

# CREATIVE \* SERVICES

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## **Creative Services Vancouver – Selected Projects**

September 2012

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## SFU Public Square Launch & Inaugural Community Summit

Client: SFU Public Square

Category: Special Event (live webcasts & on-demand video campaign)

URL: <http://www.sfu.ca/publicsquare>

CS Lead: Robert Broad

CS Team: Paul Bennett, Duane Woods, Eric Sanderson, Sarah Van Borek

Description: SFU Public Square, a signature initiative designed to spark, nurture and restore community connections, establishes Simon Fraser University as the go-to convener of serious and productive conversations about issues of public concern. The SFU Public Square launched in June 2012 and has now hosted an annual Community Summit to investigate—and recommend practical solutions to—pressing issues in BC and Canada. This first summit was held Sept. 18-23, 2012 on the theme of isolation and disconnection in the urban environment.

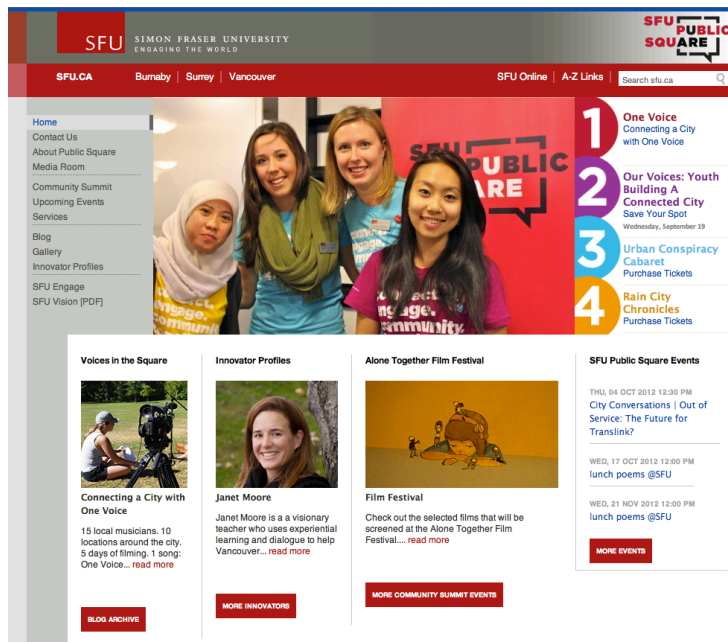


Image: **SFU Public Square** website & live webcasts

## Karen Armstrong: The Charter for Compassion

Client: SFU Dialogue Programs / TED Talks

Category: Special Event (live webcast & on-demand video campaign)

URL: <http://www.sfu.ca/dialogue/study+practice/armstrong.html>  
<http://charterforcompassion.org>;  
[http://www.ted.com/speakers/karen\\_armstrong.html](http://www.ted.com/speakers/karen_armstrong.html)

CS Lead: Robert Broad

CS Team: Paul Bennett, Hans Goksøyr, Thomas Buchan, Sarah Van Borek

Description: Karen Armstrong is one of the most provocative thinkers on the role of religion in the modern world. In 2008, she was awarded the TED Prize in support of her call for the creation of a "Charter for Compassion", a document now endorsed by Archbishop Desmond Tutu and the Dalai Lama. The "12 Days of Compassion", hosted by SFU Dialogue, was a major campaign that culminated in a high-profile live event and TED Talks webcast that was distributed on CharterforCompassion.org, LiveStream, FaceBook, and TED.com to a massive international audience.

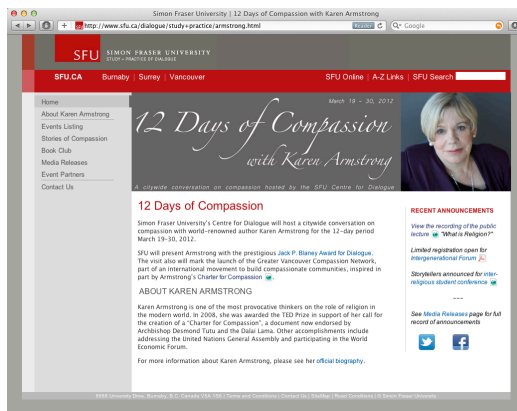


Image: **Karen Armstrong: The Charter for Compassion** website & live webcast

## SFU: The Engaged University (campaign launch)

Client: SFU Ceremonies & Events / Peak Communicators

Category: Special Event (live webcast & on-demand video)

URL: <http://www.sfu.ca/engage>

CS Lead: Robert Broad

CS Team: Paul Bennett, Duane Woods, Dan Moxon

Description: Example of live multi-camera video program with webcast. We worked with several groups to coordinate the launch event and to create a launch “microsite” with a custom-embedded live webcast.

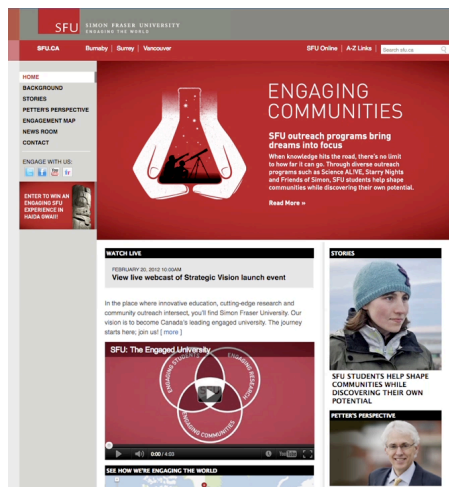


Image: **SFU: The Engaged University** launch microsite & live webcast



## Pacific Institute for Climate Solutions: Michael E. Mann

Client: SFU Vice-President, Research / Pacific Institute for Climate Solutions

Category: Lecture/Research Presentation (live webcast & on-demand video)

URL: <http://www.pics.uvic.ca>


CS Lead: Robert Broad

CS Team: Paul Bennett, Duane Woods

Description: Example of our innovative dual-frame video on-demand (VOD) format for lectures and demonstrations that include high-quality visual presentations. This format is unique to SFU and enables simple and efficient multi-platform distribution of educational video content.

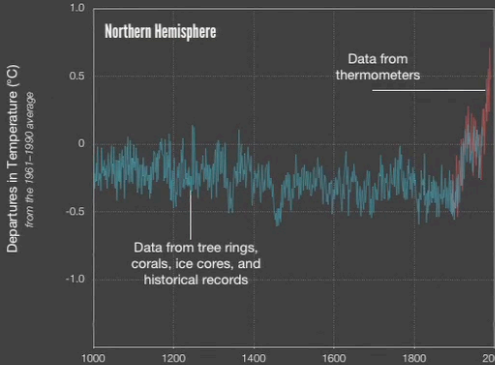
**PACIFIC INSTITUTE FOR CLIMATE SOLUTIONS**

**The Hockey Stick and the Climate Wars**  
Michael E. Mann  
February 19, 2012



### Proxy Reconstructions of Past Climate

**Northern Hemisphere**



source: Climate Change 2001: The Scientific Basis, Houghton, J.T., et al. (eds.), Cambridge Univ. Press, Cambridge, 2001

**SFU** SIMON FRASER UNIVERSITY  
THINKING OF THE WORLD

Image: **Pacific Institute for Climate Solutions: Michael E. Mann** on-demand video presentation

## The Fraser River Journey: 200 Years of Discovery

- Client: Vancouver Foundation, City of Burnaby, SFU VP University Relations & VP Academic
- Category: Feature Documentary, Interactive Website, Learning Resource Package (broadcast, web, & DVD)
- URL: <http://www.fraserjourney.ca>
- CS Leads: Ivana Filipovic, Robert Broad, Rick Walker
- CS Team: Hans Goksøyr, Gareth Madoc-Jones, Dan Moxon, Sam Scott, Nancy Bourassa-Jaswal, Tara Adair, Lorraine Algera
- Description: *The Fraser River Journey* is a feature-length documentary film that follows a group of twelve Aboriginal youths from all over British Columbia on a wild raft trip down the Fraser River. The film is set in the context of the bicentennial of Simon Fraser's 1808 exploration of the river which now bears his name, providing both a historical point of reference and an opportunity to take a hard look at the past, present, and future of Aboriginal life in British Columbia. The project also includes a social networking website and a learning resource package for educational distribution in British Columbia high schools.
- Distribution: CBC Television, APTN Television, Knowledge Television, Theatrical Screenings & Educational DVD Distribution, UBC Master of Education Technology Course Selection
- Awards: 2009 Horizon Interactive Awards (Best of Category, Documentary Films), University & College Designers Association (Gold, Film & Video Design), Canadian Network for Innovation in Education (Award of Excellence, Media Festival), Columbus International Film Festival (Honorable Mention, Educational Film & Video)



Image: **The Fraser River Journey** website & DVD cover

## From the Heart/De tout cœur: The Freeman Legacy

- Client: City of Burnaby, Veteran's Affairs,
- Category: Feature Documentary, Interactive Website, Learning Resource Package (broadcast, web, & DVD)
- URL: <http://www.burnaby.ca/fth>
- CS Leads: Ivana Filipovic, Robert Broad, Rick Walker
- CS Team: Hans Goksøyr, Gareth Madoc-Jones, Dan Moxon, Jonathan Nodrick, Tara Adair, Lorraine Algera
- Description: *From the Heart: The Freeman Legacy* is a feature-length bilingual broadcast documentary film, website, & learning resource package that traces the lives of five Freeman of the City of Burnaby, documenting their experiences serving in World War II and their work in building their community.
- Distribution: CBUT Television (Canada, French), CBC Television (Canada, English), Knowledge Television (British Columbia, English), Theatrical Screenings & Educational DVD Distribution (British Columbia)
- Awards: Columbus International Film Festival (Best Online Experience & Three Honorable Mentions), BC Innovation Award (Recognition of Outstanding Work)

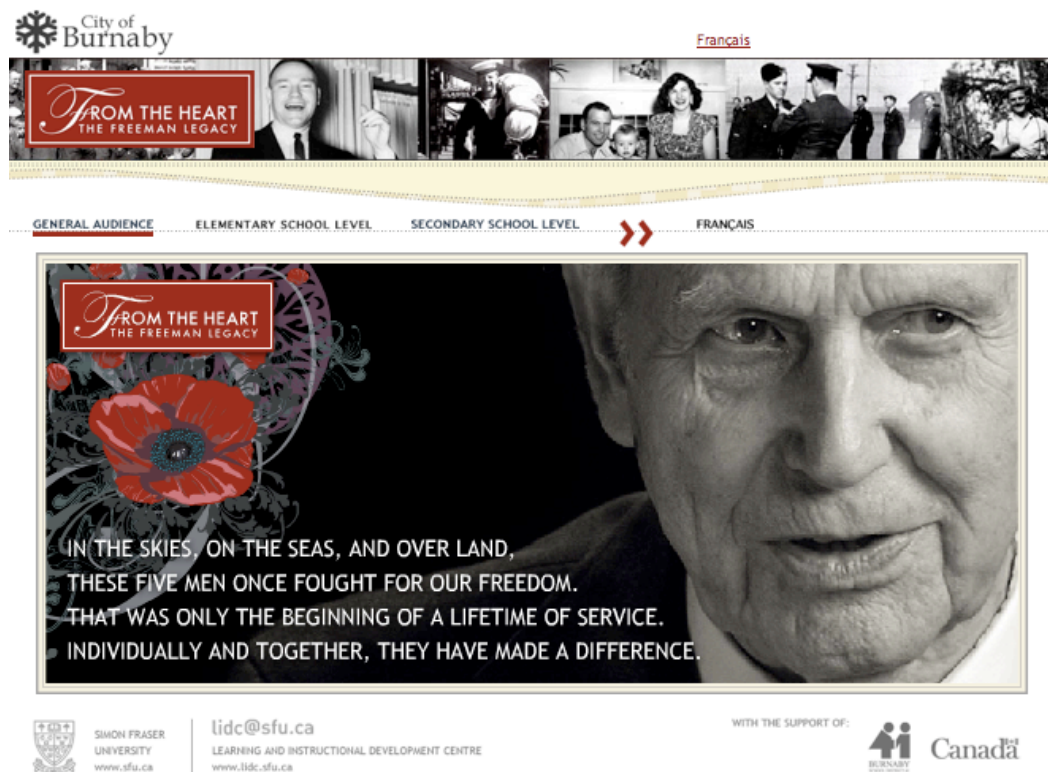


Image: *From the Heart/De tout cœur* website

## Embracing Diversity: Sharing Our Songs and Stories

Client: Burnaby Intercultural Planning Table, BC Ministry of Advanced Education and Labour Market Development

Category: Short Story & Instructional Videos (web & DVD)

URL: <http://embracingdiversity.bpl.bc.ca>

CS Lead: Robert Broad

CS Team: Paul Bennett, Alex Konyves, Dan Moxon, Duane Woods

Description: A public education project that develops tools, resources and training to engage a wide variety of community members and to create opportunities to explore and learn about cultural diversity and inclusiveness. Through music, rhyme and visual imagery, this initiative will provide exciting and engaging resources in support of cross-cultural understanding, mutual respect, community leadership, and learning about our rich cultural diversity.



Image: **Embracing Diversity: Sharing Our Songs and Stories** promotional artwork



## Vancouver 2010: The Aboriginal Youth Gathering

Client: BC Hydro Aboriginal Relations

Category: Short Documentary Video (web & DVD)

URL: [http://www.bchydro.com/community/aboriginal\\_relations.html](http://www.bchydro.com/community/aboriginal_relations.html)

CS Lead: Robert Broad

CS Team: Paul Bennett, Hans Goksøyr, Dan Moxon

Description: A short video documenting the unprecedented gathering of over 200 Aboriginal youths from across Canada, culminating in their top-secret traditional dance performance in the Opening Ceremonies of the 2010 Olympics. Hosted by the Four Host First Nations and BC Hydro, the group also attends leadership workshop sessions and visits the Power Smart Village exhibit en route to their historic performance.



Image: **Vancouver 2010 Aboriginal Youth Gathering** promotional artwork

## SFU Seniors Outreach Project

Client: SFU Seniors Program, Continuing Studies

Category: Episodic Roundtable Discussion Program (web & DVD)

URL: <http://www.sfu.ca/seniors>

CS Lead: Robert Broad

CS Team: Gareth Madoc-Jones, Hans Goksøyr, Sam Scott, Paul Bennett, Dan Moxon

Description: A series of in-depth roundtable discussion videos that can be viewed by seniors online or at partner organizations across Canada. Six episodes of this 40-minute program have been produced to date, including *Perceptions of God and Heaven*, *Multiculturalism and the Canadian Identity*, *Grandparenting in the 21st Century*, *Democracy: The Intent and the Reality*, *Seniors Rights and the Challenge of Elder Abuse*, and *A Place for Everyone: Age-friendly Communities*. The videos are designed to facilitate a dialog among older adults, promoting awareness and greater understanding about various topics of interest to seniors.



Image: **A Place for Everyone: Age-friendly Communities** DVD cover