Enrolment Services
Senate and Curriculum Services
1874 – 2016 East Mall
Vancouver, BC
V6T 1Z1

16 February 2007

To: Senate
From: Senate Curriculum and Admissions Committees

Re: **Master of Digital Media**

The Senate Curriculum and Admissions Committees have reviewed the proposal brought forward by the Faculties of Arts and Graduate Studies.

As such, the following is recommended to Senate:

> *"That Senate approve the credential, program, and associated courses for the **Master of Digital Media**, to be offered at the Great Northern Way Campus by The University of British Columbia, Simon Fraser University, British Columbia Institute of Technology, and Emily Carr Institute of Art and Design".*

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UBC Curriculum Proposal Form

Change to Course or Program

Category: (1)

Faculty: Graduate Studies / Arts **Department:** Art History and Visual Art: School of Music: Theatre, Film and Creative Writing **Faculty Approval Date:** **Effective Session:** Winter **Term:** 1 **Year for Change** 2007	**Date:** 11 Jan 2007 **Contact Person:** Robert Gardiner **Phone:** 604-822-8607 **Email:** rag3@interchange.ubc.ca
Proposed Calendar Entry: **IX. Faculties, Colleges, and Schools** **The Faculty of Graduate Studies > Degree Programs > Digital Media** *Degrees Offered: M.D.M.* **Members** **Director:** G. Sinclair **Degree Program Committee:** M. Fouquet (ECIAD), R. Gardiner (UBC), C. Jaques (BCIT), R. Woodbury (SFU), Dennis Pavlich (Acting President, GNWC), R. Mischel (Mainframe Entertainment) *(additional faculty to be listed)* **Program Overview** The Master of Digital Media (MDM) degree is a terminal professional degree intended for students who wish to pursue careers in fields related to computer-mediated arts and entertainment technologies. The MDM degree is a full-time, two-year program offered jointly at the Great Northern Way campus by the University of British Columbia, the Emily Carr Institute of Art and Design, the British Columbia Institute of Technology, and Simon Fraser University. **Admission Requirements** The equivalent of a 4-year baccalaureate degree from a Canadian University is required.	**URL:** NA – new program **Present Calendar Entry:** none **Type of Action:** Add new Graduate Program page **Rationale:** Please see the attached description and rationale for the proposed Master of Digital Media degree program.

Applicants must meet the minimum requirements set by the GNWC Academic Committee and approved by the GNWC Board of Directors. Applicants are evaluated on the following: academic transcripts, portfolio, evidence of ability in computing, statement of intent, letters of reference, writing ability, and TOEFL (or equivalent) where applicable. Specific information about application requirements and process can be found at the MDM Program website at http://www.gnwc.ca/mdm/admission.htm **Program Requirements** The program consists of 57 required and 6 elective course credits of instruction and studio practica taken during four study terms, including a mandatory internship normally taken during the summer session following the first two terms. For additional information, please see the MDM Program website at http://www.gnwc.ca/mdm/structure.htm **Contact Information:** Digital Media Program 555 Great Northern Way Vancouver, BC V5T 1E2, Canada http://www.gnwc.ca/mdm/contact.htm	Feb 28 2007 Item 08

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Proposed Calendar Entry: IX. Faculties, Colleges, and Schools The Faculty of Graduate Studies > Degrees Offered… …Master of Arts in Planning M.A.P. **Master of Digital Media M.D.M** Master of Education M.Ed. Master of Educational Technology M.E.T.	**URL:** http://www.students.ubc.ca/calendar/index.cfm?tree=12,204,348,0 **Present Calendar Entry:** none **Type of Action:** add new Degree Program name **Rationale:** adds the degree Program name to the appropriate UBC calendar page. See Master of Digital Media degree program proposal.

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Proposed Calendar Entry: IX. Faculties, Colleges, and Schools The Faculty of Graduate Studies > Degree Programs… …Development, Learning and Culture **Digital Media** Early Childhood Education	**URL:** http://www.students.ubc.ca/calendar/index.cfm?tree=12,204,828,0 **Present Calendar Entry:** none **Type of Action:** add new Degree Program name **Rationale:** adds the Degree Program to the appropriate UBC calendar page. See Master of Digital Media degree program proposal.

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Proposed Calendar Entry: Course Descriptions… …DHYG Dental Hygiene **DMED Digital Media** DPAS Doctor/Dentist, Patient & Society	**URL:** http://www.students.ubc.ca/calendar/courses.cfm?page=code **Present Calendar Entry:** none **Type of Action:** add new Subject Code **Rationale:** This adds the subject code DMED to the appropriate UBC calendar page. See Master of Digital Media degree program proposal.

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Proposed Calendar Entry: Course Descriptions… …DHYG Dental Hygiene **DMED Digital Media** DPAS Doctor/Dentist, Patient & Society	**URL:** http://www.students.ubc.ca/calendar/courses.cfm?page=name **Present Calendar Entry:** none **Type of Action:** add new Subject Code **Rationale:** This adds the subject code DMED to the appropriate UBC calendar page. See Master of Digital Media degree program proposal.

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Category: (1)

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Proposed Calendar Entry: **DMED 500 (3) Foundations of Digital Entertainment** Business, technological, social and ethical issues of digital entertainment are introduced and framed through historical exploration and critical analysis of the economics, technical innovations, social demands and ethical constraints involved.	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This is one of four core courses in the new "Master of Digital Media" professional degree program to be offered at the GNWC. The Introduction to Digital Entertainment course will provide an interdisciplinary grounding in historical, theoretical and applied issues related to the economic, technological, and social aspects of digital entertainment in their historic context and for the future. Students will encounter a range of perspectives leading to an understanding of the key issues and challenges facing the digital arts and entertainment industries. In particular, the course will provide analytic foundations for students in the proposed Master of Digital Entertainment program.

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Proposed Calendar Entry: **DMED 501 (3) Visual Story** The many facets of storytelling are explored, with an emphasis on the development of narrative using shape, colour, line, texture and composition as well as text and sound.	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This is one of four core courses for the Master of Digital Media professional degree program to be offered at GNWC. Visual Story will provide an interdisciplinary grounding in historical, theoretical and applied issues related to visual storytelling for digital media productions. The course will cultivate the fundamental ability to make creative visual decisions towards the development of unique visual stylization in digital media production. The ability to develop visual narratives will include a refined critical awareness of the relationship between imagery and cultural interpretation. This critical awareness will foster responsible and innovative storytelling techniques. Practical skills and aesthetic insight gained through Visual Story will serve as essential tools for project-based courses within the program.

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Proposed Calendar Entry: **DMED 502 (3) Improvising Story and Character** Techniques of improvisational acting are used to develop collaborative and creative skills in building dramatic themes, narratives, and characters.	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** The interdisciplinary cohort of students entering the MDM program is introduced to improvisational acting to learn structured collaborative story and character development; in addition, the cohort's ability to work in creative teams is enhanced. Fundamental techniques of performance improvisation have proven to be an effective mechanism to bring students with disparate backgrounds together and rapidly develop creative, social, and leadership skills. Emphasis is placed on creativity and teamwork rather than achievement in acting: students develop their collaborative abilities in a demanding but supportive learning environment, at a low cost in materials and infrastructure, with a high "rate-of-return" in transferable skills development.

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Proposed Calendar Entry: **DMED 503 (3) Foundations of Game Design** Analysis of games as rules, games as play, and games as culture. Students make both physical and electronic games as part of this course.	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This is one of four core courses for the Master of Digital Media professional degree program to be offered at GNWC. Games of various genres constitute a significant component of digital media. This course provides students with: a practical understanding of the dynamics of game design, a critical appreciation and understanding of the experience of game play and a critical appreciation and understanding of games as cultural artefacts.

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Proposed Calendar Entry: **DMED 510 (3) Financing & Distribution of Digital Entertainment** Methods of financing and distributing video games, mobile content, theatrical feature films, television projects and series. Drafting and negotiating contracts and intellectual property law related to digital entertainment.	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This is an elective course for the Master of Digital Media professional degree program to be offered at GNWC. The issues explored in this course are crucial to the success of a digital media business. The course will be taught by an industry executive who will illustrate the principles with multiple cases from the real world. The course will be taught by industry executives – initially Rick Mischel, President and CEO of Mainframe Entertainment.

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Proposed Calendar Entry: **DMED 520 (6) Projects I: Building Virtual Worlds** Student teams design and implement an artifact in a virtual environment. Management and business aspects of team based creation are studied.	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This is the "introduction-level" of four project courses required in the Master of Digital Media program. The primary objective of the "Project Courses" in general is to provide substantial hands-on working experience in a supervised and mentored environment. DMED 520 introduces this "collaborative project-oriented" working model, and requires that students complete 5 relatively simple "introductory projects." Since the course has both a lecture / seminar component and a "team-based projects" component, its credit weight is 6 credits instead of 3, unlike the other first-term courses in the program. Students will be expected to perform work equivalent to 3 credits in a "project-creation context" and 3 credits of work in a classroom context.

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Proposed Calendar Entry: **DMED 521 (12) Projects II** Prerequisite: DMED 520	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This is one of four project courses required in the proposed MDM degree program to be offered at GNWC. The primary educational objective of the "project courses" is to provide a hands-on practicum /studio with feedback and discussion. Other objectives are to develop creative and management skills through practice, and provide a work-experience with an external client whenever feasible. In project courses I, II, and III, students working in teams will create, develop, and analyze a "digital media" project. Examples might include: - Design and develop a mobile game combining techniques of stealth education and keyhole gaming to create a learning environment in which pre-teens and teenagers learn proper nutritional habits. - Create a location-specific physical or virtual "ride" as a marketable installation having tangible learning outcomes. - Create a fully realized animated film exploring an ethical question related to contemporary life - Create a persistent virtual environment through the use of 'sporadic play' which busy people can revisit on demand.

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Proposed Calendar Entry: **DMED 522 (12) Projects III** Pre or Co-requisite: DMED 521	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This is one of four project courses required in the Master of Digital Media professional degree program to be offered at GNWC. Please also see DMED 521 course description: we anticipate that projects will be widely varied and that particular projects may sometimes continue for more than a single academic term.

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Proposed Calendar Entry: **DMED 523 (12) Projects IV** Pre or Co-requisite: DMED 522	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This is one of four project courses required for the Master of Digital Media degree program to be offered at GNWC. The rationales for these courses are given with the proposals for DMED 521 and 522. MDM students who have successfully completed the project courses will have a very substantial portfolio of work in Digital Media creation and production.

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Proposed Calendar Entry: **DMED 530 (3) Internship**	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This required internship, normally taken at the mid-point of the degree program, places the student in full-time work in a digital media or entertainment technology organization and gives real-world experience in working to concrete deadlines with a motivated, often multidisciplinary, team. Internship will be a pass-fail course. Students will normally be paid by the placement organization; the course credit value recognizes regular consultations and mentoring between the student and an advisory faculty member or team during the placement.

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Proposed Calendar Entry: **DMED 540 (3) Special Projects in Digital Media I**	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This is one of two Special Topics courses to be offered (when required) in the Master of Digital Media degree program. By their nature, "special projects" courses will vary in specific content. One important objective of these courses is to allow faculty to introduce appropriate new material to the curriculum. At UBC, a course of this kind would probably be offered as a "flexible credit" course. However, procedures regarding variable credit courses are widely divergent among the four GNWC partner institutions, so two distinct 3-credit offerings are proposed.

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Proposed Calendar Entry: **DMED 541 (3) Special Projects in Digital Media II**	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** This is one of two Special Projects courses available in the Master of Digital Media degree program to be offered at GNWC. Please see the rationale for DMED 540

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Proposed Calendar Entry: **DMED 550 (3) Directed Studies in Digital Media**	**URL:** NA – new course **Present Calendar Entry:** none **Type of Action:** New Course **Rationale:** Directed studies provide a mechanism for an individual student or a small group of students to work with a faculty supervisor to study subject matter not covered in regular courses in the curriculum.