

# Theme: Virtual collective media spaces

## Briefing



EMERGING MEDIA EXPLORATION



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## Briefing

### Introduction

What do end users want and need from the future media consuming and content creation? How does evolving technology change homes and media culture? For example, the consumption and creation of literature and comics is changing as people use audio books, digital books (epub3), visual novels, communities such as Wattpad, online comics etc.

There are online virtual collective media space platforms that offer possibilities for creating VR and AR content on basic level. These platforms are way more accessible than for instance Oculus Quest or HTC Vive. Restrictions can be seen as a starting point for creativity. How do we gain more from these platforms?

What can be built around these platforms in terms of digital publishing? How would different formats of audio-visual broadcasting benefit from expanding to these online platforms?

Where do we go from here? New community platforms have sprung up where people share their content and participate in lively and creative discussions. Would there be a need and use to merge this content into the traditional method of publishing? How do these new solutions work together with the traditional methods of publishing?

### Topics:

- 1) Physical and virtual room(s) for future media consumption
- 2) The future of literature, bookstores, libraries and books

You can choose between topics 1 and 2.

### Problem Description

Consumer behaviour has changed drastically over the last decades and is changing constantly. Formats like printed news or television are outdated and publishers and producers are in need for flexible new potentials and business cases. Last few years have reintroduced old formats such as audio books and comics due to new distribution channels and apps.

Some example problems to wrap your mind around:

- How might reliable news be delivered in a way that the experience is compelling to the future younger generations?

- How should bookshops or libraries of the future be conceptualised and look like?
- How can the centuries-old tradition of storytelling be offered for audiences in a new way? How can co-creation platforms be used as communities campfires for joint storytelling?
- How might the media entertainment in your home look like, pleasing all the generations living in it.
- How might the future generations of content creators, producers and publishers develop concepts and business values?

See also the briefing by Otava Publishing company:

[https://drive.google.com/file/d/1YjIBcGP4dcu3TyVBORLmMiz\\_7Z-\\_e9UN/view?usp=sharing](https://drive.google.com/file/d/1YjIBcGP4dcu3TyVBORLmMiz_7Z-_e9UN/view?usp=sharing)

## Target group / Audience

1. Content creators and producers. → See:  
<https://goteborgfilmfestival.se/wp-content/uploads/2021/02/GFF21-nostradamus-web-pages-210212.pdf>  
<https://goteborgfilmfestival.se/bransch-2/nostradamus/>
2. Publishers of content, like national broadcasters (RBB and YLE), international streaming services and publishing companies for books, such as Otava Publishing Ltd in Finland
3. European consumers of the Generation Z that are in search for new values. → See:  
<https://www2.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/summary.htmlhttps://ndp.agency/marketing/2020s-effect-on-media-consumption-habits/>

## Approach

Design Thinking / Human Centred Design will be used to tackle the existing problems.

So we: Empathise, define, ideate, prototype, test and as result develop an interactive audiovisual concept.

- **Empathise and define:** What problem worth solving will be treated?
- **Ideate:** Figure out an innovative solution with the help of collaborative creative methods.  
**Prototype:** Make your idea experienceable for the target groups.
- **Test:** Test your idea/concept with potential user groups
- **Realize:** Realize an interactive audiovisual concept based on your idea and the potential user feedback.

See also:

<https://www.interaction-design.org/literature/article/what-is-design-thinking-and-why-is-it-so-popular>

## What you need and what you get

### Needed competencies:

- Creative mind
- Collaboration skills
- Audio and/or visual media or art skills

### Skills/competencies acquired:

- Design thinking / Human centred Design, visioning skills
- International collaboration skills
- Concept pitching competencies
- Developing concepts for emerging media
- Technical literacy

## Output

Develop a showcase / Prototype that explains future concepts for living rooms, bookstores, libraries, books, ... using the aforementioned low fidelity platforms if needed.

What does the concept look like? How does it sound? How does it work? How does it produce new value for the target groups? What is the business case? An experienceable audiovisual or even multimodal interactive concept, that meets the target group needs. This could be in the form of an interactive storyboard, a 3D world build, a video or whatever conveys your concept as well as possible. The main thing is that your audiences understand and feel your intentions.

## Production

For production you can use low-fidelity and open techniques/tools such as:

- Mozilla Hub: <https://hubs.mozilla.com>
- ePub 3: Info – <https://www.epubzone.org/epub-3-overview/understanding-epub-3/>

If you want you can use professional (sometimes fee acquired) programs, but we encourage you to convey your idea with low-fidelity possibilities, because they provide easy accessibility.