



MAESTRO MEDIA

Jonathan Girard, DMA

Director of Orchestras

University of British Columbia – School of Music



My program & quick background

- School of Music: 300 Undergraduate Students, 100 Graduate Students
University: 45,000 Undergraduate and 15,000 graduate students
- Full range of degree programs (BMus, MMus, DMA, PhD)
- Large Instrumental Ensembles: Symphony Orchestra 90; Symphonic Wind Ensemble 45; Concert Winds 55
- Most of the orchestra members are Music School students (audition only)
- 6 Concerts programs/year



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Problem: Too Much information

- How do we effectively share information among colleagues, students, and administrators?
 - Create systems that streamline communication and administrative work
- How can we harness technology to use it in an efficient way to maximize productivity so we can get back to music?

Goal: Get back to music



Harnessing technology to:

- Organize course materials
- Enhance student learning
- Share important content with students
- Help with student rehearsal preparation and reflection
- Create visibility within and outside our communities
- Expand audiences



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The Tools

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Tools for courses:

Software

- Dropbox - for file organization and sharing
- Slack - for threaded communications
- Connect - Primary learning platform for delivering online content
- CLAS - Collaborative Learning and Annotation System



Audio Capture:

- An audio recorder (Zoom H6)
- Microphone stand to mount recorder (preferably tall)
- Setup near podium behind conductor



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Audio Capture:

- Direct box to connect audio out of Zoom to Camera
- XLR Cables to connect to Camera
- 1/8" cable to connect from Zoom to Direct Box



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Video Capture:

- Sony NXCAM (HD 1080p) x 4
- Tripods
- GoPro camera x 3
- Memory Cards



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Storage:

- Synology DiskStation DS1817+



- Large amounts of storage
- RAID setup - if a disk fails, data is safe



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Establishing Infrastructure

- Create folders that work for a team
 - Consider shareability
 - Consider confidentiality
- Use templates
- Use consistent file naming:
2017_12_30_UBCSO_Rehearsal_Part_1.mp3



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Dropbox organization

The screenshot displays a detailed view of a Dropbox folder structure. On the left, a sidebar lists major categories such as UBC Admissions & Recruitment, UBC AV, UBC Communications, UBC Composition, UBC Conducting Classes, UBC Conducting Courses - Archived, UBC Conducting Staff, UBC Curriculum, UBC Ensemble Directors, UBC Ensemble Staff, UBC Facilities, UBC Master Classes, UBC Miscellaneous, UBC Music Education, UBC Outreach Events, UBC Symphony Orchestra, UBC Tours, UBC WRP Division, UBC WRP Optional Recitals, UBC WRP Studios, and UBC WW Search. The main area shows a tree of sub-folders under each category. For example, under 'UBC Admissions & Recruitment', there are sub-folders like '2010-09-26_Downloadable', 'Jobs', 'Meetings', 'Open-Source Materials', 'Sam (Jr)', 'Software', 'Teaching Data', 'Videos', and 'Workshops'. A large watermark reading '© Jonathan Girard 2018' is diagonally across the image.

- UBC Admissions & Recruitment
 - 2010-09-26_Downloadable
 - Jobs
 - Meetings
 - Open-Source Materials
 - Sam (Jr)
 - Software
 - Teaching Data
 - Videos
 - Workshops
- UBC AV
- UBC Communications
- UBC Composition
- UBC Conducting Classes
- UBC Conducting Courses - Archived
- UBC Conducting Staff
- UBC Curriculum
- UBC Ensemble Directors
- UBC Ensemble Staff
- UBC Facilities
- UBC Master Classes
- UBC Miscellaneous
- UBC Music Education
- UBC Outreach Events
- UBC Symphony Orchestra
- UBC Tours
- UBC WRP Division
 - 2010-2011
 - 2011-2012
 - 2012-2013
 - 2013-2014
 - 2014-2015
 - 2015-2016
 - 2016-2017
 - 2017-2018
- UBC WRP Optional Recitals
- UBC WRP Studios
- UBC WW Search



Simplify communications

- Fewer emails!
- It's free!
- Encourages a professional environment
- Threaded conversations
- All discussions are in one place (finally)
- Can reach many people quickly



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IRC Essentials

• Home

• About us

• Our work

• News

• Events

• Contact us

• Log in

• Log out

IRC Chatstage

0 - 2017-01-16 10:30 UTC

Monday January 16th

IRC Chatstage is a live video feed of the IRC channel #irc-essentials. It shows if we planned to take the straw vote, how many points in the last round and whether it's open and if anyone has asked any questions.

messenger 10:30 UTC
Should you?

0. There are three trials in the off and in bring them up?

Abbie 10:30 UTC
What is the record of the author of review 340?

messenger 10:30 UTC

Monday January 16th

In 1998, someone would sit in the village hall because there was no internet and write down what they thought about all the things, basically. That's what we're doing now. The person that does need to sit there early to type up that would probably go off to read further more the year from the role of the user in the first until after the election.

messenger 10:30 UTC
How do you type of 3,000 and bring them down? I mean, it's a bit of a task and have had about 400 questions coming in 10 min. Carolyn sent me a short presentation yesterday afternoon at 11:45, and she hasn't still got laptop for Blumay at 7:00pm.

Abbie 10:30 UTC
Wednesday 17th January 2018 - 10:30 UTC - 10:30 UTC

On Wednesday 17th January 2018, the 10:30 UTC session will be closed reporting directly from the conference. Should you have any questions in the off of the author of 340 please re-ask those questions here or email the author. No one else will be able to answer them.

messenger 10:30 UTC
Sam, where to begin?

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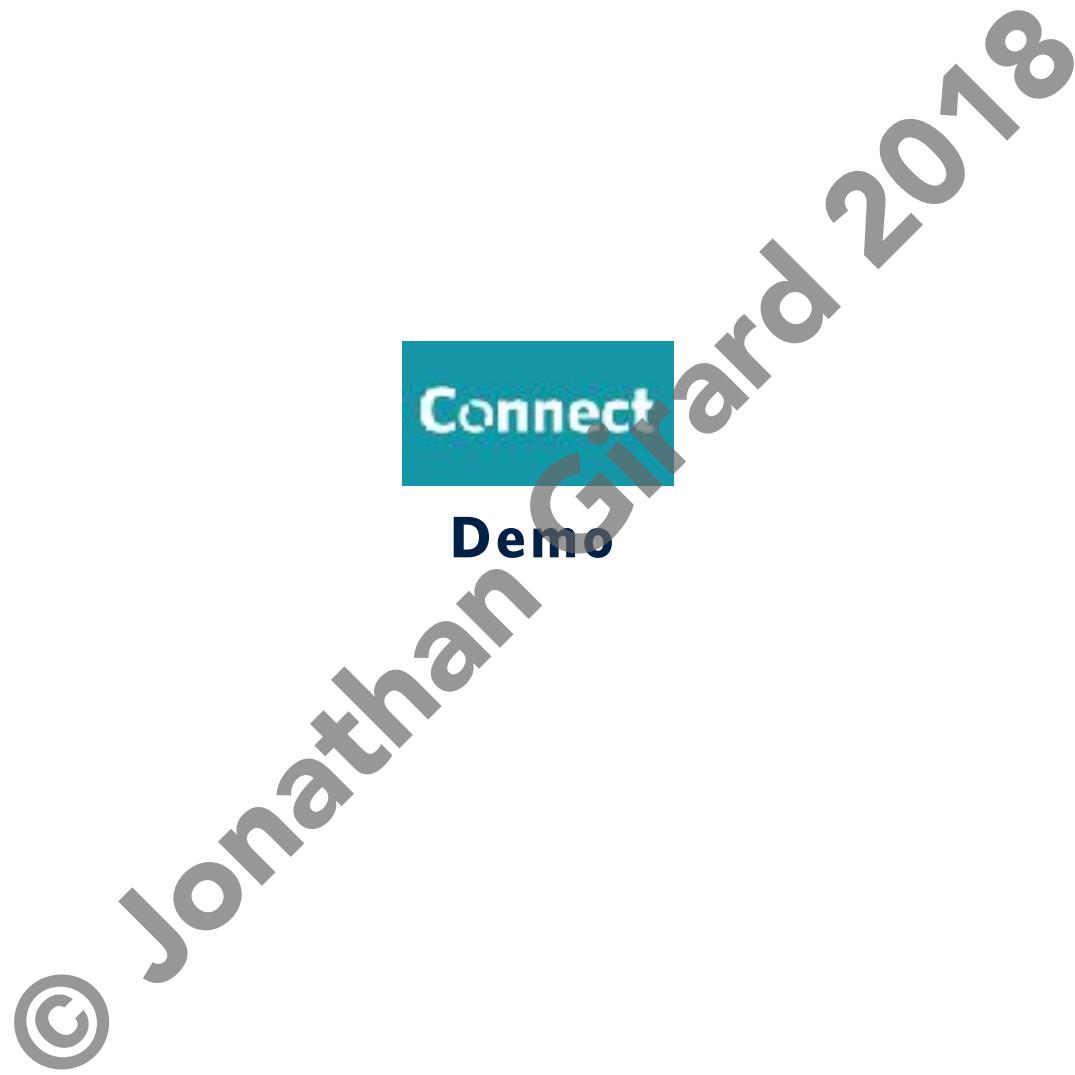


Learning Management System

- Course Information
- Study Scores & Parts
- Recordings
- Bowings, Excerpts
- Practice tools (tuning drones, etc.)



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Rehearsal Reflection

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CLAS (Collaborative Learning Annotation System)



- Developed at UBC
- Allows for time-stamped annotations and comments on videos
- Unlimited data
- External version is now available (<https://wevu.video>)



CLAS (Collaborative Learning Annotation System)



- My program uses CLAS for:
- Comprehensive beginning and advanced conducting classes
- Rehearsal annotation and reflection for large ensembles (as assignments)





Demo

Performance

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Print and Web Materials

Here's my system:

- Consistency in branding
- Clarity/Readability
- Multiple size configurations:
 - 1920x1080 for broadcast/web
 - 11x17" posters
 - Legal size folded programs



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UBC SYMPHONY ORCHESTRA

Jonathan Girard conductor

SAARIAHO

Asteroid 4179: Teutatis
Canadian premiere

NAVARRO

Il Concerto for Clarinet and Symphony Orchestra
Canadian premiere

Aidan Muldoon Wong clarinet

A winner of the 2015 UBC Concerto Competition

HOLST

Planets

With a multi-media presentation by Jaynie Matthews



www.music.ubc.ca



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UBCSYMPHONY ORCHESTRA

Associate Conductor, Director of Outreach Activities

SAARIAHO

Apparatus 41:90 (Violins)
Concertino (pianoforte)



NAVARRO

Concerto for Violin and Chamber Orchestra
Alan McNaught-Wong (violin)
Lamont - 100th Anniversary Commission

HOLST

Planets
Jupiter (full) and a prelude and fugue on
the Planets Melody

Thursday, March 8, 2018

7:30 pm (7:00 pm doors)

UBC Okanagan

Pauline, Michael & Gail

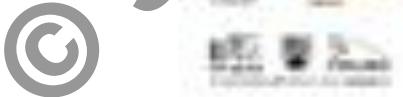
McNaught-Wong

Music Department

UBC Okanagan



2016/2017



UBC SYMPHONY ORCHESTRA

Jonathan Girard, Director of Orchestral Activities

SAARIAHO

Asteroid 4179: Toutatis
Canadian première



NAVARRO

II Concerto for Clarinet and Symphony Orchestra
Canadian première
Aidan Muldoon Wong clarinet
A winner of the 2016 UBC Concerto Competition

HOLST

Planets



Friday, March 10, 2017 | 8:00PM
Chan Centre for the Performing Arts

Web trailers

- Deployed through Facebook, Twitter, and Youtube
- Typically shorter than 1 minute
- Paid advertisements have worked well in Facebook
- Do not start with a black screen (no fades) so that preview is visible



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UBCSymphony Orchestra

Jonathan Girard, conductor

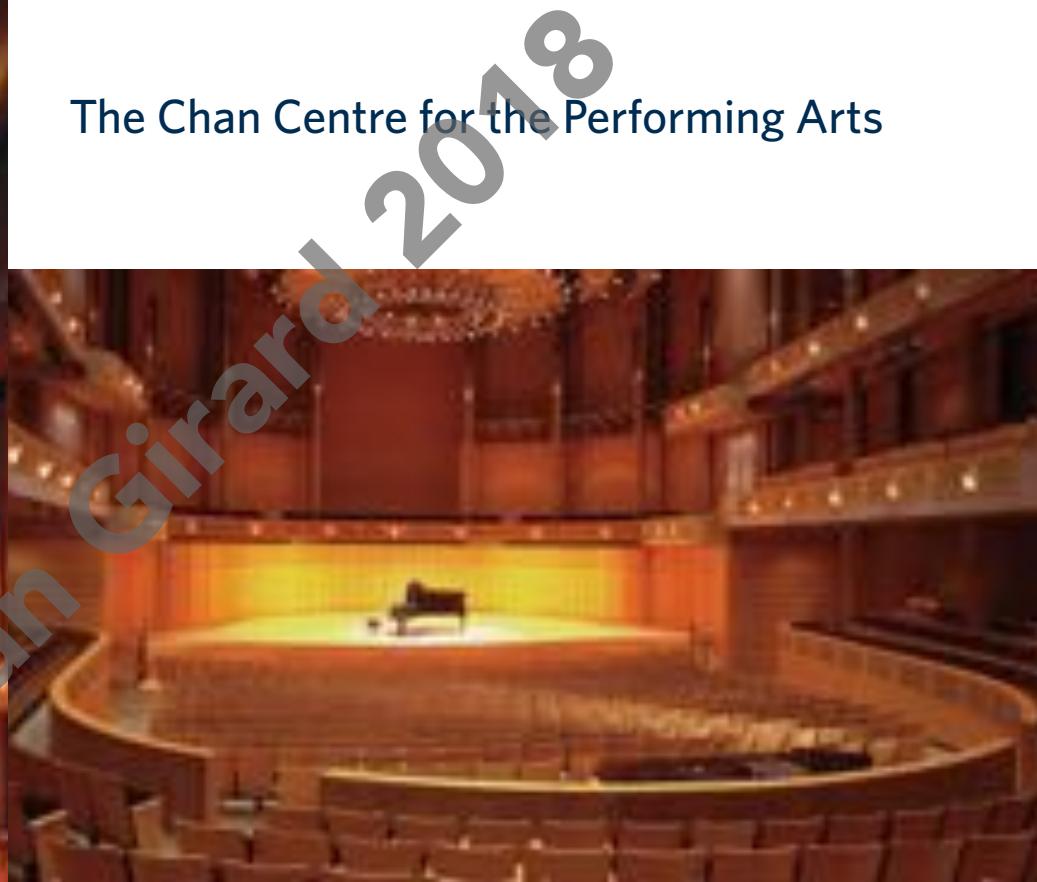
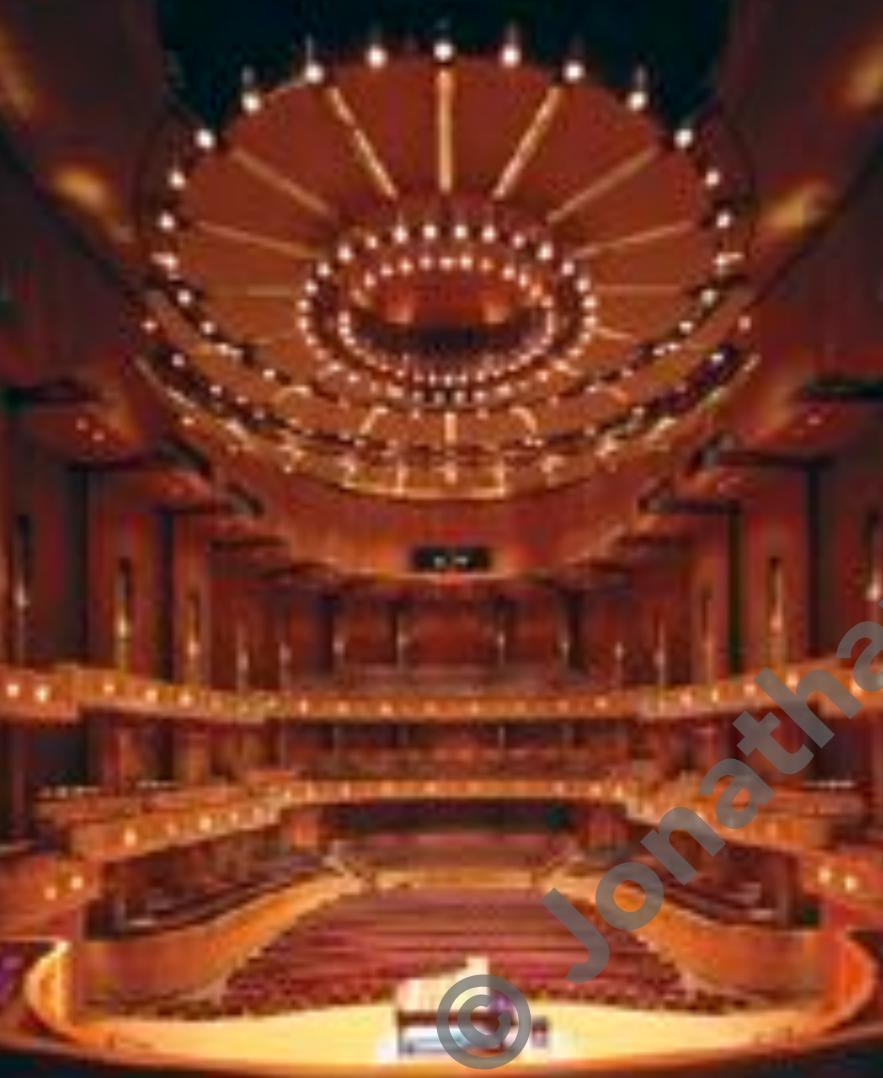


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The Planets, Op. 32
Gustav Holst

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The Chan Centre for the Performing Arts

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Multimedia Presentations

- Used sparingly to enhance listening experience
- Example A: Holst's *The Planets* - Created video presentation of relevant photography to correspond with the performance
- Example B: The Isenheim Altarpiece "Unpacked" to discuss Hindemith's *Mathis der Maler*



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Matthias Grünewald, *The Isenheim Altarpiece* (ca. 1515)



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First View: *Crucifixion with Saints Sebastian and Anthony*



Second View: *Annunciation, Incarnation, Resurrection*

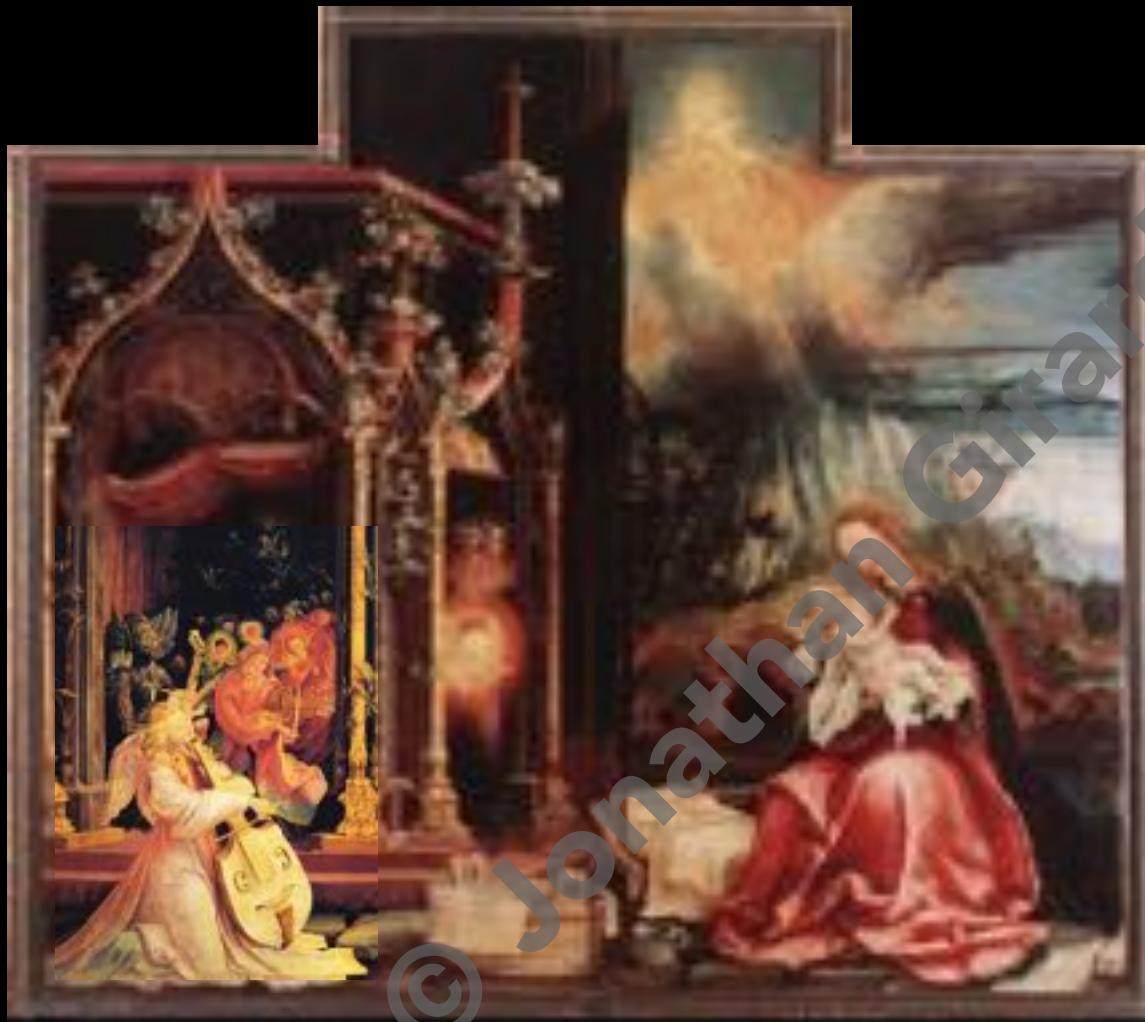


Third View: St. Anthony and St. Paul, the Temptation of St. Anthony



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I. Engelkonzert:
An Angelic Concert



I. Engelkonzert: An Angelic Concert



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Rolling Slideshow

- Used before, during intermission, and after the concert
- Mix of upcoming concerts, photos, and links to social media



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**UBC SYMPHONY
ORCHESTRA**

2014 Western Canada Tour

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Like the

UBCSYMPHONY ORCHESTRA

on Facebook:



facebook.com/ubcso



Web Streaming:

- Currently using Livestream (www.livestream.com)
- Streaming device: Producer - available from www.livestream.com



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External Visibility

- Social Media
 - Facebook - Pages, Events, Trailer Videos
 - Twitter - Live Tweeting
 - Instagram - Encouraging
 - Youtube - Symphony Orchestra Channel
 - Live Streaming of Concerts
 - What source can you use to do this?
 - Livestream
 - Facebook Live
 - Other



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Questions/Comments?

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Thank you for attending!

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