Digital Media Community of Practice Meeting Minutes
Chair: Saeed Dyanatkar
UBC Studios, October 6, 2015

Discussion topics
1. UBC Common Look & Feel (CLF) for Video (Zac)
2. DIY Media Support for UBC Community (Saeed)

UBC Common Look & Feel

-Thinking of branding as <u>currency</u> and as a way to unify UBC as a whole.
-There are a lot of available skills between the CoP attendees so there should be an opportunity to expand, have a conversation on how to get to that final screen and go beyond the black/white fade while still keeping consistency.
-Bumpers (tails) in the intro/end of videos, which are 5-15 seconds
-There are some standards to the common look and feel but there is also room for exploration
-If anyone ever has any questions, contact the brand team and they will be able to help out.
-There was a request to have different speeds for the UBC bumper

   -Example: UBC Centennial video analytics show that view engagement drops once it gets to the 7-second tail (short video and a big component of it is the tail)

-New crests and toolkit are already on the UBC website but it is a slow rollout. The new brand-site will officially be released soon and it will have a lot more material for everyone's disposal.
-There was a discussion about lower 3rds and how the standard colors don't usually work with most videos so different transparencies would be a good asset.

   -Feedback in regards to this topic is appreciated to be able to design new toolkits; it should be a collaborative work so approach the branding team with any suggestions.

DIY Media Support for UBC Community

- DIY media support has become a priority for UBC Studios as a central unit in order to support this upcoming trend.
- UBC Studios is in discussion with UBC Library to collaborate on a plan of creating a space for students, faculty and staff to be able to use tools for content creation or collaboration.
   The Inspiration Lab at the <u>Vancouver Public Library</u> is an example of this space

   -Access to: sound, video and editing booths
   - Short term plan to create small studios within UBC Studios space so that users will have access to experienced staff.

-Library has plans to change some of Koerner's Library (floor 3&4) to provide these spaces
- Sauder has something similar to the Vancouver Public Library model where they lend out rooms and equipment to their own students
- DIY Community of learning is a place for DIY collaboration
- Currently UBC Studios holds monthly drop-in sessions to provide help to any faculty member or their student helpers who wants to create his or her own media project
-Based on the feedback received from the participants of the drop-in sessions, there is a need for an easy to use instruction resource. This has lead to the creation and launch of the "Media Makers" website: http://diy.ubcstudios.ubc.ca

Going Forward:
- Knowing the demand and knowing what is available is crucial:
-*Faculty of Education*: People don't have a clear idea of what they want or what they know. Training and consultation sessions would be handy. The faculty has some equipment but it's not the best.
-*Medicine*: A lot of demand and there is even a course where students can get involved on some projects. Lending out equipment in the past has lead to bad experiences (students sometimes break expensive equipment)
-*Library*: Librarians want to start creating their own informative content and creating support projects.
-*LFS*: Lots of demand and there would even be more if there was extra space available. Training on some basic skills would be essential as well as some basic equipment that can be handed out.
-Some of these resources should be targeted towards students
-Using equipment they already have such as smartphones
-Provide materials that is designed for smartphones (tripods, lights, microphones)
-Teach and educate about the importance of the narrative, not just the image

Members of the DM CoP could collectively support the DIY on campus. For example each DIY session could be facilitated by professionals from one faculty and rotate [A subcommittee of the CoP could focus on DIY support.]

Please take a look at the Media Makers website and provide some feedback to ubcstudios.coop1@ubc.ca