

The Digital Edge

VOLUME 1, ISSUE 6

WINTER 2003

Partnerships Help Develop Ryerson's World Class High Definition Television Facilities

In a year that saw the release of "Star Wars II: Attack Of The Clones," which was shot using high definition video, and just months after the CRTC Policy Statement that opens the way for the introduction of digital broadcast television in Canada, Ryerson students enrolled in the Schools of Image Arts and Radio and Television Arts (RTA) have access to a plethora of High Definition Television (HDTV) technology. "As far as we can tell this is the largest acquisition of HDTV equipment by any educational institution to this point in time," comments Brad Fortner, Program Director of Operations And Technology for the Rogers Communications Centre. "It's a great way to start off the Rogers Communication Centre's tenth anniversary."



RTA Faculty Member Richard Grunberg teaching new Panasonic HDTV Camera

The HDTV acquisition was the result of a group effort between Ryerson and a number of industry partners. Together they have placed seven Panasonic 1080i High Definition camcorders, four non-linear editing systems that are focused specifically on HD editing, and duplication facilities into two of Ryerson's key undergraduate communication programs. The editing systems will make use of Apple's Final Cut Pro software and Pinnacle System's CinéWave HD cardsets which allow the Apple G4 computers to work with the large data bandwidths created by HDTV. The production process involved with using HD equipment for students employs the technology, which mirrors that of the industry.

CONTINUED ON PAGE 10

EMMAs Bring International New Media Experts To The Rogers Communications Centre

In October the Rogers Communications Centre was transformed into a hive of activity as an international panel of judges converged in the centre to judge digital media submissions from around the world on behalf of the prestigious EMMA Awards. Recognized globally as the most esteemed interactive media awards, the 11th annual EMMAs were held for the first time in North America, in Toronto, from October 16th to 20th.

The EMMAs, which acknowledge excellence in digital media content creation, are respected for their independence, impartiality and sole desire to reward excellence. Due to a two-year effort to attract the EMMAs to Toronto, championed by Tom Green of Humber College's School of Media Studies, this year's jury process was hosted by the Rogers Communications Centre on behalf of the Toronto New Media Trainers Alliance (NMT.)

CONTINUED ON PAGE 2

INSIDE THIS ISSUE:

| | |
|-------------------|---|
| EMMA MasterClass | 2 |
| CDTV Partnership | 3 |
| DTV Seminar | 4 |
| Global Threads | 5 |
| TV Master Control | 6 |
| People | 7 |
| CFI Funds Labs | 7 |
| Rogers Turns 10 | 8 |

SPECIAL POINTS OF INTEREST:

- *Ryerson continues work in the development of terrestrial television broadcasting. Page 3*
- *Interactive Television Seminar held at Ryerson draws presenters from as far as Korea. Page 4*
- *Ryerson students interact with renowned fractal mathematician via Access Grid. Page 5*
- *A complete television station master control system will soon be installed in the Rogers Communications Centre. Page 6*
- *Smaller Access Grid system developed. Page 7*
- *Rogers achieved a variety of technological milestones during its first decade. Page 9*
- *RTA Practicum project paved way for current HDTV acquisition. Back Cover*

EMMAs Bring International New Media Experts

CONTINUED FROM PAGE 1

Representing a diverse group of talent, thirty-five jurors converged for three full evaluation days at the Rogers Centre, during which, a vast number of assorted backgrounds in New Media were represented. For example, Fawzia Pirbhai, the 2002 EMMAs Jury Chair, is the current Head of New Media at Decca Music Group in London, England while Rodney Hoinkes is the Head of Design Applications at the Centre of Landscape Research at the University of Toronto.

The juror's geographical backgrounds were as different as their fields of occupation. Several jurors, including award-winning designer Jeffery Saddoris, the founder of a design studio, came from California while others traveled from England. Hailing from London, Alisa Barry was this year's Vice Chair of the Jury and she recently set up Ravensland Ltd, a consultancy specializing in new media development. While Lila Pine didn't travel across the ocean to arrive at the EMMAs, she did walk down the street from the Image Arts building and her presence as a juror representing Ryerson University was greatly appreciated by the entire team.



*Lila Pine, School Of Image Arts (left)
judged in the EMMA e-learning category*

Lila Pine, who is the current Program Director for the New Media Option of the School of Image Arts, was asked to join the EMMAs as an evaluator of the E-Learning category. After three intense evaluation days, Pine was impressed by the quality of the work she witnessed. She found that the submissions she evaluated possessed the renowned creativity and imagination that she was hoping to find in the EMMAs. "If I'm going to look at a piece of New Media artwork and judge it on the basis of being innovative, I'm not looking for technology to be used for the sake of technology," Pine reflects, "but I'm looking to see New Media somehow used to shift the ground, to redefine what art is. I found that exact thing when I was judging the EMMAs. The best projects were the ones that were challenging the whole notion of education."

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Education is something that the EMMAs take seriously. While the EMMAs were in town, students were able to benefit from a unique learning opportunity when the Toronto New Media Trainer's Alliance (NMT) announced that they were sponsoring this year's EMMA MasterClass. An integral aspect of the International Electronic Multimedia Awards (EMMAs), the one-day MasterClass event gave students the opportunity to hear from a selection of the world's best experts in Interactive Digital Media. Held at the Bloor Cinema, on Wednesday, October 16th, students attending NMT member schools Centennial College, George Brown College, Humber College, Ryerson University, Seneca College and Sheridan College, were invited to attend the event for free.

The EMMA MasterClass series was launched in 1999 specifically to provide an opportunity for the EMMA judges to share their experience and expertise with young people, particularly students, who are about to join the industry. Fawzia Pirbhai states; "The MasterClass really allows the EMMA judges, many of whom are acknowledged experts in their field, to interact with the local multimedia community. Over the course of a day, one is able to learn about best practices and success stories from around the globe. And since we're webcasting the event, people involved in New Media will also be able to participate via email. It's really quite exciting."

www.emma-foundation.org

