



PROGRAM IN DIGITAL MEDIA

➔ DEFINING THE FUTURE OF CREATIVITY

The Digital Media program at York's School of the Arts, Media, Performance and Design (AMPD) stands as the place to explore digital culture from the perspective of both the arts and the sciences. Combining the strengths of AMPD and the Lassonde School of Engineering, the four-year undergraduate program blends technology, media art, culture and communications. Sensorium, York's Centre for Digital Arts & Technology, is a vital source of new ideas and experimentation in everything from 3D cinema to virtual and immersive environments—all in collaboration with industry.

THE LANDSCAPE

Using computer code as their paintbrush, digital media experts are reflecting a world that consumes and produces culture in never-before-imagined ways. New communication technologies are radically shifting the relationship between artists and their audiences—and spawning a new cluster of creative industries—by supporting new ways for art and culture to be dynamic and interactive.

OUR VISION

York's Digital Media program is inherently collaborative. Faculty and students regularly partner with colleagues and students in engineering, science and across every arts discipline to change the way theatre, film, visual art, dance and music are produced and experienced. Building on these strengths, AMPD is establishing two Canada Research Chairs in Digital Performance and Interactive Information Visualization. We place a top priority on continuing to explore innovative ways of applying changing technology to culture.

THE OPPORTUNITY

Film and television, technology and data visualization, games and apps development, and some of Canada's largest digital media hardware and software companies all call the Greater Toronto Area home. Together, they contribute more than \$1 billion and 25,000 jobs to the local economy. York's ground-breaking achievements in 3D and interactive cinema, mobile media, bioinformatics, sustainable theatre technologies and advanced digital imaging make it the go-to place for prospective employers and industry partners. Recognizing this potential, students are flocking to Digital Media at York. In 2015 first-year applications have jumped more than 70%.

YOUR INVESTMENT

Gifts to one of the following priority areas will help foster disciplinary rigour and interdisciplinary daring across AMPD Digital Media:

- a **Physical Computing Facility** outfitted with oscilloscopes, variable power supplies, 3D printers, soldering and electronic equipment dedicated to supporting York's new requirement for all digital media majors to take at least two applied courses in the field
- renovate the existing digital media computer lab to create a state-of-the-art **Immersive Lab** equipped with retractable screens, a reconfigurable sound system and 3D projectors
- an **ArtScientist-in-Residence** to conduct workshops, deliver guest lectures and involve students in the world of integrated research creation
- a **Student Project Fund** to offset the cost of equipment and supplies used by students in their capstone project and in a new, third-year collaborative digital media course

- attracting more women from lower-income households to digital media is the goal of **Spreading the Code Word**, York's new outreach initiative aimed at providing subsidized workshops within the local Jane-Finch community
- **Student Technology Bursaries** to help entering digital media students purchase the required computer technology for use throughout their entire four-year program

YOUR IMPACT

Your investment will help AMPD Digital Media:

- keep pace with new technologies and emerge as a leader in the application of those technologies to art and culture
- explore innovative ways of producing and experiencing theatre, film, visual art, dance and music
- equip students with the skills and imagination to apply their degrees in unpredictable ways
- meet the demand for digital media talent from local industry

INHERENTLY COLLABORATIVE

In the 2014 Department of Theatre performance of *The Beggar's Opera*, York digital media students created an art installation that bridged the stage world with the outside world of the audience. Faculty members like Mark-David Hosale, who uses technology to blend media art and musical composition, also push the boundaries between disciplines.

CONTACT US

For more information about York's Digital Media program and how you can help define our creative future today, contact:

ampd.yorku.ca

ALASDAIR HOOPER, CFRE

Senior Development Officer
Office of the Dean
416.736.2100 x33118
ahooper@yorku.ca