



From Studio Bottlenecks to Teacher-Producers

A Skills & Support Map for Scaling Pedagogical Media on Shrinking Budgets

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Haaga-Helia



UNIVERSITY
OF OULU



Higher education has the ingredients

- ✓ Motivation
- ✓ Skills — we train them
- ✓ Infrastructure — it exists in most Finnish HE institutions

So why don't we have the media?



EduMedia – the project

2025–2027 ESF+ project

University of Oulu, Laurea UAS
and Haaga-Helia UAS

April 2025 survey

15 Finnish higher education institutions;
organisational support perspective

Building competences

Based on survey, infrastructure is there.
We began to build teachers' competences.

SURVEY SIGNAL

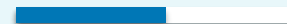
3.7 /5

solutions



2.7 /5

resources



Core tension: tools are ready — hours are scarce.



The training

PROSUMER MOVE

From media consumer to producer

A different role, not just new skills (Ritzer & Jurgenson, 2010)

COGNITIVE TOOL

Media as cognitive tool, not digital surface

Designed around CTML principles (Mayer, 2021; Kiikeri, 2025)

DIGITAL PRESENCE

Lecture theatre ≠ camera lens

Explicit on-camera coaching (Eranto, 2025)

Premise: competence is the ultimate time-saver.



Two course runs. Three institutions.

80

signed up

~60%

completed the course

18

finished a media product

"I would use these skills if I had the time."

— what teachers told us at every dropout point



The silent barrier

Gregory & Lodge. 2015

*"Teachers' and learners' time is the most important resource in the education system."
The CRAM model*

Kennedy, Laurillard et al. 2015

"Changes in academic practice need explicit recognition rather than silent absorption into existing work."

Kenny & Fluck, 2014, 2017, 2022

Eleven years later, the workload models have not changed.



Three changes

PRACTICE LEVEL

Featuring

one production, multiple courses, across disciplines

FACULTY LEVEL

Distributed media support

production help close to the discipline, not a central studio

INSTITUTIONAL LEVEL — THE FOUNDATION

Workload recognition

design-and-development hours appear in the workload allocation



Questions for the discussion

DIAGNOSTIC

Is media production visible in your institution's workload allocation?

STRATEGIC

If institutional workload recognition is the lever, who pulls it?

Let's discuss more!

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References & further reading

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