



# UBC Studios

*A four-year retrospective*  
2016-2019

## CONTENTS

MESSAGE FROM THE CIO	4
SERVICES AT-A-GLANCE	5
STUDIO FACELIFT	6
<b>SUPPORTING TEACHING &amp; LEARNING</b>	<b>8</b>
Do-it-Yourself Studios	9
Media Training & Workshops	10
MATH 253 Livestream	12
<b>INNOVATION IN EDUCATION</b>	<b>14</b>
Emerging Media Lab	15
Immersive Health 360	16
<b>COMMUNICATING EXCELLENCE</b>	<b>18</b>
Research Profile Videos	19
<i>Learning Transformed:</i>	
Faculty of Education's Strategic Plan	20
<i>Why We Work at UBC:</i>	
Brand-Engagement Video	22
<b>BEHIND THE SCENES</b>	<b>24</b>



**IN MEMORY OF  
KIRK KARASIN**

*Senior Media Specialist  
UBC Studios and The Emerging Media Lab*

UBC Studios

## MESSAGE FROM THE CIO

In the fall of 2015, UBC Studios took the first step on its journey to offer an open, collaborative and innovative space for all UBC faculty, staff and students. Since that time, they have successfully created a space where students, faculty, and industry partners come together to innovate, experiment, and produce media that enables new ways to learn, teach and research. UBC Studios has proven to be a unique professional media production studio among all Canadian universities where collaboration and innovation is encouraged and awarded.

The Emerging Media Lab (EML) which was formed under UBC Studios in 2017, has become a hub for digital innovation at UBC. Our students have gone on to careers in emerging technology industry with the foundation of the skills learned in the EML. More information on EML is captured in its [biennale report published in 2019](#).

We work closely with our partners in CTLT and in faculties across UBC Vancouver and continue to ensure our services are accessible for our colleagues across the University through applying our learning and continuous improvement. We are incredibly fortunate to have 8 faculty-in-residence (1 at UBC Studios and 7 at EML) who provide their deep expertise to our projects and thinking as we continue to work to ensure our processes to ensure our focus is on solving our colleagues challenges and provide the necessary assistance to help them with their media-related projects.

UBC Studios remains fully committed to excellence in innovation and digital media production, and our objective is to ensure our services are designed and offered in alignment with the vision and objectives in the UBC Strategic Plan, and to meet the goals and objectives of each of our partners across the UBC community.

I am incredibly proud of the work that UBC Studios does to assist faculty, staff and students pursue their teaching, learning and research goals. The dedication and commitment of the staff to excellence and helping their community is inspirational, and I look forward to what another 4 years of innovation and excellence will bring.

Jennifer Burns  
Chief Information Officer  
Associate Vice-President, Information Technology

## SERVICES AT-A-GLANCE

*UBC Studios offers professional consultation, teaching and learning support, and media production services to all levels of faculty and staff across the university.*



### MEDIA CONSULTATION

Complimentary consultations are provided by professional producers and are offered at any stage or complexity of a project from Do-It-Yourself (DIY) style productions to full end-to-end service solutions. Support includes planning, concept development, budgeting, and funding application guidance.



### PROFESSIONAL MEDIA PRODUCTION

UBC Studios provides media production services and support from start to finish, including scoping, planning, scripting and storyboarding, production, and post-production.

Our award-winning team is comprised of producers, camera operators, editors, graphic designers, and print technicians who work with faculty and staff to produce media that meets a high standard of quality, using conventional and emerging media. Production services are based on a cost-recovery model.

Areas of expertise:

- project management
- video production
- immersive media (VR, AR, 360 Video)
- animation / motion graphics
- graphic design / print services



## TEACHING AND LEARNING SUPPORT

- **Educational media consultation and production:** A dedicated media producer is available to help faculty and staff for teaching and learning projects.
- **Media production training:** Training workshops have been developed and are continually refined to support UBC's community.
- **Do-It-Yourself (DIY) studios:** UBC Studios provides DIY Studios spaces to faculty, staff, and students with the assistance of skilled staff.
- **Centralized equipment access\*:** Specialized production equipment is available for projects funded by the Teaching and Learning Enhancement Fund (TLEF).

\*Through collaboration with the TLEF, UBC Studios has created a shift towards more efficient use of university resources.

Over the last four years, UBC faculty and staff who create their own educational content are taking advantage of these services instead of purchasing equipment and producing substandard content with UBC Studios' accessible support and a centralized pool of equipment.

This successful initiative not only increased the overall quality of educational media produced at UBC, but also improved the efficiency of TLEF funds use.



## STUDIO FACELIFT

*Over the last four years UBC Studios, with the support of UBC IT, has made major improvements to the studio. By upgrading equipment and introducing new services, the space has transformed into a state-of-the art studio.*

### STUDIO UPGRADE:

- media server upgrade from 1G 48TB system to a 40G, 350+TB fibre system
- cyclorama wall
- fully customizable LED lighting system
- location LED lighting kit
- 5.7K cameras and professional 360 camera
- drone (Inspire 2)
- Canada-wide Advanced Operations Drone Certificate
- remote-jib
- remote-slider
- EZ-Rig and gimbal

### EXPANDED SERVICES:

- animation
- 360 video and virtual tours
- drone videography



PROJECT: PERSONAL PROFILE ANIMATION



PROJECT: THE GREAT HALL VR TOUR



**HIGHLIGHTS:**

## DO-IT-YOURSELF STUDIOS

*Inspiring New Teaching Spaces*

In 2016, UBC Studios introduced a new suite of [Do-It-Yourself \(DIY\) media production services](#).

The DIY-approach to media aims to make media production more approachable, attainable and innovative for new and experienced users alike.

DIY Studios includes the One Button Studio, the DIY Audio Suite and the Lightboard Studio. These studios allow for convenient media production at -no or -low cost to faculty, staff, and students.

- One-button Studios is a space for recording video-capture and presentations with a touch of a button.
- DIY Audio Suite is a dedicated soundproof recording space for producing podcasts and voice-over work.
- Lightboard Studio is an interactive video-recording studio for visualizing theories and concepts.

“By far my favourite way of learning anything to do with statistics or math. Hopefully more people adopt this method!”

—Master of Public Health student  
commenting on UBC’s Lightboard Studio



## SUPPORTING TEACHING & LEARNING

*The evolution of new and innovative teaching resources, tools and spaces are a necessity for educational renewal—UBC Studios is leading the way to an ever-growing body of accessible and pedagogically effective digital media.*

**HIGHLIGHT:**

## MEDIA TRAINING & WORKSHOPS

*Building Community and Facilitating Collaboration*

UBC Studios collaborates with staff from CTLT, Brand and Marketing, Medicine, Land and Food Systems, and Sauder School of Business, as well as faculty members across UBC to provide basic media training opportunities for UBC students, faculty and staff.

- Student workshops include hands-on comprehensive media production training for Learning Tech Rovers, Work Learn, Engineering Capstone, Dentistry's Dental Hygiene, Sauder New Venture Design, and Chapman Learning Commons students.
- Faculty and staff workshops explore project creative briefs, scripting and storyboarding, media production and post-production basics, podcast production, including orientations to Adobe Creative Suite.
- Monthly drop-in media production support sessions provide professional assistance to UBC staff, students and faculty who are working on media projects at all stages of production, from planning to execution.

### DIGITAL MEDIA COMMUNITY OF PRACTICE (DMCoP)

The [UBC Digital Media Community of Practice \(DMCoP\)](#) is an opportunity for staff to share knowledge and best practices involving digital media. UBC Studios led the creation of this growing and active community group, which provides mutual support, discussion forums and presentations. Members meet monthly and include staff from Vancouver and Okanagan campuses.



**HIGHLIGHT:**

## MATH 253 LIVESTREAM

### *Enhancing the Student Experience*

Today's students face high demands on their schedules, which can be a barrier to learning. UBC professor of Mathematics Mark MacLean created a series of livestreamed interactive Lightboard lectures to improve learning access and instructional effectiveness.

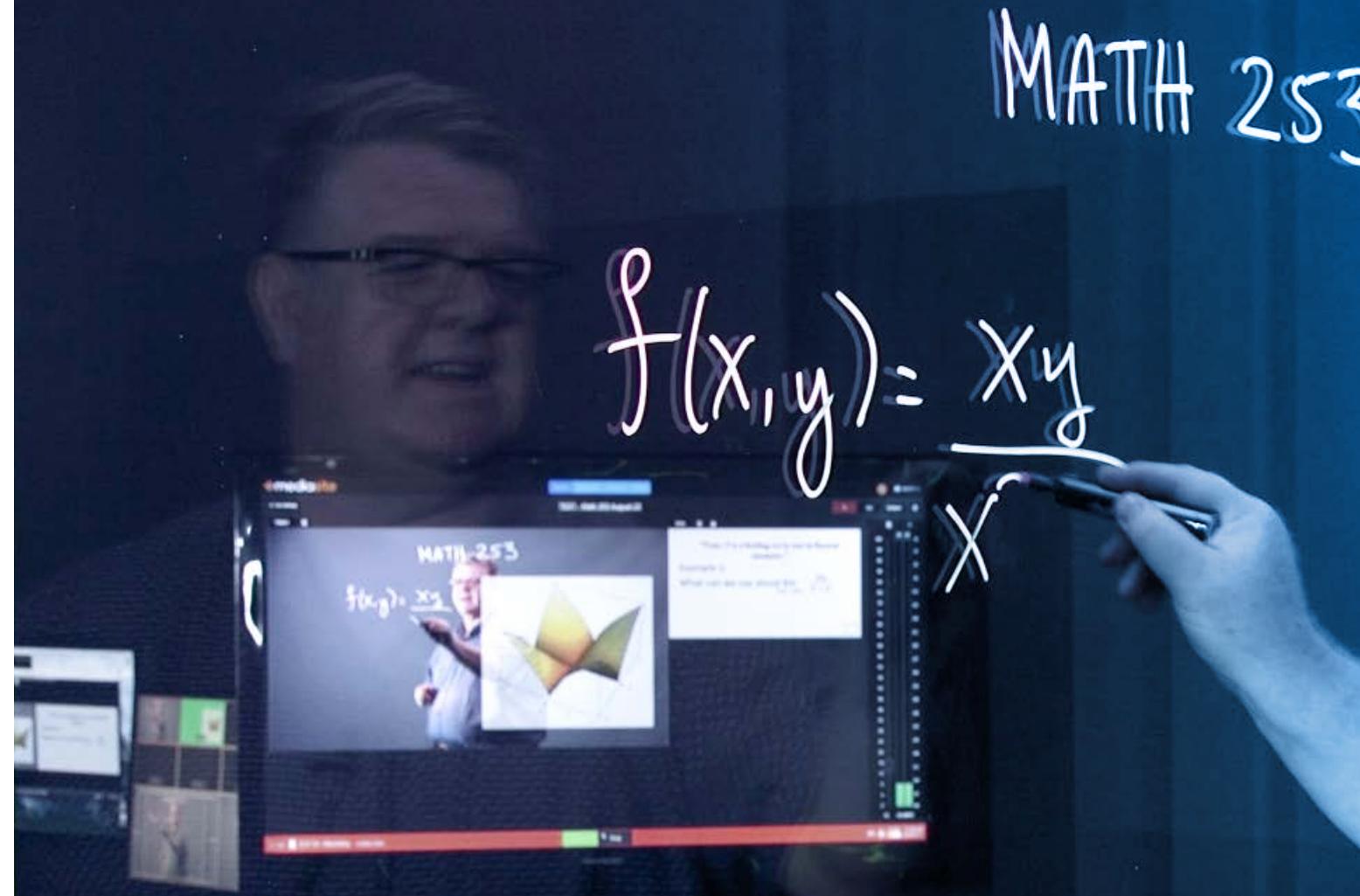
This project gives students the flexibility of remote live lecture viewing, as well access to archived lecture videos for review. The lectures provide students a live real-time interaction with professor MacLean.

We are proud to facilitate the first high-quality broadcast of UBC class lectures, during which we led technical collaboration among several UBC departments including the Networking and Audio Visual teams from UBC IT. The quality of student education and accessibility of the lectures was increased by incorporating live interactive layered video elements.

Professor MacLean's livestreamed Lightboard lecture series is another example of UBC Studios bringing UBC to the forefront of educational technology. Together we enrich the learning experience at UBC.

“ Always having lectures accessible for review was very helpful, and being able to watch them whenever I wanted allowed a lot more flexibility in my day. Thanks for everything.”

—Student excerpt on social media commenting on Mark's Math 253 Livestream course.



“ I am excited to continue working with @StudiosUbc on projects to support students in MATH courses. I greatly appreciate their expertise and it is fun working with them.”

—Mark MacLean, Professor, Mathematics, Faculty of Science



**HIGHLIGHT:**

## EMERGING MEDIA LAB

### *An Exploration Hub for Innovation*

In its design, The Emerging Media Lab upkeeps a leading edge, helping UBC to maintain at the forefront of innovation in education among other top-tier global universities.

A conversation between faculty and staff began in late 2015 about bringing immersive media technologies to UBC in a teaching and learning context. In collaboration with CTLT, Faculty of Education and Vantage College, an augmented reality/virtual reality working group was established and a VR Lab was created at UBC Studios where faculty and staff collaborate with students.

- In 2016, a proposal to create a dedicated exploration and incubation space for emerging media and technology for UBC was presented to the CIO.
- In March 2017, through the collaboration of UBC Studios, the Centre for Teaching, Learning and Technology and UBC IT, UBC's Emerging Media Lab (EML) was officially established.
- EML opened its independent project development location in the Neville Scarfe Building in July 2017.
- In 2018, EML received the Innovation Award from the Canadian University Council of Chief Information Officers (CUCCIO).
- In 2019, with the support of UBC Library and CTLT, EML opened a new location in the Irving K. Barber Learning Centre, designed for outreach activities and a bookable lab space.

## INNOVATION IN EDUCATION

*Immersive technologies, such as virtual and augmented reality, are revolutionizing the way we teach and share knowledge—UBC Studios and EML are exploring how we can use these mediums for the purpose of teaching and learning in higher education.*



EML's mission is to collaborate with faculty, staff and students from across all disciplines to experiment with ways in which emerging technologies, such as virtual reality, augmented reality, artificial intelligence and machine learning, can be brought into the classroom to enhance teaching and learning.

[eml.ubc.ca](http://eml.ubc.ca)

**HIGHLIGHT:**

## IMMERSIVE HEALTH 360

### *Bringing Real-World Challenges to the Classroom*

UBC Health Sciences faculty saw a need to better prepare students for the real-world intensity of health care practice. Health Sciences educators have a unique dilemma: most emotional challenges in their students' future practice can't be replicated in a classroom. UBC Studios presented the opportunity to use the immersive nature of 360-degree video with a TLEF-funded series to better equip future medical professionals to care effectively for their patients in demanding clinical contexts.

The goal was to provide an emotionally intense and technically accurate experience of challenging clinical scenarios that students are likely to encounter during their practice. UBC Studios employed a professional scriptwriter, a theatre director, and professional actors. In collaboration, they produced deeply immersive experiences with 360-degree video. Students are transported to the realities of work in the field, complete with emotions and complexity, in a presentation of clinical scenarios as if they were there.

The result is a significant step forward in health sciences education, preparing future doctors, nurses, pharmacists, occupational therapists, physical therapists, and midwives to be able to provide needed care in the most challenging of scenarios.



“ *very impressive...quality was excellent, very immersive... much more immersive than I expected... I really found myself empathizing with the female student.* ”

—Dr. Bernie Garrett,  
Associate Professor, School of Nursing





## COMMUNICATING EXCELLENCE

*UBC Studios helps faculty and staff in academia translate complex concepts and terminology for a wider audience, encouraging interdisciplinary collaboration and knowledge-sharing.*

### HIGHLIGHT:

## RESEARCH PROFILE VIDEOS

*Showcasing UBC's Research Excellence*

Research profile videos are an effective tool to synthesize complex concepts into ideas that everyone can appreciate. We are helping researchers to present complex areas of exploration and abstract ideas as digestible and cohesive narratives. In 2019, UBC Studios created over 25 researcher profiles on a diverse range of topics, some of which include [silicon photonics](#), quantum physics, stem cell therapy for vision loss, and the translation history of Latin poetry.

These profile videos showcase UBC as a research-intensive institution and identify key community members to help attract, engage and retain expertise, providing a medium for knowledge exchange opportunities. Likewise, it assists many of the Local and Global Engagement Strategies like Public Relevance, Alumni Engagement and Global Networks as communication initiatives.

The videos are frequently used on department/faculty websites, shared on social media or other aggregators such as Reddit, used in presentations and award ceremonies, and are pushed to a larger community with a broad public audience by Brand & Marketing or Public Affairs.



<https://vimeo.com/457516055>



<https://vimeo.com/457019383>

“ I greatly appreciate all of your tremendous support and excellent craft that contributes significantly to the School's profile.”

—Robert Boushel, Director, UBC School of Kinesiology

HIGHLIGHT:

# LEARNING TRANSFORMED

## Faculty of Education's Strategic Plan

UBC Studios helped the Faculty of Education with the launch of their 2019-2024 Strategic Plan, Learning Transformed. It is a summary of the faculty's commitment to fostering a community of learning that is grounded in the values of equity, inclusivity, diversity, and transparency.

With UBC Studios' expertise, we achieved consistent visuals and tone across all mediums to unify their faculty. With over 12 units ranging in areas from Curriculum & Pedagogy to Indigenous Teacher Education and the School of Kinesiology their diversity needed a common thread. Our series of videos, design and print materials provided the thread to link them all.

Together with the faculty, we worked to create four videos highlighting faculty priorities, eight videos highlighting areas of research and innovation, a visual communications toolkit including print design, photography and updated promotional video.

“With the vision and support of UBC Studios, the project evolved into a cohesive, strategic, and inspiring multimedia campaign that fully engaged our Faculty community and our many partners in Vancouver, BC, and beyond.”

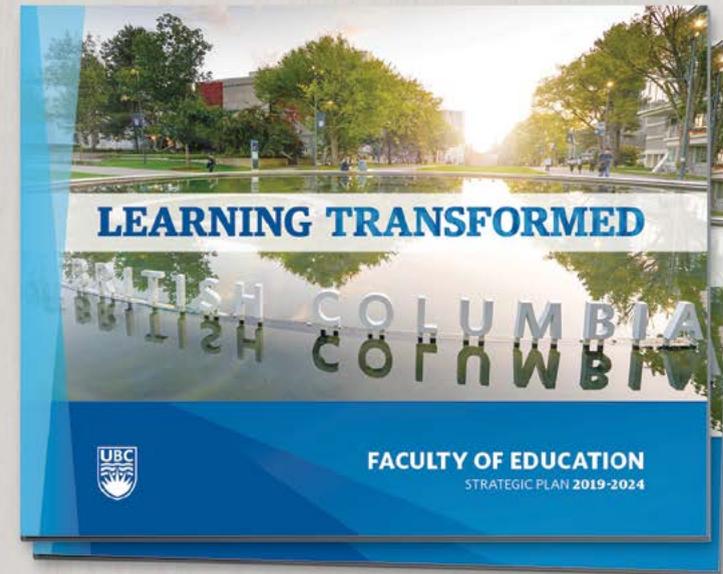
—Dr. Blye Frank,  
Dean, Faculty of Education



<https://vimeo.com/457020210>



<https://vimeo.com/457019785>



**HIGHLIGHT:**

## WHY WE WORK AT UBC BRAND-ENGAGEMENT VIDEO

### *Strengthening Our Connections*

Initiated by UBC Human Resources, UBC Studios collaborated with Brand & Marketing to create a 60-second internal-brand-video.

This video demonstrates that UBC, as an institution and community is committed to helping everyone reach their full potential and create positive change in the world (we are one institution), while positively reinforcing research, teaching, working, or studying at UBC. It also seeks to introduce the UBC community the institutional brand: If you have the drive to shape a better world, UBC will help you realize your greatest potential.

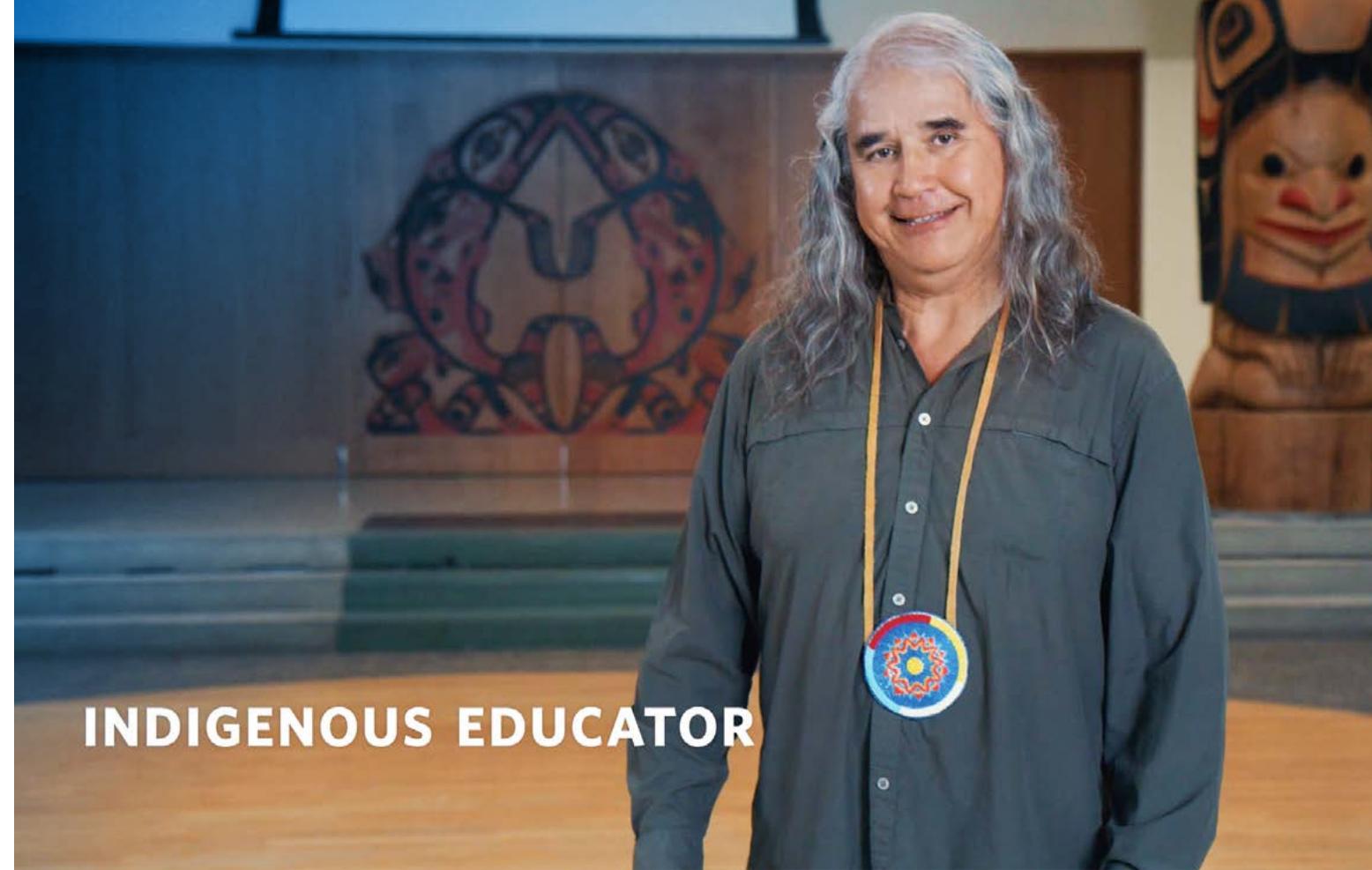
This video unifies the 15,000 faculty and staff ranging from academic roles (faculty), enabling learning (library staff, student management), research and innovation (laboratory analysis and staff), and operational staff (administration, facilities, IT), as they offer inspiration and meaning to newcomers at such a large institution.

With over six days of filming (four at UBC Vancouver, two at UBC Okanagan) UBC Studios captured more than 32 vignettes involving faculty, staff, and students. We sought out people that reflect the diversity we want to attract: intelligent, curious, and above all, determined to initiate and make positive contributions to UBC and society.



*Why We Work at UBC* has been awarded the prestigious Gold for the 2020 MUSE Creative Awards competition.

The award is dedicated to the late Kirk Karasin, who was responsible for the post-production of this video.





Go behind the scenes and learn how UBC Studios collaborates with faculty and staff: [ubcstudios.ubc.ca/work/](http://ubcstudios.ubc.ca/work/)

## BEHIND THE SCENES

From video expertise to visual communications—the skills, hard work and resourcefulness from the people behind the scenes are, at the core, what make UBC Studios what it is.

## UBC STUDIOS TEAM



The UBC Studios team from left to right: Michael Sider (Producer), Nadia Picco (Team Lead / Designer), Chris Aitken (Camera / Drone Operator), Chris Spencer (Producer), Kirk Karasin (Senior Video Editor / Animator), Andrew Wang (UBC Studios Operations), Edwin Chung (Print Technician), Claire Roan (Graphic Designer), Saeed Dyanatkar (Executive Producer), Farhan Hussain (Video Editor), Missing Motoki Nishimura (Graphic Artist / Print Technician).



Chris Aitken operating the Studio's drone—with a Canada-wide Advanced Operations Certificate.



Michael Sider representing UBC Studios during Celebrate Learning Week at UBC.



Claire Roan posing in front of the UBC War Memorial Gym with her award winning poster "Study What Moves You".

## IMPROVING UBC STUDENT WAYFINDING

In the fall of 2019, Kirk Karasin led an initiative at UBC Studios to update [UBC's Google streetview](#) with a plan to do further updates.

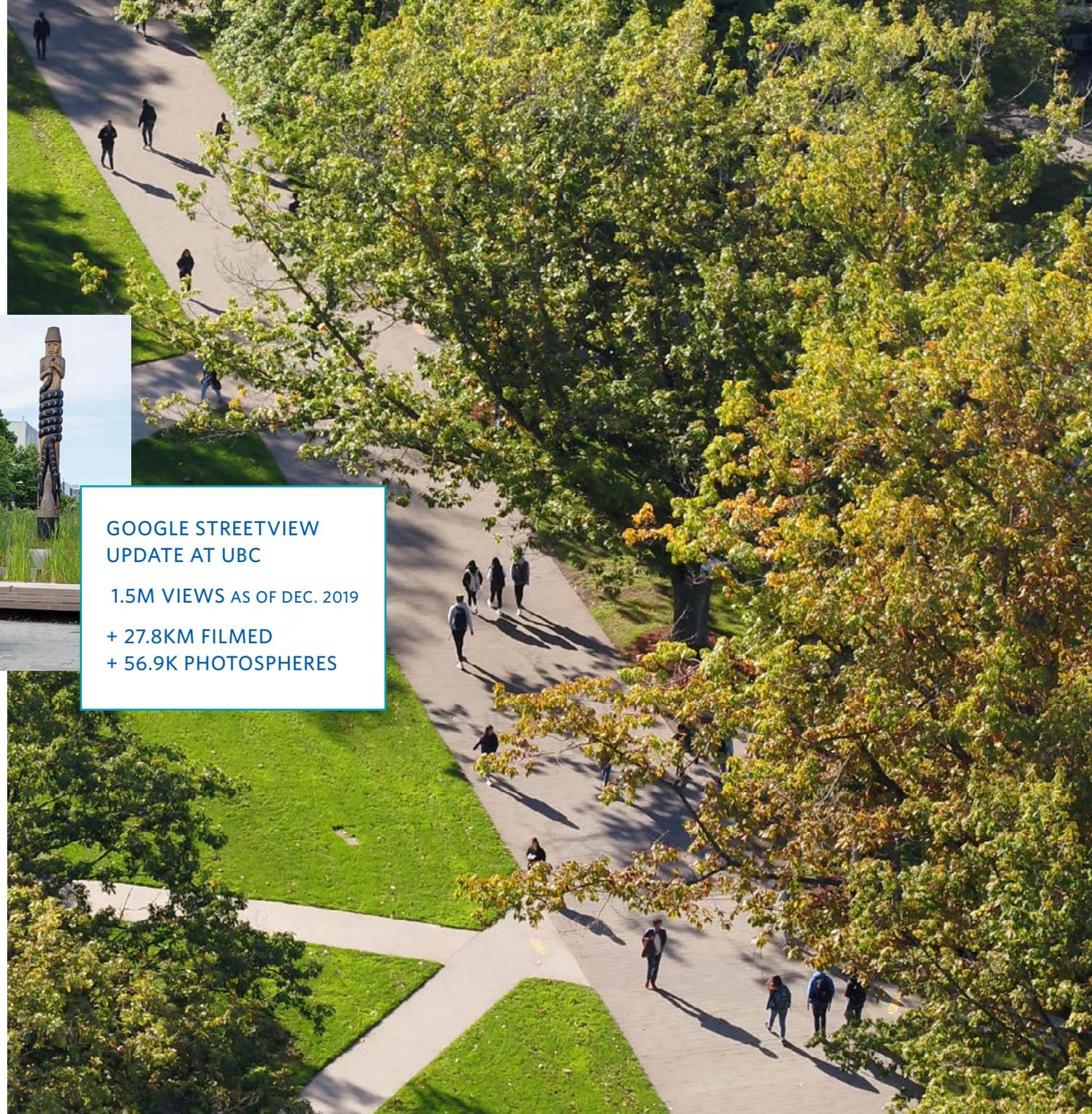
*Below: Kirk Karasin on location*



### GOOGLE STREETVIEW UPDATE AT UBC

1.5M VIEWS AS OF DEC. 2019  
+ 27.8KM FILMED  
+ 56.9K PHOTOSPHERES

*UBC Studios would like to acknowledge [Kirk Karasin's legacy](#), contribution, and dedication to the UBC community. Many of the projects and initiatives outlined in this retrospective could not have happened without his support, enthusiasm and expertise.*



## 2016-2019 STATS

- 139+** FACULTY / DEPARTMENT COLLABORATIONS
- 1352** TOTAL HOURS IN WORKSHOPS & TOURS
- 539+** COMPLETED PROJECTS
- 27** TOTAL AWARDS INCLUDING 10 PLATINUM AND 13 GOLD

### UBC STUDIOS

0110-2329 West Mall  
Vancouver, BC Canada V6T 1Z4  
Tel 604.822.9800  
Email [ubc.studios@ubc.ca](mailto:ubc.studios@ubc.ca)  
[ubcstudios.ubc.ca](http://ubcstudios.ubc.ca)

The background is a dynamic, abstract composition of light streaks and rays. The colors range from deep, dark blues to bright, vibrant greens, with some lighter cyan and white highlights. The streaks are mostly diagonal, creating a sense of movement and depth. The overall effect is reminiscent of a starburst or a light trail in a dark space.

[ubcstudios.ubc.ca](http://ubcstudios.ubc.ca)