Media & Learning News

May 2011 Issue

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Access to European Television Archives

The EUscreen portal has been launched in beta format and contains videos, stills, texts and rich metadata, covering major historical events in Europe (and beyond) as well as providing insights into how people in Europe have lived for the last 60 years. You can look for clips and programmes by entering text, clicking on relevant search fields or by using the filters to refine what you are looking for. Experiments to try out various scenarios in schools based on EUscreen content will be launched in May.

Filming a web-documentary in Jerusalem

A film crew from Vidéoscop-Université Nancy 2, France, a MEDEA2020 partner, has just returned from a 5-day shoot in Jerusalem, for an historical web-documentary about the pilgrimage of Dom Loupvent, a 16th century monk. Due for release in 2012, the web-documentary is supported by the Thematic Digital University UOH (Université Ouverte des Humanités) and involves the participation of the historian Philippe Martin of the ISERL (Institut Supérieur d'Etudes des Religions et de la Laïcité). Further shoots are planned in France, Italy and Austria, following in the footsteps of this Benedictine monk who left his native Lorraine region on a quest to understand a changing world.

Call for articles on Educational Gaming

In parallel to the phenomenal rise of the digital game industry, the acceptance of games in other sectors has also been changing. Digital games have now been embraced by the academic research community as a research topic and have also been discovered by the education sector as a highly interactive media that can support and foster learning. You are invited to contribute to the July edition of the eLearning Papers on this topic, in a special edition called "Mixed realities, virtual worlds and gaming". The deadline for receipt of content is 27 May 2011, more information available from the eLearning papers website.

SVEA promotes Web 2.0 in VET & Adult Training

The EU-funded SVEA project, led by MFG Baden-Württemberg, is developing a range of training modules covering the use of web 2.0 and social networking applications in VET and adult training. The training is based on a regional needs analysis, carried out in the five partner regions, which identified the needs, trends as well as the challenges in integrating social media tools within VET and adult training throughout Europe. A first trial of the training modules will be carried out in May in Baden-Württemberg (DE), Wales (UK) and Flanders (BE). A second trial will take place in Piemonte (IT) and Extremadura (ES) in autumn 2011. Parallel to offering a training programme, a collaborative online platform has been developed that trainers can use to deepen their knowledge in the use of social media. Visit the project website for more information or get a preview of the platform here.
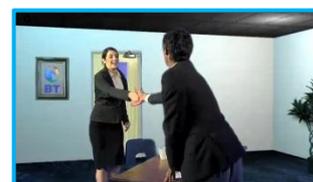
Featured Articles

7 levels to success

By Deborah Arnold, Vidéoscop-Université Nancy 2, France

Level 7, a MEDEA finalist in 2010, is an online video guide to interview techniques for careers professionals and young people, produced by Careersbox, the schools channel of the Cambridge-based company CareersINFO (UK).

Level 7 was produced to respond to a real need expressed by schools and employers to help young people prepare better for the world of work. "Schools were always asking for an interview techniques guide", says James Lawrence, partnership manager at CareersINFO. "Strangely enough there was nothing out there, apart from some rather dry, boring and outdated VHS cassettes!" The initiative was supported by British Telecom, where James was leading the recruitment and selection programme at the time.

In order to define the concept and content, employers were asked: 'What works for you? What kind of problems do you encounter? What would better prepare people for coming to work with you?' In parallel, focus groups at local colleges and schools helped understand what young people wanted to see and how they wanted to be taught. This gave rise to the game-based framework, organised into 7 fundamental steps which could be coached on, and which rewarded the students once they completed each stage, providing them with a review of what they had learnt. "The game format, with these incremental levels, was really important to make students feel they weren't being told what to do", stresses James.

The script writing drew on a range of skills in the Careersbox team, combining real labour market information with James' background in interviewing, the communications director Noah Konig's understanding of the schools audience and the first-hand research with young people conducted by the actress Samantha Lyden. The creative director, Nick Newman, ensured it worked for film.

Level 7 was shot over 5 days in the Careersbox green screen chroma key studio. As James says "It was a real team effort, with everyone involved at some point or another. This not only enabled us to keep costs down but also to keep it our own product." Editing took 6 months, clearly showing how much attention was paid to getting it right.

Careersbox was given carte blanche to push the creative boundaries, and Level 7 cleverly integrates a wide range of different media, from film (look out for the reference to the Wizard of Oz!) to modern art (the Lichtenstein cartoon look). The result, as the MEDEA judges pointed out, is a highly engaging resource, perfectly adapted to young people.

Level 7 is used in many different ways. Careers Wales West distributed it on DVD to work readiness advisors to compensate for the lack of access to broadband. Schools use the online version in the classroom, or set it as homework so that young people come to class prepared with opinions and questions. As one teacher says, "These videos are brilliant! ... They are just the right length to use in bite size pieces to emphasize the points, and the computer game levels are a great idea – students really like the format."

So, what next for Level 7? Careersbox is confident it will be around for a while yet and has plans for complementary resources on how to prepare a CV and a cover letter.

In conclusion, James Lawrence stresses the importance of being selected as a MEDEA finalist. "It gave us a real boost as an organisation. When you work within the philanthropic and 'nice to do' area, a lot of that goes unrecognised. Being part of the MEDEA community helps us become aware of a whole number of great resources and people doing great things, probably not for much commercial gain, but for all the right reasons."

Media & Learning Community of Practice launched

By Philip Penny, IADT, Ireland

Here is your invitation to join the community, to share and promote your expertise and interest in media and learning!

The MEDEA2020 partnership, linked to the MEDEA Awards, aims to bring together European know-how on media and learning. At the beginning of May we launched a new multilingual online community of practice (CoP) for practitioners interested in the use of media in education.

As a community member you can connect with other community members, start and join discussions related to media and learning related topics, and promote your own initiatives and events. If you speak French, German, Italian, Spanish and Polish, you can participate in language-specific discussions that are moderated by a native speaker and expert.

The first discussions in this community are aimed at establishing initial conversations and interactions on a variety of topics: *Conceptualisation*, sharing ideas and experiences; *Distribution*, how learning is delivered; *Production*, all aspects of how media is produced is discussed here including budgeting; *Usage*, how is the material best deployed in the classroom, including archived material; *Games*, how gaming concepts are integrated with learning material to deliver learning content, augmented reality is also

discussed here; *Intellectual Property Rights*, Creative Commons the Internet and all aspects of IPR are discussed here; *Assessment*, media literacy – teachers competences and how to fairly assess students work; *Specialised Topics* - Mobile Learning, Language Learning, Accessibility and Usability are all covered under this umbrella heading.

The team behind the community builds on the experience of the MEDEA Awards annual competition, a unique forum where excellent examples of media-based learning resources are adjudicated on and rewarded with the aim of promoting good practice, as well as on the Media & Learning Conference, which in 2010 facilitated online discussions to support and service its participants who shared their knowledge and views on topics such as IPR, media literacy, games and policy, which proved a resounding success.

The community is supported by moderators who are experienced practitioners and the MEDEA Awards organisation is proud to say that many members of its international judging committee have become community members and form the core of this new community. The team welcomes community requests for additional features and will keep adding functionalities in collaboration with its members.

Extensive resource database maintained by community

An integral part of this CoP is a searchable database that links to resource material related to the use of media in education. It includes best-practices such as the MEDEA Awards Showcases, IPR-related materials, production and editing guidelines, workshops and courses, relevant Lifelong Learning Programme projects, interviews, e-books and handbooks.

The resources included in this database will help inform and encourage debate between practitioners and for instance the specific community of experts established to address queries related to IPR.

To join and explore this community, visit the community.

Sottodiciotto FilmFestival in Italy

By Eleonora Pantò, CSP, Italy

Sottodiciotto FilmFestival is the most important Italian festival dedicated to "young cinema", which provides visibility and promotes audiovisual products made by children as an expression of their initiative and creativity. It began in 2000, promoted by the cultural association "Aiace Torino" and the Educational Department of the City of Turin. The aim was both to promote creativity among youngsters through presentation of works by under-18s, and to host a selection of works showing the world of the same age group, therefore becoming a reference for those who love the youth cinema of the past, present and especially the future.

The Festival is an established opportunity for entertainment, exchange, rediscovery, discussion, reflection, and fun for cinema-lovers of all ages. It is the most important national event dedicated to cinema production created by children, teenagers, and young adults at school (which compete in the sections of the national competition film products for schools), and independent works created by under-18s, the

cinema workers of tomorrow (which compete in the national extra-school competition products for under-18); it is also host to the best international production dedicated to youth.

Application is free and the closing date for applications is 30 June 2011. Download the entry form here.

In addition to focusing on works created by young filmmakers, who can match their older colleagues in terms of intelligence, determination and sense of humour, the Festival is also host to previews, restored films, special programmes and showings, workshops, seminars, and prestigious guests. The aim is to present and reflect upon the needs, aspirations, thoughts and dreams of tomorrow's adults. Sottodiciotto has given voice to a "young" cinema that is free from schemes, fresh and open to innovations, thanks to its originality and welcoming formula open to a type of public that is usually overlooked. All events are free of charge.

Tools of the Trade
If you can't find it, you don't have it! EBUCore explained

By Mathy Vanbuel, ATiT, Belgium

One of the major effects of the information society is the fact that we increasingly produce information objects of all kinds, texts, videos, photos, etc. and for all types of purposes: leisure, learning, profession... Creating these assets is one thing, finding them again maybe months or years later, when you would like to re-use them, or when you want to share them with others, requires considerable effort to label and tag these objects in a meaningful and efficient manner.

Dublin Core (DC) was the first commonly used metadata scheme, developed initially to tag and identify audio files for such storage and retrieval. DC nowadays is being used to define the information with which all types of assets (from books to films, from presentations to musical pieces) can be tagged so that they can be organised and searched by means of information technologies, for example through web portals.

The Simple Dublin Core Metadata Element Set is intrinsically a rather minimal metadata scheme that can be applied to many different types of assets in many different contexts, for example to categorise or define learning objects within learning environments. The simple metadata set can be extended by adding classifiers to the 15 basic elements of identification, resulting in what is called the Qualified Dublin Core. Nevertheless, users that wanted to adopt this DC standard within a specialised domain of content (for example in the broadcast or audio visual domain) quickly felt frustrated by its limitations: these professionals demanded more or other search terms with which they wanted to tag their items.

In the USA, the PBCore initiative for public broadcasters and AV producers, extends Dublin Core by adding a number of elements specific to analogue as well as digital audio visual (AV) assets. PBCore provides a standard for cataloguing and describing media objects in three general ways:

- Content metadata (Title, Subject, Description, and a new classification: Genre).
- Intellectual Property metadata (Creator, Distributor, Publisher, Rights Information).
- Instantiation or technical metadata (format, media type, duration, file size, data rate, aspect ratio, frame rate, and other technical or physical qualifications of the media asset).

Another approach to the metadata for AV assets is the EBUCore, developed by the European Broadcasting Union, which is even richer and probably more flexible than the PBCore, in an attempt to meet the standards requirements of European broadcasters and producers. In this way, EBUCore attempts to provide a bridge between cultural heritage databases and portals, AV producers, broadcast archives, media and learning object repositories, and world-wide-web ontologies.

EBUCore provides a number of specific metadata that are very useful for AV producers when tagging their assets: for example the publisher@role, type/genre@typeLink or videoFormat/aspectRatio tags as well as track information and audio format specifications, all addressing typical AV issues. It makes the EBUCore metadata schema, together with its possibility to further expand its classifications schemes to the specific needs of organisations, a considerable candidate for adoption when creating and archiving AV productions also in the education domain. It will allow easy transfer or distribution between archive portals or education repositories, and online exchange through national libraries, museum and video archives as is the objective of the European Digital Library and projects such as EUScreen and Europeana. More information is available on the EBU Tech website.

MEDEA News
Submit your entries for MEDEA Awards 2011

Entries for the MEDEA Awards are welcome in French, German, Italian, Spanish, Polish or English. Entry is free and the deadline for receipt of entries is 16 September. Finalists will be invited to take part in the Media & Learning Conference on 24-25 November, in Brussels.

Final date for receipt of contributions to Media & Learning Conference is 1 June 2011

Suggestions are very welcome for presentations, discussions or demonstrations that address the conference topics available here. Submit your suggestions for the Media & Learning Conference by 1 June. The Media & Learning Conference takes place on 24-25 November, registration is now open. Further information about the conference is available here.

Registration open for animation workshop

You can register now for the MEDEA2020 Animation workshops being held in Ireland as part of the EdTech conference. The first workshop takes place as a full-day pre-conference workshop on Tuesday 31 May, the second takes place as part of the conference as a half-day workshop on 2 June. More information available from the ILTA website.

New MEDEA National Contact Point in Lapland

The Centre for Media Pedagogy (CMP) at the University of Lapland's Faculty of Education was founded in 2001 to provide a site for university-level teaching, research and development in the areas of media education and the use of information and communication technology (ICT) in teaching and learning.

The Centre offers Bachelor's and Master's degree studies in Media Education, as well a study programme on the Educational Use of ICT, and

implements research and development projects in these fields. The Master's degree studies are open for international applicants. Presently, the University of Lapland is the only university in Finland that offers Master's degree studies in Media Education and a 60 ECTs study programme on the Educational Use of ICT. Another key component of the unit's work is its co-operation with a wide spectrum of educational institutions, businesses and communities at the local, national and international levels.

The Centre for Media Pedagogy is engaged in research on the roles of media in teaching, learning and everyday life; network-based education; online teaching and learning; and multimedia communication. The particular focus of this work is on design, implementation and assessment. The Centre's research also embraces studies of the role that media and ICT can play in development co-operation and in education in sparsely populated areas.

The Centre's current research interests are the educational use of mobile networks and mobile applications, simulations and virtual reality, digital video, and multidisciplinary approaches to learning environments that utilise playfulness and games. Also figuring prominently on the centre's research agenda are new pedagogical models in network-based teaching and the pedagogically appropriate use of ICT.

The centre organises biennial NBE – educational network-based conferences which have developed into informal and friendly conferences which participants attend to exchange ideas and information dealing with technological tools in education, teaching and learning in novel learning environments, and media education.

Related Awards Schemes & Events

EUROPRIX Multimedia Awards

The EUROPRIX Multimedia Awards address young, creative multimedia developers under 30, who work in the field of media design and e-Content. Focusing on innovation, creativity and originality, the main idea is to encourage the best young talent from all around Europe and establish a Europe-wide platform for promoting the best multimedia projects. In addition to the awards the EUROPRIX offers an international network of students, producers and lecturers. The deadline for EUROPRIX is 1 July.

Entries for Young Film Critic 2011 are now open

The Young Film Critic of the Year competition is open to any student aged 4-19yrs who is resident in Great Britain or Northern Ireland. There are four age ranges, with matching categories for those with a sensory impairment. Teachers normally submit entries as part of a whole-class activity. The competition aims to empower young people of all ages to become their own critics of film. This website provides resources for teachers about the competition, suggested classroom activities and notes. The closing date for entries is 16 September 2011.

Youth Video Awards in Australia

The winners of myfuture Video Competition were announced in Second Life on 15 April 2011. The winner of the Youth Video Awards is Alexei Ymer-Welsby for Scientist and the winner of the Viewers' Choice Award is Jesse Adler for Entrepreneur. More information about this competition is available from the website.

Serious Games event in Belgium

The second edition of SeriousGame.be takes place on 26 May in Louvain-La-Neuve. This event will provide a platform for sharing experience in the use of serious games in French-speaking Belgium. More information is available from the event website.

FÍS closing date coming up

The FÍS Film Festival in Ireland has now been running for 6 years and is a wonderful celebration of the creativity and imagination of children and teachers in Irish schools. The annual event attracts schools who have created short films from animations, documentaries to educational dramas. The closing date is 30th June 2011, more information is available from the website.

Game-Based Learning Summer School

The 7th CNRS School on Technology Enhanced Learning organised in collaboration with the community of the STELLAR network of excellence takes place 26 June to 1 July. This year the topic is Game-Based Learning and the summer school is open to academics, practitioners and PhD students. It will take place in Autrans (near Lyon and Grenoble), France. The programme and registration is available.

3 Minute Video Competition at DIVERSE Conference

Students and educators are invited to produce a 3-minute video highlighting any one of the DIVERSE 2011 Conference strands. This competition is organised by the 11th DIVERSE Annual Conference which will take place at Dublin City University (DCU) from 28 to 30 June 2011, and ViTaL, a video in education - HEA/ALT Special Interest Group. The closing date is 31 May 2011. For more information, visit the website.

Contact information

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