



EMEX Online Course 2021

As part of the [Emerging Media Exploration Erasmus+ Strategic Partnership](#) Project

Overall course topic:

“Trending Emerging Media Application Areas”

| Key facts | |
|----------------------------|--|
| Course Date | 11.03. – 29.04.2021 / 7 weeks (2 week vacation at Lincoln: 29.03. - 11.04.2021 – no official meetings will take place, team-internal meetings possible by individual agreement) |
| Key Dates | Kick-Off: 11.03.2021 / between 14:00 - 17:00 CET Midterm Event: between 22. - 26.03.2021 (during the TAMK international iWeek) Final Event/ Presentations: 29.04.2021 / between 14:00 - 17:00 CET |
| University Partners | <ul style="list-style-type: none"> • University Babelsberg KONRAD WOLF (Germany) • Tampere University (Finland) • Tampere University of Applied Sciences (Finland) • University of Lincoln (United Kingdom) • University of Central Lancashire (United Kingdom) |
| Industry Partners | Close cooperation with industry partners for briefings, further input and feedback. |
| Course Content | Four different course themes, that meet the current needs of the industries, to choose of: <ul style="list-style-type: none"> • Unexpected Futures • Virtual Learning • Virtual collective media spaces • Personalized interactive experiences |
| Course Goal | Demonstration of an interactive audiovisual concept inspired by the briefing of the course theme in an interdisciplinary transnational team. |
| Useful Skills | It depends in detail on the chosen theme, but in general one or more of: Storytelling, Visual Concepting, Sound Design, 3D-Modelling, Cinematography, Human Centred Design, Production Design, or... ... at least the strong will to immerse yourself into unknown topics and technologies and get “hands-on”. |



The Themes of the Course

- **Unexpected Futures**
addresses the possible social, political, environmental and technological factors of the year 2050. The output should be a potential future scenario in the form of an experienceable concept / prototype, that makes the audience understand and feel the circumstances of the future.
- **Virtual Learning**
What might the future of virtual learning become in the next decade to accelerate learning, become ubiquitous and provide personalised co-created opportunities? The goal is to develop one or more prototypes of a virtual learning platform.
- **Virtual collective media spaces**
What do end users want and need from the future media consuming and content creation? Develop a showcase(s) / prototype(s) that explain future concepts for living rooms, bookstores, libraries, books, ... using low fidelity platforms.
- **Personalized interactive experiences**
Together we aim to create an immersive visual story that builds on and reacts to the user's personality and behavior. The user is the protagonist and you will choose what information he*she shall reveal to be rewarded with a story that is for and about her*him.

The more detailed briefing for the course themes will be published and shared before the start date. Participants will then be asked to indicate their 2-3 favourite course themes in order of priority. The EMEX team will do its best to fulfil all first choices, but it will mainly make sure that the teams are heterogeneous and balanced.

Course Description

As new forms of media and technology are introduced to the market and international collaborations between creators become more and more frequent, we believe it is crucial to give our students the opportunity to experience an international development process for emerging media and have industry briefs to work on. The set of skills required for projects like this might just be essential for your future professional lives in an ever-changing workspace.

You will join international students from the UK, Finland and Germany with different academic backgrounds in transnational teams to develop a prototype.

In the 6 week online course, you work in a team of 4–5 members that will be accompanied by tutors who will guide you through the process. Further experts are available to assist you with methods to tackle your task and the handling of needed technologies.

The teamwork will be accompanied by screencasts, hands-on tutorials and introductions to different topics. At the end of the course, you will have a good



knowledge of the field chosen, a basic knowledge of all areas treated, experiences of how to develop prototypes that convey the idea of the whole product and valuable skills in creative transnational online teamwork.

ECTS: The amount of ECTS granted for this course is subject to the individual implementation of the partner universities.

Teaching and Support

- Dedicated Discord group for course communication and support
- Release of dedicated learning materials
- Regular mandatory individual mentoring sessions for each team
- Access to experts for unknown technologies and methods
- Interim Feedback Sessions
- Optional debrief session with the mentor to discuss the process, including problems experienced, insights gathered and potential further collaboration.

Competencies and Skills to be achieved in the Course:

- Working in an interdisciplinary team
- Self-organisation within teams
- Self-reliance and empowerment
- Creative processes and decision making
- Problem Solving Skills
- Developing innovative ideas for emerging media
- Methods of structured online ideation
- Exploration of emerging media technologies
- Explore the creative potential of new media technologies
- Prototyping strategies for emerging media
- Workflows for emerging media in online collaborations
- Flexibility to handle the ever-evolving technologies and demands

Teachers and Mentors (tentative):

- Carita Forsgren, Senior Lecturer of Visual Design, freelance writer and producer, Tampere University of Applied Sciences
- Kirsi Karimäki, Senior Lecture, User Experience Design, Tampere University of Applied Sciences
- Tuomo Joronen, Senior Lecturer of Animation, Tampere University of Applied Sciences
- Jaakko Hakulinen, Researcher in Speech based and Pervasive Interaction, Tampere University



Erasmus+



- Päivi Majaranta, Researcher, Human-Technology Interaction, Tampere University
- Björn Stockleben, Professor of New Media Production and project lead of EMEX Film University Babelsberg, Germany
- Sophie Tummescheit, Researcher and project lead of EMEX, Film University Babelsberg, Germany
- Evgeny Kalachikhin, Filmmaker, Film University Babelsberg, Germany
- Christian Möller, Researcher, Film University Babelsberg, Germany
- Graham Cooper, Senior Lecturer of Digital Media and Innovative Design, University of Lincoln
- Martyn Thayne, Senior Lecturer, specialising in critical media theory, digital culture and contemporary media practice, University of Lincoln
- Mark Lochrie, Lecturer in Computing, researching interaction design, University of Central Lancashire

About EMEX

EMEX - Emerging Media Exploration is an Erasmus+ Strategic Partnership between six international partners:

- Film University Babelsberg KONRAD WOLF, Germany (Project Lead)
- University of Lincoln, UK
- University of Central Lancashire, UK
- Tampere University, Finland
- Tampere University of Applied Sciences, Finland
- Rundfunk Berlin-Brandenburg, Germany (Industry & Research Partner)

Together they are working on:

- Creating transnational courses on the theme of Emerging Media
- Exploring “blended mobility” approaches by integrating online courses with international mobility activities
- Cooperation with research institutes and media-tech start-up to create narrative content for emerging media technologies
- Offering a joint minor curriculum in “Emerging Media”

EMEX is funded by the Erasmus+ Programme of the European Commission under Grant Agreement No. 2018-1-DE01-KA203-004282