

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 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, an coordination skills. All of these skills need to be balanced on a team, with all team members 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:

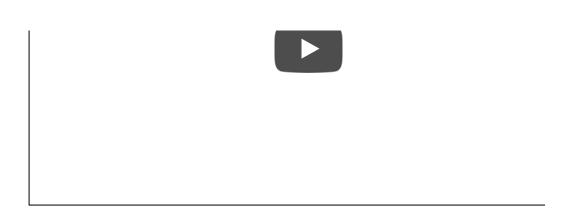
- Entertainment
- Technology
- eCommerce
- Non-Profit
- Health
- Education
- Marketing and advertising
- Government
- Sports
- Environment
- Television
- Publishing

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

The Master of Digital Media program educates students on these two aspects – working in engaging 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 compe well in their careers.

Students acquire these skills partly through classroom learning but mostly in experiential lear multiple projects. Projects at the CDM run throughout the three semesters. These projects r 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

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



## **Master of Digital Media**

Master of Digital Media Program

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