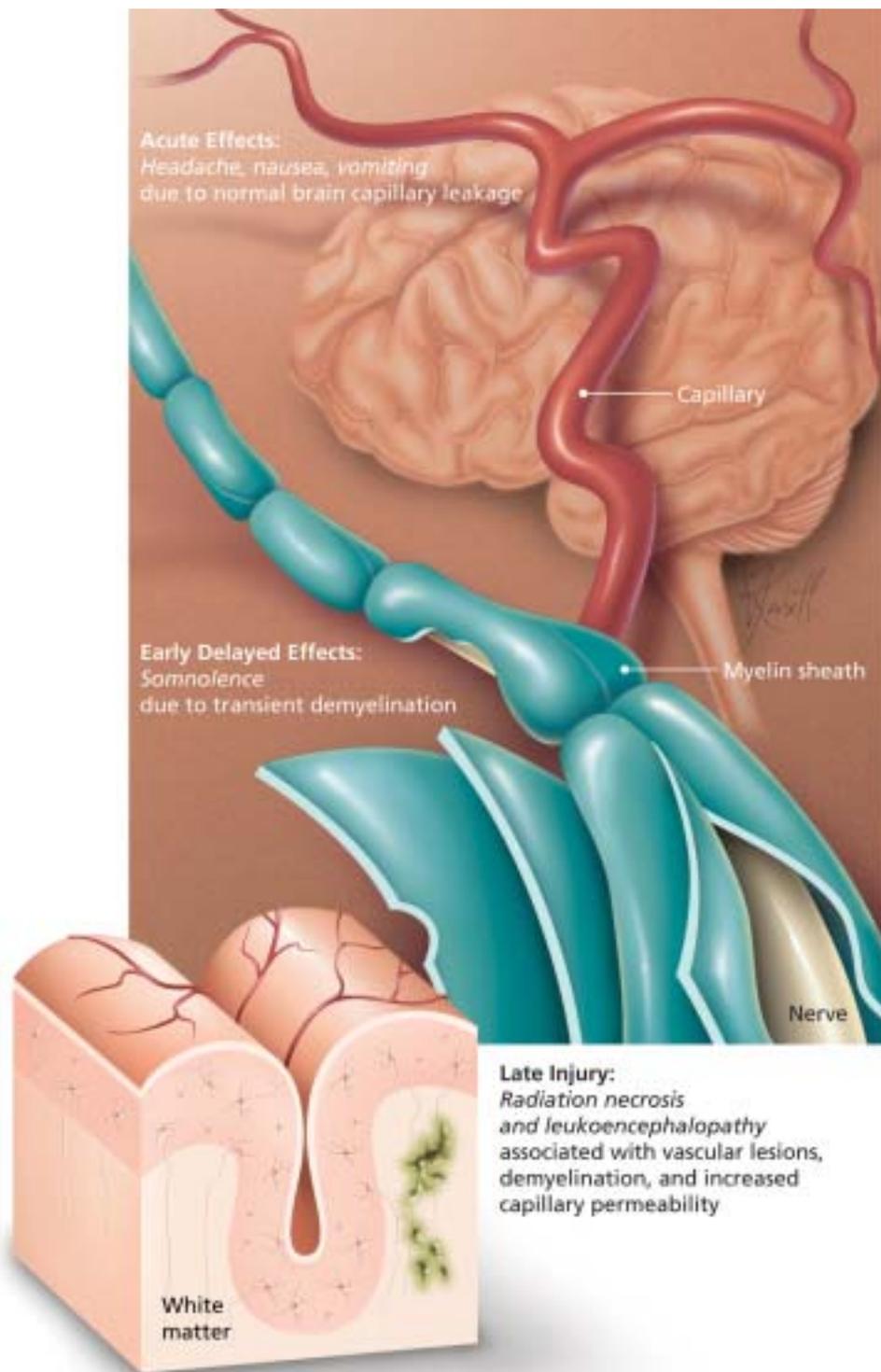


ALUMNI NEWS

Volume 17 • Number 1

Spring 2005



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A Note from the Executive

Julie Saunders and Shelley Wall

Greetings from your new acting executive. As recent graduates (2004), we feel privileged to continue our association with Biomedical Communications and the university, and to carry on keeping those vital inter-alumni connections synapsing. We work side-by-side with some of you already—at Artery Studios and Sick Kids' Hospital—and through you we're reminded daily that we are part of a very special community. We know how important it is to maintain those community ties. And we're involved in the Alumni Association because we believe this is a great way to do it.

Many of us missed having an alumni social event last year. We're addressing that right away, with a joint BMC/BMCAA banquet planned for April 23rd. This will be a great opportunity, not only to catch up with old friends, hear stimulating speakers, and find out about exciting new developments in the BMC program, but also to meet visiting colleagues from Georgia and Johns Hopkins. You can read more about this event in this issue of the newsletter.

April 23rd will also be an opportunity to legitimise your "acting" executive. In other words, we haven't actually been elected yet. We simply seized power in a bloodless coup sometime in November. We are committed to furthering the aims of the BMCAA—supporting the BMC program through fundraising, offering educational opportunities to alumni, and promoting connection and exchange—and we would like to do so with the support of the membership. We would also like to expand the executive (many hands make light work), and we invite any of you who are interested to contact us about getting involved. In particular, we need committed souls to take over the newsletter when its editors retire after this issue.

Many thanks are due to Teddy Cameron and Meaghan Brierley, outgoing co-presidents. And a big thank you goes to Victoria Rowsell and Andree Jenks for bringing out the Association's newsletter these past two years. It is perhaps the most important constant instrument for keeping members in touch.

We look forward to seeing you on April 23rd, and through the years to come.

—Julie Saunders and Shelley Wall

BMC Social

Shelley Wall and Julie Saunders

Please join us for the BMCAA Gala Dinner & Social on Saturday, April 23, 2005.

It's been awhile since BMC alumni have had a chance to reconnect. What better way to catch up with old friends and colleagues—and meet new ones—than at a well-stocked table? This April, you'll have that opportunity at our BMCAA gala dinner at Bright Pearl Seafood Restaurant in the heart of Toronto's Chinatown. There's more than seafood on the menu! (See the menu on this page.) Please feel free to bring a guest.

On the entertainment menu: the evening will include screenings of Jennifer Platt's new documentary about the Biomedical Communications program, and of the short film *The Stone of Folly* by Jesse Rosensweet and Alastair Dickson. Platt's short film documents BMC at a turning point in its history, and coincides with the sixtieth anniversary of the program. *The Stone of Folly*, a medical-themed animation, was awarded the Prix du Jury for short films at the 2002 Cannes Film Festival. After seeing it, you will never look at neurosurgery, Hieronymus Bosch, or baby food in the same way again.

Our featured speaker for the evening, Dr. Annie Smith, will share with us her award-winning illustrated book *Bearing Up with Cancer: Life, and Living With....* Annie is a warm, funny, and engaging speaker. Her book, starring her signature caricature bear, chronicles her life over the past 20 years since first being diagnosed. Her wit and humour (we especially like the story of when she taped chocolate bars to her abdomen to give a boost to her surgical team) have given patients and medical professionals permission to laugh in the face of cancer. Dr. Annie Smith is an Associate Professor Adjunct with the University of Toronto's Art and Art History Program. You can find out more about her at www.anniebear.org.

We will be joined at supper by faculty and students from the graduate programs in medical illustration at Johns Hopkins University and the University of Georgia, who will be in town for an exchange with our "alma mater." We're excited to be able to bring our alumni together, not only with each other, but with members of the larger medical illustration community.

You will receive an invitation and further information in the mail shortly. In the meantime, mark this date on your calendar.

Menu

Crispy vegetarian roll
Peking duck
Vegetarian hot and sour soup
Beef in crispy nest
Shredded duck meat with vegetables
Crispy chicken
Sautéed vegetables with garlic sauce
Sweet and sour crispy fish
Vegetable fried rice
Fried noodle with bean sprout
Mango pudding
Fortune cookies
(Cash bar)

BMCAA Executive, 2005

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Meet the Class of 2006



Crista Mason

During my final year of undergraduate study at Winona State University, Minnesota, I still had no idea what career I wanted to pursue with my degree in biology. In fact, I longed to be involved with the arts more than ever before. When one of my women's studies professors, Dr. Tamara Berg,

heard about my interests in both the arts and sciences, she suggested I should consider biomedical illustration. Being a freelance medical author for Rochester's Mayo Clinic, Tamara introduced me to her medical illustrator colleagues and hired me to illustrate a medical pamphlet. Clearly, this was a field where art and science mingled with incredible people, challenging media and fascinating topics. I was ecstatic to finally find my calling!

Ever since I walked into this department at adjudication, I've known this is where I was meant to be. Now, I am planning to enter the biomedical visualization stream during my second year and I am looking forward to where this part of my journey will lead me.

And, whenever I have free time, I will continue to enjoy comics and cartoons (may I suggest Strangers In Paradise?), travel the world with my partner (since Spain, Bahamas, Russia have already been visited...Europe is the next logical destination), learn to make international cuisine, visit my family in Chicago and be inspired by artwork wherever it can be found.

ensure that more people learn this truth. With knowledge in both medicine and art, my vision is to bring the wonderful world of biomedical communications to China, as new way of thinking.



Emilie McMahon

I grew up and lived most of my life in Ottawa. Born to a French Canadian mother and an English Canadian father, I feel fortunate to speak both languages fluently. All my schooling was in French until I went to the University of Guelph, with hopes of becoming a veterinarian.

Although I changed my mind early on, I didn't find out about BMC until my fourth year. I knew instantly it was a career perfectly suited for me. I spent my fourth year of university completing my Bachelor in Biomedical Sciences. Since I didn't have any formal art education nor did I have more than a few measly drawings to prove I could draw, I took an extra year to bring myself up to speed. During this time I completed one semester of the Portfolio Development Program at the Ottawa School of Art and then worked on the adjudication pieces. When I graduate I hope to bring my New Media skills to Montreal where I will join my fiancé.



Diana Dai

I feel very fortunate to have found the profession of Biomedical Communications. I was born in Beijing, China and followed my dream to become a doctor. I recently came to Canada, and discovered the profession of Medical Illustration. I realized that this was a way for me to devote my life

to expressing my passion for both science and art. In my view, those are inseparable parts of life, and I want to



Frances Yeung

Why BMC? I would say a number of things that if experienced alone would have led me down a totally different route but as a whole has led me here. The last time I was able to combine science and art was when I was in high school, simply because they shared a Monday. So when university started it

was a tough decision between the two and I was ultimately swayed towards the sciences. However, desperate to find a

career with my Zoology degree (with a minor in Psychology and Fine Art History—a degree of a slightly confused student) I took to U of T's website for careers or possible grad programs. BMC? YES!!! I don't have to choose anymore. But honestly, my hard work could never of been achieved alone and I'm so thankful for the people that took that extra step (or mile) to get me to this point.



Kari Francis

My name is Kari Francis and I was born on January 21st, 1982 in St. Thomas. I grew up riding my pony Pippin and practicing long hours of piano. I went to a relatively tiny high school that prepared me for the 4 years I spent at Queen's University earning my honours degree in Biology. I played varsity

volleyball and lacrosse for Queen's, and I also drew over 120 illustrations for the Anatomy and Cell Biology department. I am now in my first year of my master's in Biomedical Communications at the University of Toronto and I plan on pursuing the visualization stream. On the whole, I love my life and I can't wait to see what is in store for me next.

Lori Waters



Seeking a career change, I took a career exploration course five years ago. I had been managing and creating communications materials in technology companies, but spiritually needed more fulfilling, socially relevant, and interdisciplinary work. Combining art, science, and computers was a goal, but I

wasn't sure which career would offer me the most appropriate combination. Several years in Africa also taught me that I needed to ensure I contributed somehow to the betterment of humanity. Reviewing literally thousands of options, including medical illustration, I became obsessed with medical illustration, knowing more and more through my research, that I had found my correct vocation. Leaving my family for a couple of years was a big sacrifice but I knew with their fantastic support, that I could do this program. I also knew I wouldn't ever be able to look in the mirror again if I didn't... Still working full time, I started

the science courses I needed. Within a couple of years, my prerequisites done, I flew out to Toronto. The morning of my interview, I drew in Grant's museum, ecstatic to see the specimens first-hand. In BMC, seeing the artwork on the walls, I knew I was in the right place. I'm so happy to be in the program, and that what I am doing interests me intensely for all the right reasons, and where I also feel that the work I'm creating is (in some cases) also beautiful. My background includes a first class honours BFA from UVic (Visual Arts, Art History minor), including the top fine arts award (Helen Pitt Award), an MFA as a Commonwealth Scholar, from the U. of Science and Technology in Kumasi, Ghana, West Africa. The village where I did my thesis research in Ghana grew my social conscience, and is where I decided I needed to contribute in a meaningful way to the field of medicine, and not sit idly by and watch people die of diseases like AIDS and Malaria. I studied sciences through BC Open University, and I'm currently a resident Junior Fellow of Massey College. I will return to British Columbia when I complete my MScBMC, however I envision a satisfying challenging BMC career that will combine world travel, medical education for the developing world, and hopefully also some teaching - spreading the "gospel" of Biomedical Communications as far as I possibly can... and if I'm really really lucky, also getting the chance to also use my pilot's license now and again.



Michael Corrin

Until I found the University of Toronto Biomedical Communications website in 2002, I was hovering unhappily in what I perceived as the great void between art and science. Prior to the discovery, I had begun, and temporarily abandoned a biology undergraduate degree to pursue a fine arts degree, that I was about to

finish, at Concordia University in Montreal. Armed with a new sense of hope and purpose, I completed my fine arts degree and moved back into my parents' home in Winnipeg to complete my biology degree with one goal in mind. Get into BMC.

While studying at the University of Winnipeg in the fall of 2002, I became employed as a lab grunt in Dr. Cheryl Podemski's benthic ecology laboratory at the Department of Fisheries and Oceans Freshwater Institute. The lab focused on the ecology of freshwater benthic invertebrates, a group that includes clams, snails, leeches and aquatic

insects. Shortly after being promoted from box sorting and photocopying to bug duty and having spent some time spent out in the field, I decided to pursue an honours thesis project with Dr. Podemski. The project aimed to look at the development of a rapid bioassessment protocol using benthic macroinvertebrates to study the ecological impacts of lakeshore cottage development. I won't bore you with the details.

In the spring of 2004, I was admitted into the MsBMC program. I spent the summer preparing for life at the BMC by considering the many inadequacies of my honours project, drawing a genus of Dytiscid water beetles for Dr. Rob Roughley at the University of Manitoba, and feeding rainbow trout at the Experimental Lakes Area in northwest Ontario. Bored, I arrived in Toronto in the fall, and have been loving it ever since.

My family landed in New York City from Shanghai when I



Qing Huang

turned five years old. A year later, we immigrated to Toronto where I spent my subsequent years enjoying Canadian winters. I was a child who had interests

in many things so it was difficult for me to think about a specific careers to be in. Like many children, I enjoyed art class in particular. However, I decided to abandon art after some discouraging comments were made by my grade nine teacher about an architectural drawing I had done. I spent most of high school and most of my university life in science, knowing it was not completely where my heart laid. Fortunately, I was surfing on the internet one night in my third year of undergrad and came across the AMI site. I had never heard of medical illustrators before but I knew instantly that I wanted to become one. So for the next two years, I tried my best to fulfill BMC's requirements, making no backup plans because for me, it was all or nothing. Thank the good Lord that it worked out in my favour. But where I will go from here is another adventure I am looking forward to.



Sarah Kim

Since the day I could put Crayola crayon down on paper, I knew, without a doubt, that I was destined to become a supreme Jedi knight of medical illustrators. Okay, maybe it wasn't exactly like that, and maybe I did only find out about the program 2 years ago through an article

in the Toronto Star while rummaging for comics; the important thing is that I made it here and it's just where I want to be. I've come from 4 years + of U of T training in English, Physical Anthropology and Human Physiology and another half year at George Brown College retraining them crayon skills to become worthy of the BMC adjudication. And now here I am clawing my way through first year and hoping for great success in Biomedical Visualization in second year, and beyond.



Willa Bradshaw

Well it's two hours till this autobiography is due in Lori's drop box, so I seem to be ahead of schedule. Not to say I do everything last minute. I prefer to think of it as my laid back "west coast attitude" that sometimes likes to mock my big city life. But I could be wrong. I enjoy traveling and

have been on the move since I escaped my hometown without parental supervision. I have called numerous cities "place of residence" and have even been yelled at by Canada customs for it. I came to the BMC, obviously, to get my time management skills in order and because with a love of art and a degree in science I couldn't see myself doing anything else happily. I'm sure most people have a similar story. My roommate told me of the program while we were living in Swansea, Wales. I liked the sound of it so much I stole her idea to apply and made it in (after a few years art prep and some anatomy courses). So here I am, busily setting up a more permanent "place of residence", getting a cat and painting my bedroom walls oh and work but we all know about that.

BMC Expands

Just what is going on at BMC?

Linda Wilson-Pauwels

Since its inception 60 years ago, the AAM/BMC program has continued to strengthen and elevate its educational program in medical illustration/biomedical communications.

Since 1945, the MScBMC program has been located on the St. George campus (downtown Toronto). In May 2004, an agreement went into effect between the Faculty of Medicine and the University of Toronto Mississauga campus (UTM), expanding BMC to a two-campus program. Administratively, Linda Wilson-Pauwels now reports to Bill Thompson, the Acting Director of the Institute of Communication and Culture (ICC) at the UTM campus. The primary appointments of BMC faculty are at UTM.

Academically, the MScBMC degree remains with the Institute of Medical Science (IMS), School of Graduate Studies, Faculty of Medicine at the St. George campus. BMC faculty graduate appointments are in the IMS.

The expanded program comes with an expanded budget that includes additional faculty, students, and space. Jodie Jenkinson and Marc Dryer (full-time faculty) and Yifeng Xuan (part-time faculty) joined BMC on December 1st, 2004. Additional part-time faculty will join the BMC team in May 2005. Within the next 5 years, BMC will double its existing graduate student cohort from 16 to 32 students. BMC continues to attract 16 to 18 excellent students a year who secure high levels of graduate student funding (2002-2003 - \$215,713, 2003-2004 - \$171,041).

As well, 10 new undergraduate half courses with interdisciplinary foci with a view to creating a continuum of teaching from the undergraduate to the graduate level in biomedical, scientific and health

communication are being designed. Nick Woolridge and Jodie Jenkinson offered the first undergraduate course in January 2005. The new courses form the foundation for a new specialization in CCIT titled "Health Sciences Communication". Linda Wilson-Pauwels is the head of this specialized undergraduate stream.

The current teaching space in the Medical Sciences Building, St. George campus, has not changed. The program has approximately 1,000 additional square feet and state-of-the-art technology in a new 35 million dollar Communication and Culture Information Technology (CCIT) building in Mississauga (<http://www.greatspaces.utoronto.ca/projects/ccit.htm>).

BMC's new space includes 5 faculty offices and an 8-seat graduate computer lab equipped with G5s and state-of-the-art software including Maya®. Numerous additional computer labs (16 and 48 seat), 2 video-editing suites and a sound recording room are available if they are booked in advance. Bus transportation to and from both campuses is regularly scheduled at no cost to the MScBMC students. The new Hazel McCallion Learning Resource Centre (adjacent to the CCIT building) will open in 2006.

As a result of the above changes, the Combined Program in 3-D Biomedical Animation between the University of Toronto and the Sheridan College Institute of Technology and Advanced Learning has been discontinued. BMC faculty members now teach the 3-D Biomedical Visualization courses.

The UTM/BMC merger has created an innovative partnership between UTM and the Faculty of Medicine that will greatly strengthen the academic environment for the MScBMC students. This re-structuring

provides new opportunities for curriculum development and re-conceptualization of professional practice outcomes. The relationship has expanded BMC's present network of colleagues (Anatomy, Cell Biology, Surgery, Pharmacy, Physiology, etc.) to other disciplines including Forensic Science and Anthropology. These expanded relationships will hopefully broaden the job market for MScBMC graduates.

Building on BMC's successful track record of innovative research in interpretive visualization, future research initiatives will strategically position the graduate program as one of the leaders in visual scientific communication and research in North America.

Future long-term goals include investigating the creation of a Centre for Interpretive/Scientific Visualization and creating a professional doctoral program in Biomedical Communications where future academic leaders of the field will study.

Linda

More to See Online...

Visit the BMC website to see what staff and students are up to, or read back issues of the Alumni Newsletter.

<http://www.surg.med.utoronto.ca/bmc/alumni.html>

Macromedia Flash & Video

Flash Video Inspiration

Meaghan Brierley

First, let's get you excited about the possibilities of using video with Macromedia Flash, by suggesting that you view the following websites:

Volvo: Moved by Flash Video:

<http://demo.fb.se/e/v50/site/flash.html>

Sandro Corsaro (promotion reel):

<http://www.sandrocorsaro.com/reel.html>

Ben & Jerry's:

http://www.benjerry.com/fun_stuff/cow_to_cone/

Aside from the creative ways in which video was used perhaps the first thing you noticed about the above sites was that there was never a prompt to download a media player outside of a recent version of Flash Player. A benefit of using Flash video for web-based media, is that end-users only need the Flash Player to view the files—no QuickTime, RealPlayer or Windows Media Player necessary.

The biggest challenge to working with video in Flash is getting video source to work with. It is always recommended that you start with high-quality video that does not contain too many transitions or a lot of motion. This will ensure your video plays back better at lower frame rates.

Macromedia recommends the following frame sizes be used for the corresponding bandwidths of your end-user. Bandwidth is the same as data transfer rate. It represents the amount of data transferred from one computer to another in a second. For example, a 57.6 modem has twice the bandwidth of a 28.8 modem.

160x120 px modem users

192x144 px ISDN

320x240 px high-speed connections

The easiest way to take advantage of this software's improving capabilities, is to use the option of embedded Flash video. The word embedded is used here, as you may also choose to link to an external .flv file instead of importing the video to the stage. The following steps are a simple step-by-step guide to embedding video in Flash. At the end of the tutorial I provide more resources to further your understanding of Flash video.

Importing Video into Flash

1. File > Import > Import to stage

Flash uses a “wizard” tool to prompt Flash Video imports.

Wizard Screen 1

In this first example we are embedding video directly into a Flash document, where it will become part of the Flash library of objects:



Wizard Screen 1

Wizard Screen 2

Perhaps you are happy with your footage as-is, or have used external video editing software to edit your video. If so, “Import the entire video”.



Wizard Screen 2

Wizard Screen 2A

If not, you can use the basic editing options provided in Flash to “Edit the video first”. The limited options provided can be used to trim the length, create multiple clips, reorder video clips and choose the audio export options. To begin the editing process, adjust the in and out points with the triangular toggles and click “create clip”. You can create many clips, then choose the option to include all the clips as one library item in your library.



Wizard Screen 2

Wizard Screen 3

Choose DSL/Cable 256 kbps as your “Compression profile” and we will do some testing on output to see how this works. If you click on the “Edit” button here, you have options to refine and ensure good playback.



Wizard Screen 3

Wizard Screen 3A

Either you want to guarantee that the image is consistently high (choose “Quality”), or that the bandwidth remains true to your choice (choose “Bandwidth”).



Wizard Screen 3A

In either case you can see how these adjustments affect image quality in the preview window provided.

The final option, “Synchronize to Macromedia Flash document frame rate” is an important one. If you choose it, and you are embedding a video with a framerate higher than the framerate of your Flash file, you will end up with a jerky movie as frames will get dropped from your video. It is more acceptable to create a Flash file with a framerate already adjusted to that of your video. (At the beginning of the wizard-guided import process, if you had chosen to link to an external Flash file, you would not have had to worry about this option as linked files retain their individual framerates.)

Wizard Screen 3B

After you have chosen your compression profile, choose the “Advanced settings” option.



Wizard Screen 3B

Wizard Screen 3C

“Advanced settings” provide adjustments to the hue, saturation, gamma, brightness, contrast video dimensions and track options.



Wizard Screen 3C

Track options allow you to choose to import the movie directly into a movie clip instead of having it lay bare in your library. You can also choose to separate the audio track from the video and include it as a separate library object.

4. Click “Finish” and your video will either be on the stage, or in your library, depending on the choice you made under “track options”.

Wherever your video is placed on the timeline, be sure to give it enough frames to play to completion.

This has been a basic overview of how to import video into flash. If you are interested in continuing to learn more about this topic, here are some other tutorials you may consider viewing:

Phillip Kerman explains everything from audio compression to playing external .flv's to media components in his tutorial at www.ultrashock.com. Most of this tutorial is for owners of Flash MX 2004 Professional.

Robert Reinhardt is a popular presenter at the FlashintheCan annual Flash festival in Toronto, and Ryerson graduate. Reinhardt provides a legacy tutorial for those people still using Flash MX:

http://www.macromedia.com/devnet/mx/flash/articles/flash_mx_video.html

FlashPro Video Gallery:

<http://www.macromedia.com/software/flash/flashpro/video/gallery/>

Deconstructing the Flash Video Gallery Application:

http://www.macromedia.com/devnet/mx/flash/articles/vidgal_structure.html

Make buttons to control your Flash Video

Now you have imported video into your Flash file. But how do you control it?

If you have created your own buttons and named them in the following manner:

```
play_btn
stop_btn
stepUp_btn (go one frame forward)
stepDown_btn (go one frame backward)
```

the ActionScript on your Actions layer will be:

```
play_btn.onRelease=function() {
play();
}
stop_btn.onRelease=function() {
stop();
}
stepUp_btn.onRelease=function() {
gotoAndStop(_currentframe+1);
}
stepDown_btn.onRelease=function() {
gotoAndStop(_currentframe-1);
}
```

Join the Job Opportunity Mailing List

If you would like to be included on the Job Opportunity Mailing List, please provide your contact information and email address to Jaye Skeoch-Brewer. Wherever possible, the information will be sent out via email— so please ensure we are informed of any changes to your email or postal address.

The cost for the service is \$25.00 per annum. Cheques should be made payable to **Biomedical Communications**.

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An Editor's Note

Sometimes things don't work out perfectly.



Andree Jenks

Well, as it says, sometimes things don't work out perfectly. In this case, we have one small article too few for Volume 17, Number 1.

As Victoria and I leave the newsletter in the capable hands of the new executive, we would like to take this opportunity to thank all of the contributors that have written articles over the past two years. We appreciate all of your time and effort (and thoughts and wisdom.) We encourage new volunteers to continue to build the newsletter as a way to share ideas and knowledge among peers. We have a lot to learn from each other.

We also want to remind all of you who have gotten this far to go back to page 3 and mark April 23rd in your calendar. The BMCAA Spring Social is sure to be a fantastic evening that you won't want to miss.

And now, to prove that it is usually okay when things don't work out perfectly, how about a little bit of white space.

Andree

