

# IMPACTFUL LEARNING



For 20 years, Digital Media Academy has been providing cutting-edge technology education in Silicon Valley and at the most prestigious universities in North America. Digital Media Academy also develops and delivers technology education to teachers around the world.

Digital Media Academy  
Program Guide

[VANCOUVER.DIGITALMEDIAACADEMY.ORG](http://VANCOUVER.DIGITALMEDIAACADEMY.ORG)

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# ABOUT US

Established in

# 2002



in **Silicon Valley** on the campus of **Stanford University**.

Delivered **cutting-edge technology** education to



# 500,000+

students.



Empowering **educators** in

# 125+



countries to integrate **technology education** into their classrooms.

Developing & **delivering education** with



# 20,000 +

educators.



Industry leading **customer satisfaction** of



# 99.6%



## Transforming Students into Lifelong Creators

Students develop competencies to **innovate and invent** by harnessing the creative potential of technology.

Students learn to use screen-time meaningfully. Instead of being consumers of technology, students learn to become producers of technology as **problem-solvers, makers, creators, and designers.**

Our instructors guide students through an adaptive project-based curriculum. Students navigate challenges based on real-world problems and work together to develop **creative solutions.**



Project Based Learning



20+ Years Educating



500,000+ Alumni



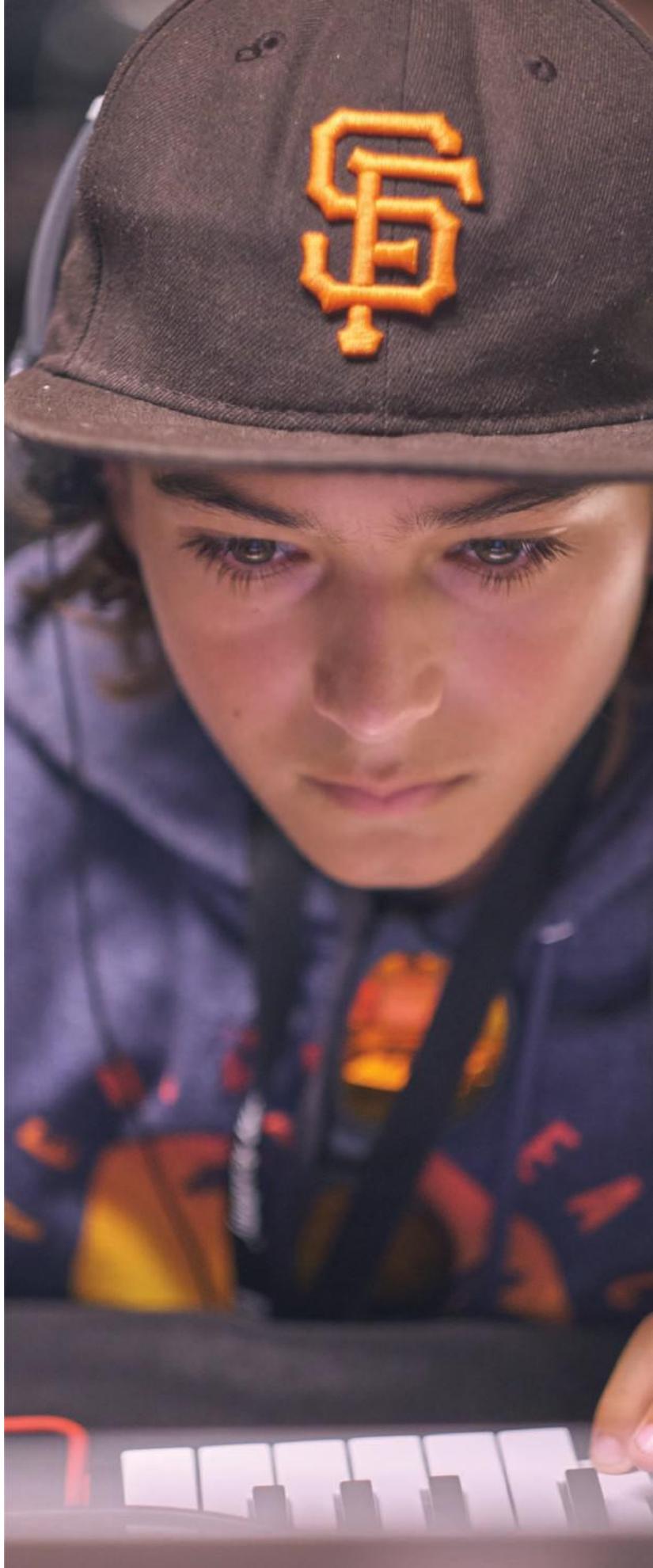
20,000+ Instructors



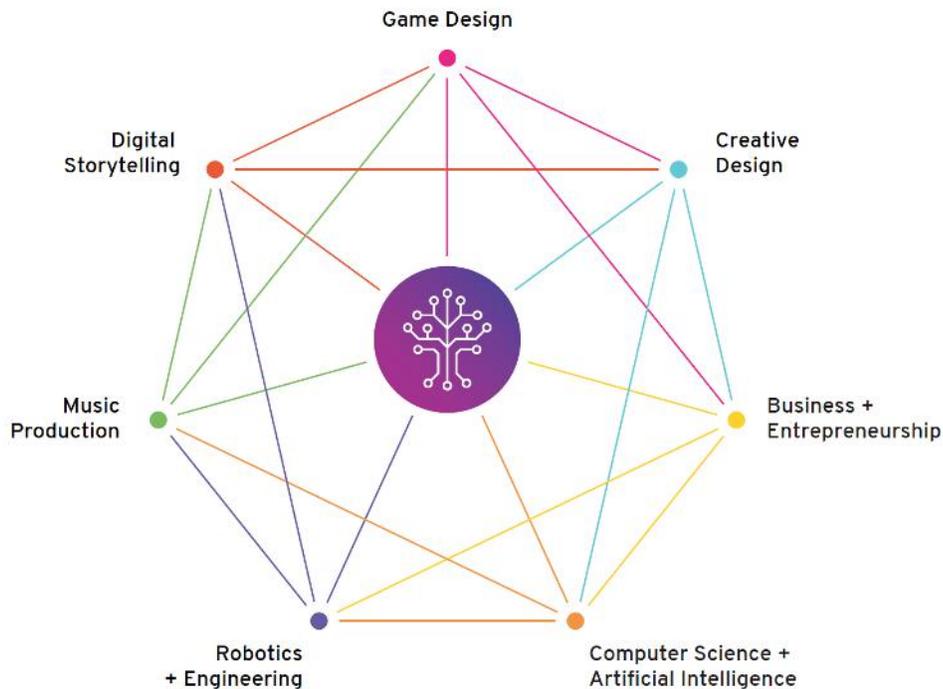
The Most Prestigious Universities



99.6% Satisfaction Rate



## Career and Learning Pathways



### Digital Media Academy's Integrated Learning Methodology

Digital Media Academy has spent 20 years developing and delivering curriculum that is updated every year and stays current in the ever changing world of technology. In this time, we've learned the importance of providing students with flexible learning options and a specific pathway to their career and educational futures. Our pathways include courses that cross over and provide a basis for a multitude of future opportunities for students.

Digital Media Academy features courses and academies that are aligned with future career and educational opportunities while providing a graduated approach for students. Our board of academic advisors and team of curriculum developers review, research, and update our pathways and courses so our students stay ahead of the curve.



# PARTNERS

Digital Media Academy is proud to work with the world's leading technology companies. Our students use the same software and hardware used by industry professionals.

Partnering with the world's leading technology companies provides our staff and students with the latest software and hardware as well as a connection to the industry's leaders.



Apple is the standard for Digital Media Academy students and digital media professionals from graphic designers and filmmakers to 3D modelers and photographers.

Adobe Creative Cloud has been the standard for creative industry professionals and students at Digital Media Academy for more than 20 years.



Canon is the industry leader in professional grade cameras for use in both photography and film. Our students are proud to use Canon cameras.

Unity enables Digital Media Academy students to bring their experience to life with the most complete and flexible real-time development platform available.



Microsoft, the industry leader in software for personal computers, provides Digital Media Academy students with innovative opportunities like Hololens exploration.



Digital Media Academy students had the opportunity to explore the Microsoft Hololens thanks to a visit by Microsoft to Digital Media Academy.



## Digital Media Academy Benefits for Students

### KEY ACADEMIC BENEFITS

#### *Prepare For Your Academic Future*

- **University Immersion:** Experience life at one of North America's top universities.
- **Top Instructors:** Connect with experts and build relationships with future mentors.
- **Certificate or Diploma:** Receive a document as proof of your learning accomplishments.

### TOP CAREER BENEFITS

#### *Uncover Your Why and What*

- **Discover Your Passion:** Understand the work of professionals and decide for yourself.
- **Share Your New Skills:** Learn how to build and organize assets into a portfolio.
- **Learn Professional Tools:** Use the professional hardware and software of the industry.

### PRIMARY SOCIAL BENEFITS

#### *Build More Than Technology Expertise*

- **Communications:** Understand how to effectively develop and communicate your ideas.
- **21st-Century Skills:** Learn critical thinking, collaboration, creativity, and communication.
- **A Cultural Experience:** Meet students from around the world and build lasting friendships.

### BEYOND BENEFITS

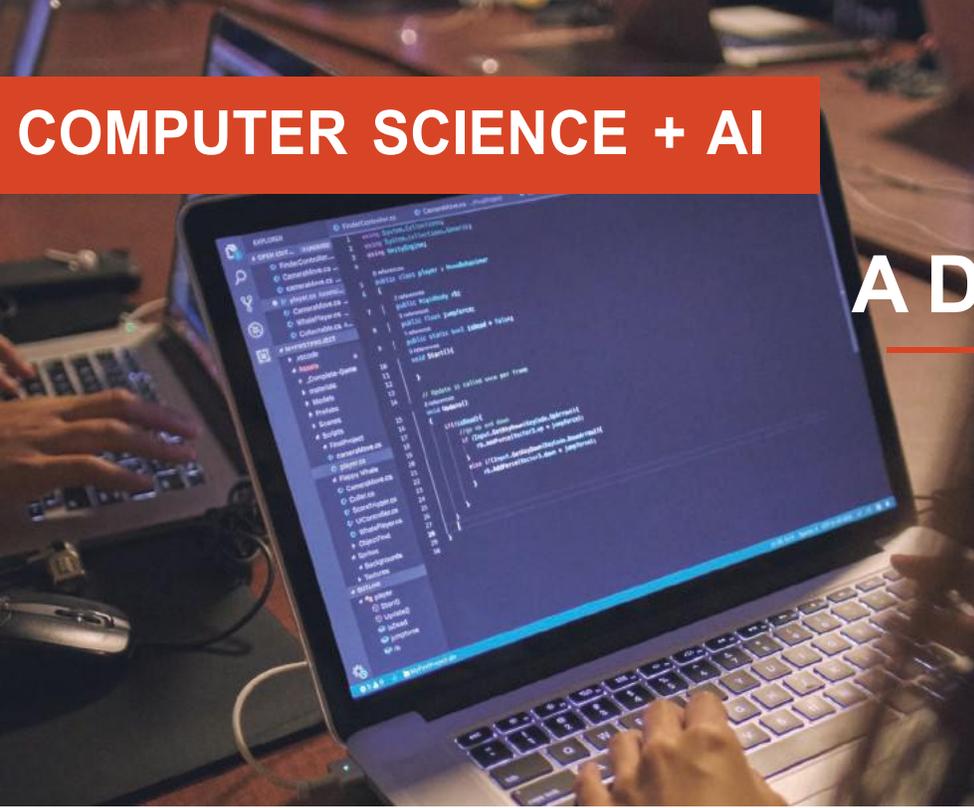
#### *Enjoy Added Benefits All Year Round*

- **Google:** Receive a GSuite for Education email address and unlimited Google Drive account.
- **Take-Home Select Hardware:** In select courses, students receive take-home hardware.
- **Adobe CC:** Receive a full Adobe Creative Cloud license for up to 12 months
- **Alumni Specials:** Take advantage of special offers from our partner.



# COMPUTER SCIENCE + AI

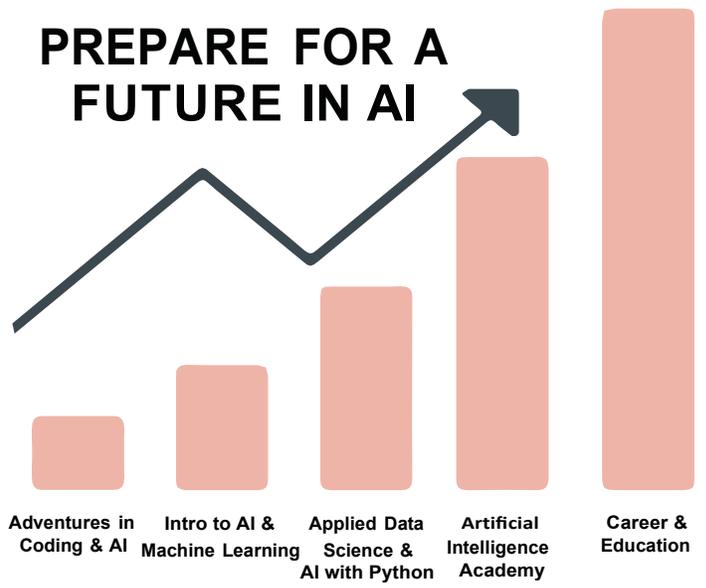
# BECOME A DATA SCIENTIST at Google



Half of the jobs of 16-24 year olds will be replaced by AI & automation. Source: Wall Street Journal

## CAREERS IN COMPUTER SCIENCE + AI

- AI Engineer
- Investigator
- Programmer
- Data Scientist
- Entrepreneur
- Web Developer
- Systems Analyst
- Software Designer
- Computer Scientist



## TESTIMONIAL:

“ This was a great program, I enjoyed receiving emails of all the updates and activities they planned during the day for the kids. My son joined the AI & Machine Learning program, it was all new to him but he left knowing the program and software very well. He was excited to share and explain all he learned which was very rare to see coming from him. I'm thrilled with the outcome. ”

- Magaly Ramirez, Parent, Intro to Artificial Intelligence & Machine Learning

# COURSES

## COMPUTER SCIENCE + AI



**Software Development & Coding Academy**



**Artificial Intelligence Academy**



**Intro to Java Programming**



**Mobile App Development with React**



**Intro to Artificial Intelligence & Machine Learning**



**Applied Data Science & Artificial Intelligence with Python**



**Adventures in Coding & Artificial Intelligence**

Register Now! 

**Vancouver.DigitalMedia Academy.org**

## FEATURED COMPUTER SCIENCE + AI LEADERS



**Yuval Shahar, M.D., Ph.D.**

*Information Systems Advisor*

Yuval Shahar is a professor and previous chair of BGU's Software and Information Systems Engineering department. He holds a B.Sc. and an M.D. degree from the Hebrew University, an M.Sc. in computer science from Yale University, and a Ph.D. in Medical Information Sciences from Stanford University. After a decade at Stanford as a researcher and full-time faculty member in Computer Science and Medicine, at Stanford's BioMedical Informatics program, he has joined BGU in 2000 to found and head its Medical Informatics Research Center.

Yuval is an accomplished leader who brings a wealth of knowledge and experience to Digital Media Academy.

**Jason Schmidt**

*Artificial Intelligence & Machine Learning Instructor*

Jason Schmidt, holds a Bachelor's of Math in Computer Science from the University of Waterloo and he has worked for a number of different companies in the gaming industry including: Electronic Arts, Relic, Capcom, and Nvidia. Jason enjoys teaching Artificial Intelligence & Machine Learning, Application Development, and Game Design courses at Digital Media Academy.



“ I love seeing other people learn and understand new concepts, which is why I came to Digital Media Academy! ”

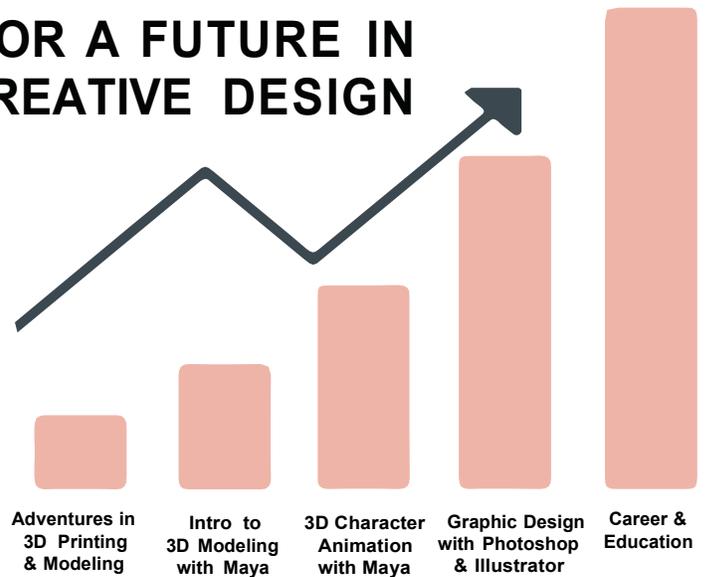


Creative careers in the UK are expected to grow 1000% by 2030. Source: Nesta

## CAREERS IN CREATIVE DESIGN

- Architect
- Animator
- Illustrator
- Entrepreneur
- Web Designer
- Graphic Designer
- Interior Designer
- Creative Director
- Industrial Designer

### PREPARE FOR A FUTURE IN CREATIVE DESIGN



## TESTIMONIAL:

“I was really happy with everything and my daughter was very engaged the entire week. Intro to 2D Illustration & Animation solidified her interest in animation and it's wonderful to have her learning industry standards and working in professional programs from the start. Thank you for providing a safe, creative and stimulating environment for these kids!”

- Janellen Meyer, Parent, Intro to 2D Illustration & Animation

# COURSES

## CREATIVE DESIGN



**Illustration & Animation Academy**



**3D Modeling & Animation Academy**



**Intro to 2D Animation & Digital Illustration**



**2D Animation Production & Character Development**



**Intro to 3D Modeling with Maya**



**Graphic Design with Photoshop & Illustrator**



**3D Character Animation with Maya**

Register Now!



**Vancouver.DigitalMedia Academy.org**

## FEATURED CREATIVE DESIGN INSTRUCTORS



### Michael Falk

*Animation Instructor*

Michael Falk, who holds a BFA in Media Art & Animation, is a freelance Animator who has worked for Nickelodeon, Warner Brothers, and DC Comics to name a few. As a retired Chief Petty Officer with the US Navy, Michael brings a wealth of rich experience and knowledge to Digital Media Academy.

“I absolutely loved instilling confidence and a sense of achievement in our students. Students were so enthralled with the subject matter and the creative process, that they insisted on learning more than was in the curriculum to make their projects even better. It was an amazing experience.”

### Marisa Erven

*Graphic Design & Animation Instructor*

Marisa Erven is an Art Director and Experience Design Lead who specializes in world-building and the development of new intellectual properties. Her extensive experience includes work on emergent technologies and award-winning video games.

Her work background is inclusive of emergent technologies, including work in tech for XR (AR, VR, and extended realities). Her software interest includes Adobe products, Autodesk 3DS Max, Unity, and 3D real-time rendering and dynamic fluid simulation programs like Keyshot and Red Giant Trapcode/Form.



# DIGITAL STORYTELLING

# BECOME A FILMMAKER at NETFLIX

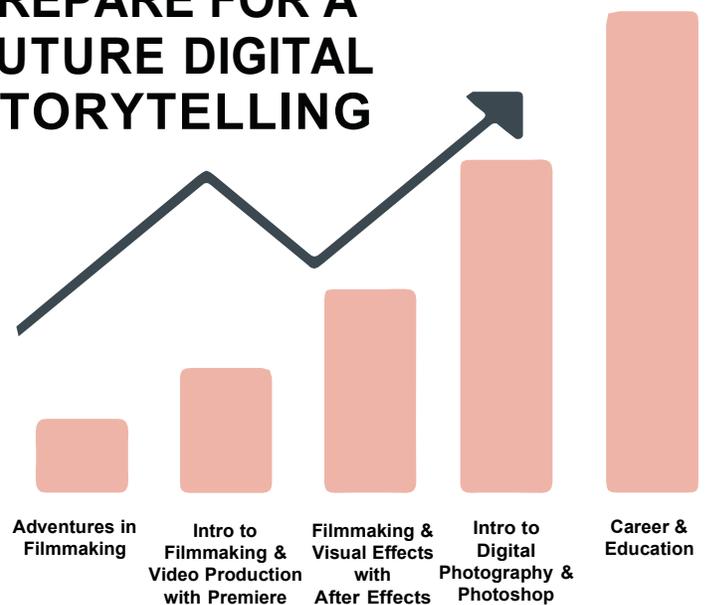


Film and video careers are projected to grow 300% faster than all occupations.  
Source: Bureau of Labor Statistics

## CAREERS IN DIGITAL STORYTELLING

- Author
- Director
- Producer
- Journalist
- Filmmaker
- Videographer
- Photographer
- Brand Manager
- Entertainment Lawyer

## PREPARE FOR A FUTURE DIGITAL STORYTELLING



## TESTIMONIAL:

“My son was very happy to be able to use the Adobe Premiere Pro since his school only uses iMovie. He was very excited to explain his work during the individual presentation to parents on the last day which we were pleasantly surprised at since he usually is not too enthusiastic about explaining what he did at school or in class!”

- Raraka Fukuma, Parent, Adventures in Filmmaking



# COURSES

## DIGITAL STORYTELLING



Filmmaking Academy



Digital Photography & Graphic Design Academy



Intro to Filmmaking & Video Production with Premiere



Filmmaking & Visual Effects with After Effects



Intro to Digital Photography & Photoshop



Adventures in Filmmaking



Adventures in Animation

Register Now!

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## FEATURED DIGITAL STORYTELLING INSTRUCTORS



### Gorman Woodfin

*Filmmaking Instructor*

Gorman Woodfin is an award-winning filmmaker who holds three Master's Degrees. When he's not teaching Filmmaking to Digital Media Academy students in the summer, he is a Professor of Communications at Anderson University. Gorman's teaching includes bringing speakers from Netflix and Syfy Channel to mentor and speak with our students.

“ I loved the engaging students and the outstanding staff. Digital Media Academy has a wonderful collection of bright, energetic and passionate directors, instructors and teaching assistants. Their dedication to helping students achieve success was incredible. It has been a life changing teaching opportunity for me. ”

### Maria Sevellon

*Filmmaking Instructor*

Maria Sevellon, who holds a Bachelor's of Arts in Studio Art and a Master's of Fine Arts in Film and Media Art, is currently a professor at Northeastern University. Maria is also a writer, director, producer of short films, and a multimedia artist. She was recently honored as one of El Mundo Boston's "Latinos 30 Under 30". Maria has screened and exhibited over 30 short films and artworks in Boston, NYC, and LA.

“ I love the creativity! Our kids are always so talented, smart, and clever that I also enjoy learning from them as well. There is no other program like this! ”



**GAME DESIGN**

**BECOME  
A GAME DEVELOPER**  
at 

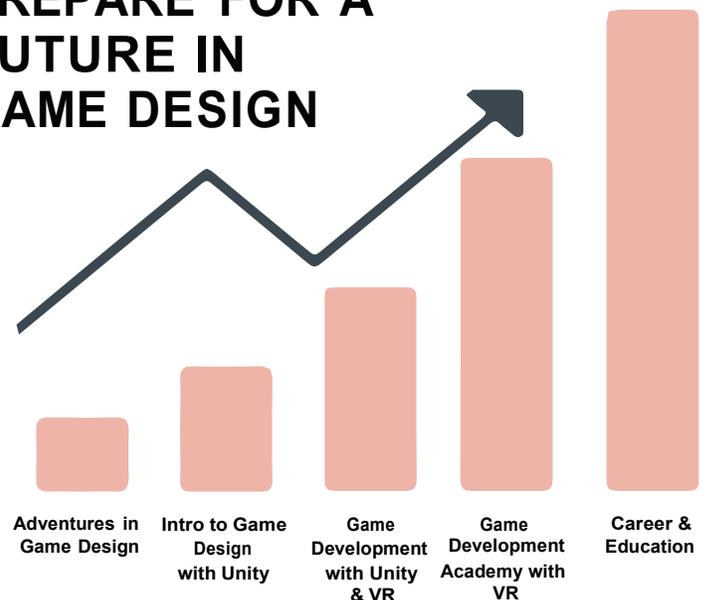
**This \$150 billion industry is expected to grow by 10% per year through 2022.**

Source: Newzoo

## CAREERS IN GAME DESIGN

- Animator
- Programmer
- Game Tester
- Entrepreneur
- Game Designer
- App Developer
- Product Manager
- Video Game Developer
- User Experience Designer

## PREPARE FOR A FUTURE IN GAME DESIGN



## TESTIMONIAL:

“The collaboration between students and the teachers was exceptional. Being able to work on our project independently, as well as collaboratively truly heightens the learning experience. Furthermore, the program was very thorough and informative.”

-Andrew T., Student, Game Development with Unity & VR



# COURSES



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## GAME DESIGN



Game Development  
Academy with VR



Intro to Game  
Design with Unity



Game Development  
with Unity & VR



Adventures in  
Game Design

## TESTIMONIAL:

“ My child absolutely loves Digital Media Academy. This school has changed him like no other. He is more outgoing, more upbeat, talks more and feels a part of something bigger. Thank you all for changing the life of one boy. ”

-Sandra Smith, Parent, Game Development with Unity & VR

## FEATURED GAME DESIGN INSTRUCTORS



### Eric Young

*Game Design Instructor*

Eric Young has more than 13 years experience in the video game industry having worked at Rockstar Games and Sony Online Entertainment. When Eric isn't teaching at the Laguna College of Art and Design he does freelance game art and animation. Eric, who has two Bachelor's Degrees, has also written a children's book focused on STEAM education.

“ Having students come to class with an interest in the subject really had them engaged from day one. I loved working with them! Digital Media Academy is an awesome school, and I look forward to more summers with them! ”

### Michael Smilovitch

*VR & Game Design Instructor*

Michael has a BSc in Cognitive Science, and was the lead instructor at Digital Media Academy for 6 courses last year. He made a switch from working in neuroscience research to game development and have been working as a Freelance Unity developer and consultant for the past year. He is currently pursuing his Master of Digital Media at Ryerson University. Michael is the team lead at the Transmedia Zone startup accelerator working on a multiplayer VR experience linked to his progressive metal band, Bird Problems.



# MUSIC PRODUCTION

# BECOME A MUSIC PRODUCER

at

**LIVE NATION**

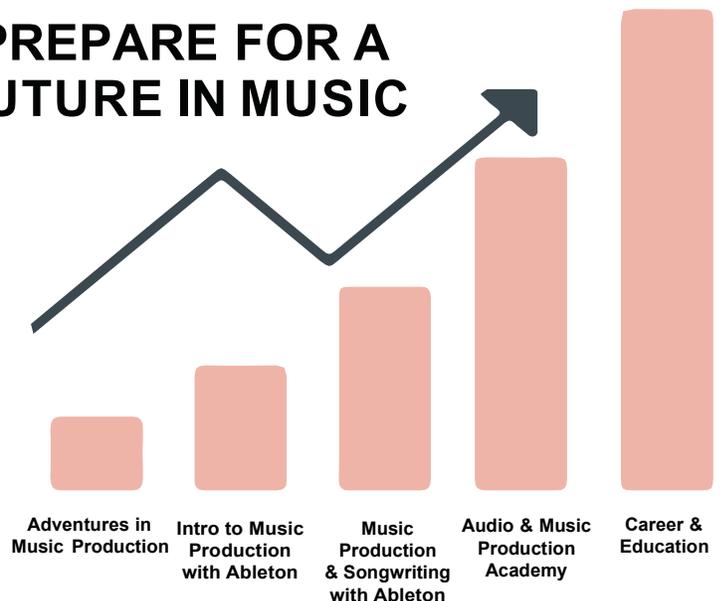
The growing global music industry is expected to increase by 30% by 2023.

Source: IFPI

## CAREERS IN MUSIC PRODUCTION

- DJ
- Musician
- Composer
- Sound Engineer
- Studio Engineer
- Sound Designer
- Media Specialist
- Software Developer
- Sound Systems Engineer

### PREPARE FOR A FUTURE IN MUSIC



## TESTIMONIAL:

“My son loves every class he has taken here. This class has expanded his knowledge and ability to make his dreams come true. The teachers are AMAZING and encouraged him to keep going after camp while actually giving him the knowledge to make it happen. Thanks a MILLION!”

-Shanell Jackson, Parent, Intro to Music Production with Ableton

# COURSES

## MUSIC PRODUCTION

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Audio & Music  
Production Academy



Intro to Music  
Production with  
Ableton



Music Production &  
Songwriting with  
Ableton



Adventures in Music  
Production

## TESTIMONIAL:

“My son loved it and learned a lot. It confirmed that he wants to focus on music technology in college and that he truly enjoys it. His instructor was awesome! We will make sure to check out your offerings next Summer. Thank you!”

-Emily Washington, Parent, Intro to Electronic Music Production with Ableton.

## FEATURED MUSIC PRODUCTION INSTRUCTORS



### Conrad Clifton

*Music Instructor*

Conrad Clifton, a self taught musician, operates independent record label Infinity Pool Recordings. He won an Independent Music Award for Best Dance/Electronic EP and performed at the first ever Billboard Hot 100 Festival alongside artists like Lil Wayne and Justin Bieber. Conrad's music recently surpassed two million streams on Spotify.

“ I loved the curriculum, and how I could use it as a guide, while still having freedom to teach students in a way that I felt was most effective. I wish I had something like this when I was their age! Digital Media Academy was very organized - they always made sure we had everything we needed. ”

### Michael D'Errico

*Music Instructor*

Michael D'Errico holds a Bachelor's Degree in Music Education from the University of New Hampshire, a Master's Degree in Music from Tufts University, and a PhD in Musicology from UCLA. Michael is currently an Assistant Professor of Music at Albright College and is writing a book on the ways in which trends in software design effect music producers.

“ I like working through tough technical problems with students who are driven to learn. ”



# ROBOTICS + ENGINEERING

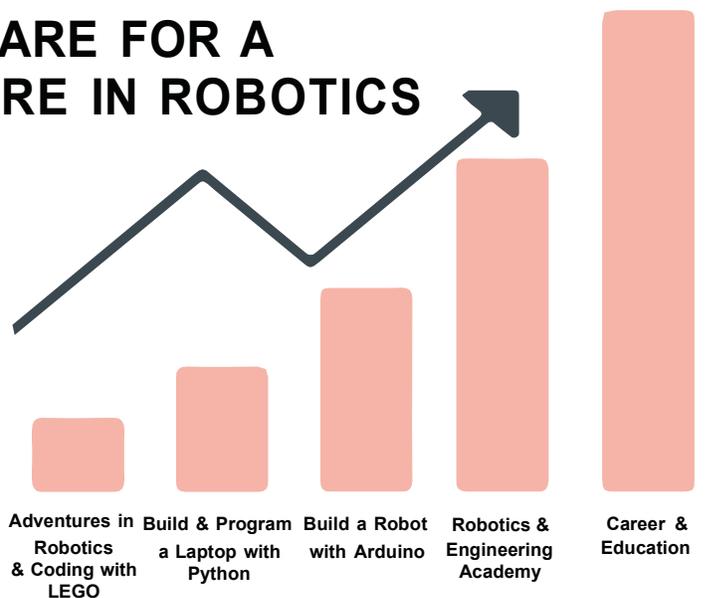
# BECOME A ROBOTICS ENGINEER at amazon

By 2022, machines will perform 45% more human tasks than they do today. Source: Nesta

## CAREERS IN ROBOTICS + ENGINEERING

- Data Scientist
- Entrepreneur
- Robotics Engineer
- Software Engineer
- Software Developer
- Robotics Technician
- Research Scientist
- Machine Learning Engineer

### PREPARE FOR A FUTURE IN ROBOTICS



## TESTIMONIAL:

“I loved the environment. Stanford is a great place to learn and the other people in the class shared similar interests in robotics and engineering. Also, the wide variety of people from distant countries was really remarkable.”

- Nancy Z., Student, Robotics & Engineering Academy

# COURSES

## ROBOTICS + ENGINEERING



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**Robotics & Engineering Academy**



**Build a Robot with Arduino**



**Build & Program a Laptop with Python**



**Adventures in Robotics & Coding with LEGO**

## TESTIMONIAL:

“ Fantastic camp - well worth the price. My son looked forward to attending every single day, and we will continue this camp, not only for him, but also for his older brother next summer. Best camp ever! ”

-Pamela Gross, Parent, Adventures in Robotics & Coding with LEGO

## FEATURED ROBOTICS + ENGINEERING LEADERS



### Ken Alton

*Software Engineer Advisor*

From 2000 to 2002, Ken worked at the IBM Toronto Software Lab. He is now currently a Senior Software Engineer at Google Research.

Alton received an NSERC postgraduate scholarship to study computer science at the University of British Columbia where he taught as a sessional instructor and did research in reinforcement learning, numerical analysis, and optimal control, obtaining his PhD in 2010. He worked as a software engineer in advertising and retail logistics at the Google headquarters until 2016, when he joined the Operations Research team in Google France.

### Caroline Berger

*Robotics + Engineering Instructor*

At McGill University, Caroline participated in research in a software engineering lab. She created an Eclipse plugin aimed at teaching children how to program and then conducted user studies with grade 5 and 6 participants. Along with the general CS requirements (Algorithms, Operating Systems, Programming Languages, etc.), she has also completed a graduate-level course in Human-Computer Interaction and is currently enrolled in a course in Computer Science education. She has been working with teachers and CS graduate students in designing an intro to CS course for 6th graders.



# Content Creation for Social



Become



Instagram

Influencer

More than 1 Billion users every months

## Content Creation for Social Media

- Content Creator
- Graphic Designer
- Photographer
- Writer
- Marketing

PREPARE FOR A MEDIA DIGITALIZE FUTURE



## TESTIMONIAL:

“My son was engaged throughout the entire course.  
It was a very positive experience for his first online class.”

-Crystal W



# COURSES

## Content Creation for Social Media



Introduction & Overview of Social Media



Shooting & Creation



Editing



Posting, Planning and Optimization



Practice Projects



Portfolio & Integration

Register Now! 

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Academy.org**

## INSTRUCTORS TESTIMONY

“Teaching children with a STEM approach improves skills and knowledge across the whole curriculum. ”

“

– David Ring,  
Deputy Headteacher, Swaffield School, London,

”



# Elon Musk

Tesla's revenue grew to around 31.5 billion U.S. dollars in the fiscal year of 2020

## Intro to Entrepreneurship and Business Ideation

- Entrepreneur
- Business Owner
- CEO
- Market Specialist

**PREPARE TO BE  
YOUR OWN BOSS  
IN THE FUTURE**



## TESTIMONIAL:

“Our son had an incredible time.  
He is looking forward to his next techcamp and learn more skills.!”

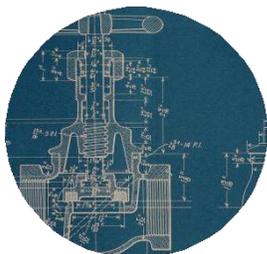
- Mason Z

# COURSES

## Entrepreneurship and Business Ideation



Ideation



Business Planning



Operation



Sales



Marketing



Fundraising



Business Scaling

Register Now! 

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## FEATURED BUSINESS + ENTREPRENEURSHIP LEADERS

### Dr. Shanel Lu

Shanel began her educational journey at Central Piedmont Community College, earning her Associates Degree in Liberal Arts Studies. Later, she finished her Bachelors of Arts at University of North Carolina Charlotte (UNCC). Many years later, she earned my Masters Degree in HR Management. In 2015, she completed her Doctorate in Business Administration with a concentration in Quality Systems Management.



# UNIVERSITY OF BRITISH COLUMBIA



## Summer Tech Camps Held at University of British Columbia

Founded in 1908, the University of British Columbia has grown to be a global leader in scientific research. The university's TRIUMF center is a world leader in subatomic physics research. UBC houses Canada's second-largest research library, which holds almost 10 million books and journals. UBC is Canada's largest university with more than 54,000 students and is rated as one of the world's top universities. UBC's unique campus is located near the ocean, several incredible beaches, and the forests, also known as the UBC endowment lands.

Since 2009, Digital Media Academy has developed an incredible community of learners and instructors at the University of British Columbia. Local and international students have loved exploring the UBC campus in between impactful tech lessons. Located in the center of the campus, our classrooms come with everything needed to give quality education to students. Our UBC camp is located in the brand new student center.



## CAMP UPGRADES



### Lunch Plan

Get lunch on campus so you don't have to pack your own.



### Extended Day

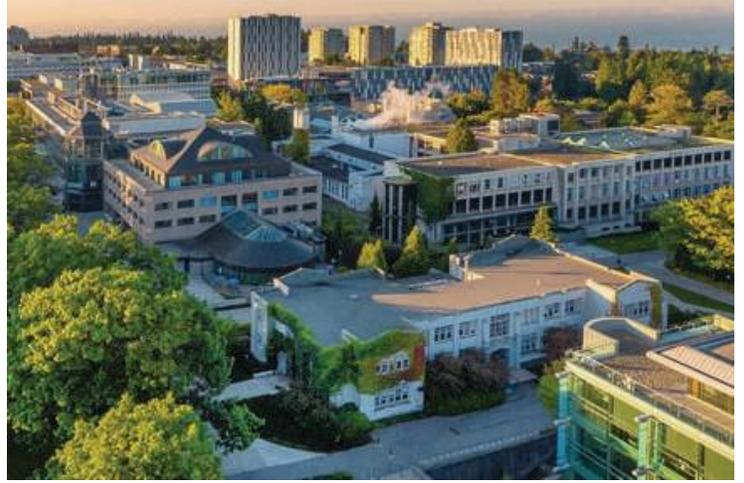
This option allows families to pick-up students as late as 6pm Monday - Thursday.

Browse our Courses  
at this Location  
**Vancouver.Digital  
MediaAcademy.org**



# LOCATION

The UBC campus features ocean views, forest walks, and a global perspective.



# CLASSROOMS

Students use classrooms and technology custom designed for their program.



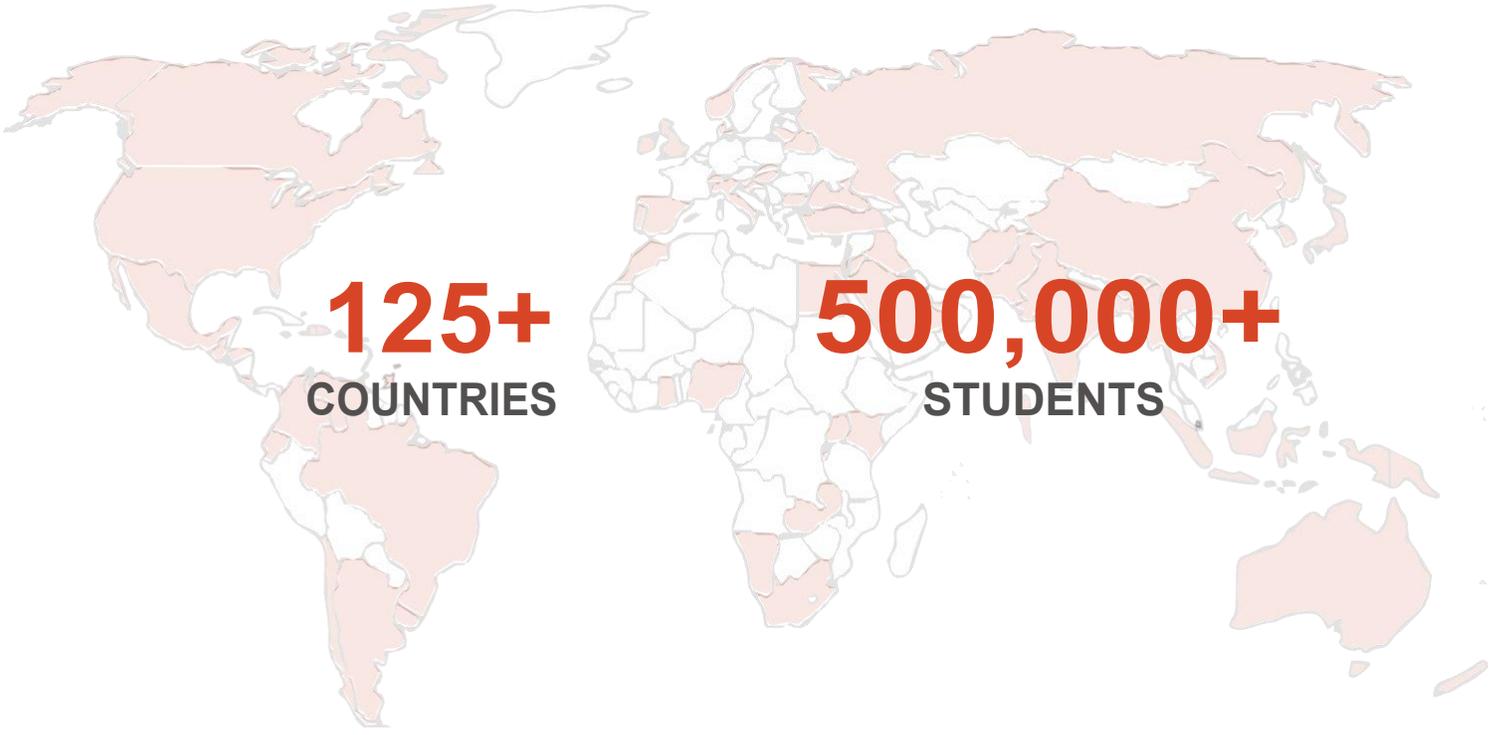
# STUDENT LIFE

Experience an amazing learning environment in the heart of nature at UBC.



# GLOBAL NETWORK

Digital Media Academy is proud to work with



**Our Curriculum is Aligned with Leading International Standards**





“The democratization of technology is driving a more equitable future for students around the world.”

## Making a Difference

Digital Media Academy’s ongoing mission to enable all students and teachers with cutting edge technology education means making technology education accessible to everyone.

Digital Media Academy provides scholarships based on need and ability, hires diverse instructors, and provides flexible payment options.

Digital Media Academy is also currently running a pilot project with Public Schools providing full access to our suite of technology education courses for K-12 schools around the world.



1,000 Full Scholarships



Diverse Hiring Practices



Flexible Payment Plans



Complimentary Curriculum

Get in touch with us to learn more at [vancouver@digitalmediaacademy.org](mailto:vancouver@digitalmediaacademy.org)



## Our Most Popular Courses Fill Up FAST!

Visit [Vancouver.DigitalMediaAcademy.org](http://Vancouver.DigitalMediaAcademy.org) to secure your spot today



### Kick-Start Your Future in Tech NOW!



Launched by tech educators on the campus of Stanford University, Digital Media Academy is the best place for students to get their start as designers, developers, programmers, engineers, animators, musicians, film makers, and creators.



### Spots Fill up Quickly!



Over **90%** of our most popular courses sell out. By registering early, you can get the first pick on the most popular courses, locations, and dates today!

- ✓ Grow Your Professional Network
- ✓ Gain Access to Special Offers Year-Round
- ✓ Use Professional, Industry-Standard Equipment
- ✓ Get Personalized Feedback from Industry Professionals
- ✓ Learn at North America's Most Prestigious Universities

**Interest-Free Payment Plans are Available! Contact us to learn more.**

