Master of Digital Media program

Centre for Digital Media

Vancouver BC

Assignment description

 -PowerPoint slides 1 – 4: Team Artex

This project is a term 2 industry collaboration project in a Masters Degree program. A team of seven students collaborated with an industry client for 13 weeks to create a digital solution to a “real world” problem.

The design brief for the project was as follows:

Artex is working with PCI Developments to create an innovative digital media presentation which will showcase the award-winning real estate company's future developments on Great Northern Way. The team is tasked with envisioning a hub of art and technology resulting from the two-phase development project. The focus is on commercial offices through a vibrant, creative and contemporary digital product. The target audience will be office tenants, neighboring community, students, architects and the City of Vancouver staff and politicians.

URL for video (Slide 1): https://www.youtu.be/p75cLhYxlXk

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