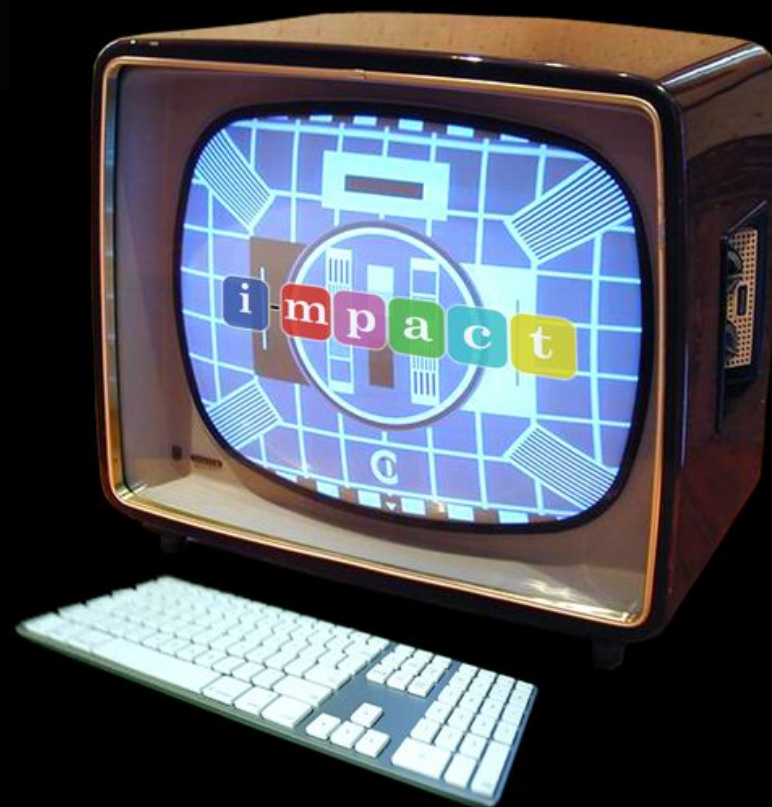


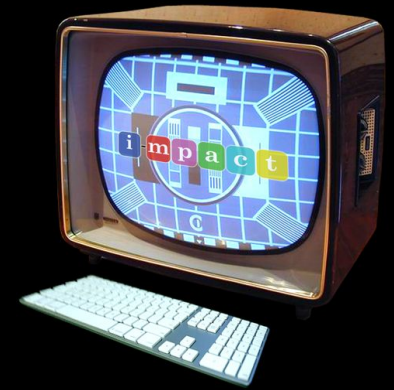


Interactive resource for Media Professionals & Academics Collaborating in Teaching

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University of Brighton



This session



- Context
- i-mpact project
- Online film & video
- Key challenges
- Demonstration: Screen captures
- Future plans and development
- Q&A, feedback and input!

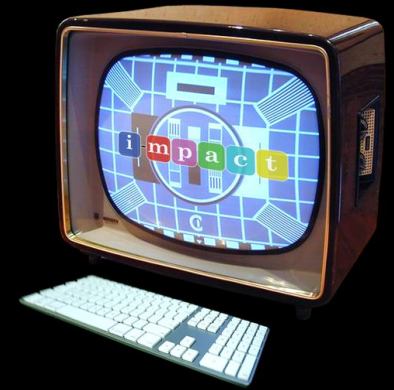
Overall Context



- Shift in behaviour within student demographic;
- Generation that is used to adapting to rapid technological change;
- Move towards online and blended learning;
- Rapid developments in technologies: fibre optic broadband and cloud computing;
- Video and Film over networks.



Institutional Context



- University of Brighton in Hastings – Widening Access;
- Department specialising in media practice;
- FdA/BA Broadcast Media, Television, Radio, Film, Postproduction Broadcast Journalism;
- Vocationally oriented and professionally accredited courses (both academic and professional);
- Media professional involvement – consultation, work placements, visiting lectures;
- Live briefs, industry simulations, real world working conditions;
- Innovations in media practice teaching and learning;
- Campus as film set;
- Continual asset generation.

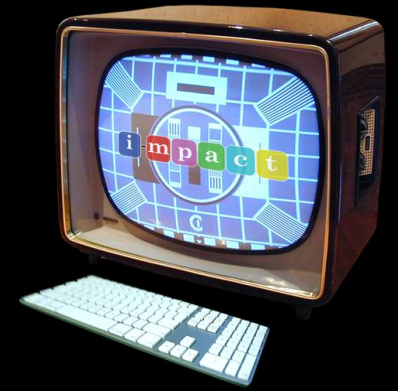
The i-mpact Project



- Funded by an ADM Fellowship, awarded in 2009;
- Enhance curriculum on vocationally oriented media production courses;
- Based on capturing, sharing and accessing resources from course-based production exercises (example rushes);
- To bring together and align professional and academic approaches.



Industry : Academic Parallels



- Complex data management – multi-streams of content, information;
- Move towards networked and online content;
- News Rooms, now fiction production (S-3D);
- Foundations of media practice and filmmaking is to edit/reuse/remix/repurpose;
- The marriage between media practice and OER;
- Limited academic responses – Technological or cultural?

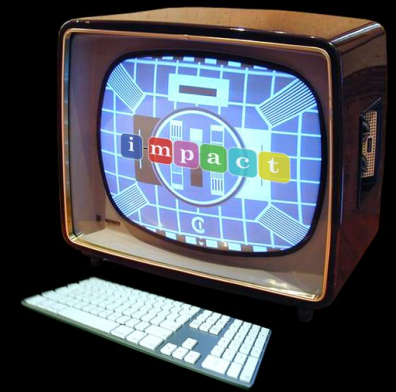
On-line Productions



- Tools for Fiction film, drama and visual storytelling – rushes;
- Modifiable film: *Sanctuary*
(Dir: Michaela Lewidge, 2008)
- A feature film release –
all assets uploaded,
and modified by the users



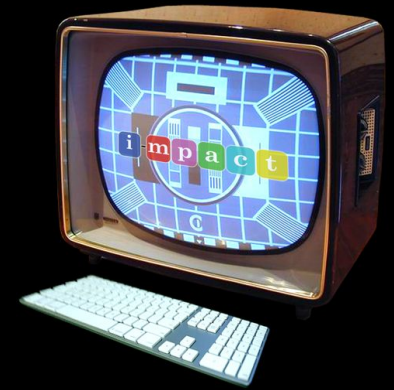
Industry Innovations



- Tapeless workflow systems
- Stereoscopic-3D
- Rapidly expanding sector, many career opportunities – Sports (OB) Programming, Feature film production, Sky Arts has just established a S-3D channel.
- Complex digital media data management systems – Data wranglers;
- Production design – specialist set and costume requirements.



The aims of i-mpact



- To support the student learning experience within media practice curriculum;
- To emulate industry workflow, principles and practice;
- To improve professionalism, employability and industry awareness;
- To ensure high-quality, relevant teaching and learning resources are constantly updated;
- To foster a culture of openness and sharing within media practice education.



**For any given clip of professional film and television--
any minute of public media, any documentary,
variety show, or children's entertainment program,
there are dozens if not hundreds of rightsholders
and stakeholders, ranging from the writers of the script
and writers and composers and publishers of the
music and the songs, to the musicians and actors,
narrators and puppeteers, all the way to the directors,
producers, investors, and underwriters.**

Accessing and working with video

- IPTV (and online *Google TV, iplayer, 4od, ITV player*)
- Commercial video distribution and online editing (*YouTube, Vimeo*)
- Education video distribution (*Box of Broadcasts*)
- Open video movement (*Wikipedia*)
- “Encouraging students and lifelong learners to become fluent in working with video and sound resources is emerging as a new cultural imperative for those who toil in the knowledge industries”

Video for Wikipedia and the open web, Version 1.0: A guide to best practices for Cultural and Educational Institutions, An Intelligent Television White Paper, By Peter B. Kaufman, October 2010.



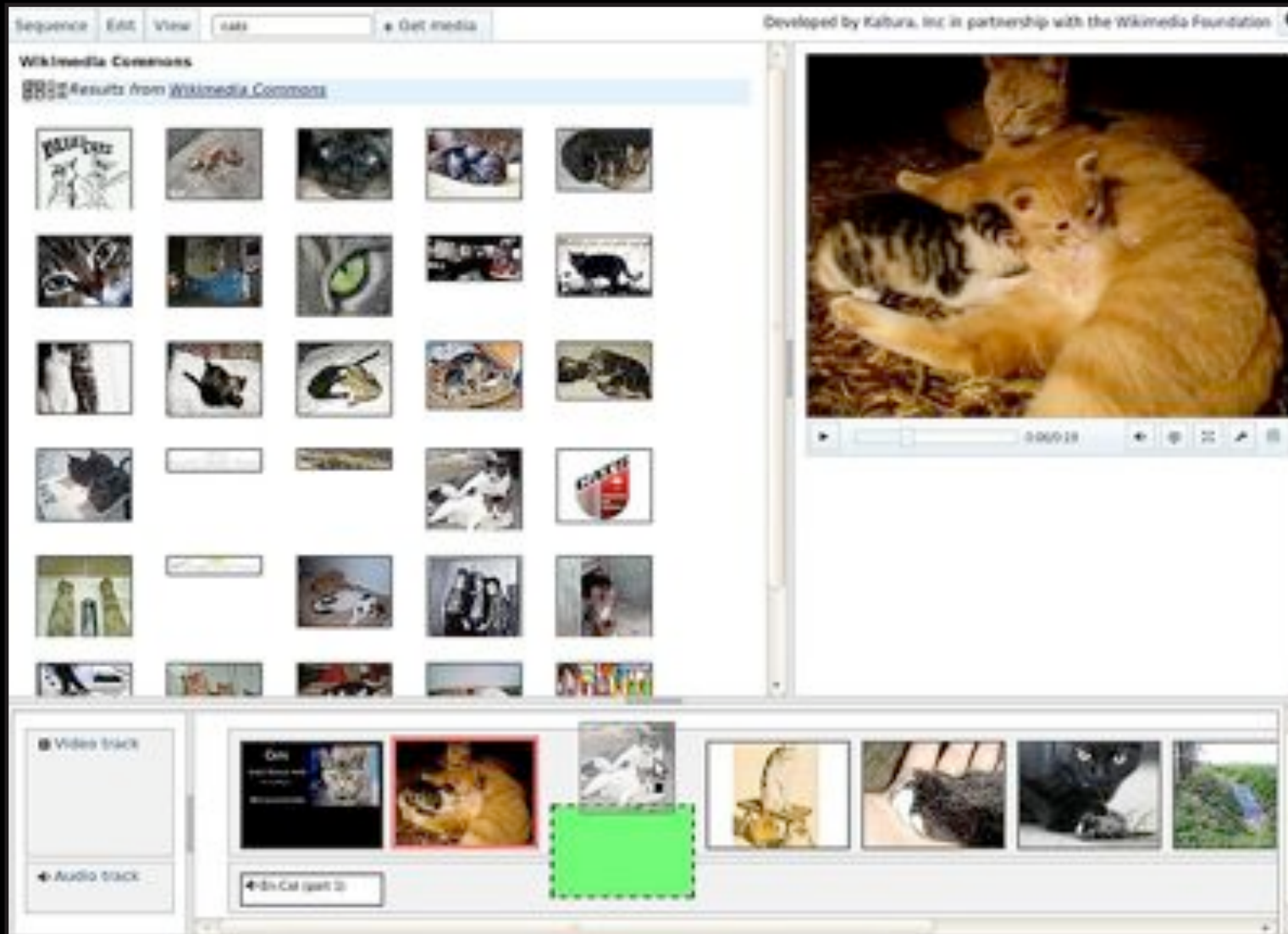
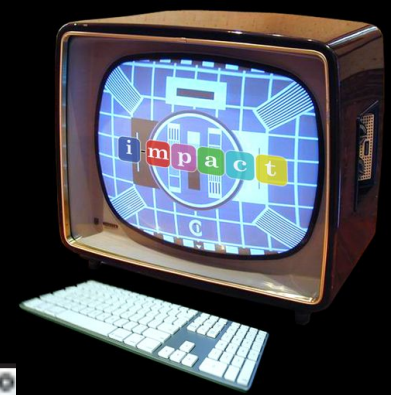


PHOTO The HTML5 media sequencer, jointly developed by Kaltura and Wikimedia and currently in testing, enables users

Student engagement with online video

- Volkswagen: Night Driving campaign
- Chevrolet Tahoe
- Trailer Mash website
- E4, Skins competition – download assets, edit together and then upload and comment.



The -impact application

- Application Demonstration...



Manifesto

- Users must have a verified affiliation with a university;
- Must agree to ***Creative Commons*** Licensing;
- To acknowledge the author/creator, not use the materials for commercial gain, to share and share alike;
- For every asset that is downloaded, one must be uploaded;
- Minimum high-resolution requirement;
- Use for teaching activities, assignment resources and peer review.



Deployment and development

- Beta testing at institutional level, adding comment/peer review function;
- Expand to a community of colleagues in partner institutions and organisations;
- Scalable database across multiple sites – and scalable delivery to mobile devices;
- To maintain original aim: for media production educators and professionals AND students!



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