



[Steve Bellamy, Associate Dean for the Humber School of Creative and Performing Arts in Toronto]

THE FUTURE OF MUSIC PRODUCTION, PERFORMANCE & THE INDUSTRY

with Steve Bellamy

At any given moment, a series of research projects are underway in the School of Creative and Performing Arts (SCAPA) at Humber College. Many of these projects reflect new trends in the music industry and utilize the most up-to-date technology to provide a fresh perspective in recording, performing and sharing music. Steve Bellamy, the Associate Dean for the School of Creative and Performing Arts, connected with *The Research Project* to discuss current projects underway in his school.

OPEN ORCHESTRA

A research project funded by CANARIE and led by McGill University, was recently completed in April 2012. The project allowed musicians to rehearse in a virtual environment, with high-definition video and audio recordings across a high-speed network.

McGill University provided students in the Humber College music program with specially made high-definition recordings of the McGill Jazz Group. "They had 3 video images, surround sound, and they

could practice with these high definition recordings being streamed from Montreal," said Bellamy. The sounds coming from the musicians in different positions were recorded, and then reproduced in the same way to enhance the sense of virtual reality.

"We are really interested in the application of that technology, including what it's like for musicians, [and] what skills musicians need to have in order to play effectively over networks," he added.

MUSIC PERFORMANCE OVER NETWORKS

In collaboration with McGill University, Stanford University, the Banff Centre, and John Hopkins University, Humber music students were able to participate in a number of experiments and events in order to test and demonstrate various aspects of performing music across networks.

"[This research] is a reaction to, certainly, the phenomenon of the internet . . . Because the technology is there, one of the things that we are interested in at Humber is using the technology that is available to see what can be done musically."

David Haskett, a student assistant of this research project said the project "provided a glimpse into what may one day become an integral part of creating and sharing music worldwide."

Humber College contributed in a number of ways. Students, staff, and faculty members came together to be on the front line of experiments and to test new technologies.

"Humber plays a key role in testing the technology and using it, applying it to real use in music. We provide talented musicians and studios."

-Steve Bellamy

Humber IT also made an important contribution to the projects. Bellamy explains, "When you connect with another institution on the high speed internet, it requires a special bit of routing. So IT also supports us by getting involved to drop firewalls and make it possible to connect."

The importance of collaboration in creative arts technology was further emphasized by Bellamy. "By getting involved with them [McGill, Stanford, etc.], Humber is aligning with the leaders in the field and taking part and contributing at that level. Of course within that is the fact that they [collaborators] have, in their locations, developed and created the software that makes this possible."

Student involvement in research is beneficial for a number of reasons, according to Bellamy.

"It gets them thinking differently about how to apply what it is

they are learning, and I think it's exciting when they get to be involved in something that is leading edge, something that is new, and something that isn't being done everywhere. That happens a lot at Humber."

"I was happy to participate in a project that is working on a technology that will one day benefit my professional and artistic goals."
-David Haskett

ASSESSING BUSINESS TECHNOLOGY AND MEDIA COMPETENCY NEEDS

A research project led by Dr. Andrew Scott, addressing the

business aspect of the music industry, is currently underway in SCAPA.

With the increasing portability of music and the ease of free downloading during the last decade, Bellamy described the industry as having been 'turned on its head'.

Bellamy said the industry is sorting out "how to use the fact that it's easy to get music for free." He added that Dr. Scott's aim is "to support students in coming up with new models for monetization in the music industry."

Artists in the music industry, are often divided regarding these recent trends, either largely concerned or in support of the

monetization of the industry. Bellamy is approaching the phenomenon with positivity, believing that times of massive change in an industry can be reinvigorating. Bellamy says, "It's a very exciting time, and this is, to me, when artists really emerge, creative people really emerge, and they reinvent ways of doing things."

Preliminary funding for Dr. Andrew Scott's project was provided by the Staff Initiated Research Fund (SIRF). This research will continue throughout the next year.

Written by Kyung Han Lee

PITCH COMPETITION WINNERS

March 9th 2013



Students and recent graduates of Humber College with entrepreneurial plans were given a chance to pitch their businesses idea, for a chance to win up to \$ 40,000 in start-up funding. This event was supported by a grant from the *Ontario Centres of Excellence*.



(Clockwise from top left)

- Open Music network** (David Smith) received \$15,000
- Armed Jewelry** (Desiree Giralto) received \$10,000
- Julie Fitzgerald Dance School** (Julie Fitzgerald) received \$5,000
- Skyline Farms** (Jake Harding & Gustavo Macias) received \$5,000
- Time For War Fitness** (Jesse Bruce & Joseph Kiez) received \$5,000

"Having the opportunity to refine your business plan, and speaking and presenting your ideas are all very important aspects of being a business owner. At the end of the day it's 10% design - 90% business, so having a plan is, without a doubt, the only way to succeed."
 - Desiree Giralto

JUDGES



Ontario Centres of Excellence

Where Next Happens

- Dr. Richard Reiner**, Founding Partner, CC Stratus
- George Albert**, President and Founder, Sales for Life
- Brian MacDonald**, Senior Business Advisor, Ministry of Economic Development and Innovation

"We took our own experiences, and our own limited life span, to actually judge whether the business would really be viable in the marketplace you have chosen. You can make all sorts of plans...but in the real world, someone else is going to decide if your business is going to succeed or not."

-Brian MacDonald, [in speech to student candidates]



Congratulations to the 2013-2014 Staff Initiated Research Fund (SIRF) awardees!

The following proposals were recommended for funding by the SIRF adjudication committee and approved by the Dean of Research.

AMANDA BASKWILL

Professor of Massage Therapy, HRT, will study the effect of massage therapy on blood glucose levels in patients with diabetes. This study will be part of an off campus internship for massage therapy students.

DIANA BELSHAW

Professor of Theatre Performance, SCAPA, will proceed with a Canadian Theatre Review. This project will be an inclusive discussion of actor training in Canada to ensure the curriculum is meeting the needs of graduates in the professional theatre community.

SEGIU FEDIUC & NOAH GENTNER

Professors of the Fitness and Health, HRT, will implement an intensive lifestyle intervention program and measure the health related outcomes of the program compared to more conventional disease prevention programming.

KRISTINA LISK

Professor of Fitness and Health Promotion and Massage Therapy, HRT, will study the impact of integrating basic and clinical science education on students' competence in understanding and assessing gait disorder.

BERNIE MONETTE

Professor of Web Development, SMSIT will use eye tracking software to study the usability patterns of website users. This study will lead to the improvement of website design.

SARA NICKERSON-WHITE

Professor in the Child and Youth Care/Worker program, SSCS, has been approved for her study to measure how children who have experienced trauma are positively affected by the presence of Certified Service Dogs.

HEATHER RAMEY

Professor of Child & Youth Care, SSCS, will to collect information to create a 'home grown' dataset on youth engagement. This dataset will be used for various in-class projects and for academic research on the links between youth engagement and positive youth development.

ANDREW SCOTT

Professor of Music, SCAPA, will study what competencies and abilities specific to the areas of business technology and media are required by today's contemporary musicians in order to succeed in their professional careers.

SUSAN SOMERVILLE

Professor of Food and Nutrition Management, HRT, will evaluate how food labelling affects healthy food choices for consumers when eating out in restaurants.

DOUG THOMSON

Professor of Criminal Justice, SSCS, will conduct surveys and focus groups to find out how students are working collaboratively, what resources they are using in their personal communications, and what resources they are using in their academic work to complete course assignments.

Please note that the next SIRF cycle will be announced in December 2013 for the 2013/14 fiscal year. Given applications of comparable quality, applicants not previously SIRF-funded will be given priority over previously funded applicants.

***If you have any questions about SIRF please contact:
Laura Keating at ext. 5592
laura.keating@humber.ca***

RESEARCH NOTES

GRANTS AWARDED



TD Friends of the Environment has awarded a grant to Humber to support a new research facility to study the effects of children's engagement with the natural world. The innovative play space, to be built on Humber campus, will function as an interdisciplinary living research lab.

The foundational research for this project was supported by a Humber SIRF grant to Julie Valerio, faculty member in the School of Health Sciences, and a Colleges Ontario Network for Industry Innovation (CONII) grant.

Industry partner *Bienenstock Natural Playgrounds* is working in collaboration with the Humber School of Health Sciences and the Humber Research Office to build the new research facility. Dean of Health Sciences, Jason Powell, confidently expects a September opening.



The Humber Research Office was awarded a Colleges Ontario Network for Industry Innovation (CONII) grant to build an innovative social media platform, for industry partner Christiane MacKenzie. This platform will be used to launch Christiane's community service-based business.

Students in the Website Development program in SMSIT will build the site, supervised by principal investigator and program coordinator, Bernie Monette. Christiane and her team will be working with invested partners in the following months to get the platform up and running across Ontario. Congratulations to Bernie and Christiane. We look forward to your launch in September!

CONII has recently integrated with Ontario Centres of Excellence (OCE). As part of the OCE, Humber will continue to apply for funding for applied research projects that fit our curriculum and involve industry partners.



Generic/Employability Skills Outcomes Assessment Project

Humber has joined a consortium, initiated and funded by HEQCO, of colleges and universities interested in assessing and tracking students' generic/employability skills outcomes.

Each institution will develop its own approach. Humber has a ten year history in emphasizing generic employability skills as an important part of student learning, but until now, there has not been a consistent way to measure students' progress in generic skills and to communicate that progress to students term-over-term.

Faculty participating in the pilot project will determine the feasibility of creating an assessment instrument that is clear and easy-to-use, and that provides meaningful information to students about their progress in generic/employability skills.

In a letter to HEQCO in support of Humber's participation, President Chris Whitaker said, "Student success is a key theme in our current strategic planning process. This project aligns with Humber's concern for measuring, understanding and improving student outcomes."

DAIR

Developing Activities and Ideas for Research

Looking for support in your upcoming research? The Research Office is accepting applications to provide the following support:

- One work-study eligible research assistant (up to 24 hours per week from September to April.)
- Participant honoraria (eg: gift cards for Humber bookstore)
- Connection with faculty mentors
- Access to other equipment and resources as appropriate

The application process for DAIR is ongoing
Contact Laura Keating for further information:

laura.keating@humber.ca
ext. 5592

THANKS TO OUR INVALUABLE WORK STUDY STUDENTS

Ilana Beer Graduate Certificate in Web Development: Humber ResearchWebsite

Michael Christopher Film and Television Production: Friendly Fire Pitch Competition and student entrepreneur related events

Ruth-Ann Dafeo Bachelor of Public Relation: Social Media and Friendly Fire Pitch Competition

Daniel Fowler Post Graduate Research Analyst: Data analysis and current trends in various research projects

Laura Hayward Bachelor of Public Relations: Social Media and Friendly Fire Pitch Competition

Kyung Han Lee Bachelor of Journalism: Newsletter publication

Nathaniel Lingard Film and Television Production: Friendly Fire Pitch Competition

Michael MacPherson Graduate Certificate in Web Development: Humber research Website

Kelly Park Landscape Technician: Arboretum related research

James Slifierz Bachelor of e-Business marketing: Marketing content, Humber Showcase related projects

Stacey Seto Bachelor of Applied Arts-Paralegal Studies: OCE related content, Friendly Fire Pitch Competition and Student entrepreneurs