



Office of Research Services & Innovation

Yowza Digital Interstitial Platform

INDUSTRY PARTNER: YOWZA DIGITAL INC.

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Project team: Peter Hudecki, principal investigator
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Durham College began a research project in June 2010 with Yowza Digital Inc., a Toronto-based digital media company, focused on the design and development of a new transmedia production process that enables Yowza to become more competitive in the international animation marketplace. The project would also give Durham College students the opportunity to gain valuable experience in storyboard techniques and animation of different animated segments.

Eight students from the Animation program in the college's School of Media, Art & Design (MAD) participated in the pilot project. These students worked together in full collaboration with Yowza Digital Inc., to determine the platform required for the production of fully animated interstitials – short, animated segments that serve as a bridge between full-length programming – and perform web and platform game development. The project was funded by Colleges Ontario Network for Industry Innovation.

Result: Yowza Digital Inc. has completed the first stage of the new transmedia production process and is moving forward to extend the content of the platform. This project has established the value of the feasibility study in demonstrating that the original project outcomes were ambitious given the resources available and the timelines projected by Yowza (valuable data given the purpose of the study itself).

Refinement of the digital asset production pipeline was partially achieved with students. While the pipeline was already in place, the students were still able to set up a production chart for the specific requirements of the production. The creative interstitial platform (IP) was completed using Yowza's and through the hiring of two of the student participants.

Yowza Digital Inc. and Durham College now have a license agreement on the IP by Durham College on its net sales.