based work setting. Our students come from around the globe, and from many different undergraduate and professional backgrounds, including:

- ▶ Art
- ▶ Design
- ▶ Natural and Social Sciences
- ▶ Business
- ▶ Computer Science
- ▶ Engineering



MARY WILSON
PROJECT MANAGER

Country: Canada
School: University of Queensland
Program: Business Management
Skills: Project Manager, UI/UX Designer, Usability Tester

“ At the beginning of my time at the CDM, I only had one goal: level up my career. I am leaving with so much more: new interests, refined technical skills, industry connections, close friendships, and the ability to effectively collaborate in multidisciplinary teams. Working on real world projects, under the mentorship of skilled supervisors with likeminded peers, has given me the confidence I needed to achieve my original goal. I look forward to applying all that I have learned in a professional setting. ”



SHRUTI SHARMA
DESIGNER

Country: India
School: Rochester Institute of Technology
Program: Product Design
Skills: 2D Designer, UI/UX Designer, Entrepreneur

“ The MDM program gave me real-world, project-based experience and has made me get comfortable with working in an agile environment. I got a chance to work with a diverse team, learn new design skills and even explore different team roles such as project manager, UX researcher, etc. I'm leaving this program with the confidence to excel in any future job opportunities. ”



KARAN SHAH
PROGRAMMER

Country: India
School: Gujarat Technological University
Program: Information & Communication Technology
Skills: Unity Programming, Full-Stack Web Dev, Project Management

“ The MDM program provided me with an opportunity to work with extremely multi-talented people in some of the most intricate real-life corporate scenarios. While working with peers and sharing knowledge, navigating blockers and working hard to meet deadlines, we built deep and valuable friendships. CDM helped me identify my areas of improvement and encouraged me to nurture them into my strengths. In my opinion, CDM stands for finding your way, but MDM is all about getting lost in finding your inner creativity. ”

INNOVATIVE CURRICULUM

Team-based project learning is the core of the MDM curriculum. Following intensive course work in the first semester, students work in cross-disciplinary teams on semester-length industry projects. Students must also secure a four month internship, reflect and report back on how their MDM experience is applied in the real world. Through this, students gain valuable management, technical and design experience in the digital media industry.

FALL TERM Sep - Dec	SPRING TERM Jan - Apr	SUMMER TERM May - Aug	FALL TERM Sep - Dec
Foundations of Digital Media	The Visual Story or Special Topics in Digital Media	The Visual Story or Special Topics in Digital Media	Internship
Improvisation for Collaboration	Projects II	Projects III	
Foundations of Game Design			
Projects I Building Virtual Worlds			

LEARN BY DOING

The program also develops six core competencies. Together they comprise a skill set and an approach to planning, building and leading digital media projects. The following competencies are deeply integrated into MDM courses and extracurricular activities, and they are reinforced by real-life experiences in industry projects and internships.

- ▶ Self-Awareness
- ▶ Time Management
- ▶ Design Process
- ▶ Articulation
- ▶ Information Literacy
- ▶ Teamwork



COURSE DESCRIPTIONS

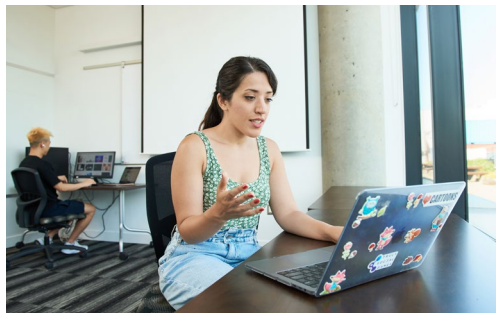


DMED 500 Foundations of Digital Media

Business, technological, social and ethical issues and realizations of digital media are introduced and framed. The emergence and ongoing development of digital media industries is discussed through a historical exploration and critical analysis of the economics, technical innovations, social demands and ethical constraints that define them. Outcomes include exploration of and a critical perspective on digital media, which will act as a common basis for all subsequent discussion and collaboration between students with artistic, technical or interdisciplinary backgrounds. A key theme of the course is the development of a framework to critically analyze as well as participate in the future of digital media and technology.

DMED 502 Improvisation for Collaboration

The digital media industry depends and thrives on the collaborative ability, interdependence, and adaptability of its team members. The tools and exercises in DMED 502 are drawn from improvised comedy, music, clown, design thinking and visual design, and will introduce students to common team-based industry practices. Students will improve various aspects of their creative and collaborative design skills, assess their ability to collaborate under pressure, become more adaptive, and determine what areas they can continue to develop.



DMED 501 The Visual Story

The structures and techniques of linear storytelling, specifically as demonstrated in film, will be analyzed and discussed through a series of lectures and discussions based on assigned films. While many elements of structure will be touched on, specific attention will be paid to character and themes and the relationship of theme to both structure and character. Use of story in selected video games will be analyzed and the potential, and dangers, of including story and/or its various elements in video games will be discussed. The possibilities of story, or any of its major components, being applied to other forms of interactive media will be touched upon.

DMED 503 Foundations of Game Design

Foundations of Game Design is a seminar and project-based course that teaches the mechanics and processes of game design. The principles learned in this class apply equally well to any interactive design discipline. Students analyze many types of games and design many games of their own, alone and in groups, using these principles.

DMED 520 Projects I - Building Virtual Worlds

All MDM project courses are group independent studies, where teams of three to six students work on a focused project(s) during that semester. The first of these three courses, Projects I, focuses on designing and creating a digital media product in a constrained environment. This rapid immersion into a group problem-solving environment is designed to engage a student in project planning, management and execution. The goal of the course is to provide a solid foundation of problem solving and methodologies that will apply to future projects.

DMED 530 Internship

The DMED 530 internship synthesizes what has been learned in the MDM program and demonstrates how learning informs practice. Students are required to participate and find work related to digital media. The internship will provide real-world experiences and allow students to continue to develop effective communication, collaboration, project management, and team cooperation skills. The internship is carried out in a workplace, in the digital media industry, or working in digital media in a public/educational/government institution.

DMED 540 Special Topics in Digital Media

Students take one 3-credit elective offered at the Centre for Digital Media or an approved graduate level course at one of the academic partners. Usual electives include: Business and Management, User Experience, Teaching Digital Media and Digital Persuasion and Behaviour Change.

DMED 521 Projects II DMED 522 Projects III

Building on the skills developed in Projects I, Projects II & III continue providing hands-on experience working with teammates from different backgrounds and disciplines. The course objectives include project management, managing client relationships, resource management, scope management and developing and articulating innovative solutions for digital media production. The requirements for a project are as follows:

- ▶ Each team is made up of students from both technological and non-technological backgrounds. Students will be encouraged to develop additional skills they may not currently have. For example, a software engineer may develop design or user interface skills.
- ▶ The teams must both prototype and produce a tangible result (not a paper).
- ▶ A faculty member approved by the MDM program for this project must oversee the work.

All project courses have an explicit role in teaching business aspects of team-based projects—project management and creation of a business plan by going through a ‘green light’ approval process. Students are also encouraged to pitch their own project in the final project course, DMED 522. These final projects must be team projects and can also lead to the creation of a startup digital media company.

Check out a list of electives currently being offered
thecdm.ca/program/courses

MDM ALUMNI - WHERE ARE THEY NOW?



30%
OF GRADUATES
WORK IN GAMES



95%
OF GRADUATES
ARE WORKING IN
THEIR CHOSEN FIELDS



20+
STARTUP COMPANIES
HAVE BEEN CREATED
BY MDM ALUMNI

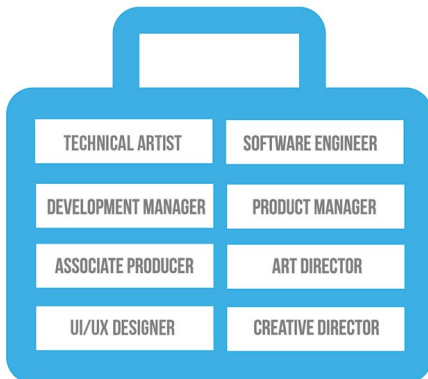


81%
OF GRADUATES
WORK IN CANADA

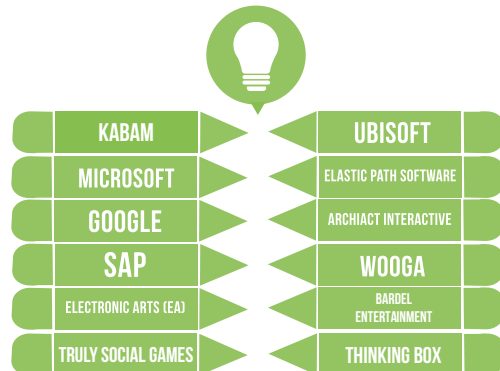
ALUMNI INDUSTRY SECTOR



JOB TITLES



EMPLOYERS



ALUMNI SUCCESS



“ My two years at the MDM have shaped me in more ways than ever imagined. It gave me a reason to step outside my creative comfort zone and surround myself with new ideas, technologies and most importantly with a group of wonderful and immensely talented people. ”

Karin Schmidlin, MDM Alumni, Cohort 2

Instructor, Emily Carr University of Art and Design



“ One of the greatest benefits of the MDM for me was a chance to work with people from all over the world. My co-founders and I come from four different countries, none of which are Canada, and it was really, really powerful to come together and build something that hasn't existed before with people from such different backgrounds—different not only in life experiences but also in our skill sets. It enabled us to go so much further and do so much more than if we were all from the same area and had the same backgrounds. ”

Angela Hamilton, MDM Alumni, Cohort 10

CEO + Co-founder, Quupe



“ Great program. Learned a lot of soft skills by collaborating with classmates with different backgrounds! The network support from CDM faculty also helped me land my first & dream job in Canada. ”

Keira Xu, MDM Alumni, Cohort 13

Designer, Microsoft



“ Outstanding professors, comprehensive curriculum, beautiful campus, and strong industry connections that paved the way to my internship and employment. I enjoyed every hour I spent learning here. ”

Peter Pan, MDM Alumni, Cohort 13

Software Engineer, Electronic Arts (EA)

INDUSTRY PROJECTS CONNECT WITH LEADERS



Industry projects are the heart of the MDM program. In the second and third semesters, teams of three to six students work on industry-sponsored projects to develop prototypes or applications from concept to deliverable. Students get hands-on experience working with teammates who are from different backgrounds and disciplines, as well as valuable experience working with clients. All projects follow a 13-week development process modeled to industry standards.

Students Build:

- ▶ Data Visualizations
- ▶ Mobile Applications
- ▶ Websites
- ▶ Location-Based Services
- ▶ Games
- ▶ Virtual Reality
- ▶ eCommerce
- ▶ Interactive Storytelling

Clients Come From:

- ▶ Entertainment
- ▶ Technology
- ▶ Non-Profit
- ▶ Health
- ▶ Education
- ▶ Marketing
- ▶ Government
- ▶ Environment

“ Thanks for the opportunity to work with CDM and your teams. It was a terrific experience and one that I hope we can repeat in new and exciting ways. This was an entirely new experience for me (and for the Gallery as a whole) and despite the many real and challenging constraints that have engulfed us all in the past months the teams achieved remarkable results. ”

Bruce Grenville, Senior Curator, Vancouver Art Gallery



“ Every single meeting that I had with these guys, I came back energized and excited and interested and they were able to say we got this handled and you know that they did. As a company you go there you know what you're gonna get, it's the complete package. ”

Joe Bonar, President, Truly Social Games Vancouver

INDUSTRY PROJECT

VESTIBULAR REHABILITATION VR

! The Problem

Traditional vestibular rehabilitation therapies are limited by the types of stimulus that can be provided in clinical settings and the lack of control over numerous variables that may affect or trigger a patient's symptoms.

💡 The Solution

Vestibular Rehab VR is a project aimed to improve on traditional vestibular rehabilitation treatments by leveraging virtual reality (VR) in simulating adjustable real-world scenarios, therefore, providing therapists with a powerful set of tools to tailor treatments specifically for different patients' needs.



👥 The Team



👤 The Client - BC Children's Hospital Digital Lab

“ I particularly valued the thoughtfulness of the questions that the team posed back to us, and the drive to ensure that the experience was as user-centric as possible – in some cases, the team brought forward considerations that might impact our patients that we hadn't even discussed internally yet...a testament to how well they put themselves in the perspective of our patients and clinicians. ”

INDUSTRY PROJECT

SERIOUS FIRE INVESTIGATION TRAINING GAME



The Problem

Practical firefighting training is costly, dangerous, only available at specialized locations, and often not reusable.



The Team



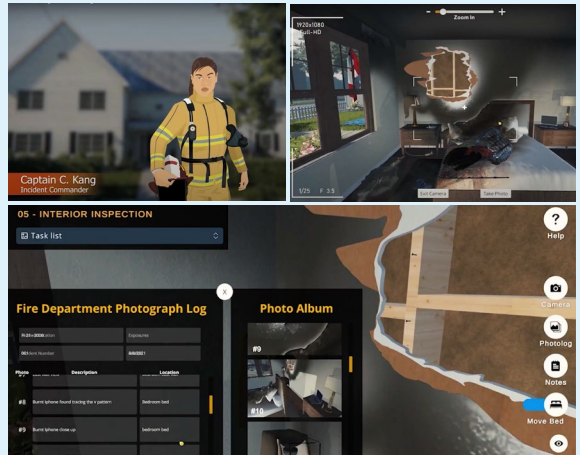
The Client - Justice Institute of BC

“ The FlashoVR team delved into the lengthy text-based fire-fighting procedures and magically transformed those steps into an interactive, fun, yet accurate experience for both students and instructors. This work, when integrated into programming, will be a valuable training tool that will help make communities safer. ”



The Solution

The FlashoVR team built a serious fire investigation training game that will be used as an immersive educational and reviewing tool. Through this computer-based training experience, fire investigation trainees will be learning how to follow step-by-step safety & evidence collection protocols at the burn site. With its first-person controls, JIBC students will be able to virtually navigate through various burn sites, in order to photograph & collect evidence for the fire investigation scenarios.



OUR **ACADEMIC** PARTNERS

The Master of Digital Media program is accredited and awarded by four academic partners:

- ▶ **University of British Columbia**
- ▶ **Simon Fraser University**
- ▶ **Emily Carr University of Art + Design**
- ▶ **British Columbia Institute of Technology**

MDM students receive a combined Master's degree bearing the seal of all four partner institutions and signed by all four presidents. Due to this unique academic partnership, there is no other program like it in the world.





The University of British Columbia

Established in 1908, the University of British Columbia has consistently ranked among the top 50 universities in the world. A research-intensive university with multiple campuses, UBC is home to more than 50,000 undergraduate, graduate and international students and has an economic impact of \$4 billion to the local economy. The university holds an international reputation for excellence in advanced research and learning.

ubc.ca

The logo of Simon Fraser University (SFU), consisting of the letters 'SFU' in white on a dark grey rectangular background.

SFU

Simon Fraser University

Ranked by respected national surveys as one of Canada's top three comprehensive universities for almost 20 years, Simon Fraser University is named after a famous explorer and known for its pioneering spirit. SFU offers more than 100 undergraduate major and joint major programs and more than 45 graduate offerings. Mentored by faculty acclaimed for their research and teaching abilities and coached by dedicated advisors and employers, SFU's more than 100,000 graduates enjoy limitless career opportunities.

sfu.ca



Emily Carr University of Art + Design

Emily Carr University of Art + Design was founded in 1925 and is one of British Columbia's oldest post-secondary institutions. Based in Vancouver, BC, Canada, Emily Carr is one of the world's premier arts institutes. The University offers 3 Undergraduate degrees - Bachelor of Fine Arts, Bachelor of Design, Bachelor of Media Arts and 4 Graduate programs - Master of Fine Arts (Full-residency), Master of Fine Arts (Low-residency), Master of Design (Interdisciplinary), Master of Design (Interaction).

ecuad.ca

The logo of the British Columbia Institute of Technology (BCIT), consisting of the letters 'BCIT' in white on a dark grey rectangular background.

BCIT™

British Columbia Institute of Technology

BCIT is one of British Columbia's largest post-secondary institutions with more than 48,000 students enrolled annually (16,600 full-time, 31,600 part-time). BCIT offers practical career credentials designed for the workplace, including degrees, diplomas and certificates spanning Applied and Natural Sciences, Business and Media, Computing and Information Technology, Engineering, Health Sciences and Trades.

bcit.ca



THE CENTRE FOR DIGITAL MEDIA

The Master of Digital Media program is housed at the Centre for Digital Media. In addition to our programs, there are industry studios on campus and industry and professional development events that happen year round.



Housing

Student apartments are available to rent at the Centre for Digital Media. To learn more about housing at the CDM, please visit thecdm.ca/student-apartments



Transit Access & Transportation

- ▶ 10 minute-ride to downtown Vancouver
- ▶ Located on a main bus route, and between two city SkyTrain stations
- ▶ On the Central Valley Greenway bike route
- ▶ Mobi bicycle-sharing stations located on campus
- ▶ Secure bike storage lockers on campus



Safety

- ▶ 24-hour campus security
- ▶ Safe walk program



Food

- ▶ Food trucks on campus at lunch each day
- ▶ Walking distance to international restaurants, breweries and grocery stores



Amenities

- ▶ Gym
- ▶ Sound Studio
- ▶ Student Kitchen
- ▶ Events Space
- ▶ Computer Lab

Find out more
thecdm.ca/about

MDM

#1 startup ecosystem in Canada



#3 greenest city in the world

#3 most livable city on the planet



VANCOUVER, CANADA DIGITAL MEDIA HUB

Our students enjoy the benefits of living and working in Vancouver, British Columbia, a dynamic and multicultural city that is consistently ranked as one of the most livable on the planet.

Situated between Canada's Coastal Mountain Range and the Pacific Ocean, Vancouver is the most populous and diverse city in Western Canada—while offering some of the best opportunities for skiing, surfing, hiking and kayaking in the world.

Vancouver has one of the top video game clusters in the world, has the world's largest VFX and animation hub and is a world leader in virtual and augmented reality.

- ▶ **8,000** Technology and Digital Entertainment companies operate in BC: EA, Sega, Microsoft, Sony Pictures Imageworks, Industrial Light and Magic and Animal Logic all have studios in Vancouver.
- ▶ **141,000** people are working across BC in the Digital Entertainment & Technology industries.
- ▶ **\$23 Billion** in revenue is generated by BC's Technology industry.



Vancouver is:

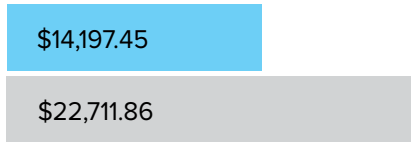
- ▶ Celebrated for its creative and sustainable business culture.
- ▶ A multicultural city, a place that welcomes and values people from everywhere and is a global gateway to Asia, the US & Europe.
- ▶ A beautiful city, celebrated for its natural beauty, mild climate and ready access to beaches and the outdoors.

TUITION, FEES & SCHOLARSHIPS

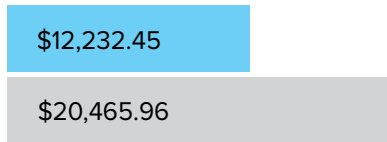
Tuition (approx.) (including student fees*)

■ Domestic ■ International

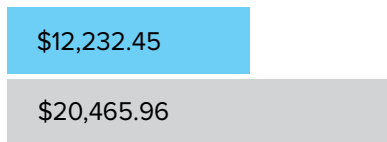
Fall Semester



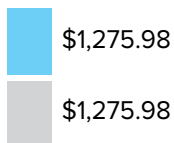
Spring Semester



Summer Semester



Internship Semester



There are many scholarship opportunities available to Master of Digital Media students. Approximately **50%** of students receive a scholarship or other financial assistance throughout the program.

► **Total Domestic Tuition (approx.)**

CAD \$39,938.33

► **Total International Tuition (approx.)**

CAD \$64,919.76

* Student fees include an all-access transit pass, extended medical and dental insurance, as well as access to SFU's recreation facilities.

All costs are subject to change. Please visit thecdm.ca for the most up-to-date information.

See a complete breakdown of fees
thecdm.ca/program/tuition-fees

Learn more about the variety of
scholarships available
thecdm.ca/program/scholarships










ADMISSION & REQUIREMENTS

Minimum Academic Standards:

Applicants must have completed a 4-year undergraduate degree (or equivalent) acceptable to all 4 CDM Partner Institutions with a minimum overall average of B+ (76% or higher) in 3rd and 4th year courses. Some of the degree programs our students have come from include:

- ▶ Computer science, engineering, education, economics, management, communication, art, design, art history, performing arts, architecture, linguistics, psychology or philosophy

Application Items:

- 1  Samples of Your Work
- 2  Intro Video / 30-45 seconds
- 3  Letter of Intent / Max 750 words
- 4  Short Formal Essay / Max 750 words
- 5  References
- 6  Program Survey Form
- 7  Resume / Max 250 words
- 8  Official Transcripts
- 9  Official TOEFL or IELTS results (if applicable)

English Language Proficiency:

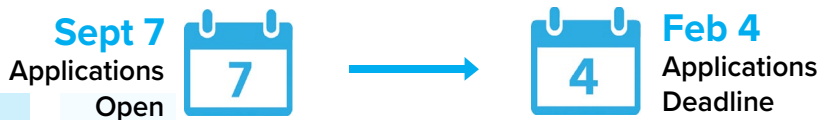
If applicable, applicants must demonstrate English language proficiency. Applicants must have:

- ▶ A minimum score of 100 on the TOEFL, with no less than a score of 20 in each category, or
- ▶ A minimum score of 7 on the IELTS (the academic NOT the general test) with a minimum of 6.5 in all sections

If applicants don't meet the English Language Proficiency requirements, they can enroll in Pre-MDM, a 2-semester program designed to help students whose second language is English prepare for entry into the Master of Digital Media program. Learn more about the Pre-MDM program: thecdm.ca/program/pre-mdm

More about application items
thecdm.ca/program/admissions-process

MASTER OF DIGITAL MEDIA PROGRAM AT A GLANCE



Full Time: 16 months (12 months + internship)

Location: Centre for Digital Media, Vancouver, Canada

Domestic Student Tuition: approx. \$39,938.33 CAD*

International Student Tuition: approx. \$64,919.76 CAD*

*subject to change



Centre for Digital Media

685 Great Northern Way
Vancouver, BC V5T 0C6,
Canada

General Inquiries

admin@thecdm.ca
1.778.370.1001

Admissions Information

admissions@thecdm.ca
1.778.370.1010
toll-free 1.855.737.2666

► thecdm.ca





MDM | CELEBRATING
15 YEARS