

## CREATIVE INDUSTRIES

According to the Ontario Arts Council (OAC), arts and culture contributes \$27 billion annually to the provincial economy, representing 3.4% of Ontario's GDP. These gains are supported by the contributions of university graduates, including artists, directors, musicians and business managers, among others.



In an increasingly digital world, Algoma University launched its inaugural Startup GameJam, a two-day intensive game design and development session in Brampton led by expert instructors from Unity Technologies Inc. The GameJam marked the beginning of Algoma University's new game incubator, part of the university's new National Centre of Excellence in Immersive Technology. Through these initiatives, Algoma is shaping the next generation of innovators in the global tech landscape.



To increase inclusive design and accessibility in the world of gaming, a Wilfrid Laurier University game design and development graduate has co-created a software that aims to help people with little or no mobility to play video games. The software, which costs about \$7 allows users to bind certain movements to controls in a game so that even if you can't move, you can still play.

An innovative hands-on training program at OCAD University is supporting talent development for Canada's billion-dollar content creator economy through OCAD U LiVE – an on-demand video channel, production house, and content creator studio featuring original media produced by students. This innovative model provides students with access to studio space, equipment, training, mentoring and networking sessions, giving them the tools they need to succeed in the film/media industry.

