

IDEA-X ENHANCED / DIPLOMA PROGRAM

DIGITAL MEDIA STUDIES PROGRAM



In collaboration with



MESSAGE FROM DR. RICHARD SMITH

Director, Master of Digital Media Program

I am extremely proud to be part of the team at Vancouver's Centre for Digital Media, directing the Master of Digital Media program, a professional graduate degree with a worldwide reputation.

Our program is a joint degree from four universities. This is one of the strengths, and unique features, of the MDM degree.

Our industry-sponsored projects and internships are another strength: students graduate with hands-on experience and valuable professional connections.

Vancouver is a gathering place for a growing number of major and emerging players in digital media: games, animation, visual effects, mobile applications, and networks. Join us, and then join them. Or start your own digital media company, as several of our graduates have done!



Dr. Richard Smith has over two decades of academic and directorial experience at Simon Fraser University. A professor at the School of Communication at SFU for over fifteen years, he has also served as Director of SFU's Centre for Policy Research on Science and Technology (CPROST) for the past ten years. His active engagement with local, national and international media on issues related to his research into the contemporary world of technology, social media and public surveillance has also made him a recognized public commentator. His service to the university through public affairs and media relations earned Dr. Smith the 2009 SFU President's Award.

WHAT DOES DIGITAL MEDIA LOOK LIKE TODAY?

A weather app on a smartphone, a racing game on a video game console and an ultrasound imaging device in a hospital are all digital media products. They are successful because they are engaging, easy to use (even fun in the case of games), and deliver results. Digital Media is a blend of technology and content, and building digital media products requires teams of professionals with diverse skills, including technical skills, artistic skills, analytical and production coordination skills. All of these skills need to be balanced on a team, with all team members focused on creating the best user experience.

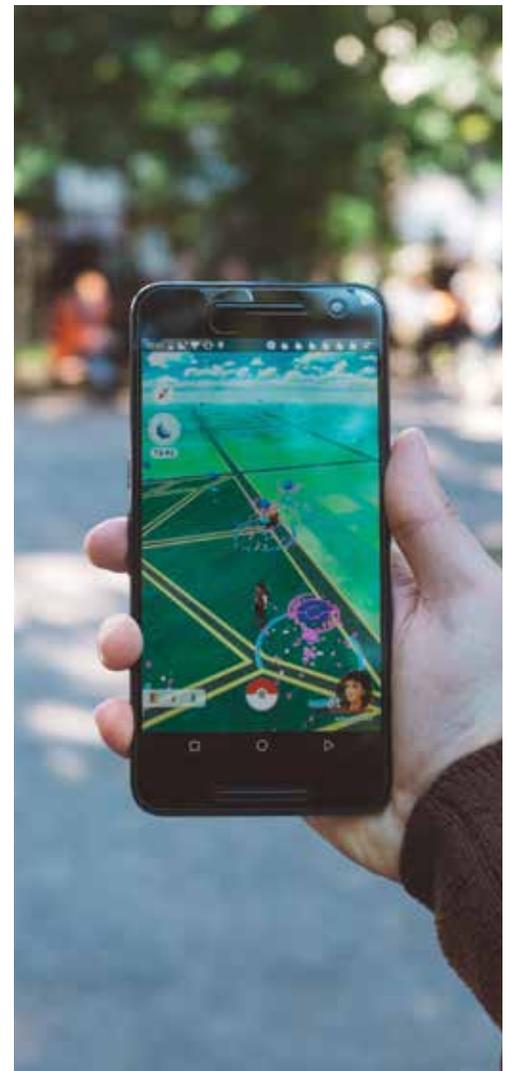
The world we live in today is populated by digital media products, and these products enable and deliver experiences in many industries, including industries that aren't typically associated with digital media—such as health, government and education.

DIGITAL MEDIA CAN INCLUDE:

- eCommerce
- Games – console, online and mobile
- Websites and mobile applications
- Animation
- Social media
- Video
- Augmented reality
- Virtual reality
- Data visualization
- Location-based services
- Interactive Storytelling

INDUSTRIES CAN INCLUDE:

- Entertainment
- Technology
- eCommerce
- Non-Profit
- Health
- Education
- Marketing and advertising
- Government
- Sports
- Environment
- Television
- Publishing



VANCOUVER CANADA DIGITAL MEDIA HUB

The digital media industry is growing throughout the world, with Vancouver, BC leading the way. Vancouver is a spectacular city that hosts more than 8,000 digital media companies and numerous industry leaders and innovators in video gaming, animation and VFX, digital marketing, web development, VR/AR development & applications and e-learning.

Vancouver has one of the top video game clusters in the world, and companies such as EA, Capcom, Sega and Microsoft all have studios in Vancouver. Additionally, game companies like Bandai Namco Studios Vancouver and Blackbird Interactive have studios at the Centre for Digital Media.

Vancouver also has the world's largest VFX and animation hub, and companies such as Sony Pictures Image works, Industrial Light and Magic and Animal Logic all have studios in Vancouver.

\$23b

in revenue is generated by
BC's Technology industry

141k

people are working across BC
in the Digital Entertainment and
Technology industries

8000

Technology and Digital Entertainment
companies operate in BC



“The digital media industry is growing throughout the world, with Vancouver, BC leading the way.”



CDM INTRODUCTION

The Centre for Digital Media (CDM) is located on Great Northern Way Campus, and houses the MDM and Idea-X Program. The CDM is also home to industry studios, and hosts a variety of industry and professional development events.



MDM INTRODUCTION

The Master of Digital Media (MDM) program is the first jointly credentialed academic program offered at the Centre for Digital Media in Vancouver. It is the first professional graduate program in digital media to be offered in Canada, and the certificates earned upon graduation bear the seals of its four partner institutions:



"MDM provides competitive scholarship opportunities, around 50% of students can receive scholarships or other funding assistance."

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.

MDM provides competitive scholarship opportunities, around 50% of students can receive scholarships or other funding assistance.

WHO IS AN MDM GRAD

- Project Managers who want to lead multi-skilled teams.
- Computer scientist with a passion for storytelling.
- Engineers who want to learn to work with designers.
- Designers who want to create interactive experiences.
- Artists who want to make video games.
- Social scientists seeking new ways to share information.

As in the industry, this diversity is essential to the success of project teams, which require the joint input of technical, business, and artistic talent and experience. Students choose our program because they have a passion for digital media and a vision for how to turn that passion into something great. 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.



ADMISSION REQUIREMENTS

- Four-year bachelor degree and in a field related to digital media, for example: Computer science, engineering, education, management, economics, communication, art, design or performing arts, art history, architecture, linguistics, psychology or philosophy etc.
- Minimum Undergraduate Grades overall average in the B+ range (76% or higher) or completion of Digital Media Studies IDEA-X Enhanced with 80% or A grade
- Samples of work / portfolio
- Letter of intent
- Short formal essay related to digital media
- Computer skills and literacy summary form (available in the online application system)
- Three reference letters
- Program survey form
- Resume
- IELTS or TOEFL: A minimum IELTS (the academic not the general test) score of 7, with no band under 6 or a minimum TOEFL score of 100, with no band under 20.



PORTFOLIO REQUIREMENTS

- Five digital pieces that best demonstrate your interactive skills. These items can be one or more of the following: exhibited art, designs, film or video, computer code, engineering designs or something else that resulted from your previous work and related to digital media.
- 250 – 500 words summarizing how the items in the portfolio relate to each other and to your strengths. If an item is a collaborative effort, please clearly state your role in its production.

DIGITAL MEDIA STUDIES IDEA-X ENHANCED PROGRAM

The Digital Media Studies (DMS) IDEA-X Enhanced program is a joint program in collaboration between the Centre for Digital Media (CDM) and Pacific Link College (PLC), provides a route for international and resident undergraduate students whose first language is not English or educational background is not in digital media, to create digital projects around mobile apps, videos and games, while upgrading academically to meet the admission requirements for the Master of Digital Media (MDM) program at CDM.

The eight-month DMS IDEA-X Enhanced program is comprised of 7 digital media-related courses held at PLC and a certificate Project Development Practicum held at CDM. The program explores the relationship between digital media and information technology as well as new media design.

Over the duration of the program, students learn the fundamentals of prototyping, collaborative design, team building, project management, critical thinking skills, pitching and presentation skills. Students also attend visual design and VR workshops, while getting a taste of the Master of Digital Media program.

ADMISSION REQUIREMENTS

- A bachelor degree
- Minimum Undergraduate Grades overall average in the B- range (70% or higher)
- English Language requirements:
 - a. A minimum TOEFL score of 74, with no band under 16;
 - b. a minimum IELTS score of 5.5, with no band under 5.0; or
 - c. completion of four or more consecutive years of bachelor degree in English in a country where English is the principal language

START DATES

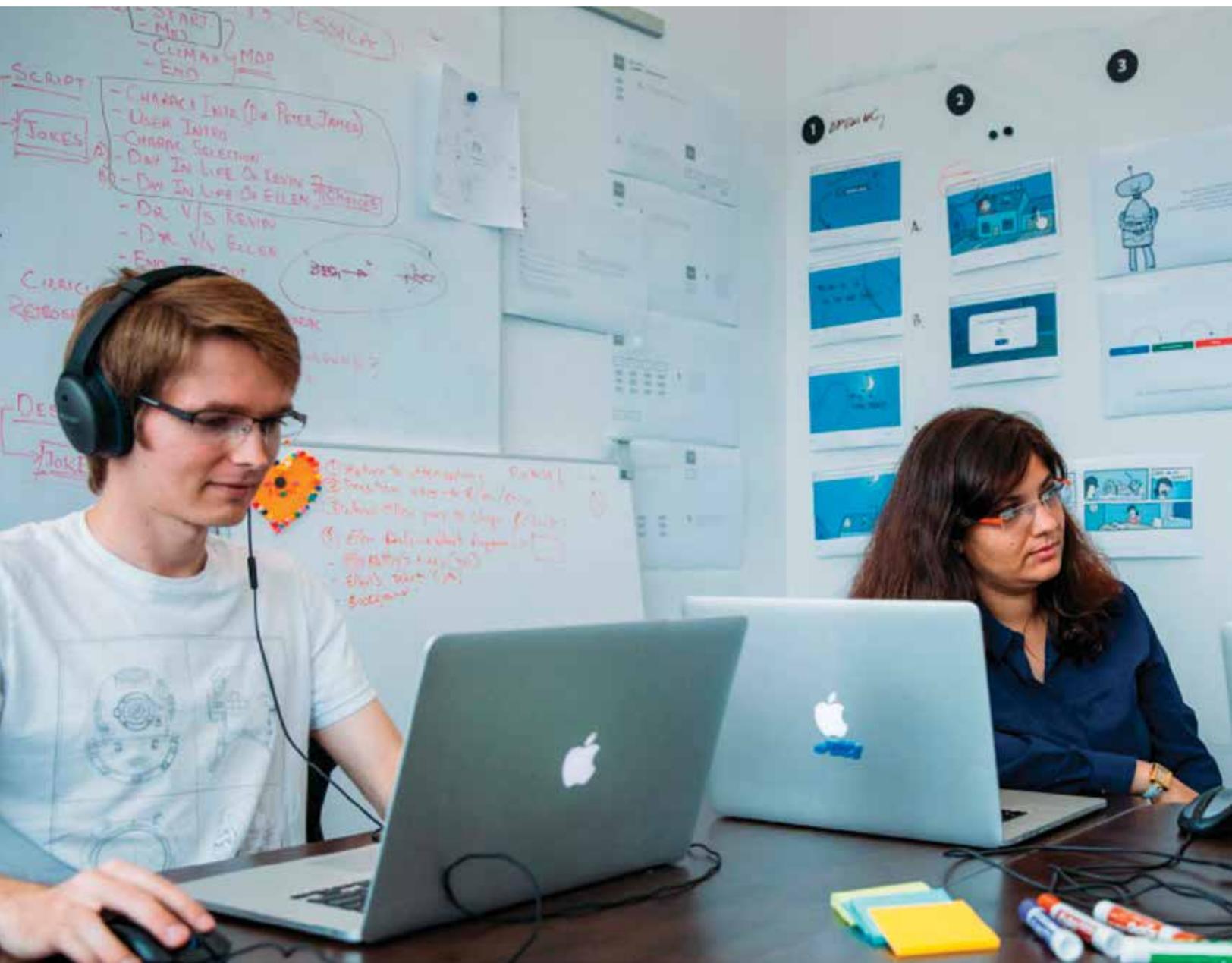
February / May / September

FEES

Application Fee: \$400 CAD

Tuition Fee: \$15,000 CAD

Material Fee: \$1,200 CAD



THE IDEA-X ENHANCED PROGRAM OFFERS SUPPORT ON:

1. Providing training to ensure our students meet language / academic requirements to pursue their next level of study or career via weekly English workshops
2. Providing support in completing students' samples of work
 - a. Five interactive digital pieces *
 - b. Portfolio for master's application
 - c. Letter of intent
3. Helping create a short formal essay about a topic of interest related to digital media
4. Computer skills and literacy summary form
5. Providing reference letters
6. Program survey form
7. Preparing and polishing resume

* Five digital pieces that best demonstrate your skills. These items can be one or more of the following: exhibited art, designs, film or video, computer code (please include and document at least 100 lines of original code that you created), engineering designs or something else that resulted from your previous work. How we help is that we guide the student in tailoring their portfolio to what CDM is looking for. We help them find 5 pieces, and make them digital media-related. This will be especially helpful for students coming from non-digital-media backgrounds such as business etc.

PACIFIC LINK COLLEGE

Pacific Link College is located in the heart of Vancouver City with extensive years of experiences in providing various academic programs to support with international and domestic students to pursue their dreams and achieve their academic goals in life. Pacific Link College is not only an educator, it is also a pioneer in education.



DIGITAL MEDIA STUDIES DIPLOMA PROGRAM

The Digital Media Studies (DMS) diploma program, based on the Digital Media Studies IDEA-X Enhanced program, is tailored to fit high school graduates or students looking to get introduced to the exciting world of digital media. Apart from introducing students to careers in digital media and related industries, the DMS diploma program helps upgrade students' careers to the next level by engaging them in real-world projects and assignments that provide valuable leadership experiences and connections within the industry.

Students in the program will be introduced to multiple aspects of digital media, ranging from social media marketing strategies to digital design and information systems. They will also get to practice these skills with industry leaders at the intensive IDEA-X course at the Centre for Digital Media. The curriculum was developed to meet current industrial needs and prepares students for academic roles in the new and expanding digital media markets.



ADMISSION REQUIREMENTS

- Student must be at least 19 years of age
- English Language requirements:

A minimum TOEFL score of 74, with no band under 16; or a minimum IELTS score of 5.5, with no band under 5.0; or Completion of four or more consecutive years of bachelor degree in English in a country where English is the principal language

- If student don't have any English test result, student can take an English Placement Test at DMS Burnaby Campus
- Students that do not meet minimum language requirements will have to take an intensive academic ESL program.



+



START DATES

Monthly intake

FEES

Application Fee: \$400 CAD + Tuition Fee: \$15,000 CAD + Material Fee: \$1,200 CAD

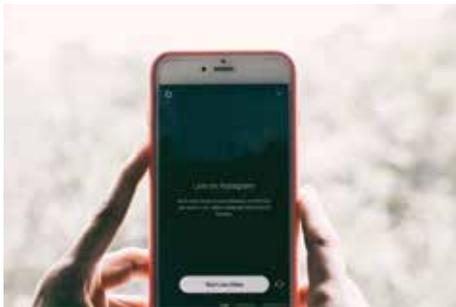


COURSE OUTLINE

(For both Idea-X Enhanced & Diploma program)

Social Media Marketing (80 hours)

Examines the role of social media marketing as well as the use of online social networks in marketing strategy. The course incorporates both theory-based and practical experiences with social media planning and practices. Students will analyze a variety of social media platforms for developing professional and company profiles. They will learn how to create accounts, professional networks, develop shareable content and collaborate. Students will examine how to perform social media audits, create social media plans, and use a combination of social networks and tools to research and market their organization.



Public Speaking – Presentation Skill (80 hours)

Teaches a higher level of public speaking/ presentation skills in the context of digital media and academic settings. Students will learn to master their presentation abilities, connect and engage with their audiences, apply techniques to overcome public speaking anxiety, respond to audiences' needs, use proper body languages, apply visual supports in presentations and avoid common public speaking mistakes.



Project Marketing/Advertising (80 hours)

Outlines marketing and advertising basics within the context of digital media. Students will learn about interactive/digital media options within marketing, develop basic marketing strategies, do marketing research analysis and master client management techniques.



Academic Writing (80 hours)

Consists of learning theory and skills relevant to academic writing in the context of digital media and the relationship between this discipline and information technology (IT) as well as new media-design. Language upgrading and advancing relevant academic skills are taught and practiced in the context of the course.



Information Systems (80 hours)

Consists of learning theory and skills relevant to information systems in the context of digital media while upgrading English language skills. The course ranges from defining key terms related to information systems, to examining design and development in modern technology, and theorizing future technology.

Digital Media Design (80 hours)

Includes the use of integrated media to communicate messages, information, and entertainment through video games, movies, special effects, and 3-D animation. Students will be introduced to the theory and some of the technology used in digital media design including relevant software and will apply in web and video projects. Digital photography will also be explored and Photoshop will be used for image manipulation. Students will learn related communication skills, including making an effective digital presentation/website.

Immersive Digital Experience Academic (160 hours)

Consists of a one-month intensive course held on-site at the Centre for Digital Media in which students learn rapid prototyping, collaborative design, team building, project management, critical thinking skills, pitching and presentation skills. Students also attend visual-based design and VR workshops. It involves working with the CDM faculty and students on digital media based application, on-site visits with digital media companies in the Vancouver area (e.g EA, Microsoft, Hothead Studios), instruction in English as a Second Language in a digital industrial environment, as well as lectures in a variety of digital media related subjects. It concludes with students getting a certificate from CDM.



Digital Branding (80 hours)

Teaches student to identify different types of branding, develop brand identities, identify best practices and marketing strategies and also to examine brand identities in relation to product design.



Final Project (IDEA-X Enhanced only)

For students who would like to proceed to the Master of Digital Media (MDM) or pursue future career in digital media related field, portfolio will play a vital role in both academic and professional field. Our final project will include: 5 interactive digital piece, letter of intent, a short formal essay about a topic of interest related to digital media and personal resume.



DIGITAL MEDIA STUDIES PROGRAM INDUSTRY PARTNERS



PACIFIC LINK COLLEGE

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