

Vertiefungsmodul Interdisziplinär VCA - Media Innovation Lab with ETH Media Technology Center

Designers and engineers work together on the future of media

Angebot für

Bisheriges Studienmodell > Design > Bachelor Design > Design interdisziplinär > 5. Semester
Bisheriges Studienmodell > Design > Bachelor Design > Cast / Audiovisual Media > 5. Semester

Nummer und Typ	BDE-VCA-V-I-5555.21H.001 / Moduldurchführung
Modul	Vertiefungsmodul Interdisziplinär VCA
Veranstalter	Departement Design
Leitung	Martin Zimmer; William Crook (Animation); Gäste: Severin Klingler (ETH Media Technology Center) Assistenz: Caroline Feder, Nina Rothenberger
Zeit	Di 26. Oktober 2021 bis Fr 12. November 2021 / 8:30 - 17 Uhr
Ort	ACHTUNG: nur am 11.11.21 im Raum 6.T47 Toni Areal (ZHAW), 6. Stock
Anzahl Teilnehmende	8 - 18
ECTS	4 Credits
Lehrform	Seminar / Atelier
Zielgruppen	Wahlpflichtmodul Bachelor Design, 5. Semester
Lernziele / Kompetenzen	Interdisciplinary collaboration between designers from different disciplines with computer science specialists Simulation of the work of a lab artist or a lab designer Interaction and communication with ICT specialists Audience- and application-oriented approach to media innovation Idea generation and creation based on one's own personality as a designer Learning an interdisciplinary discussion and feedback culture
Inhalte	ETH's Media Technology Center is a place where researchers and industry partners work together on projects to shape the future of media technology. The center provides a platform to work on technological innovations at the intersection of media technology, digital journalism, and design. The idea of the module is that students from all design fields create media content and media formats based on inventions and developments of the MTC. There are no limits to idea generation and creativity. Courage to push boundaries and experiment is explicitly encouraged, based on the basic design skills and artistic ideas of the participating students. Projects of MTC are, for example: City-wide Augmented Reality: Development of stories, experiences, and graphics that MTC could incorporate into their prototypes. We think of something like time travel to old Zurich or crime thriller in the streets of Niederdörfli. Swiss Voice Assistant: Content for MTC's voice assistant, what are stories you could tell using a voice assistant? Perhaps like Bandersnatch on Netflix but in Swiss German and only with speech? What interactions can be implemented only with different dialects? Video synthesis project: which new media formats can be enabled by automatically generating audio and video? TX Group, Ringier, SRG/SRF, the NZZ Media Group, and ETH Foundation support

MTC.

Leistungsnachweis / Testatanforderung	80% Anwesenheit; Kreation und Produktion von prototypischem Content für Software-Entwicklungen des Media Technology Center
Termine	26. Oktober - 12. November 2021 (ohne Montage)
Dauer	3 Wochen
Bewertungsform	Noten von A - F