

Industry Professionals as Collaborators in Online Creative Learning: Case "*Concepting Reality Television*"

Carita Forsgren
Senior lecturer of visual design
Degree Programme in Media and Art
The Tampere University of Applied Sciences
Finland

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Background and Goals



Carita Forsgren
TAMK

OnCreate project

MOOC = Massive Open
Online Course

DOCC = Distributed Open
Online Course

Master Class



Björn Stockleben
Hochschule
Magdeburg-Stendahl

Background and Goals

In authentic learning, connected learning and PBL learning, students produce some of the learning materials themselves.

Also, the students will produce something concrete, and learn from this process.

In "Concepting for Reality Television", the student teams' goal was to make a so-called short pitch bible of a reality series idea, as well as make a short pitch video.

Outside experts on TAMK courses

In the authentic learning methods used at TAMK Media and Arts, professionals working in the field are often used in the courses in various ways, such as

- a professional gives a live guest lecture on a course
- students may watch a video where the professional gives a lecture
- students may read a book written by the professional, as part of their course literature
- a professional holds a live question and answer session for the students
- the students get feedback from the professional on their work at various stages of the course
- the professional is a client who expects the students to deliver work that will be implemented in real life

Outside experts on other courses

Previous experiences:
SGDSS with
Maja and Paul Pivec



Serious Game Design Summer School

- Tampere, Finland, 2010
- Tampere, Finland, 2013
- Graz, Austria, 2014



- DEMOLA TAMPERE
- DEMOLA VILNIUS
- DEMOLA BUDAPEST
- DEMOLA OULU
- DEMOLA SOUTH SWEDEN
- DEMOLA EAST SWEDEN
- DEMOLA SLOVENIA
- DEMOLA LATVIA
- DEMOLA BASQUE COUNTRY
- DEMOLA SAINT PETERSBURG
- DEMOLA GUADALAJARA
- DEMOLA CANARY ISLANDS



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The real value in networking is to know when to use resources that are outside of your company. If you're short on brainpower for fresh ideas and new perspectives, Demola is the answer.

We have an international pool of young talent from all fields of science, university partners with the latest research, and an award-winning innovation platform to guarantee real results.

Course platform

Featured courses



AppCademy Online - Introduction to Pitching



Mike Bradshaw
Sensei

716



Free



How to start crowdfunding



Kristiina Pääkkönen
Communication Coach, Country Manager

429



Free



Learn to Build Mobile Apps from Scratch



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Road to the Free Digital Society



Vitaly Repin
Dare to know!

352



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Learn HTML5 Programming From Scratch



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Eduonix

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Creating hardware systems and applications with the Cx language



Nicolas Siret
CEO

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The Eliademy platform

Some of the TV experts

YLE: Mape Morottaja, Pentti Väliahdet

Aito Media Ltd: Ilkka Hynninen

EBU: Nathalie Labourdette and others



TUHKIMOTARINOITA
Tyttöjen ilta



vorher

EBU

nachher



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Aito Media

Ajankohtaista

Suomen huutokauppakeisari pokkasi vuoden parhaan tv-ohjelman

Suomen huutokauppakeisari ja Au pairit Kultainen Vuosi -ohjelmasta

Ensimmäinen yhteinen ohjelma: Jethro Rostedt, Aki Palsanmäki ja Janne

Concepting Reality TV: Course structure

- 1) Students team up; introductions, warm-up tasks of watching reality series and talking about them – which series are most liked or most hated? Why?
 - Tasks submitted into an open Forum, teams and tutors give feedback to each other on the next day (discussion encouraged by tutors)

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3) Teams have their first idea sessions on their own concepts and submit the ideas

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4) Live video session with the executive producer Ilkka Hynninen from Aito Media Ltd giving mid-course feedback

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- 7) Feedback from the YLE and EBU producers on the concepts

Challenges...

- Not all went well with the course platform Eliademy!
- Some team members felt left out...

...and surprises

Janet Frawley of RTÉ joined the course - a pleasant surprise!

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- Training News
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RTÉ appoints Janet Frawley as Head of Formats

22 Sep 2014 :



RTÉ Global, the sales and distribution arm of Irish public broadcaster RTÉ Television, has promoted Janet Frawley to head of formats.

In her new role, she will grow the company's format portfolio and direct and develop its Format Farm initiative, which develops and co-finances format ideas with the Irish independent production community. Pilots are then broadcast on RTÉ to test their

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market appeal.

"From paper to pilot, this initiative gives support to the production of original TV formats for both Irish and international audiences," she said in a statement. "We have such confidence in the industry that Format Farm has expanded from an annual call-out for ideas to a year-round search for the best formats on the market."

RTÉ plans to order the best format ideas to come out of Format Farm directly to series.

For the past six years, Frawley has developed and executive produced formats for RTÉ and was instrumental in reorganizing and relocating its flagship daytime show

Results and evaluation

How the expert-provided material was used by students:

- a) The video interview by **Pentti Väliahdet** (YLE): 2-3 students on the course had clicked on the YouTube links for this material. In other words, the students had not watched the interview at all.
- b) The written-text interview by **Mape Morottaja** (YLE): As the Eliademy platform has no way for the course designer to check if a student has really looked at the linked course materials, it is unclear if the students read this text or not.
- c) The live Q&A video conference with **Ilkka Hynninen** (Aito Media Ltd): The date and time for this were announced four weeks in advance, but only one student actually took part in the conference session.
- d) The **final feedback** by Mr. Väliahdet, Mr. Hynninen, Ms. Labourdette and the rest of the EBU people: The students appreciated getting this feedback for their efforts.

Results and evaluation

Positive feedback from the students

EBU asked if there could be another course

In summer 2016, the course will be held again

Where to next?

Could the method formed during the Concepting for Reality Television course be adapted to other courses?

In a blend of master class and university course, students and experts from broadcasting companies and independent production companies would come together, in order to create new concepts outside the usual professional hierarchies...

...thus forming a mutual gathering place, a campfire where people with same interests meet. Like a band of paleolithic hunters sharing knowledge and experiences, planning new hunting trips...

Keep the fire burning!

Thank you!

carita.forsgren@tamk.fi
@CaritaForsgren