



MAESTRO MEDIA

Jonathan Girard, DMA

Director of Orchestras

University of British Columbia – School of Music



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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



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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



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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



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





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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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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Connect

Learning Management System

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



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Connect

Demo

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Rehearsal Reflection

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>)



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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)



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Demo

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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: Toutatis

Canadian premiere

NAVARRO

II Concerto for Clarinet and Symphony Orchestra

Canadian premiere

Aidan Muldoon Wong clarinet

A winner of the 2015 UBC Concerto Competition

HOLST

Planets

With a multimedia presentation by **Alynie Matthews**

www.music.ubc.ca



UBC SYMPHONY ORCHESTRA

Executive Director, Division of Cultural Activities

SAARIAHO

Acquiesce (1976) *Ysaie* (1976)
Chandos (1976)

NAVARRO

Il Concerto (1976) *Il Concerto* (1976)
Il Concerto (1976) *Il Concerto* (1976)

HOLST

Planets
Spring (1916) *Summer* (1916) *Autumn* (1916)
Winter (1916)

Thursday, March 8, 2017

7:30 PM

Friday, March 9, 2017

7:30 PM

7:30 PM

7:30 PM

7:30 PM

7:30 PM

7:30 PM

7:30 PM

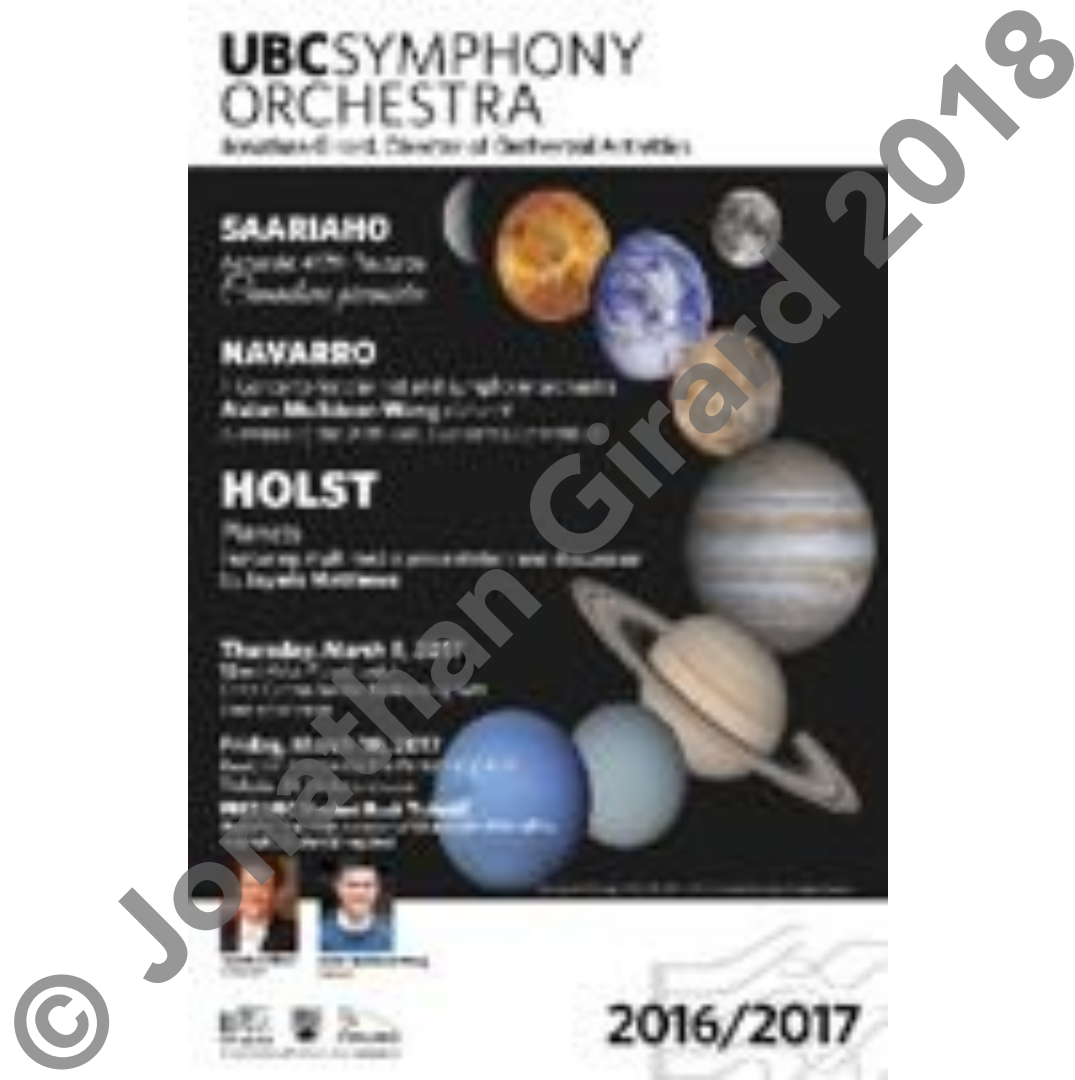
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2016/2017



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



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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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UBC Symphony Orchestra

Jonathan Girard, conductor

The Planets, Op. 32

Gustav Holst

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The Chan Centre for the Performing Arts



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)



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*



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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UBCSYMPHONY ORCHESTRA

2014 Western Canada Tour



Like the

UBCSYMPHONY ORCHESTRA

on Facebook:



[facebook.com/ubcso](https://www.facebook.com/ubcso)

Web Streaming:

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



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!

jonathan.girard@ubc.ca

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