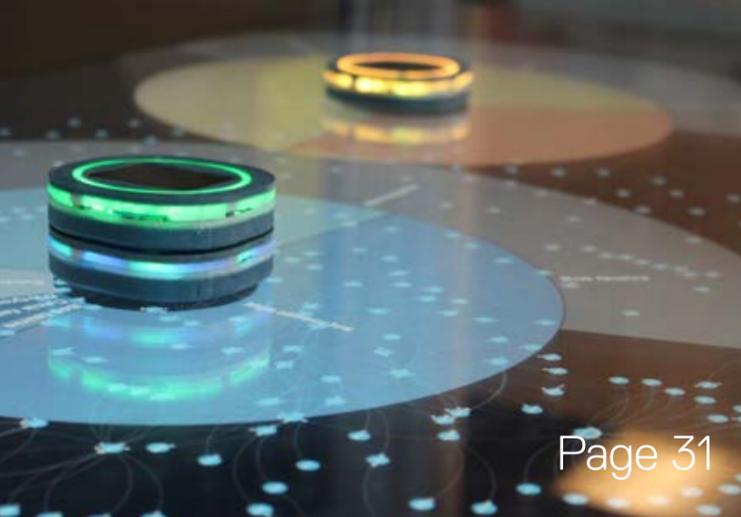


RUBIX

SHOWCASING SCHOLARLY RESEARCH
& CREATIVE INNOVATION

from the Faculty of Communication and Design at Ryerson University

FALL 2016



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at RUBIX

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FCAD IS AT THE FOREFRONT OF CULTURAL THOUGHT AND CREATIVE INNOVATION. Our faculty members, research directors, and associates ask the big questions that impact our fields.

The scholarly research and creative work being profiled in this year's Rubix demonstrates a wide range of activity and initiatives that are at various stages of development. All projects aim to challenge the norms and to spearhead innovation and thought leadership in media and the creative industries. Our researchers ask profound questions and seek answers through deep critical enquiry. They look at on-going social impact of the cultural sector while, engaging with new distribution models, audience patterns and cultural policies. Creators, tech developers, and artists experiment with imaginative approaches to storytelling and disruptive applications of the latest technologies. Our teams collaborate with each other and with leaders from other disciplines. They also partner with industry, government and with researchers in over 20 countries. The work done in FCAD, challenges, disrupts and reimagines the possibilities within our cultural sectors.

I would like to congratulate all who are leading the projects profiled in this book and to thank all of you for engaging with FCAD - the Creative Innovation Hub.

CHARLES FALZON

Dean
Faculty of Communication and Design (FCAD)



WELCOME TO RUBIX, FCAD'S ANNUAL EXPOSITION OF SCHOLARLY RESEARCH AND CREATIVE ACTIVITIES.

This year Rubix is bigger and better than ever. Rubix shows the breadth, depth, and variety of Creative Innovation in the Faculty of Communication & Design, which has the most diverse scholarly and creative output of any Faculty at Ryerson. Every year FCAD faculty members produce hundreds of SRC outputs ranging from books, articles, films, television programs, reports, reviews, photography, and new media to designs, performances, exhibits, editorials, news articles, installations, software, and creative writing. FCAD is a laboratory where new and emerging forms of cultural expression are imagined, invented, performed, and shared. Rubix provides a unique opportunity to see FCAD's Creative Innovation in action. Congratulations to all FCAD creators, makers, inventors, researchers, and innovators who are showing their impressive work at Rubix 2016.

CHARLES DAVIS

Associate Dean
Scholarly Research and Creative (SRC)

RICHARD ADAMS & AHMED SAGARWALA

School of Graphic Communications Management

INTRODUCTION TO SECURITY PRINTING & WEB DESIGN PRIMER

Security Printing, Digital Printing, eBooks,
Comparison, Design

RICHARD ADAMS'S BOOK gives readers an in-depth look at what is currently available in new digital printing technologies and explores how they can be used effectively to convert digitally printed products into security documents, labels, and packages. The book also covers new advancements in analog security printing solutions and technologies for high-tech/high-volume security printing, as well as investigating what's on the horizon for new RFID technology applications. Some of the topics addressed are: currency, consumer product goods, digital solutions, and technical issues.

AHMED SAGARWALA'S BOOK AND ITS COMPANION WEB SITE, webdesignprimer.com, was developed for a one-semester course in Web Design for students in Ryerson's School of Graphic Communications Management (GCM). The book and site may also be useful for high school, community college, or training center courses on beginning web design - or for anyone who wants to read the iBook and complete the tutorials on their own. The goal of the book is to provide students with a reference on some of the latest web design practices while being short and to the point, low-cost, and readily accessible.

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GAVIN ADAMSON & ASMAA MALIK

School of Journalism

JeRI: JOURNALISM REPRESENTATION INDEX

Journalism, Diversity, News, Industry Integration

THE JOURNALISM REPRESENTATION INDEX (JeRI), developed by Journalism professors Gavin Adamson and Asmaa Malik, is a program that provides a research and journalism accountability index to weigh and summarize the representation of diversity in news stories. Many researchers have identified structural biases in texts qualitatively but this approach can be very subjective. Our approach is repeatable and quantitative. Journalism needs policing but reporters also need inspiration to reach out to different sources.

JeRI is still being developed. The team collected online news from a local news website. From those files, it is currently identifying and classifying sources to manually train the machine.

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"As of now, the creation and use of tabular devices in society has been strictly focused on the benefits for commercial use."

REEM EL ASALEH & RICHARD ADAMS

School of Graphic Communications Management

COLOUR REPRODUCTION ANALYSIS ON TABLET COMPUTERS

Colour, Mobile Technology, Industry Integration

REEM EL ASALEH AND RICHARD ADAMS'S POSTER PRESENTATION conceptualizes their research project, which identifies and analyzes the colour reproduction capabilities of specific tabular devices. One of the goals of this project is to open new possibilities for enhancing workflows and informing industry integrations. As of now, the creation and use of tabular devices in society has been strictly focused on the benefits for commercial use. While other devices such as monitors or cameras are capable of device-specific colour management, tabular devices have been left behind with only manufactured colour adjustments available. This has resulted in a limited use for tabular devices, such as the Windows Surface, Apple's iPad, and Samsung's Galaxy Tabs, in the professional/printing industry. In particular, the use of these tablets have had limited integration with an already existing and functioning colour management workflow.

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CYNTHIA ASHPERGER

School of Performance

THE WAITING ROOM

Acting, Performance, Theatre, Production

IN THE SECOND FEATURE FROM IGOR DRLJAČA, a Sarajevo-born immigrant, Jasmin (played by Jasmin Geljo), struggles to find work in his new life in Toronto. Struggling to make ends meet as he constantly auditions for mostly demeaning roles, Jasmin becomes increasingly alienated from both his family and society at large. When he is offered a part in an art installation about a family's vacation trip during the Bosnian War, the role triggers his own wartime memories, and leads him to unsettling questions about what lies ahead. Cynthia Asperger is a cast member in this 92-minute feature film.

Cynthia's exhibit showcases the film's trailer and offers insights into the production and post-production process. The film was shot in Toronto in 2014, with post-production in 2015, and was first shown in Locarno, Switzerland in August of 2015. *The Waiting Room* has subsequently been shown in close to twenty national and international festivals, including major film festivals such as TIFF, Festival Du Nouveau Cinema in Montreal, and International Film Festival in Rotterdam. The Canadian Screen Academy nominated Cynthia for the Canadian Screen Award for Best Performance by an Actress in a Supporting Role in a Film for 2016, and Jasmin Geljo for Best Performance by an Actor in a Leading Role in a Film for 2016.

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Images courtesy of Timelapse Pictures / A71



BEN BARRY

School of Fashion

REFASHIONING MASCULINITY

Fashion, Culture, Gender, Identity

REFASHIONING MASCULINITY IS A TWO YEAR RESEARCH PROJECT that harnesses the power of fashion to re-imagine men's gender identities and foster their diversity. By challenging stereotypes about men and masculinity, Ben Barry and the team of researchers investigate how men construct their identities through appearance and how fashion can be a vital tool to advance social change. This feminist-driven project creates a new approach to understand and transform how men see themselves, interact with each other, and engage with women.

The first stage of the project consisted of interviews with fifty men of diverse ages, body types, sexual orientations, ethnicities, and (dis)abilities. During this stage, participants provided a tour of their wardrobes and described the feelings and memories that they attach to their clothes. The second stage of the project was a trans-media fashion show that shared the findings from the interviews. The fashion show featured twenty-four of the interviewees who each selected 2 outfits from their wardrobe and crafted their own runway presentations. The fashion show transformed the Ryerson Recreation and Athletic Centre into a runway for an audience of over three hundred people on May 5th, 2016. The project demonstrated that the fashion show is not only a medium to sell clothes, but also a venue to share research findings and advance social ideals.

Refashioning Masculinity was supported by the Social Sciences and Humanities Research Council, the Faculty of Communication and Design, School of Fashion, and Ryerson Athletics.

Ben Barry would like to acknowledge the research team: Daniel Drak, Stephanie Rotz, Dylan Martin, Rebecca Holliday, Amy Smith, Nathaniel Weiner, Lawrence Cortez, Alyksandra Ackerman, Jennifer Braun, & Jeanine Brito

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MARUSYA BOCIURKIW

RTA School of Media

THIS IS GAY PROPAGANDA: LGBT RIGHTS & THE WAR IN UKRAINE

LGBT Activism, Decolonizing, Social Justice
Documentary

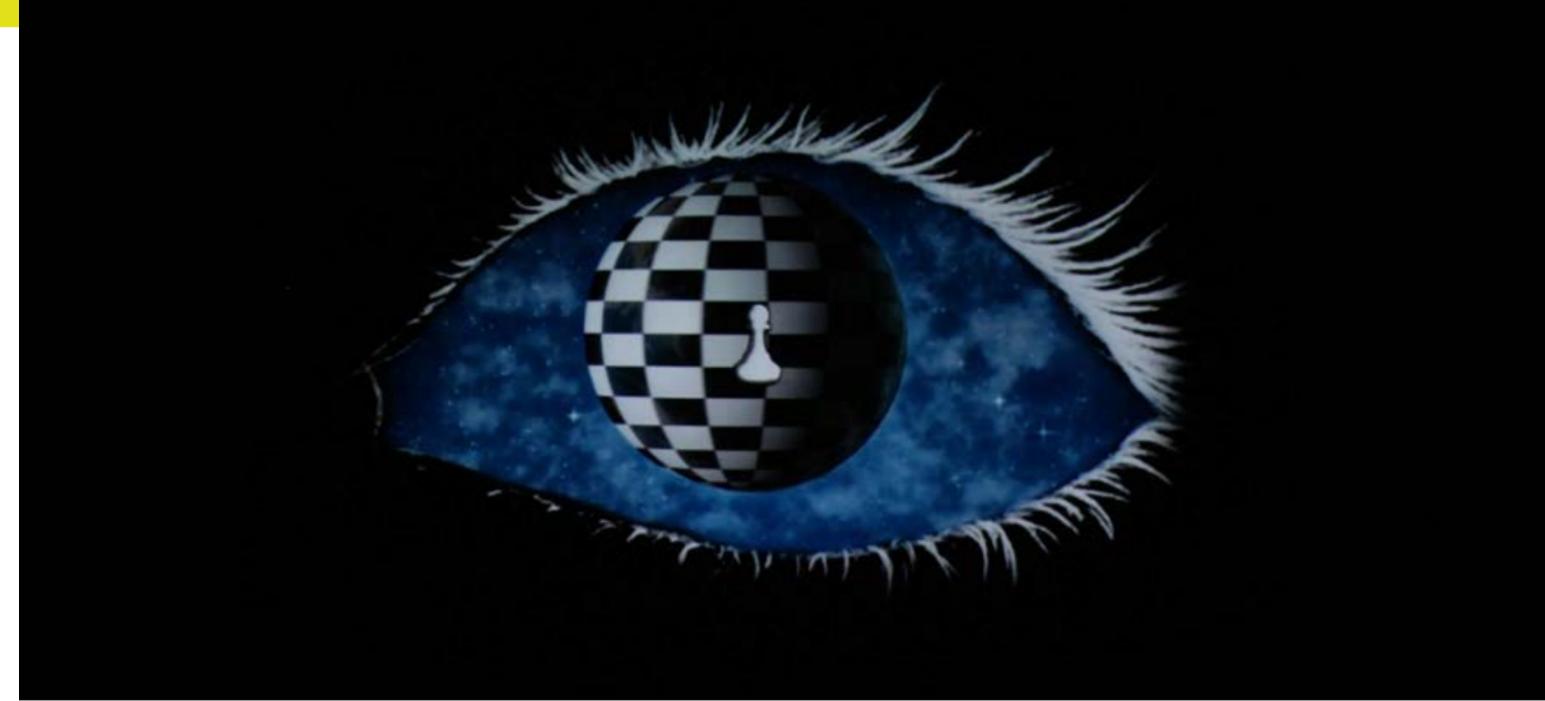
A 53 MINUTE DOCUMENTARY FILM directed and produced by Marusya Bociurkiw. You have probably heard of Ukraine's Euromaidan Revolution of 2013/2014. However, you may not be aware that LGBT activists played a significant role in this uprising. This personal documentary follows the progress of the Euromaidan revolution, and the Russian occupation that followed, from the perspective of LGBT Ukrainians. With the help of funding from Ontario Arts Council and a travel grant from FCAD, Marusya traveled to three Ukrainian cities in 2014, tracking the impact of Russia's "gay propaganda law", in Russian-occupied regions of Ukraine.

Meet Alexandra, whose face was on a "Wanted" poster plastered across the city of Donetsk. Meet Anna, a lesbian activist who witnessed Russian-backed violence in the border town of Kharkiv. Meet Olena, who taught women's self-defence classes during Euromaidan and now fights the spread of anti-gay laws in Eastern Europe. Using a hybrid ethnographic, verité, and personal documentary strategy, this film makes use of embodied research to produce a counter-narrative about geo-political forces that are displacing LGBT communities around the world.

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PAVLO BOSYY

School of Performance

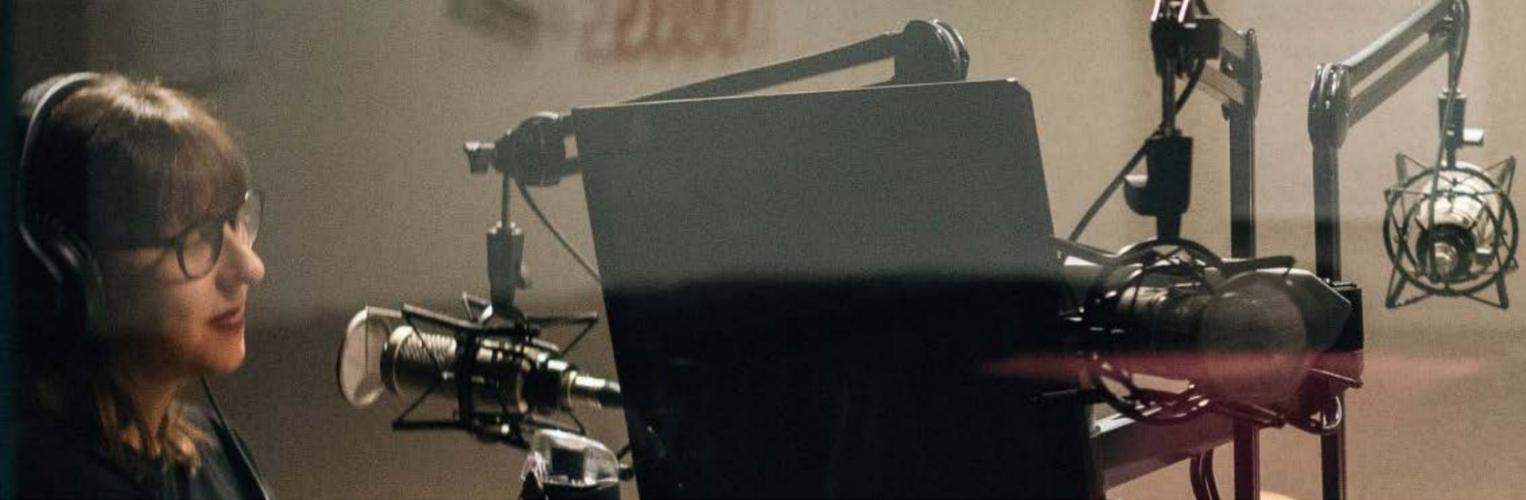
PROJECTIONS TO TELL THE STORY: DESIGN AND IMPLEMENTATION OF DIGITAL ANIMATION FOR THE PRODUCTION OF "FAUST" AT VOLYN STATE PUPPET THEATRE (2016, UKRAINE)

Theatre, Performance, Technology, Digital
Animation, Experiential

PAVLO BOSYY EXPLORES HOW THE SCRIPT, stage direction, design, and acting created a synergy in the production of "Faust" at Volyn State Puppet Theatre (Ukraine, 2016). The project stems from the experiences gained at the School of Performance's Production Lab, sponsored by FCAD in 2015.

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BOB BURLEY

School of Image Arts

AN ENDURING WILDERNESS: TORONTO'S NATURAL PARKLANDS

Photography, Urban, Natural Landscapes

THROUGH THIS BOOK AND PHOTOGRAPHIC EXHIBITION, prominent landscape photographer Robert Burley aims to raise public awareness about the often hidden and remote wilderness spaces within Toronto's parkland system. These natural parklands are primarily located along the waterfront or deep within the valley systems that thread throughout the city. The long-term future of these natural parklands is at a critical juncture. As the urban population continues to grow and more people seek out nature in the city, the protection of these fragile natural places will be paramount. *An Enduring Wilderness: Toronto's Natural Parklands* aims to respond to growing public interest in the value of natural parklands in an urban context. In 2017, ECW Press will publish a monograph of this work along with essays by Robert Burley and Canadian writers including: Anne Michaels, Alissa York, George Elliott Clarke, and Michael Mitchell. The publication will also feature a historical overview by City of Toronto Curator, Wayne Reeves.

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GERDA CAMMAER

School of Image Arts

VIEWFINDERS: TRAVELLING SHOTS IN THE AGE OF THE DIGITAL WAYFARER

Travel, Mobile Technology, Digital Media

VIEWFINDERS IS AN INTERNATIONAL COLLABORATIVE PROJECT that looks specifically at the impact of small portable camera devices such as smartphones on travel experiences and on mobile creativity. The mobility and functionality of devices like smartphones means that audience engagement with content no longer needs to be a passive viewing experience, but can in fact involve interaction, participation, and even location awareness or responsive content. *Viewfinders* is a visual project that incorporates all these elements to create a navigable virtual space. This virtual space will be composed of various creative mediations of places travelled, generated by mobile users in the form of brief traveling shots (user generated content). Once completed, the project will have a linear, interactive, and Augmented Reality (AR) component, all playable on mobile devices. This project is in collaboration with Dr. Max Schleser (Swinburne University, Australia) and Phillip Rubery (MDes student, Massey University, New Zealand). This project is associated with the following research centres: Documentary Media Research Centre (DMRC) and Mobile Innovation Network Australasia (MINA)

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“ Young people are increasingly trying to make careers for themselves from creative projects...”

every day we're hustling

MIRANDA CAMPBELL

School of Creative Industries

EVERY DAY WE'RE HUSTLING PODCAST

Young Professionals, Creative Industries, Podcast, Society

EVERY DAY WE'RE HUSTLING IS A PODCAST profiling young artists and cultural workers. Young people are increasingly trying to make careers for themselves from creative projects, and getting these projects going involves struggle, commitment, and a whole lot of work. From film, to fashion, to comics, to poetry, to music studios, to art galleries and beyond, the podcast profiles young people's successes and setbacks in making a living through these creative projects, and explores how they balance artistic and economic demands. Each of the six episodes features a long-form interview with the host, Miranda Campbell, and a young artist, as well as a review of youth creative work in a cultural correspondent segment with Jesse Cumming. The episodes focus on the themes of breaking in, breaking out, crewing up, making space, switching gears, and hustling.

<https://everydaywerehustling.com/>

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HENRY NAVARRO DELGADO

School of Fashion

AHOLA: A SITE-SPECIFIC PUBLIC FASHION PROJECT

Fashion, Community, Society, Culture

THE GOAL OF AHOLA ("ALOHA" SPELLED BACKWARDS) is to implement a social practice fashion framework to explore contemporary issues in Hawaii while involving the direct participation of the community. Since the project's launch, *Ahola* has produced several outcomes, including a fashion collection that challenges stereotypes about Hawaiian culture and lifestyle, an experiential learning workshop for local fashion and art professionals, and research about enabling social dialogues through the use of fashion design practices. *Ahola* was completed on-site in Honolulu, Hawaii over a period of eight weeks during the summer of 2015. This project was funded through grants from Ryerson University and the University of Hawaii at Manoa, in kind sponsorship from the Hawaii Fashion Exchange and Na' Mea/Native Books Hawaii, and with support from several other individuals and institutions. The resulting collection was presented to the general public during Hawaii Fashion Month in November 2015 and then to Toronto audiences during Fashion Art Toronto 2016. Affiliations: Diversity and Equity Initiative, University of Hawaii at Manoa

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STEVEN EHRLICK

RTA School of Media

BUILDING KNOWLEDGE COMMUNITY IN POST- SECONDARY LARGE LECTURE COURSES: A BLENDED FOSTERING COMMUNITIES OF LEARNERS APPROACH

Knowledge Community, FCL, Active Learning, Constructivism, Practitioner Inquiry

STEVEN EHRLICK'S RESEARCH EXPLORES HOW THE KNOWLEDGE COMMUNITY APPROACH can be applied at the university level. The project looks at how the approach can be applied in mass lectures through a scaffolded, complex curricular design that utilizes active, inquiry-based learning. As an instructor of a large (200+ student) university course, Steven is undertaking practitioner research - becoming both subject and object of the project. By combining a lecture in a traditional setting with smaller breakout tutorials, this research is adapting the Fostering Communities of Learners (FCL) model for purposes of university level instruction in a large lecture course. The goal of this research is to identify which adaptations of FCL are required for a knowledge community approach to succeed in an undergraduate large lecture environment.

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*"...combining
a lecture in a
traditional setting
with smaller
breakout groups."*

GREG ELMER

School of Professional Communication

THE USE AND ABUSE OF SOCIAL MEDIA

Social Media, Big Data, Industry, Public, Digital, Analytics

OUR SOCIAL LIVES ARE NOW INSEPARABLE from the many digital traces we leave behind when we use apps, connect through social media networks, browse on the web, and so on. Research at FCAD's Infoscapes Research Lab critically addresses the ramifications of the ever-growing importance of data analytics in social science and humanities research. Greg Elmer, Director of the Infoscapes Research Lab, showcases *The Use and Abuse of Social Media* as a collection of three research outputs that focus on social media and big data.

1. Signal Social CEO Index is an industry report on how Canada's top 100 highest-paid CEOs are using social media. The report, published in September 2016, was co-authored by members of Ryerson's Infoscapes Media Lab: Greg Elmer (PhD), Alexandra DiGiuseffo (MA), and Ana Rita Morais (PhD, ABD).

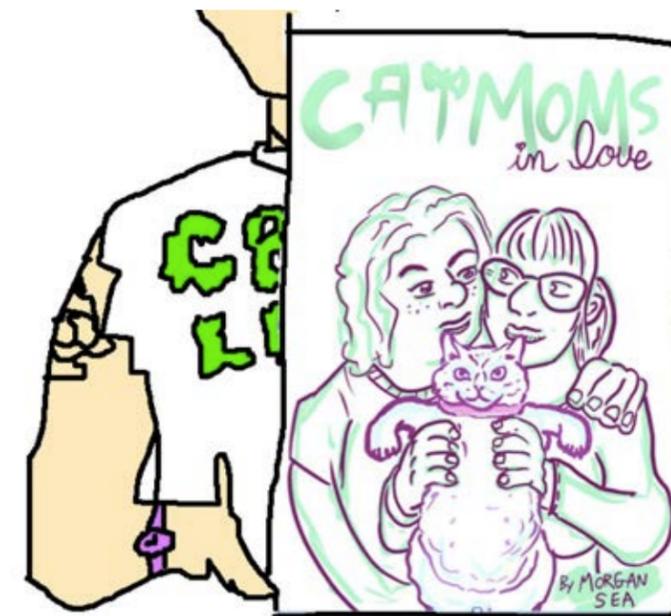
2. *Compromised Data: From Social Media to Big Data* (1st Edition, 2015) addresses the reshaping of the social through social data mining. The collection of work argues that social data is being compromised by specific economic interests, leading to a compromised framework for performing critical research.

3. *Economies of Reputation: The Case of Revenge Porn* is a paper on online harassment, published by Ganaele Langlois, Co-Principal Investigator of the Social Media and Big Data project at the Infoscapes Research Lab.

The Infoscapes Research Lab hosts research on many other projects that focus on the cultural and political impact of digital code, particularly with regards to social media. In addition, the lab develops software-based research tools, interface designs, and experimental research methods that seek to analyze content and use of new media platforms.

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“Research at FCAD’s Infoscapes Research Lab critically addresses the ramifications of the ever-growing importance of data analytics in social science and humanities research.”



MARTY FINK

School of Professional Communication

HERS IS STILL A DANK CAVE: A CRITICAL RESPONSE

Feminism, Queer Theory, Professional Communication, Trans, Deep Lez

MARTY FINK PRESENTS A CRITICAL RESPONSE TO THE ACADEMIC LESBIAN VIDEO, *Hers is Still a Dank Cave* (2016), by Allyson Mitchell and Deirdre Logue. Blending digital comics and powerpoint/animation, Marty engages questions regarding methodological approaches to studying histories of feminist theory as well as histories of violence against trans women. This project asks how one can make queer theory relevant to an arts-based and community-based audience, while thinking through processes of erasure and exclusion enacted by second-wave feminism. Through autobiography, digital art, and literary theory, this project locates comics as a form of professional communication, posing and answering difficult questions about lesbian academic histories and their ongoing legacies in the present.

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“This project asks how one can make queer theory relevant to an arts-based and community-based audience...”



BLAKE FITZPATRICK & VID INGELEVICs

School of Image Arts

THE LABOUR OF COMMEMORATION

Documentary, Culture, Society

IN THE FALL OF 2014, Image Arts Professors Blake Fitzpatrick and Vid Ingelevics traveled to Berlin to document the commemoration of the 25th anniversary of the fall of the Berlin Wall, which happened on November 9th, 1989. *The Labour of Commemoration* is a 3-channel video installation that refers to the “construction” of the commemorative event in both a physical and metaphorical sense. The 3 channels each comprise of a specific date or set of dates in the time before, during, and after the anniversary celebration. On the left channel is a chronological sequence documenting the construction of the commemorative event from November 1 - 8th, 2014. The middle channel documents the unfolding celebrations on the anniversary date of November 9th, 2014. The right channel depicts the dates from November 10 - 14th, 2014 as commemorative structures are taken down and the city returns to normal. Presented across three screens, the viewer confronts the past, present, and future of a commemorative event simultaneously. In this way, the ‘pre’ and ‘post’ history of the commemorative event are given equal weight to the known and publically celebrated anniversary, framing the commemorative moment with the site-specific labour of both workers and the public itself.

The Labour of Commemoration was shot in 2014 and edited in 2015 - 2016.

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“The ‘pre’ and ‘post’ history of the commemorative event are given equal weight...”

THIERRY GERVAIS

School of Image Arts and Ryerson Image Centre

THE MAKING OF VISUAL NEWS: A HISTORY OF PHOTOGRAPHY IN THE PRESS

Photography, Photojournalism, Press
Photographs, Images, History

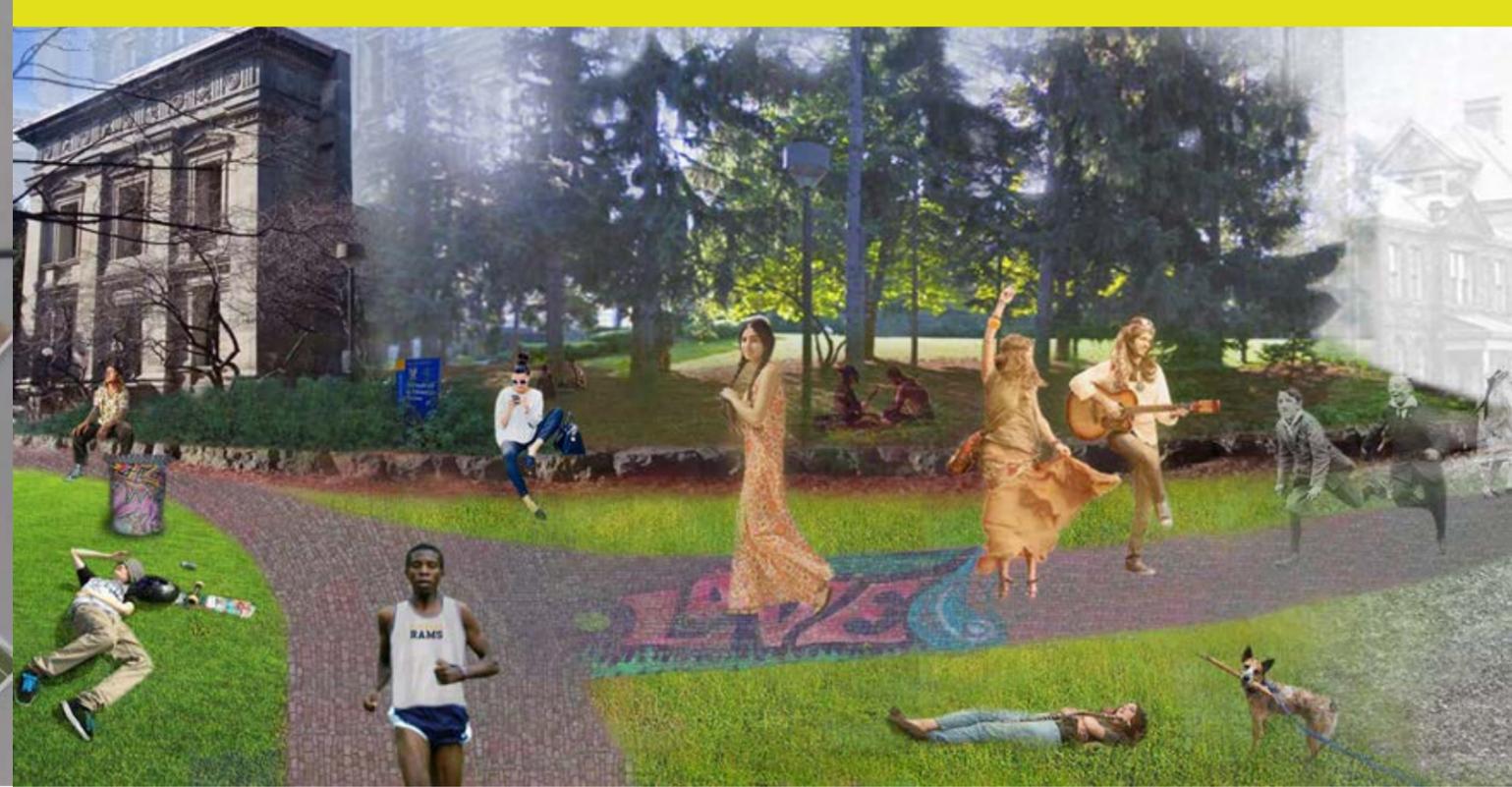
THIERRY GERVAIS'S BOOK, *THE MAKING OF VISUAL NEWS: A HISTORY OF PHOTOGRAPHS IN THE PRESS*, is a crucial contribution to the history of press photographs as it examines how photographs became news images at the end of the 19th century, and how magazines put them to use in the 20th. Drawing on a large and fascinating selection of images, Thierry and collaborator Gaëlle Morel decipher seduction strategies and deconstruct the self-legitimizing discourses of photojournalists and press editors. From their inception, magazines have responded to a double imperative: conveying the news and seducing a readership. Photographs - and images in general - have been the main tools by which press editors have structured their publications to achieve these goals. Looking beyond the roles of the photographer and journalist, Thierry draws our attention to the picture editor and artistic director - key figures working in the shadows. Placing commissions, selecting images, and orchestrating visual sequences, these overlooked actors have played critical roles in the construction of visual news. This book not only broadens our understanding of the mechanics of this construction in general, but highlights distinctions among the editorial agendas of various publications. With his analysis of the aesthetics of news photography and layout design, Thierry deepens our understanding of how photojournalism has contributed to the construction of Western visual collective memory.

RESEARCH AT THE RYERSON IMAGE CENTRE (RIC)

Housed in its new home at Ryerson University since September 2012, the Ryerson Image Centre (RIC) supports research on the history of photography and cultural studies, and fosters artist projects related to its collections. The RIC is dedicated to the study of photography and related media, with an emphasis on photojournalism and documentary media, from the nineteenth century to the present. Under Thierry Gervais's supervision, the RIC supports research through teaching, workshops, symposia, publications, scholarly and artist fellowships, as well as institutional partnerships.

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Images courtesy of Martin Habekost

MARTIN HABEKOST

School of Graphic Communications Management

MEASUREMENT OF PRINTED METALLIC INKS

Print Media, Metallic Ink, Industry Integration

MARTIN HABEKOST'S RESEARCH PROJECT focuses on the measurement of printed metallic inks. These effect inks are often used in the packaging process to enhance the perceived value and exclusivity of a package. In the past, the measurement of these inks was not very effective. Martin's work shows how a particular end result can be achieved using various approaches. This project will show that the new M3 measurement condition is well suited to measure and control metallic inks during the printing process. It is expected, through the collaboration with the metallic pigment manufacturer, that the M3 condition will be adopted industry-wide for the control of metallic inks for offset and flexographic printing.

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Images courtesy of Carolyn Kane and Meredith Burhling,
2nd year ProCom undergraduate student

CAROLYN KANE

School of Professional Communication

CIF TORONTO ARCHITECTURE IMAGES

Digital Art, History, Urban

THE SURFACE LAYER OF A CITY acts as a cipher for decoding buried histories and long-lost dreams. Taking this insight as inspiration, Carolyn Kane's media gallery uses creative and comparative visualizations to develop digital renderings of Toronto's downtown core. The project uses digital photography and new media production techniques to visualize the unacknowledged "mythic space" lurking in the topography of downtown Toronto.

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DAVE KEMP & JONATHON ANDERSON

School of Interior Design

THE MOIRÉ PROJECT

Art, Installation, Perception, Participatory

THE MOIRÉ PROJECT IS AN EXPERIENTIAL AND SCULPTURAL INSTALLATION intended to be situated as a public artwork in a major urban centre. It is currently conceived in the form of a long fabricated structure that consists of three panels. This structure, a double layer of carefully sized and positioned lines, makes use of a combination of motion parallax effects and line-moiré interference patterns. The resulting installation creates a perceptual amplification of the viewer's movement where greater attention is drawn to their own embodied and active perception. Because this perceived effect is initiated through motion parallax, if the viewer stops moving, the interference patterns will also stop moving. In other words, to experience the artwork the viewer must be in motion.

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RICHARD LACHMAN

RTA School of Media

DUNCAN KOERBER

School of Professional Communication

ADAM KOLODZIEJ

School of Interior Design

PREVENTING DAMAGE: THE PSYCHOLOGY OF CRISIS COMMUNICATION BUFFERS IN ORGANIZED SPORTS

Crisis Communication, Public Relations, Theory, Sport Organizations

THROUGH A RESEARCH INFOGRAPHIC, Duncan Koerber explores the world of theoretical crisis communication and shows why most public crises do not cause reputation or image damage to sports organizations. Coaches and players find themselves in crises on a regular basis, but the teams survive and thrive to play another day. Duncan's research gives support to the idea that two major factors not previously considered in crisis communication literature - a monopoly position in a market and strong community bonds - create a "buffer" against reputation and image damage. As a result, this research provides an explanation as to why most crises that would otherwise damage or shut down businesses in other industries do not have such an effect in organized sports.

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IN SEARCH OF EMOTIVE SPACE

Line, Motion, Emotive Space

IN SEARCH OF EMOTIVE SPACE is a collection of thoughts and expressions on the origins of design, manifested into a drawing that expresses the author's personal journey from a single emotive point toward complex structures of space. To analyze this journey, Adam Kolodziej uses the universal language of the line to create a drawing which emphasizes the importance of life's dramatic script. With this drawing, the artist hopes to address ever-growing concerns with increasingly sterile and emotionless human environments.

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Image courtesy of Adam Kolodziej



VIRTUAL REALITY PROJECTS CLUSTER

Virtual Reality, User Experience, 360° Video

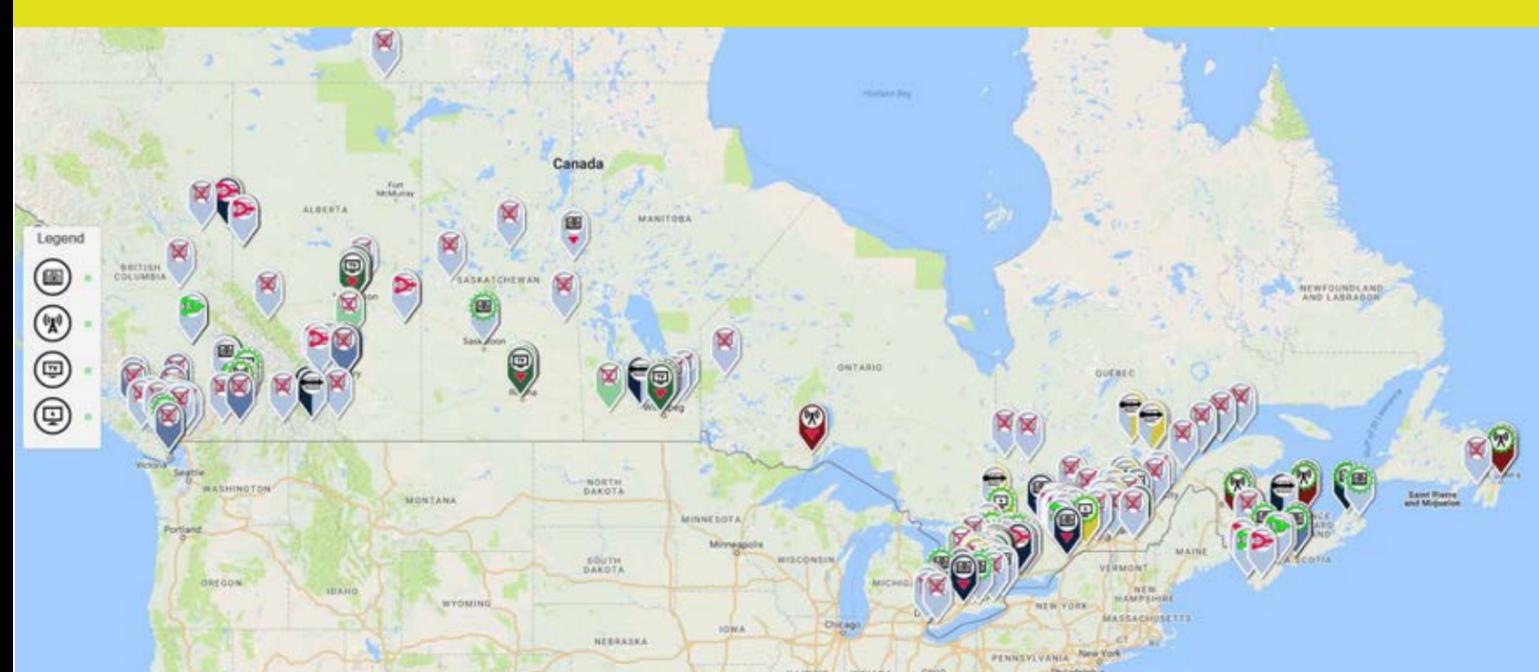
RICHARD LACHMAN'S VIRTUAL REALITY PROJECTS CLUSTER explores creative work and VR applications in mental health. The cluster includes four projects that aim to better understand how VR technology affects different user groups. These projects include:

1. VR and Fear of Flying - A comparison of computer graphical and 360° video VR for the treatment of fear of flying.
2. Hoarding and VR - Using VR to understand spatial memory and acquisition/discarding in hoarding disorders.
3. VR and Stress-reduction for Seniors in Care - Studying if using VR can have measurable effects on stress and mental health for seniors living in long-term care facilities.
4. 360° Canada Project: A short VR film shot in 360-degree video, filmed in national parks in every province and territory of Canada.

Richard and his collaborators, including students and faculty from Psychology, and industry partners and creators, want to continue these lines of research to better understand the emerging media form, and also to better direct and influence technology and creative industries. "We do not want technologies that have potential benefits for education, mental health, productivity, and entertainment, to leave some members of our society behind."

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BRUNO LESSARD

School of Image Arts

CHINA BY NIGHT

Photography, Urban China, 21st Century Night Photography

BRUNO LESSARD'S PRINTS FEATURE SCENES that are part of his ongoing *China by Night* photography project.

Inspired by Brassai's seminal *Paris by Night* (1933), Bruno's *China by Night* focuses on three elements in Chinese urban environments: urban villages where migrant workers live, the juxtaposition of the old and the new denoting urban China's ongoing transformations, and the visual archiving of older parts of town. The images capture the various light sources and reflections that colour the scenes at night and show undocumented areas of town – otherwise crowded and noisy during the day – in their unsuspected nocturnal tranquility. The series contains over sixty photographs shot in four Chinese megacities in 2015 and 2016: Shanghai, Beijing, Chongqing, and Guangzhou.

This project has received the generous support of the FCAD Creative Fund.

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APRIL LINDGREN

School of Journalism

UNDERSTANDING LOCAL NEWS POVERTY

News, Research, Canada, Community

LOCAL NEWSPAPERS AND BROADCAST OUTLETS IN CANADIAN COMMUNITIES are scaling back operations, consolidating or closing, and online news sites are struggling to stay afloat. What are the consequences of these changes to the local news landscape, and why are the local news and information needs of some communities being better served than others? This research project includes an online crowd-sourced map that tracks the rise and fall of local news outlets and identifies news service cuts in Canadian communities. It also offers a comparison of how local news outlets in eight communities covered local races for MPs in the 2015 federal election, and shows local responses to a survey that asked voters where they sought their election news and whether they obtained enough news from local media to cast an informed vote.

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ALISON MATTHEWS DAVID & IZABELLA PRUSKA-OLDENHOF

School of Fashion & School of Image Arts

MAKING HISTORY: MASCULINE BEAUTY IDEALS, EMBODIMENT, AND THE SUIT

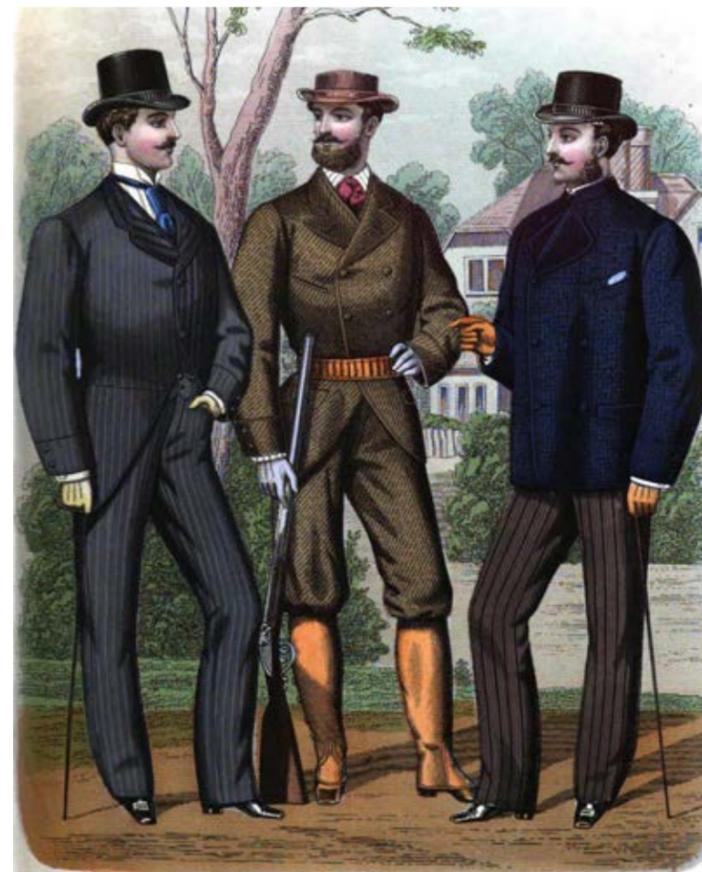
Fashion, History, Masculinity, Dance, Performance, Embodied Experiences

TO COMPARE, CONTRAST, AND (DE)CONSTRUCT PAST AND PRESENT EXPERIENCES of elite men's clothing, masculine power, embodiment and beauty ideals, Alison Matthews David and Izabella Pruska-Oldenhof's project dives back in time to two distinct moments in men's dress history – when tailors fitted custom-made suits closely to the male body in the 1840s and the contemporary fashion for the slim-fitting male suit.

To study embodied experiences, the project team relearned and recreated the creative and technical processes of making a suit from almost 200 years ago. Our tailor researched and followed the process used by historical tailors and we recorded the process. The garments were tailor-made, then worn by a professional dancer who performed choreography inspired by his experience of wearing the historical suit. Supported through an arts-informed research approach, the dancer's experience wearing the suit was then contrasted with his own contemporary, slim-fitting suit. The research team filmed various stages of the project for further knowledge dissemination, including interviews with the investigators, tailor, and dancer. Project Collaborators: Ben Barry, Dan Browne, Jenifer Forrest, Shelley Haines

Centre for Fashion Diversity and Social Change

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NATALIA LUMBY & REEM EL ASALEH

School of Graphic Communications Management

AN INVESTIGATION OF 3D VISUALIZATION FOR PROTOTYPING PACKAGES

Packaging, 3D Rendering, Colour, Brand, Workflow

NATALIA LUMBY AND REEM EL ASALEH'S RESEARCH POSTER conceptualizes their study on 3D visualization for prototyping packages. The research team are comparing the effects of virtual proofing on tablet devices to physical prototypes. The project gathers insights and perspectives from brand owners, prepress providers, and other stakeholders in the package proofing workflow. This study is investigating whether brand colours, and specialty finishes, can be accurately perceived through a digital environment using 3D visualization.

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Image courtesy of Natalia Lumby

GRAHAME LYNCH

School of Fashion

SCRIPTS FOR A WORLD IN CONSTANT MOTION

Art, Installation, Participatory

TITLED BALANCE-UN-BALANCE, THIS FREE-STANDING SCULPTURAL VIDEO INSTALLATION is comprised of two images, projected onto opposite sides of a small translucent screen, of a man standing with arms slightly outstretched, eyes closed, breathing rhythmically. One image is reversed to create the appearance of a single, unified image. The projectors are housed in handmade ceramic boxes that are pierced with holes to allow the images out, like a reversed camera obscura. The ceramic surface is both polished and raw, quietly tempting viewers to touch. The boxes are unglazed, but burnished glass-smooth; text has been scrawled and incised repeatedly on the sides, creating the effect of a panicked rant. Some words are recognizable, while others become lost in asemic collisions of texture. When a viewer touches the ceramic boxes, the top weighted steel structure wobbles slightly, unsettling the image. The man is easily unbalanced and we watch as he stands and breathes and wills the balance to return.

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FRAUKE ZELLER & ALI MAZALEK

RTA School of Media & School of
Professional Communication

ALI MAZALEK

RTA School of Media

TANGIBLE AND EMBODIED INTERACTIONS FOR DISCOVERY AND LEARNING

Tangible and Embodied Interaction, Interactive
Tabletops, Computational Media, Digital Media,
Innovation, Creativity

THE SYNAESTHETIC MEDIA LAB AIMS TO ENHANCE CREATIVITY, discovery, and learning across the physical and digital worlds. We are increasingly tethered to pixelated boxes of varying shapes and sizes. These devices are ever present in our lives, transporting us daily into vast information and computational realms. And while our interactions with digital devices are arguably becoming more fluid and “natural”, they still make only limited use of our motor system and largely isolate us from our immediate physical surroundings. Yet a gradual shift in the cognitive sciences toward embodied paradigms of human cognition can inspire us to think about why and how computational media should engage our bodies and minds together. What is the role of physical movements and materials in the way we engage with and construct knowledge in the world? Our research focuses on the design, development, and evaluation of tangible and embodied interaction systems to support creative practices across both art and science domains.

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PARTICIPATORY CAMPUS PLANNING

Participatory Campus Planning, 3D Interactive
Environments, Interactive Tabletops, Tangible
Interaction, Mobile Media

THIS COLLABORATIVE RESEARCH PROJECT DEVELOPS A PARTICIPATORY APPROACH for the future planning of Ryerson’s campus and its social ecology. The project brings together theoretical and practice-based research approaches from mobile computing, social media, 3D virtual environments, and tangible tabletop interaction techniques based on work from Frauke Zeller’s Virtual Hamilton Project (with McMaster University) and Ali Mazalek’s Synaesthetic Media Lab (Synlab). With a unique interdisciplinary approach, the project aims (1) to stretch the boundaries of interactive digital media by focusing in a synergetic and symbiotic way on campus life and its intertwined digital and mobile technologies; (2) to make a creative footprint in Ryerson’s continuous attempt to improve its campus and social ecology, including communication, safety, health, and ecological aspects; and (3) to contribute novel tools and interaction technologies for community urban planning through the integration of mobile and social media, tangible and tabletop interactions, and virtual worlds.

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*“The project
aims to stretch
the boundaries of
interactive digital
media...”*



KATY MCCORMICK

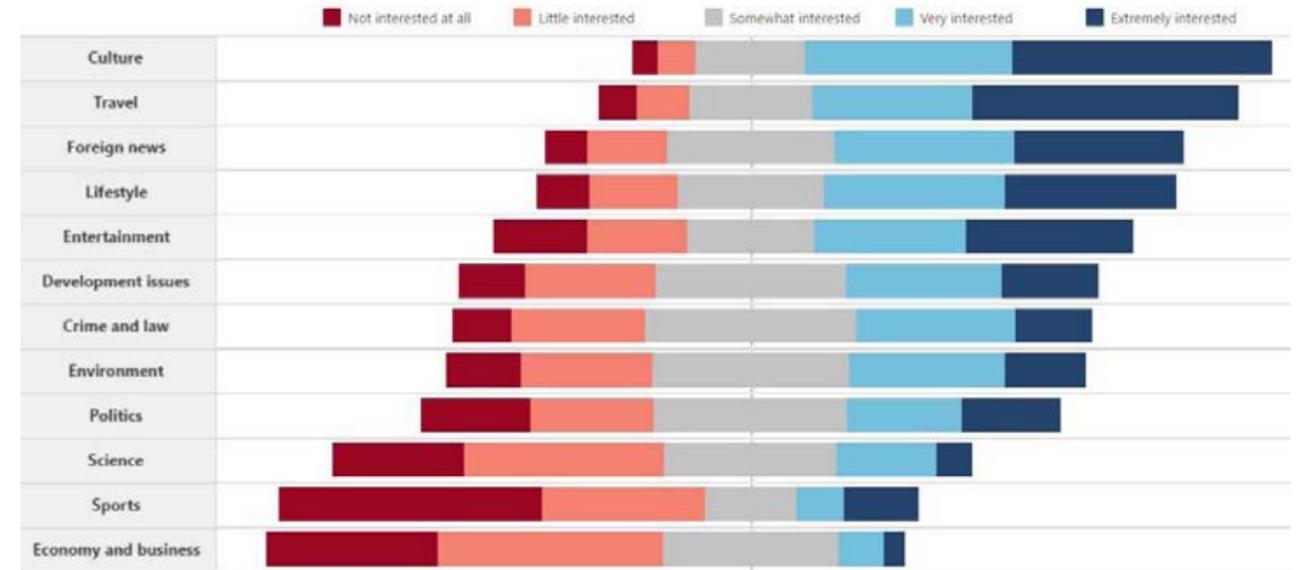
School of Image Arts

THE ASH GARDEN: HIROSHIMA UNDER A RAIN OF RUIN

Photography, War, Atomic Bombs, Landscapes, History, Narratives

THE ATOMIC BOMBS DROPPED ON JAPAN are credited with ending WWII. Stepping into the Hiroshima Peace Memorial Park and Museum decades later triggers a dizzying confrontation with the horrifying effects of an atomic attack. Standard narratives wither away before the photographs of burn victims, the charred remains of school uniforms, and scarred trees. Countering the axiom “The bomb saved lives by ending the war,” Hiroshima’s memorials commemorate some 200,000 A-bomb victims—mostly civilian. Beyond the park are many “A-bomb Disaster Markers” bearing photographic plaques of ruins as they appeared in the aftermath of the bombing. Katy McCormick’s photographic work examines the interwoven strata of space and time defining Hiroshima. Using a forensic approach reminiscent of the post-bombing surveys as a foil for the hopeless task of “measuring” the bomb’s radioactive effects, Katy’s work reflects upon Hiroshima’s history as the testing ground for uranium bombs, while also probing the limitations of photographic representation.

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ANNE MCNEILLY

School of Journalism

EXTRA, EXTRA! READ ALL ABOUT IT

Journalism, Students, Industry

EXAMINING JOURNALISM STUDENTS’ INTERESTS AND MOTIVATIONS for studying journalism and the areas they want to work in, this project focuses on the Canadian context, investigating these factors given the impact of technology on the dissemination of news. The work grew out of an international study that Anne McNeilly participated in, titled *Journalism Students Across the Globe: Professionalization, Identify and Challenges in a Changing Environment*. Project collaborator: Aneurin Bosley, Assistant Professor, School of Journalism, Carleton University.

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CAROLINE O’BRIEN

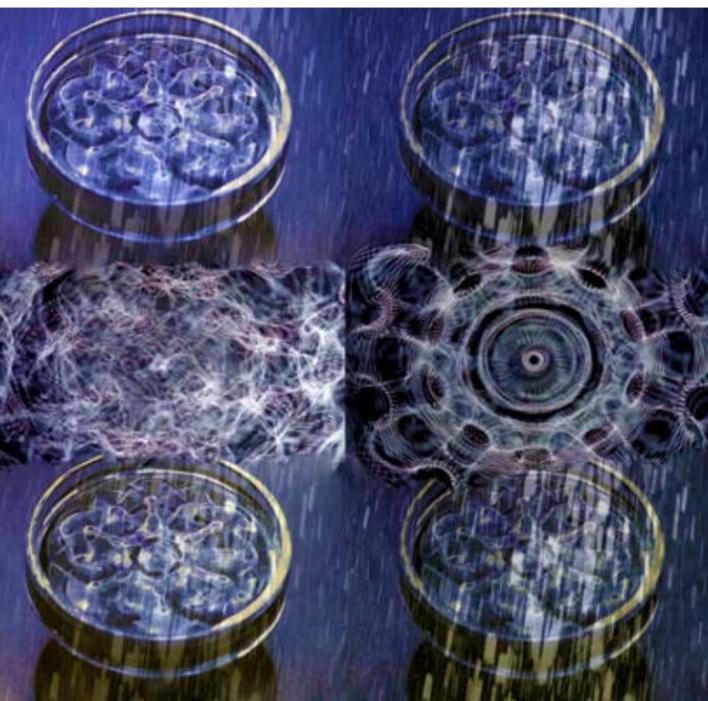
School of Performance

TOWARDS A CULTURE OF THE FEMININE: THE PHENOMENON OF THE PRINCESS-BALLERINA IN WESTERN CULTURE

Ballerina, Dress, Costume, Gesture

IN BUILDING A NEW WORLD: TEACHING II, Luce Irigaray brings together a group of young researchers who, under her mentorship, invent new ways of thinking, believing, making art, or being political players. In her chapter, *Towards a Culture of the Feminine: The Phenomenon of the Princess-Ballerina in Western Culture*, Caroline draws on her practice as a costume designer and builder to investigate ways that women seek to embody themselves through art, as a means to discover and construct their own identity. She uses the figure of the ballerina not merely as a collection of feminine gestures, but as an embodiment of femininity within the classical tutu - an integral part of ballerina identity. Through the agency of the costume the ballerina creates an enchantment, which allows passage from a natural state to the divine, through a sort of transubstantiation of bodily matter that becomes a manifestation of the transcendence of the genre.

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LILA PINE

RTA School of Media

IMAG(IN)ING INDIGENEITY IN LANGUAGE

Indigenous Thought, Language, Data Visualization, Cymatics

IMAG(IN)ING INDIGENEITY IN LANGUAGE VISUALIZES SPOKEN WORDS through patterns created on water. Then an algorithm, capable of analyzing the languages made visible, allows us to compare them.

Since features of language structure reflect peculiarities in worldview, the need to analyze linguistic findings in light of philosophical understandings is foregrounded. Both Anishinaabemowin and Mi'gmaq, for example, are polysynthetic verb-based languages; the third-person does not distinguish between male, female, human, or non-human, uncertainty is emphasized, and nouns are more descriptive than definitive. Speaking in such a way produces patterns of thought reflective of Indigenous worldviews.

The researcher, of Mi'kmaq ancestry, has a scholarly and personal investment in this research, which poses the following question: Can data visualization tools be developed that will render languages visible to a level of detail that allows in-depth analysis of the qualitative differences between them?

This SSHRC funded project has been in the works for three years.

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RAMONA PRINGLE

RTA School of Media

LOVE WAR AND ROBOTS

Documentary, Artificial Intelligence, Human-to-Robot Interaction, Society

RAMONA PRINGLE'S LOVE WAR AND ROBOTS IS AN INTERACTIVE DOCUMENTARY PROJECT that examines what it means to be human in the age of Artificial Intelligence (AI). The science fiction narratives of the last fifty years are now a reality – what was once fantasy has come to life, and the implications are potentially life-changing. Society is creating a new technological species: an extension of humanity designed in our own image. But whose image? Whose realities and lifestyles are influencing the design of these new creatures, and what are their values? When it comes to our deep-seeded fears about the rise of artificially-intelligent beings, who should we really be fearful of, the robot... or the developer?

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RAMONA PRINGLE

RTA School of Media

THE SELFIE MANUAL: DESIGN THINKING FOR SOCIAL MEDIA MAKERS

Social Media, Behaviour, Audiences, Participatory Media

AT A TIME WHEN THERE IS MORE MEDIA THAN EVER and fewer barriers to accessing content, how you reach your audience is a vital aspect of the production process, and how you engage them to share, create, and involve themselves in your story world is an essential consideration. Appointment viewing is on the decline. Newspapers are dying. Even the homepage is dead. People discover the stories they want to engage with through social referrals. If we consider the selfie as a “manual” for media makers, we come to see content sharing as part of identity formation, or curation, on social media. The content that people post is a reflection of how they want to be seen by their digital communities; it is both representative and aspirational. Understanding the allure of the selfie can be an invaluable tool to media makers trying to understand what makes someone like, comment, view, or share media.

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HOSSEIN RAHNAMA

RTA School of Media

AUGMENTED ETERNITY - THE CONVERGENCE OF HUMAN AND DIGITAL EVOLUTION

Digital Media, Society, Technology, Artificial Intelligence

HOSSEIN RAHNAMA'S RESEARCH PROJECT, AUGMENTED ETERNITY, explores how digital technology impacts human existence — both in life and beyond. The evolution of digital technology has mimicked the evolution of human civilization, beginning with the simplest forms of communication and progressing to contemplate some of life's most complex concepts, such as the afterlife. Society is now entering a monumental phase of human history where technology and civilization is converging and people are becoming “half-humans”, as digital data and capabilities are inextricably linked to how people live and function, including what happens after death. It is now possible to live on digitally forever in *Augmented Eternity*. This research project focuses on how people are now able to live - digitally - years after they are gone, and explores what this will mean for the future of society.

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JOE RECUPERO

RTA School of Media

YOUTH AND CONCUSSIONS IN SPORT - A DARK ROOM

Sport Media, Documentary, Industry Collaboration, Experimental Learning

YOUTH AND CONCUSSIONS IN SPORT - A DARK ROOM, IS A TWO-PART COLLABORATIVE PROJECT that involves a documentary and a live webcast discussion held in collaboration with the National Film Board of Canada (NFB). The first part, *A Dark Room*, is a documentary written and directed by Joseph Recupero. The film deals with the topics of concussions in hockey and the mental health effects which can result from these injuries. The NFB purchased the film for distribution through their Education department as well as their Virtual Classroom initiative - *Youth and Concussions in Sport*. In part two of this project, Joseph produced the Virtual Classroom live webcast at Ryerson along with students from the RTA School of Media.

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Images courtesy of RTA School of Media Student - Hung Le



COLLEEN SCHINDLER- LYNCH

School of Fashion

PECCADILLOS

Fashion, Textiles, Communication, Collection

TEXTILES HAVE BEEN A SOURCE FOR REFLECTING NEWS and delivering meaning and message through motif and design for centuries. Assimilated into the language of fashion and textiles, personal narrative is explored through translation or technique used. The pieces are designed with the form and counter-form of type and use fashion as a canvas to physically manifest emotion. Legibility is not the goal. The viewer is not meant to read but rather to feel the collection. The words reinforce the experience and imply the unconscious way we wear our emotions.

This body of work has been building over the course of a year, and a variety of materials and techniques are represented, including laser-cut acrylic, etched leather, and scarred wool.

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“The pieces are designed with the form and counter-form of type and use fashion as a canvas to physically manifest emotion.”



JOHN TARVER

School of Image Arts

IT'S LOVE - AN AUGMENTED REALITY EXPERIENCE

Augmented Reality, Performance, Music

IT'S LOVE — AN AUGMENTED REALITY EXPERIENCE is an exploration of how augmented reality can enhance traditional media such as music. It is a collaboration with Toronto indie rockabilly band, The Millwinders, to create AR content for their latest album "It's Love." Album artwork acts as recognizable image targets that launch AR content including 3D computer-generated models, streaming video, music, and other interactive elements.

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CHRISTOPHER SMYTH

School of Graphic Communications Management

PUBLISHING: DIGITAL REVOLUTION REDUX

Publishing, Digital Revolution, Audience Engagement, Behaviour, Trends, Mobile

CHRISTOPHER SMYTH'S RESEARCH PROJECT AIMS TO HELP BETTER UNDERSTAND the current state of the publishing industry in the context of the digital revolution. Commercial publishers in North America have generally struggled to adapt to the steep rise of the internet, the corresponding increase in access to free content, and subsequent changes to people's media consumption habits. Almost 6 years ago, Apple introduced the iPad, and the resulting market for tablets shifted the way readers consume content. This posed an opportunity for publishers to re-engage with their readers. However, current industry reports have indicated that publishers may have failed to successfully monetize this opportunity.

This research project examines the channels in which content is currently distributed on, and involves identifying a range of publishers in the North American consumer markets. The study looks into these publishers' activities on print, desktop website, mobile website, tablet 'apps', and smart phone 'apps'. By identifying and benchmarking current trends, including the application of responsive design, mobile optimization, and functions of mobile apps, this study and its results can be used to help publishers who are considering a shift in platform strategy, as well as advertisers looking to invest in digital ad space with enhanced functionality options and interactive options.

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JOHN SHIGA & SELAH EDLINGTON

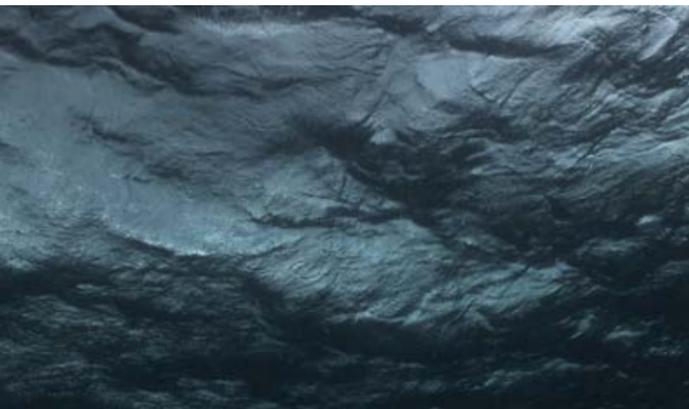
School of Professional Communication

LISTENING IN THE DARK

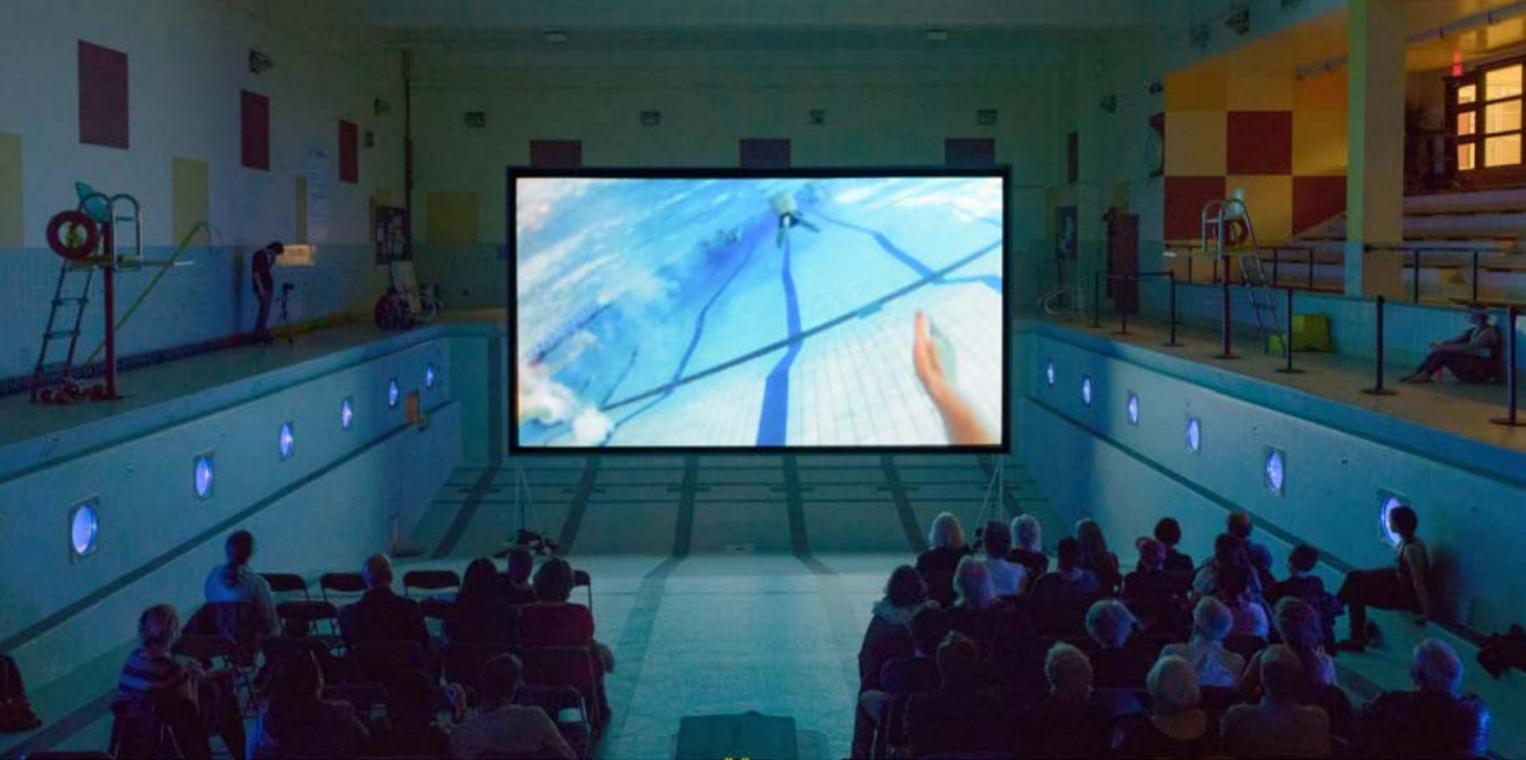
Sonification, Technology, Data, Communication

JOHN SHIGA'S LISTENING IN THE DARK IS A RESEARCH PROJECT that explores the concept of sonification, or the acoustic representation of data. While the value of data visualization is well established in the research community, acoustic techniques for representing and exploring patterns in data have received comparatively little attention thus far. John's research surveys the literature on technological, aesthetic, and epistemological issues around sonification and gathers information about past and current projects employing sonification as an analytic technique, as knowledge mobilization, or as public engagement strategies. The project will pilot a sonification platform designed to raise public awareness about urban water issues in the Toronto area.

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"Album artwork acts as recognizable image targets that launch AR content..."



MATTHEW TIESSEN

School of Professional Communication



GOING GREEN IN THE CITY: TORONTO'S URBAN NATURE AND EMERGING DIGITAL EXPERIENCES OF ECOLOGICAL ESCAPISM

Urban Ecosystems, Technology, Society,
Greenspace

USING PHOTOGRAPHIC IMAGES AND DATA DISPLAYS related to the digitization and gamification of Toronto's urban/nature intersections, Matthew Tiessen's research and creative projects examine the ways Torontonians are using mobile digital communication technologies to connect with nature and greenspaces in Canada's largest city. Through this work, Matthew wants to encourage people to think critically about the ways nature and experiences of nature can be incorporated into everyday urban life and about the ways technological engagement with nature in cities can contribute to positive and innovative personal, social, economic, and ecological change.

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PIERRE TREMBLAY

School of Image Arts

MAX IN SPACE: CONVERSATIONS IN TIME, WITH ARTIST MAX DEAN

Contemporary Art, Documentary Art, Portrait,
Split Screen

PART PORTRAIT, PART DOCUMENTARY, Pierre Tremblay's video exhibit *Max in Space: Conversations in Time with Artist Max Dean* is a collection of filmed conversations between Dean and Tremblay, filmed in 12 different spaces. The concept of this project is to showcase a conversation that is evolving in time and space over a one-year duration between November 2015 to October 2016.

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PIERRE TREMBLAY

School of Image Arts

POOLS

Digital Video Art, New Media, Multi Screens,
Documentary, Internet Culture

PIERRE TREMBLAY: POOLS IS A DOCUMENTARY about the first public showcase of a project created by Pierre and curated by Image Arts Faculty member Sara Knelman. The documentary presents an overview of the one-night, one-hour screening that took place in May 2016 in an empty swimming pool on campus. The screening showcased new video work. One of the short films, *Ægisiða - Notes from Iceland*, was part of the International Festival of Films on Art (FIFA), Montreal, this past winter.

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CENTRE & LABS from FCAD

CENTRES

CENTRE FOR COMMUNICATING KNOWLEDGE

The Centre for Communicating Knowledge (CCK) reconceptualises knowledge mobilization as the ongoing development of active learning opportunities.

www.ryerson.ca/cck

CENTRE FOR FASHION DIVERSITY & SOCIAL CHANGE KNOWLEDGE

The Centre for Fashion Diversity & Social Change explores fashion's power to foster diversity, equity and inclusion and lead social change through active research and creative approaches.

www.refashioningmasculinity.com

CENTRE FOR FREE EXPRESSION

The Centre for Free Expression (CFE) at Ryerson University undertakes education, research and advocacy in relation to free expression and those rights for which freedom of expression is the foundation, such as freedom of the press, speech, association, assembly and belief.

<https://www.cfe.ryerson.ca/>

DOCUMENTARY MEDIA RESEARCH CENTRE

Ryerson's Documentary Media Research Centre (DMRC) develops new scholarship, research and production methodologies in all forms of contemporary documentary practice.

www.imagearts.ryerson.ca/docmediacentre

EXPERIENTIAL MEDIA INSTITUTE (XMI)

The Experiential Media Institute (XMI) explores opportunities offered by the convergence of media practices in content creation, audience relationships and emergent business models.

FCAD FORUM FOR CULTURAL STRATEGIES

FCAD Forum for Cultural Strategies brings together creators, strategists, researchers, policy makers and educators from across Canada to analyze, discuss and respond to key challenges.

www.ryerson.ca/fcad-forum

INDIGENOUS COMMUNICATION & DESIGN NETWORK

The Indigenous Communication & Design Network is an incubator for Indigenous art, storytelling and research creation, and a place to mentor Indigenous students and researchers.

PRINT MEDIA RESEARCH CENTRE

The Print Media Research Centre works with industry partners to advance the areas of premedia, printing and finishing on an international scale.

www.pmrc.gcm.ryerson.ca

RYERSON JOURNALISM RESEARCH CENTRE

The Ryerson Journalism Research Centre examines changes and trends in journalism and investigates what they mean for society and the news business.

www.ryersonjournalism.ca

LABS & INSTITUTES

ACCESSFABRIK LAB

With a primary focus on the automotive design industry, researchers develop collaborative design tools to enhance communication between partners, to streamline the product development process and to ultimately boost productivity.

www.accessfabrik.rcc.ryerson.ca

ALLAN SLAIGHT RADIO INSTITUTE

Allan Slight Radio Institute offers mentorship, targeted financial support, and an expanded radio-and-sound curriculum encouraging students to push boundaries, innovate, and disrupt in all areas of radio.

EVOLVING STORIES LAB

This ongoing project investigates the impact of new media on storytelling, memory, ethics and aesthetics, while creating spaces designed to elicit interaction from the public.

www.evolvingstories.ryerson.ca

GLOBAL CAMPUS NETWORK

The Global Campus Network is an alliance of post-secondary institutions around the world that have joined to create the first collaborative and interactive international student media network.

www.ryerson.ca/~gcntwk

GLOBAL COMMUNICATION GOVERNANCE LAB

Global Communication Governance Lab supports academic research on key questions related to the structure and governance of communication industries.

www.gcgl.ryersoncreative.ca/

INFOSCAPE RESEARCH LAB

The Infoscape Research Lab hosts research projects that focus on the cultural and political impact of digital code, particularly social media.

www.infoscapelab.ca

RC4

A collaborative initiative with the DMZ, The Ryerson Centre for Cloud and Context-Aware Computing (RC4) brings together industry partners, researchers and start-ups to develop and apply cloud and context aware technologies to drive productivity and global competitiveness across industry sectors.

www.rc4.ryerson.ca

RDIGITALIFE

This transmedia project explores the constantly evolving relationship between humanity and technology by integrating the perspectives of leading experts and creative thinkers with the interaction of the audience.

www.rdigitalife.com

STUDIO FOR MEDIA ACTIVISM & CRITICAL THOUGHT

This studio works to blur the boundaries between media artmaking, activism and theoretical/scholarly investigation in the areas of media studies, critical theory, cultural studies, activism, Aboriginal, critical race, feminist and queer studies and social justice.

www.studioformediaactivism.com

SUZANNE ROGERS FASHION INSTITUTE

Suzanne Rogers Fashion Institute educates, supports, promotes, and advocates for new talent at Ryerson University in fashion craftsmanship and design.

www.srfi.ca

SYNLAB

The Synaesthetic Media Lab (Synlab) is a research playground where physical materials, analogue sensors and digital media come together in novel ways to support creativity and expression.

www.synlab.ca

SRC

At FCAD

RUBIX celebrates the Scholarly Research and Creative (SRC) activity within the Faculty of Communication and Design (FCAD) at Ryerson University. FCAD is at the heart of the evolution of cultural industries. Groundbreaking work takes on all forms through research, experimentation, collaboration and making.

We are the creative innovation hub.

Creative Industries // Fashion // Graphic Communications
Management // Image Arts // Interior Design // Journalism
Performance // Professional Communication //
RTA School of Media

WWW.RYERSON.CA/FCAD

Publication in collaboration with the Centre for
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