Theme: Personal Interactive Experience (PIE)
Briefing

emex

EMERGING MEDIA EXPLORATION

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Briefing

Introduction

We want you to create a PIE. Not a fluffy cupcake with a cream hat on top, but a Personalized Interactive Experience. We're not aiming for VR, AR, XR, Film, Book, Game or Screenplay. It could be any, all or none of those, but at its core it shall be this:

We aim to create an immersive visual story that builds on and reacts to the user's personality and behavior. We support you with knowledge on design, storytelling, coding and sensor tech. You bring thirst for creation and the guts to grow beyond your comfort zone. At the beginning of the course, you will pick your individual challenge and we will tutor you to master it in a group.

Problem Description

The edge between the real world and the digital world is more and more dissolving. But even though the challenges still remain. What Experience is worth participating in a pure digital environment and how can we help as a creator to make the digital aspect in the work less visible and have participants immersive deeply into the story?

Create a visual story with the user as one protagonist. Think about ways to personalize the experience by using one or more of the following data:

- Imitation or translation of head and hand movement
- Gaze tracking
- AI-learning based on user behavior/movement
- Biometric measurements (heartbeat, blood pressure, skin conductivity, brainwaves, etc.)
- Your netflix data

Depending on the team's skill-set we will either do a visual interactive demo or a working prototype.

Target group / Audience

We really do like market research, personas and target group definitions. But not today. This time we want to work with and for real people. The project team will recruit a small panel of users for whom we will create this.

Additionally, you will have access to a small number of artists and tech experts to conduct interviews with.

Approach

The Idea behind a Personal Interactive Experience (PIE) Workshop is that we invite you to participate and become Part of an international Team. You will be guided through the whole process by a mentoring Team. Each Mentor is an Expert form either the Universities or from the Media and/or Film Business.

Depending on the number of students that choose this challenge, we might form one or more teams to work on the challenge.

Also the teams will be selected by the knowledge each person will bring to the table. So you will not just learn from the Mentor but from each other.

What you need and what you get

What do I need to Do?

You apply to the challenge by telling us what you wish to seek from this Workshop.
If you want to participate because you wish to find new ways to output your creative mind, that's totally fine. If you have a project in mind and you think it is PIE, great! Give us a short summary and we try to find collaborators that fit in. BUT be always open. Everyone in the TEAM has ideas to push a project further and to make it greater. So always try to consider every thought or idea is relevant for the project.

Output

Depending on the skills of the students we will aim at least for an interactive visual mockup or a working prototype for final demonstration of the project.

Production

Depending on the needs of the project, different means for audiovisual production and interactive sensor technology can be provided, along with expert guidance on their usage.
The amount and effort in actual asset production should be measured according to the goal of creating a prototype, not a full and final product.