



COURSE OUTLINE		
TERM: Spring 2027	COURSE NO: CMNS 115	
INSTRUCTOR:	COURSE TITLE: Communication for Animation and Game Design	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Skw̓xwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the sə̓lilwətał (Tsleil-Waututh), shíshálh (Sechelt), Skw̓xwú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester. Fourth hour activities will include student meetings with the instructor, group assignments, readings and screenings, online modules and online contact.

COURSE PREREQUISITES/CO-REQUISITES

None

CALENDAR DESCRIPTION

In this course, students will explore the multiple forms of communication in animation and game design. Students develop oral, written, and visual communication skills to craft and pitch proposals for animation and video game projects. They will learn how to communicate effectively in a creative team while utilizing feedback and conflict-resolution protocols. They will analyze and evaluate the worlds, characters, dialogue, and story design for an existing game, then develop a pitch for an original project. The course culminates in a design prototype that demonstrates mastery of interactive story for digital media as well as a professional pitch aimed at industry professionals.

COURSE NOTE

This course is restricted to Animation program students.

REQUIRED TEXTS AND/OR RESOURCES

Specific texts, resources and technology will vary depending on term and instructor. The course may make use of an assigned textbook, instructor-prepared courseware, or readings made available as Open Educational Resources (OERs).

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- **Develop** skills to communicate effectively in a creative team, creating feedback and conflict-resolution protocols. Offering critiques using appropriate terminology.
- **Identify** core elements of interactive narrative - game genre, character, world-building and theme – and explain their relevance to animation and game design
- **Describe** how different narrative structures (linear, branching, and interactive) shape audience or player engagement.
- **Apply** communication theory and game narrative techniques to generate ideas suitable for animated or game-based media.
- **Analyze** how visual treatments and gameplay mechanics interact to produce meaning and emotional impact.
- **Differentiate** between film and interactive games communicative and technical demands.
- **Evaluate** the ethical, cultural, and representational dimensions of stories in games and animation.
- **Design** an original game design document that integrates story, visual style, and player experience.
- **Present** a cohesive proposal using professional communication and presentation techniques to industry professionals.

COURSE CONTENT

Week 1	Course Introduction & Overview. Indigenous relationship building and Networking.
Week 2	Introduction to proposals and pitching
Week 3	Building teams. Communication, Feedback and Conflict Resolution.
Week 4	Character Design & Development – Visuals & Text
Week 5	Writing Dialogue
Week 6	Presentations: Game Reviews – Design and Character Analysis
Week 7	World Building and Environment
Week 8	Non-linear and interactive narrative – Part 1
Week 9	Non-linear and interactive narrative – Part 2
Week 10	Integrating Story, Gameplay, and Animation
Week 11	Cultural Representation & Ethical Game Design
Week 12	Game Documentation and Pitch Development
Week 13	Presentation Skills and Professional Communication
Week 14	Final Presentations: Original Game Design Document
Week 15	Review & Reflection: Table Reads and Feedback

No final exam in CMNS 115

EVALUATION PROFILE

Name of Assignment	Overview	Value
A1: Introducing Ourselves and Peer Feedback. Networking.	Indigenous vs. Colonial communications and relationship building. Sharing and commenting in an online forum	5%
A2: Project Analysis Presentations (oral; pairs)	Students select an existing animated short, series, or video game and analyze its communication styles and storytelling approach. Focus on how story, character design, and interactivity engage the audience or player.	10%
A3: Interactive Dialogue or Nonlinear Scene (written)	Students create a short interactive narrative segment illustrating player choice and consequence. Can be written as a dialogue tree or storyboarded sequence.	10%
A4: Proposal – Game Design Document	A document describing the student’s original narrative world, key characters, backstory, themes, and game play structure. Includes genre, platform, and user experience information.	15%
A5: Concept Pitch Proposal (oral; solo)	Students outline their original idea for an animated story or game concept describing the idea, characters, tone, and intended audience.	15%
A6: Writing Exercises (in-class weeks 2 – 11)	Students document their creative process, feedback received, challenges faced, insights about interactive narrative as well as weekly writing exercises done in class	15%
A7: Final Project (written and oral)	Students will create a complete, original game design document then pitch it to a panel of industry professionals for feedback	20%
Participation & Professionalism	Participation and professionalism are based on both the frequency and the quality of students’ comments, questions and observations (with the emphasis on quality). The quality is determined by the relevance, insight and clarity of remarks during in-class activities and peer feedback sessions.	10%
Total		100%

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc. Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

*** Accommodations can be made to honour community needs and traditional practices.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

Capilano University Security: download the [CapU Safe Alert App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;

- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence Policy and B.401.1 Sexual Violence Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.