



SCHOOL OF GRADUATE STUDIES
MEDIA PRODUCTION

**FALL 2008
MEDIA PRODUCTION SHOWCASE**

Friday, September 19, 2008

5:00 p.m.

Rogers Communications Centre

80 Gould Street

Room RCC-204

**RYERSON
UNIVERSITY**

MEDIA PRODUCTION GRADUATE PROGRAM

WELCOME

Welcome to the Master of Arts in Media Production Graduate Program

Today's media landscape is changing at an unprecedented rate. Satellite, cable, Internet, HDTV, digital radio, interactive television, cell phones and a broad range of other handheld and interactive devices are transforming the way we experience media, exchange information, produce creative work and market products and services.

The Master of Arts in Media Production focuses on the creation and analysis of media products with emphasis on the aesthetics, technology and financing structures that underpin excellent media. Students explore the economic, creative and cultural structures that influence how media is produced and reaches its market.

This special evening celebrates the achievements of our first graduating class. Please join us for our opening ceremonies in room RCC-204 (The Eaton Lecture Theatre). This will be followed by screenings and one-on-one presentations by our students in a number of rooms on the second floor of the Rogers Communications Centre.



ABSTRACTS

■ **Naser AbuDiab:** *“Inclusion Illusion?”* Following the journey of Naser, this is a documentary that explores the obstacles new immigrants face trying to integrate into the Canadian workforce. It investigates the readiness of the Canadian job market to absorb and utilize new immigrants’ skills.

■ **Kristopher Alexander:** *Thriving In The Digital Age.* The hierarchical structure of media is changing with the emergence of new digital media, void of regulatory control. This “democratization of media” has produced viable and profitable business models, while providing arguably the most potential for bringing about social and cultural change in a new ‘digital age’.

■ **Michael Brock:** *Going To The Net – A Look Into The Future of Hockey Broadcasting.* A documentary that looks at the current state of hockey broadcasting through the eyes of some of the most influential producers in the industry.

■ **Judith Campbell:** *EminentVox – Profiles of success in the Canadian Communications industry.* Exploring the success of nine women in the communications and ICT industry through personal interviews of their career stories, edited and produced to professional standards and available for download or streaming on the EminentVox website.

■ **Steven Deme:** *Money City.* Greed, ambition, competition. It’s the coinage of life in Money City. This project is a proposal for a TV drama series (13 x 60), and includes a 30 minute preview video, production bible, and series proposal documentation.

■ **Steven Ehrlick:** *Out From The Woods* is a feature-length screenplay. It dramatizes the last days of Tom Thomson and interweaves a coming of age story, featuring an anxious 11 year old who spends summers in the 60’s going to a Jewish camp, and an artist from Greenwich Village, who works as a canoe tripper at the same camp.

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■ **Domenica Hoyes:** *The Mandela*. A feature length screenplay which explores the limits of human interaction with, and acceptance of, new technology. Our protagonist's former life choices are challenged when she falls in love with an artist revealing what she has gained and lost in her technically enhanced world.

■ **Afzal Huda:** "*Amulets*" tells the stories of five ordinary people of colour facing social problems around the world with a twist – they have superhuman abilities. An experiment in transmedia storytelling – with each new text making a contribution to the whole.

■ **Seema Jethalal:** *Home Is Where The Park Is*. A documentary that explores the Regent Park Revitalization Project, its effect on the community and the motivations behind it. Two local youth describe their mixed feelings about the community and the redevelopments.

■ **Garrett Kerr:** *Shady Pastures*. This show chronicles the twilight years of septuagenarian Lou Tucker, as he navigates his new life in the retirement home "*Shady Pastures*," populated by an eccentric, complicated and offbeat array of residents. Pilot episode script, show bible, website and an 8-minute demo.

■ **Joel Krass:** *Guitar Corps* is a web collection of lessons meant to enrich guitarists' understanding of their instruments. The content explores the relationships between music, physics, and performer.

■ **Tyler MacIntyre:** *Movie Brats* is a feature-length film about a group of young film makers who emerge from film school in the late 1960s. This project is intending to capitalize on the mobility and convenience of digital production methods for feature film production.

■ **Natalia Malysheva:** *me:on/offline*. www.meonoffline.com is the cross-platform project targeted to the global audience about society, people's feelings and behaviour. It eliminates borders between reality and the virtual world. Everyone online may participate in the project as a viewer, film director, advertiser or sponsor.

ABSTRACTS

■ **Steven May:** *weekendpictures.ca*. The goal of this website is to assist creators of user-generated content to prudently maximize their use of the Internet as a creative outlet. Weekend Pictures is here to provide insight into the ways in which the sharing of ourselves via a networked online environment impacts privacy.

■ **Susan Prince:** *Cool Careers* (www.koolcareers.ca) introduces young people to career alternatives that they might not have otherwise considered, based on six career clusters: agriculture and natural resources; arts and communication; business and administration; healthcare; human and family services; and industrial, engineering and technology.

■ **Fleur Reddy:** *The Beach School*. This short documentary examines a Toronto-based school that follows the controversial Sudbury method of education. The students range in age from 3 to 15 years old, and are given educational freedom to dictate their own curriculum.

■ **Lynda Rinkenbach:** *The New Corporate Media Landscape: an Examination of Corporate Communications in an Era of Technological Change*. This exploratory research paper involves a thorough examination of how the corporate media industry in Toronto is being affected by the introduction of new technologies and the proliferation of distribution options over the Internet.

■ **Lanny Shum:** *Television Media Production: A Television Production Textbook in Chinese*. An original 200+ page textbook for Chinese-speaking production students and television practitioners.

■ **Alexandra Sienkiewicz:** *Isuma*. This portal site has all of the elements to become the online source for indigenous filmmaking. The site comprises a number of databases, including one with aboriginal film education programs, a vast listing of aboriginal film, and funding programs specifically tailored to native communities.

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■ **Antonnette Smith:** *Caribbean News* is a program proposal for a television news program devoted to business, political, social and educational stories from Toronto and Caribbean. It is positioned to provide this community with an alternative to mainstream television news shows, and showcase the talents and expertise of those of Caribbean ancestry.

■ **Elaisha Stokes:** *New Ecology – The Leslie Street Spit*. This film explores the recovery of the Leslie Street Spit from an urban landfill to natural sanctuary. It is about the hope for natural urban spaces, passionate characters, and the movement towards responsible land management.

■ **Lana Theodoropoulos:** *Group Work In Undergraduate Student Television Productions – An Observational Study*. This research paper studies issues and challenges of group work involved with undergraduate student television productions. A two-day observational study of production students was undertaken with subsequent evaluation by questionnaires and analysis.

■ **Marc Trutnau:** *The Efficacy of Unconventional Digital Video Acquisition Methods in a Short Feature Film*. An essay on the research procedures, implementation and efficacy of unconventional digital acquisition devices such as cell-phone cameras and monochromatic surveillance cameras in the conceptualization and creation of a short feature film.

■ **Brendan Woods:** *Video_Music*. A creative representation examining new ways that music and video/visual are being merged together through the application of digital technology.

SESSIONS

Session Time	RCC 203	RCC 205
Ongoing: 6:00 pm to 7:35 pm	Naser AbuDiab	Natalia Malysheva
	Kristopher Alexander	Steven May
	Judith Campbell	Susan Prince
	Steven Deme	Lynda Rinkenbach
	Steven Ehrlick	Lanny Shum
	Domenica Hoyes	Alexandra Sienkiewicz
	Afzal Huda	Antonnette Smith
	Garrett Kerr	Elaisha Stokes
	Joel Krass	Lana Theodoropoulos
	Tyler MacIntyre	Marc Trutnau
Session Time	RCC 204	
1 6:00 – 6:20	Michael Brock	
2 6:25 – 6:45	Seema Jethalal	
3 6:50 – 7:10	Fleur Reddy	
4 7:15 – 7:35	Brendan Woods	

