

SHORTS



■ ■ ■ DMI

Ryerson announced that it would be part of the Digital Media Institute along with the University of Toronto, Sheridan College and the Canadian Film Centre. The group's objectives are to increase the usefulness of digital media, increase the production of Canadian digital media content, increase the availability of Canadian digital content, and to create job opportunities for Canadians in the field of digital media. It will be a catalyst in education and training, as well as a source for entrepreneurial ventures. Most recently the DMI concluded a series of lectures that covered various aspects of digital media presented by some of Toronto's top professionals and experts. The series of 10 lectures was successfully received at the University of Toronto and was also available via streaming media on their website www.rcc.ryerson.ca/dmi.

Currently, the group is working on improving the website to allow for more functionality and to allow for easier access of information. The group is under the direction of Paul Hoffert, director of the CulTech Research Centre and Kathryn Saunders, newly appointed as DMI's Executive Director. •

■ ■ ■ WEBSITE RENEWAL

The Rogers Communications Centre's website received a major facelift recently, changing the design and much of the content. Image Arts student Radek Pacanowski was responsible for the new look and programming, while journalism students Brian Chick, Mike Oliveira, and Erica Basnicki worked with the subject matter. Most of the content was several years old, and the look left room for improvement by today's standards. The site is available at www.rcc.ryerson.ca •

ONTarget

Through various partnerships, the Rogers Communications Centre is involved in another project designed to further develop Canada's new media sector: ONTarget a human resources development initiative in Ontario.

ONTarget is a result of separate proposals to the Ministry of Education made by Interactive Multimedia Arts and Technology (IMAT), SMART Toronto, the Toronto New Media Trainers Alliance (NMT a partnership between Centennial College, First Interactive, International Academy of Design, Ryerson Polytechnic University, Seneca College and Sheridan College) and the Multimediator Strategy Group.

Having found complementary aspects of each proposal, the Ministry's jury recommended a partnership between the four groups, and ONTarget was born.

The purpose of this organization is to increase the number of people working in the field of new media in Ontario, and to increase the skills associated with each area of new media. Program Director Mark Jones hopes to provide communication resources for high school students and continue this support throughout their post-secondary education until students are ready for a career placement. Support will be provided for the students' teachers as well.

"Most students are hitting their last year of high school and have to decide on a University and program within 2 months. We want to be able to say 'Here are your options. You don't have to go to Hollywood and work for (George) Lucas'"

Jones is referring to the increasing "opportunity drain" suffered in Ontario, where many highly trained new media professionals are seeking their fortune on big projects, south of the border. "Our main objective concerns keeping people in Ontario," says Jones. "We want to make it easier for them to find work here."

ONTarget will begin its initial roll-out in October, starting with a website job placement tool, as well as a site for the program as a whole. For more information about ONTarget, please contact Mark Jones at (416) 926-8908. •