

From video games to 3D film and animation, scientific visualization, online marketing, social media, and e-learning: Multiple Career Opportunities in the Global Digital Media Industry

Dr. Gerri Sinclair

**The Executive Director of the Masters of Digital Media Program
Great Northern Way Campus (GNWC), Canada**



Abstract

During her presentation, Dr. Sinclair will discuss the full range of career opportunities in the exciting and emerging field of digital media ranging from video games to 3D film and animation, e-learning, social media and online marketing, as well as scientific visualization and digital media applications in the fields of health and the environmental

sciences. Sinclair will also demonstrate the work completed by the MDM students on industry-funded projects in collaboration with such companies as Nokia, Telefonica, Bell Canada, Zynga, and the Vancouver 2010 Olympics.

Biography

Dr. Gerri Sinclair's cross-domain career includes more than 20 years' experience spanning the fields of internet and new media technology, entrepreneurial business, academic research, and government policy. Sinclair is currently the Executive Director of the Masters of Digital Media Program which is housed at Vancouver's Centre for Digital Media at Great Northern Way Campus (GNWC). The GNWC is a collaboration between the University of British Columbia, Simon Fraser University, Emily Carr University of Art and Design, and the British Columbia Institute of Technology. In 2006, the British Columbia Provincial Government responded to requests from the thriving digital media industry to create a Master-level program that would address the increasing talent needs by granting \$40.5M government to establish a world-leading Graduate Degree Program in the field of Digital Media. This powerhouse Master's Degree Program—which allows students to receive a degree bearing the logos and seals of four of Canada's leading post-secondary institutions—is already garnering awards and attracting the best and brightest students from around the world.