



## EMEX Workshop Tampere 2019

As part of the [Emerging Media Exploration Erasmus+ Strategic Partnership](#) Project  
At: Tampere University, Mediapolis Campus

### Course Theme

#### “Transnational Workshop on Interactive Audience Experiences”

In this course, international students with different backgrounds will join in transnational teams to design and prototype an interactive and participative TV format (e.g., show, event, serial fiction). The students will form teams of 4-5 people and prepare their concepts in a series of facilitated online-sessions starting one month before the workshop. With the help of an experienced mentor, they will develop and visualise engaging concepts for audience interaction for television. During the one-week workshop in Tampere, Finland, the students will then prototype and test their concepts in an intense design-sprint.

Students from the course in spring may build on existing concepts with like-minded team members. New participants may choose to join a team who starts from scratch or a team that starts from an existing idea.

Apart from teachers from the participating universities in Germany, Finland and the UK, TV innovation professionals from YLE (Finland), and RBB (Germany) will support the workshop online and on-site with feedback on concept and design as well as technical support.

The workshop also offers opportunities to discuss further possibilities of collaboration and exchange activities with Film University, University of Lincoln, University of Central Lancashire, Tampere University of Applied Sciences and Tampere University.

**Industry Partners:** Simone Hollederer / Rundfunk Berlin-Brandenburg (RBB) [not confirmed], Olli-Pekka Salli / YLE

#### Teachers (tentative):

- Carita Forsgren, Senior Lecturer of Visual Design, freelance writer and producer, Tampere University of Applied Sciences
- Kirsi Karimäki, Senior Lecturer in Interactive media, UX, Tampere University of Applied Sciences
- Björn Stockleben, Professor of New Media Production, Film University Babelsberg, Germany
- Graham Cooper, Senior Lecturer of Contemporary Media Practice and Digital Media + Innovative Design, University of Lincoln
- Mark Lochrie, Lecturer and Researcher in Creative Technologies, University of Central Lancashire
- Gareth West, PhD candidate, University of Central Lancashire
- Jaakko Hakulinen, Senior Research Fellow in Pervasive Interaction Research Group, Tampere University
- Päivi Majaranta, Senior Research Fellow in Visual Interaction Research Group, Tampere University



**ECTS:** The amount of ECTS granted for this course is subject to the individual implementation of the partner universities. We estimate that the minimum effort is 5x6h for the online activities (6h per week) and 40h during the workshop week in Tampere. Please plan for this commitment to allow for a good transnational team experience.

## **Briefing**

### ***YLE as a customer:***

YLE is an independent public service media company in Finland. The company's operations are based on equality, respect for the individual and equal treatment. YLE's operations are governed by the Act on Yleisradio Oy (Finnish Broadcasting Company).

YLE produces television and radio programs and also organises events that serve Finnish society. The events aim to enable interaction and closer contact with customers. From an event, we always produced content on YLE's various media channels.

### ***The brief:***

Design an interactive service and concept that serves a television program and event built around a social theme. The goal is to give the audience a chance to participate in content production both at the event and at home. Another goal can be the interaction between the audience at the event and the audience at home.

### ***Example:***

Design interactive service for example this kind of program: <https://yle.fi/aihe/vaalisohva>.

In winter 2019 Yle introduced a new election discussion program, the Electoral Couch (Vaalisohva), to the Parliamentary elections. Those who were registered for the program have themselves chosen the topics to be discussed with the two candidates in the parliamentary elections. During January-February 2019, YLE's team visited 12 Finnish homes. The 'election sofa' was a chance for people to highlight topics of interest to themselves. Also it was an opportunity for candidates to engage with their election themes at home. 'Electoral sofas' and their contents organized by individuals or communities were not included in YLE.

## **Course Outline**

Preparation activities during September will be moderated by a mentor, groups will meet online individually.

### ***Possible activities:***

- Briefing & assignment of teams
- Research
- Idea Storming, idea selection and sketching
- Discussing and refining sketches
- Preparations for Tampere workshop

Prototype plan can be e.g, an UX storyboard, read more at:

<https://designsprintkit.withgoogle.com/methodology/phase5-prototype/storyboard>



### **Workshop:**

- **Mon 7.10.** – Kickoff seminar, with guest speakers and a networking event afterwards. The student teams will present their concepts and get feedback from the clients before they start prototyping.
- **Tue 8.10.** – Prototyping: start-up. Presentations on prototyping plans. Backlogs. 15-16 Customers give feedback.
- **Wed 9.10.** – Daily. Prototyping. Preparations for testing.
- **Thu 10.10.** – Daily. Prototyping.
- **Fri 11.10.** – Testing: **am**, and presentations: **pm**. Customers' feedback 13-15

### **Platform & Support**

- The students subscribe to a Moodle course for communication and sharing of learning material in the course;
- An individual mentor is assigned for each team;
- Dedicated learning & research materials will be available online;
- Tutorial and support available for using slack for team-internal communication;
- Workshop in Tampere will be facilitated by an international teaching team.

### **Competencies taught in the Course**

- Knowledge
  - Interactive TV technologies;
  - User Experience of Interactive interfaces;
  - Living room as context of social media use;
  - TV format market;
  - Domain knowledge on TV and work of editorial departments.
- Skills
  - rapid content & interface prototyping for interactive TV formats;
  - developing interactive formats for the TV market;
  - concept breakdown and project planning for interactive projects;
  - pitching and reviewing a media concept;
  - explore creative potential of new media technologies.
- Social Competencies
  - building a transcultural team;
  - working in an interdisciplinary team;
  - creative processes and decision making;
  - self-reliance and empowerment;
  - self-organisation within teams

### **Tentative tasks of teams during course**

- team building - get conscious of the team's competences, create a team identity
- Research and ideate based on a briefing



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- develop concept
- plan a design sprint
- realize an early, testable prototype of an interactive / participative TV show
- Test the prototype

### **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”

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