



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



- 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



### **Digital media can include these industries:**

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

**Related:** [Richard Smith on What is Digital Media?](#)

## **How Does the Master of Digital Media Program Help You Become Media Products?**



Organizations that build digital media products rely on multi-skilled teams and manage those processes designed to enhance their efficiency and effectiveness. For example, making a good product requires programmers, artists, data analysts, user experience designers, project managers and animators. "Building the wall" between siloed groups of experts is not an effective way to manage things. You have to understand each other, work together creatively, and collectively pull off a result that delivers value. The skills required to manage these multi-skilled team members and the fast-paced nature of digital media producers, like our graduates, have to have communication and collaboration skills and a breadth of knowledge that is unprecedented.

The Master of Digital Media program educates students on these two aspects – working in a dynamic and engaging way with a wide range of modern, creative business processes – while making digital value for people. The MDM program is designed to help graduates develop [six core competencies](#) well in their careers.

Students acquire these skills partly through classroom learning but mostly in experiential learning through multiple [projects](#). Projects at the CDM run throughout the three semesters. These projects run with colleagues with different skill sets, and they also get to practise the business processes. Semesters two and three are industry projects for real-world clients looking for digital media solutions.

The Master of Digital Media program caters well to students with an entrepreneurial vision. In addition to business skills, they also hone their abilities to pitch, seek the right partners and investors, and offer pitched project and 'venture internship' options to help you create and launch a new business media product.



## Master of Digital Media

Master of Digital Media Program

What is Digital Media?

What You Learn

Courses

Industry Projects

Internships

Other Programs

FAQ



## Centre for Digital Media

About Centre for Digital Media

About Vancouver

Student Apartments

Academic Partners

News

Upcoming Events

Faculty

Students & Alumni

Staff

Contact

Governance



[Tuition & Fees](#)

[Scholarships](#)

[Preparing Your Portfolio](#)

[Download Viewbook](#)

## **Current Students**

[Canvas](#)

[Student Services](#)

[IRC](#)

[Student Calendar](#)

[Student Webmail](#)

[Virtual Swag](#)



## **Partner Sites**

[University of British Columbia](#)

[Simon Fraser University](#)

[Emily Carr University of Art + Design](#)

[British Columbia Institute of Technology](#)

© 2007-2020 CENTRE FOR DIGITAL MEDIA | 685 Great Northern Way  
Vancouver, BC V5T 0C6 | 778-370-1001 | [admin@thecdm.ca](mailto:admin@thecdm.ca) | [Privacy Policy](#)



Language: [español](#) | [Portuguese](#) | [French](#) | [简体中文](#)

