



EMEX Online Course 2019

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

Course Theme

“Frontiers of Interactive and Participative TV”

In this course, international students with different backgrounds will join in transnational teams to develop an interactive and possible participative TV format (e.g. show, event, serial fiction). In an online course facilitated by a likewise international and interdisciplinary team of instructors they will form and develop teams, design and prototype interactive format concepts, pitch these concepts and plan the project implementation for a 10-days onsite workshop in Tampere/Finland in autumn. The course will be supported by online learning material (screencasts and readers), feedback sessions and special guest lectures.

Enabling Technologies

The innovation group of Rundfunk Berlin-Brandenburg, the public broadcaster of the German region of Berlin-Brandenburg, will provide access to the MPAT interactive TV authoring tool (based on the wordpress engine), which can be both as a prototyping tool as well as for live app deployment. Students are encouraged to enhance the base technology if they are able to.

Industry Partners: Rundfunk Berlin-Brandenburg, YLE (not confirmed yet)

Teachers (tentative):

- Carita Forsgren, Senior Lecturer of Visual Design, freelance writer and producer, Tampere University of Applied Sciences
- Björn Stockleben, Professor of New Media Production, Film University Babelsberg, Germany
- Pierre Depaz, Creative Technologist, Film University Babelsberg, Germany
- Martyn Thayne, Senior Lecturer of Contemporary Media Practice and Digital Culture, University of Lincoln
- Mark Lochrie, Lecturer and Researcher in Creative Technologies, University of Central Lancashire
- Jaakko Hakulinen, Researcher in Speech based and Pervasive Interaction, Tampere University

ECTS: The amount of ECTS granted for this course is subject to the individual implementation of the partner universities. It is planned that differences will be covered by additional work in May/June for universities which require a higher workload. The participants will have to consider this when distributing the teamwork.



Course Outline

- **Mid March:** Access to the course platform and basic learning material. Opportunity of initial transnational networking.
- **Monday April 1st 13-17 CET** Kick-Off Plenary session I
 - Introduction to the course challenge
 - Overview of the course environment
 - Teambuilding Input for ideation phase
- **Monday April 15th 13-17 CET** Early plenary feedback
 - Submission of pitches before the session
 - Pitching the concepts, immediate peer feedback via chat or short questionnaire additionally to professional feedback from TV professionals and lecturers
 - Input for prototyping phase
- **Thursday May 9th 12-16 CET** Final Pitches in plenary Event mid-May
 - Pitching of final prototypes and instant feedback
 - Input for planning phase and information about onsite workshop in october
- **May-September:** Support for planning and project preparation by the transnational teams

Continuous Support

- Tutor channel on slack-based course platform
- At least one mandatory individual tutoring session for each team with one of the lecturers
- Release of dedicated learning materials, contextualized by short blog articles
- Ongoing support during planning phase to keep things cooking till workshop in autumn

Tentative Competencies and Themes of 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
 - developing interactive formats for the TV market
 - concept breakdown and project planning for interactive projects
 - Working prototypes of interactive TV interfaces
 - pitching and reviewing a media concept
 - explore creative potential of new media technologies
 - Slack as project management tool
 - interactive storytelling



- 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
- Gather and document domain knowledge
- Assign people according to skills and build up new skills not available in the team yet
- Create 3 short idea pitches
- Develop concept or Sketch/Prototype one idea
- Pitch final concept to experts
- Record short weekly progress videos/screencasts (1-2 minutes)

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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