





Master of
Digital Media

at The Creative School

Toronto Metropolitan University

Digital Media
Graduate & Postdoctoral Studies



One year can change your life!

Join a program built for media innovators

The Master of Digital Media (MDM) program is a one-year graduate program that is your gateway into the world of digital media innovation and leadership. In this unique program, students from diverse backgrounds are immersed in the digital media world through a blend of hands-on learning and real-world application in the heart of downtown Toronto. This program is your sandbox to acquire the skills and experience needed to solve a problem, connect with an audience, or bring meaning into people's lives using digital media. MDM provides the opportunity to explore human-robot interaction design, apply new technologies to entertainment, explore video game solutions for complex problems, master sustainable business plans and new venture funding and more.

CAREER PATHS

Whether you plan to develop your own startup, work in the corporate world, explore a new industry, or go on to complete further studies, the MDM program provides the framework for success.

Digital media affects every industry. Graduates are now working in interdisciplinary roles such as the following:

- Digital Product Designers/Managers
- Digital Marketing Communications Specialists/Managers
- Digital Media & Social Media Strategy
- Immersive Technology Specialist
- Digital Media Producers
- User Experience (UX) Designers
- Extended Reality (XR), Augmented Reality (AR) and Virtual Reality (VR) Developers
- Digital Storytellers & Content Creators
- Digital Media Entrepreneurs

HANDS-ON TRANSDISCIPLINARY LEARNING

The Master of Digital Media program will give you access to transdisciplinary opportunities to create a unique practice-based thesis project. This includes access to transdisciplinary spaces for design fabrication, new media technology, research and development as well as entrepreneurship. Students are immersed

in digital media issues and trends. Then they apply their foundational knowledge and prior experience to address real-world issues through technology and innovation. This includes utilizing 3D printers, laser cutters, robotic arms, CNC machines, and AR/VR, among other technologies.

CREATIVE ECOSYSTEM

Participants of the MDM program are immersed in The Creative School's innovation ecosystem that is connected, innovative, disruptive, global and future-driven. Work directly with creators and entrepreneurs and gain access to cutting-edge technologies, labs and resources. This includes unlimited access to: a design fabrication workshop, interdisciplinary research hubs, incubator-like zones, gaming and esports, international network of partners, media studios and Mac labs, all under the mentorship of Canada's top scholars, creators and industry leaders from across 27 programs in media, design and creative industries.



3 GRADUATION PATHWAYS

The MDM offers three pathways to graduation.

Research Paper

Focus on a major paper or project over one full term. Students can pursue an industry-related project supported by research, create an artistic or design piece, or conduct a research study on a specific area of digital media. Requires DG8009: Directed Studies, a supervisor and a second reader.

Capstone Project

Focus on a capstone project over one full term, through one of two options.

- **Option A, Startup**

  Work on your start-up for six to seven months, producing a business plan, a reflection paper and an MVP or beta version. Team based, mentor needed.

- **Option B, Industry Partnership**

  Work on a project with an industry partner for seven to nine months. The outcome is a summary report and professional experience.

Coursework Only

Suited to students who wish to deepen their knowledge on a broad range of advanced topics. Four required courses and seven electives, taken in MDM or mixed with other programs. No research paper required.

REQUIRED COURSES

- DG8001: Foundations of Digital Media (1 credit)
- DG8002: Digital Media Environments (1 credit)
- DG8004: Digital Media Entrepreneurship (1 credit)
- DG8011: Collaborative Workshop Research Design (pass/fail milestone)
- DG8012: MRP in Digital Media (pass/fail milestone, required for the MRP and Capstone route only)
- Major Research Project/Paper (milestone, a six-month team-based project with a written project document)

ELECTIVES

Students select at least two electives. Courses run across the fall, winter and summer terms and include interaction design, physical computing, game design, user experience design, AI for experiential design, design fabrication, human-robot interaction, immersive realities and field placements. Not all electives are available each term.

The future is creative.

As a Master of Digital Media student, you'll be part of The Creative School, a dynamic faculty offering 27 degree programs in media, design, and creative industries that are shaping the future of their fields. As a disrupter in innovative education, The Creative School is where you come to learn, transform and reimagine everything you thought was creative. Through countless transdisciplinary opportunities, you'll become a leader in creative innovation who disrupts the conventions of your profession and expands what is possible. At The Creative School, students enjoy a global experience in the heart of downtown Toronto, developing their talents to emerge as some of the most in demand and employable graduates anywhere.

LET'S CONNECT

- **torontomu.ca/master-digital-media**
- **@digitalmediatmu**
- **@thecreativeschl**

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