

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>

---