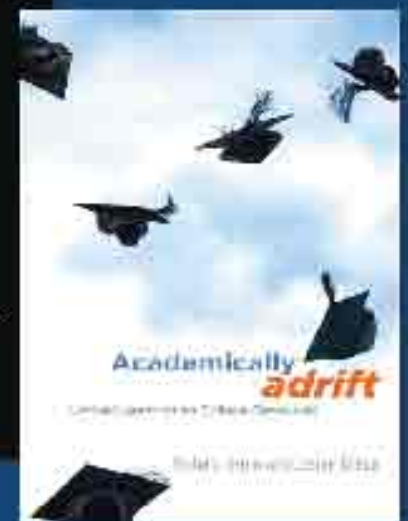
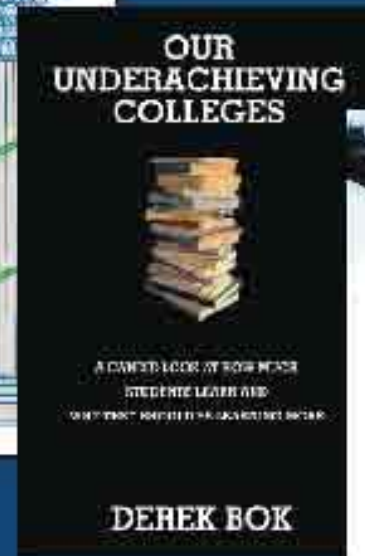
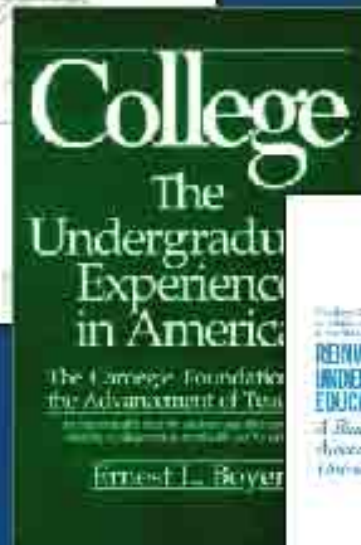
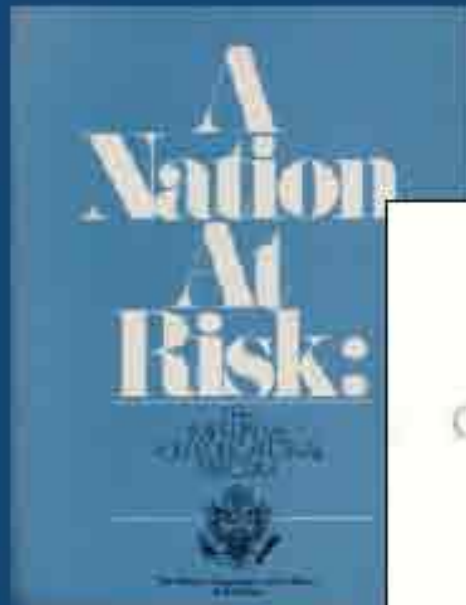


THE
FUTURE
AND
PAST
AND
PRESENT
OF
MEDIA
EDUCATION

Holly Willis • School of Cinematic Arts • USC • UFVA Conference • 8/3/11

Envisioning the Future Group

We're in trouble...



our students
understand and
define knowledge
differently

the shift is epistemological

Pew Internet and American Life Project

<http://pewinternet.org/>

MacArthur Foundation Digital Media & Learning Initiative

<http://spotlight.macfound.org/>

New Media Consortium

<http://www.nmc.org/>

EDUCAUSE + Educause Learning Initiative

<http://www.educause.edu/>

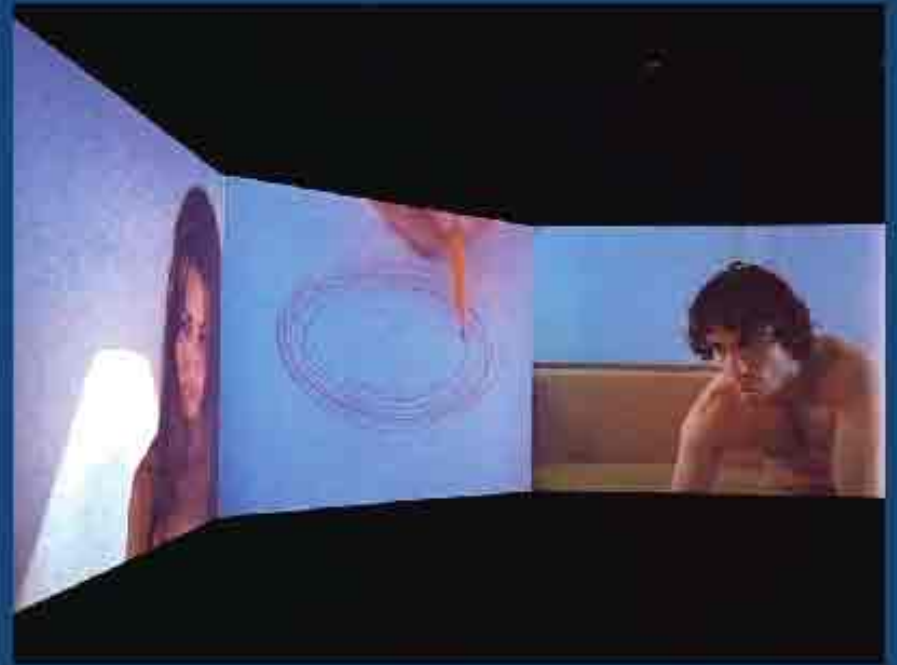
HASTAC

Humanities, Arts, Sciences and Technology Advanced Collaboratory

<http://hastac.org/>

OUR
FIELD
HAS
EXPANDED
AND
BOUNDARIES
HAVE
BLURRED







New interfaces for storytelling
The Whale Hunt | Jonathan Harris | 2007



Generative Narrative
What I Did Last Summer, Alex Dragulescu

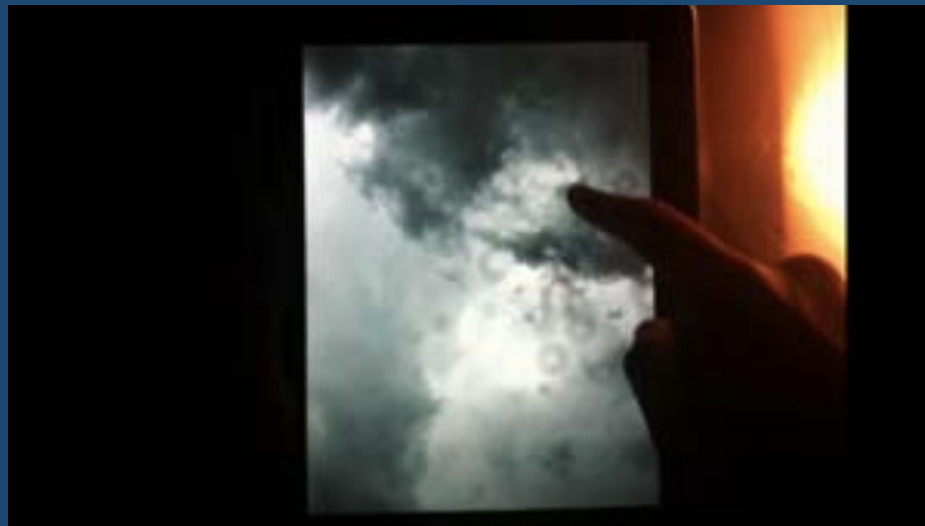
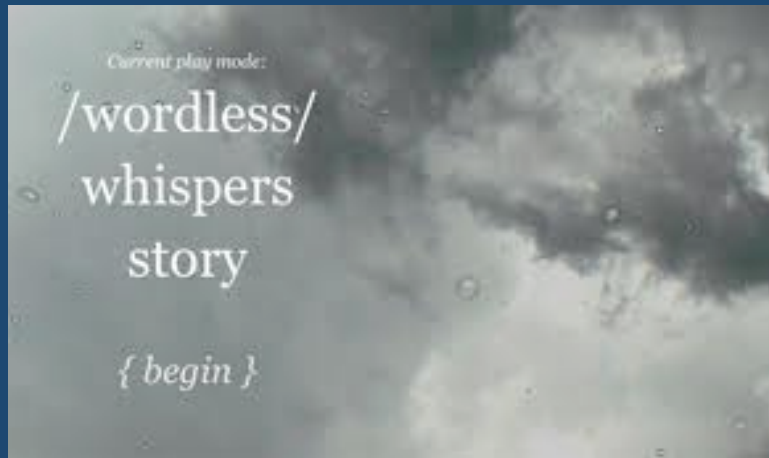


Can You See Me Now? 2003

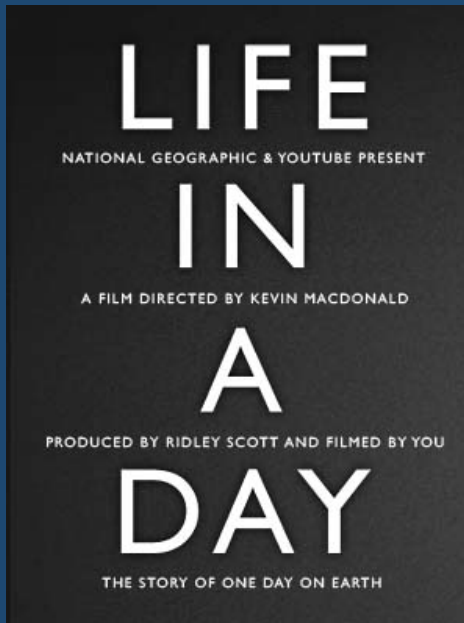


A Machine To See With, 2010

Locative Storytelling Blast Theory Projects



iPhone Narrative Strange Rain, Erik Loyer



Crowd-Sourced Narrative: Life in a Day project

**WE
ARE IN A
UNIQUE
POSITION**

**WE
CAN
RESHAPE
HIGHER
EDUCATION**

#1

Consider new
learning paradigms...

curricular learning paradigm

* J.L. Lemke, “Metamedia Literacy: Transforming Meanings and Media,”
*Literacy for the 21st Century:
Technological Transformation in a Post-typographic World*

curricular learning paradigm
could become
interactive learning paradigm



J.L. Lemke, "Metamedia Literacy: Transforming Meanings and Media,"
*Literacy for the 21st Century:
Technological Transformation in a Post-typographic World*

participatory media

.....shift from individual expression
to community involvement.....

Henry Jenkins, et al,

“Confronting the Challenges of Participatory Culture:
Media Education for the 21st Century”

.....distributed collaborative
engagement.....

Cathy Davidson & David Theo Goldberg
The Future of Learning Institutions in a Digital Age

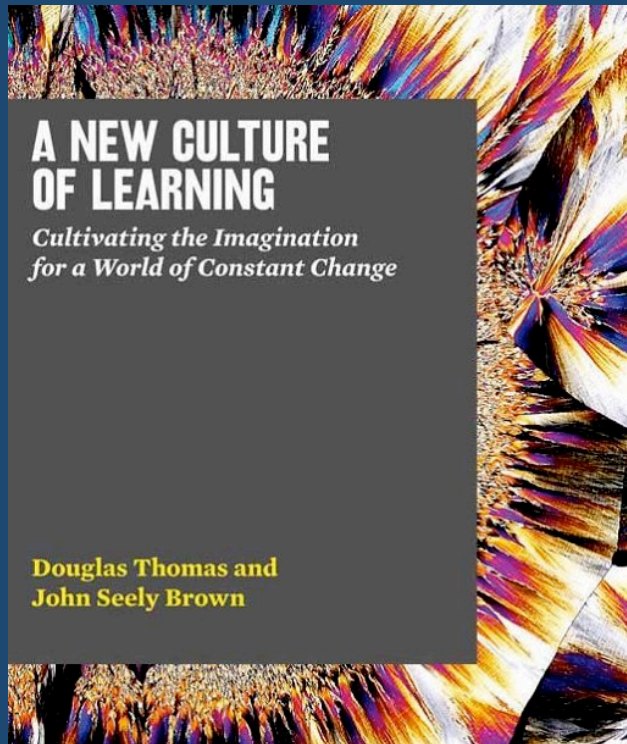
#2

Shift from content to
context...

A New Culture of Learning:

Cultivating the Imagination for a World of Constant Change

Doug Thomas & John Seely Brown, 2011



“It’s all about taking this vast river of data or information and creating a context in which the information makes sense and can be understood.”

J.C. Herz, “The Space Between: Creating a Context for Learning”

#3

Value the informal and
rethink the formal...

Hanging Out, Messing Around, Geeking Out:

Living and Learning With New Media

Mimi Ito, et al, 2009

The National Survey of Student Engagement

-----first year experiences/seminars-----
-----learning communities-----
-----collaborative assignments-----
-----study abroad-----
-----capstone projects-----

“If high impact practices are largely in the extra curriculum (or co-curriculum), then where are the low-impact practices?”

Randy Bass

Center for New Designs in Learning and Scholarship

post-course era?

#4

Be open to openness...

+++++

Open Universities

Khan Academy

OpenCourseWare

+++++

#5

Be attentive to systems
thinking...

Quest Learn

WHAT'S GOING ON?

Quest to Learn is a school for digital kids. It is a community where students learn to see the world as composed of many different kinds of systems. It is a place to play, invent, grow, and explore. [Tune In for a weekly update.](#)



#1

Consider new learning paradigms...

#2

Shift from content to context...

#3

Value the informal & rethink the formal...

#4

Be open to openness...

#5

Be attentive to systems thinking...

**HOW
DO
THESE
IDEAS
CONNECT
WITH THE
INDUSTRY?**

new
learning
paradigms



new
paradigm
creatives





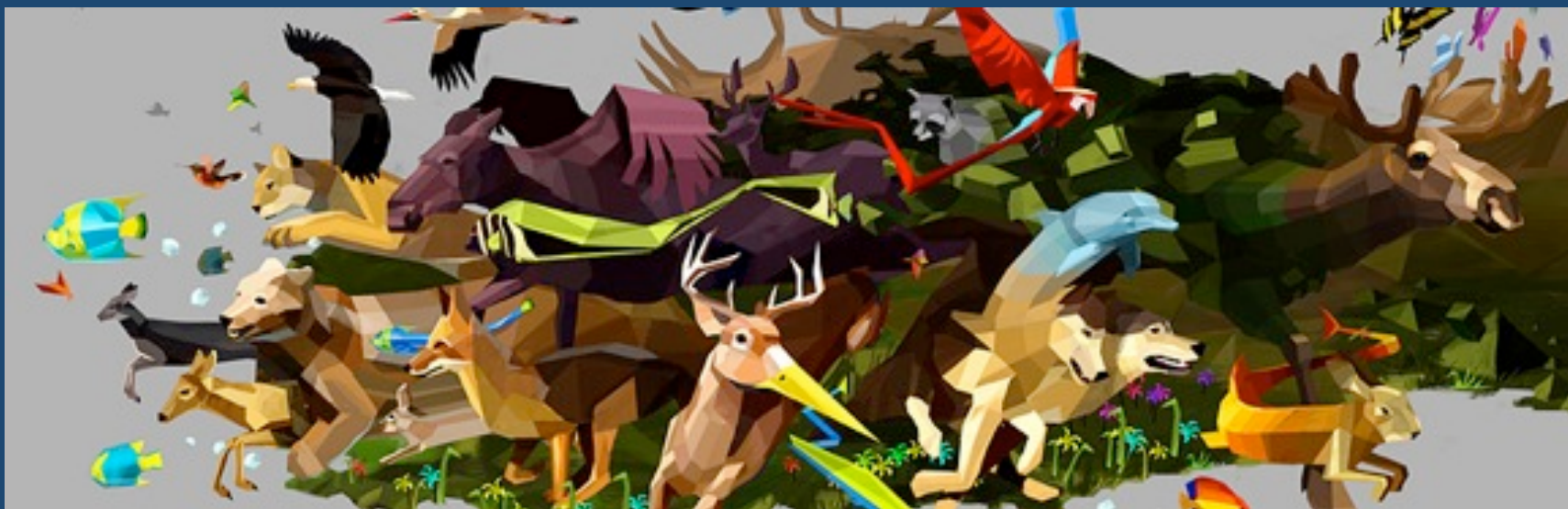
Mirada

“I think the future of storytelling needs to be very, very rooted in tradition but very nimble toward the future, and that's the philosophy behind the company.”

Guillermo del Toro, co-founder, Mirada

“I think the filmmakers who are going to really stand out looking forward are the ones that are rooted in traditional storytelling, but are completely in tune with technology.”

Mathew Cullen, co-founder, Mirada



Three Dreams of Black Music Video

context

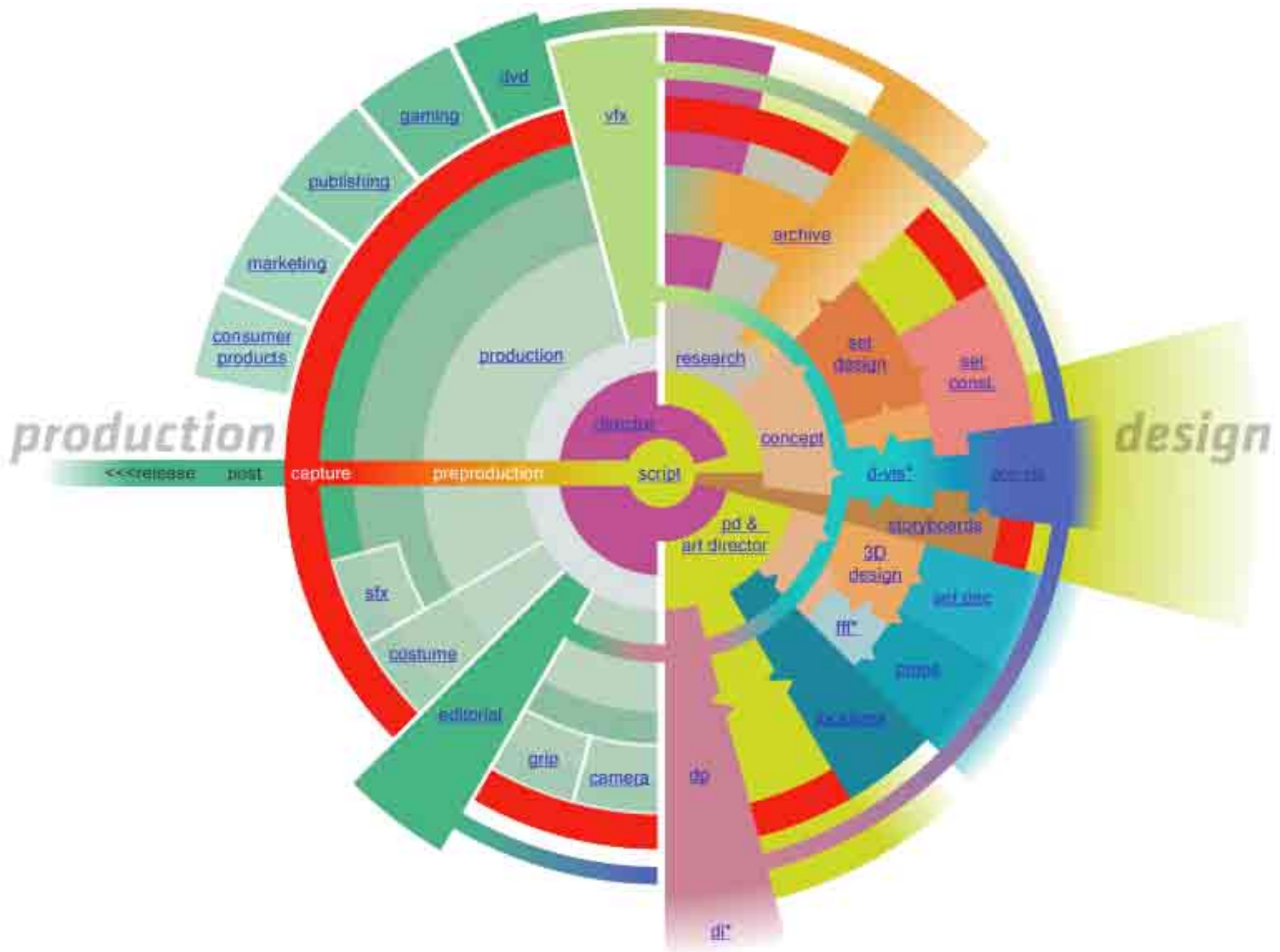


worldbuilding

“If there’s no script, let’s look at the global context of the story, and start thinking about it that way.”

Alex McDowell







5D | THE FUTURE OF
IMMERSIVE DESIGN



5D Newsletter SIGN UP



Autodesk



5D is a group of designers, scientists, artists, and educators who talk about learning about seeing better stories.

Who we are

Where we have been

Latest news

UX11 Experience Design Forum in Wellington, New Zealand

FMX 2011 is about to begin!

Digital Storytelling: World Building in a Digital Universe

Transmedia, Hollywood 2: Visual Culture and Design

**informal
learning
&
informal
making**





open
resources

open
filmmaking



RECLAIMING FAIR USE



How to Put Balance Back in Copyright

PHOTOGRAPH BY JEFFREY ROJAS

transmedia

systems
thinking

immersion

convergence

**HOW
DO
THESE
IDEAS
CONNECT
WITH OUR
TEACHING?**

#1

Consider new learning paradigms...



#1

Consider new learning paradigms...

The logo for 'tmap' is displayed in a white rectangular box against a red background. The word 'tmap' is written in a bold, lowercase, sans-serif font. The 't' is black, while the 'm', 'a', and 'p' are white. Below 'tmap' is the text 'media arts + practice' in a smaller, black, lowercase, sans-serif font. The entire logo is set against a white background that is part of a larger white rectangular area within the red frame.

tmap
media arts + practice

#2

Shift from content to context...

- * Experiments in Stereoscopic Imaging
- * Interactive Experience and World Building
- * Immersive Moviemaking:
Gestural Interface for Cinematic Design
- * Production Sequence: With Worldbuilding

#3

Value the informal & rethink the formal...

Reality Ends Here

Alternate Reality Game...

Minimum length = 2 standard pages.

COMIC BOOK

#11258

30
20
15

ABOUT SOCIAL JUSTICE

#11237

35
25
20

AT OR INVOLVING THE CINEMATIC ARTS LIBRARY

#11237

10
15
25

ABOUT A SEARCH FOR FREEDOM

#11278

30
20
15

INVOLVING BODY HORROR

#11206

30
20
15

Make a trailer for an imaginary film.
Minimum length = 1 minute.

TRAILER

30

20

#11233

"And where once you had the freedom to object, to think and speak as you saw fit, you now have censors and systems of surveillance coercing your conformity and soliciting your submission."
- Valeris, V for Vendetta

INVOLVING SPYING

30

20

15

#11231

Some theories, most notably special and general relativity, suggest that suitable geometries of spacetime, or specific types of motion in space, might allow time travel into the past and future.

REGARDING SPACETIME DISTORTION

30

20

15

#11250

INVOLVING A FLOWER

20

15

10

#11193

AT THE BEACH

20

10

5

#11257

HERB FARMER

The Unholy Five 1/5



SCA Alumnus and Professor Herb Farmer began his lifelong association with USC in 1938, only nine years after the founding of the program. Farmer brought his own camera with him, which would become the first official camera of USC cinema.

ELIZABETH DALEY

SCA Faculty 4/5



Elizabeth Daley was appointed Dean of the USC School of Cinematic Arts in May 1991. Daley has been honored by American Women in Radio and Television and was twice nominated for a Los Angeles Area Emmy Award.

#3

Value the informal & rethink the formal...

Reality Ends Here

Alternate Reality Game...

&

Reality Starts Here

Gateway Course...

#4

Be open to openness...


Critical Commons
For Fair & Critical Participation in Media Culture

[Home](#) [Review List](#) [About us](#) [Contact](#) [FAQ](#) [Clips](#)


Search for Clips

in


Featured Clips




Buffy The Vampire
Slayer - Stalking Scene
(episode #1)




30 Rock graduate
students




Marshall McLuhan
cameo in Annie Hall





Blade Runner 3D photo
scene



Fight Club Ikea
Catalogue Scene

[Upload a Clip](#)

#4

Be open to openness...

Lecture Library

Economics of Seinfeld

by Critical Commons Manager

Scenes from the NBC TV series Seinfeld are used to illustrate economic principles at work in everyday life

For the past three years, Linda Ghent, who is Chair of the department of Economics at Eastern Illinois University, and two fellow Economics professors, Alan Grant and George Lesica, have been using clips from popular culture to illustrate theories of economics in everyday life. Their website **The Economics of Seinfeld** includes descriptions of over a hundred clips from the TV show that ran for nine seasons on NBC. Ghent and her team have now begun adding the actual clips to Critical Commons, making the media more readily accessible to those wanting to teach economics via popular culture. Their goal is to encourage students to "start seeing economics everywhere – in other TV shows, in popular music, and most importantly, in their own lives."



Seinfeld: The Fusilli Jerry (Mechanics)

by Larry David & Jerry Seinfeld (1995)

Jerry's car is broken and he takes it to a new mechanic. The new mechanic gives an estimate that Jerry believes is too high. George says, "Of course they're trying to screw you—that's what they do. It's because you don't know anything about what's going on under there!" George also says that Putty, Jerry's regular mechanic, wouldn't try to screw him. Reputation for honesty can overcome moral hazard problems.



Seinfeld: The Fusilli Jerry (Jerry's move)

by Larry David & Jerry Seinfeld (1995)

Elaine's new boyfriend, Jerry's mechanic David, has stolen a bedroom move from Jerry. Jerry wants him to stop using it, but Elaine wants to continue to enjoy it. In the end, Jerry ends up "selling" the property right for a cheaper bill for car repair.

#5

Be attentive to systems thinking...



Scalar

Anatomy of a Scalar Book



Pages



Media



Paths



Annotations



Tags

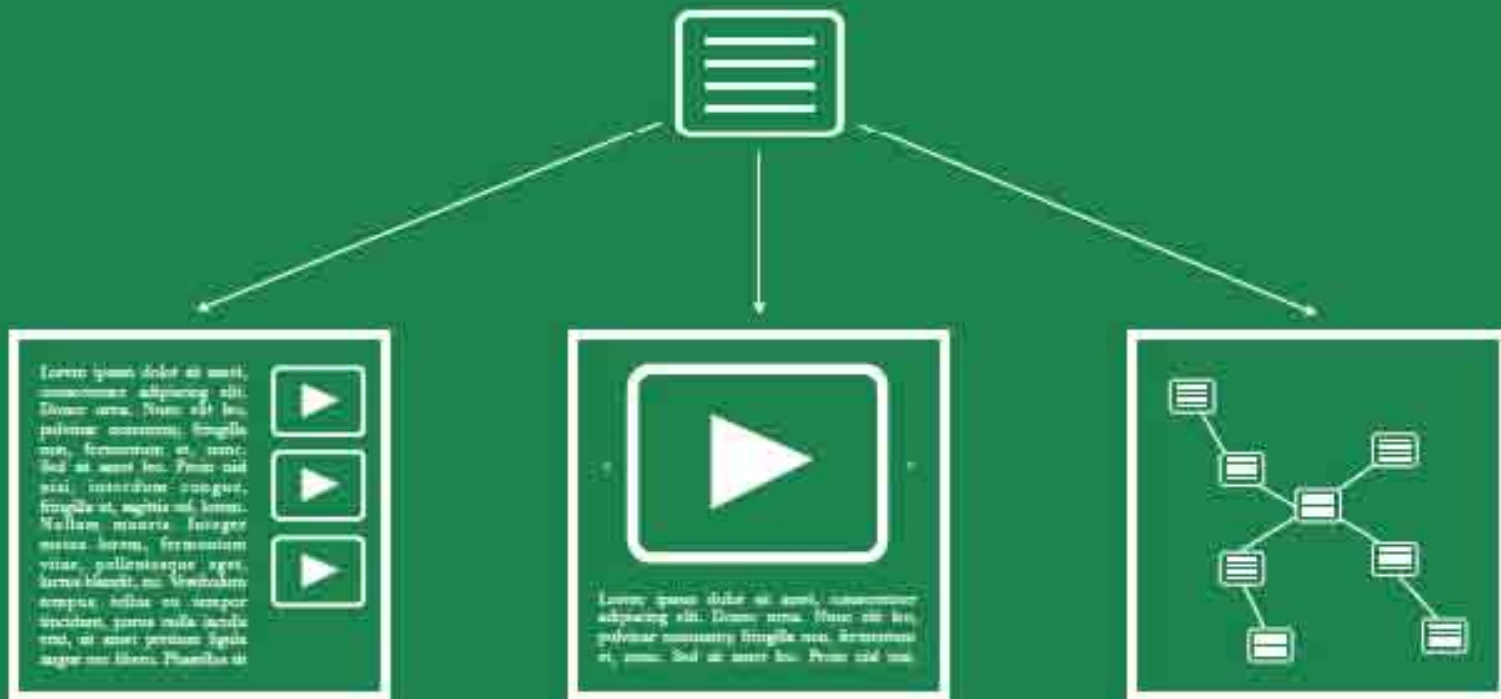
Page



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec urna. **Nunc elit leo,** pulvinar nonummy, fringilla non, fermentum et, nunc. Sed sit amet leo. Proin nisi nisi, interdum congue, fringilla ut, sagittis vel, lorem. Nullam mauris. **Integer metus** lorem, fermentum vitae, pellentesque eget, luctus blandit, mi. Vestibulum tempus, tellus eu tempor tincidunt, purus nulla iaculis erat, sit amet pretium ligula augue nec libero. Phasellus sit amet **arcu ac diam** pharetra tempus. Aenean lobortis, eros sit amet gravida elementum, lacus nisi dignissim arcu, a luctus tortor ante a augue. Quisque fermentum ipsum vitae magna. Curabitur metus. Integer feugiat, lacus dapibus porta ornare, tellus eros scelerisque nunc, **quis sodales** ~~arcu elit sit amet ante~~. Donec gravida, lorem ut rutrum iaculis, tortor neque molestie lectus, dictum interdum mi est sit amet turpis. Nunc scelerisque elit.



Views



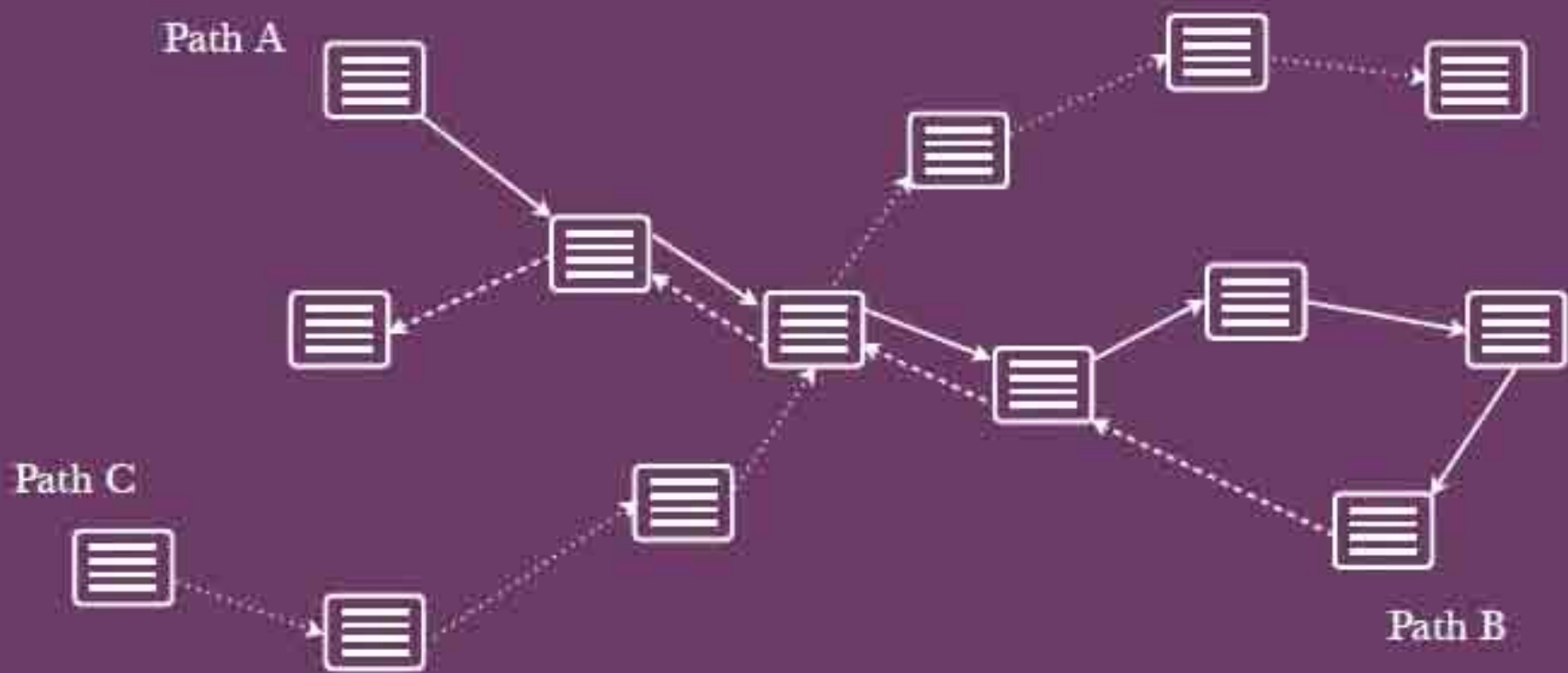
Text Emphasis

Media Emphasis

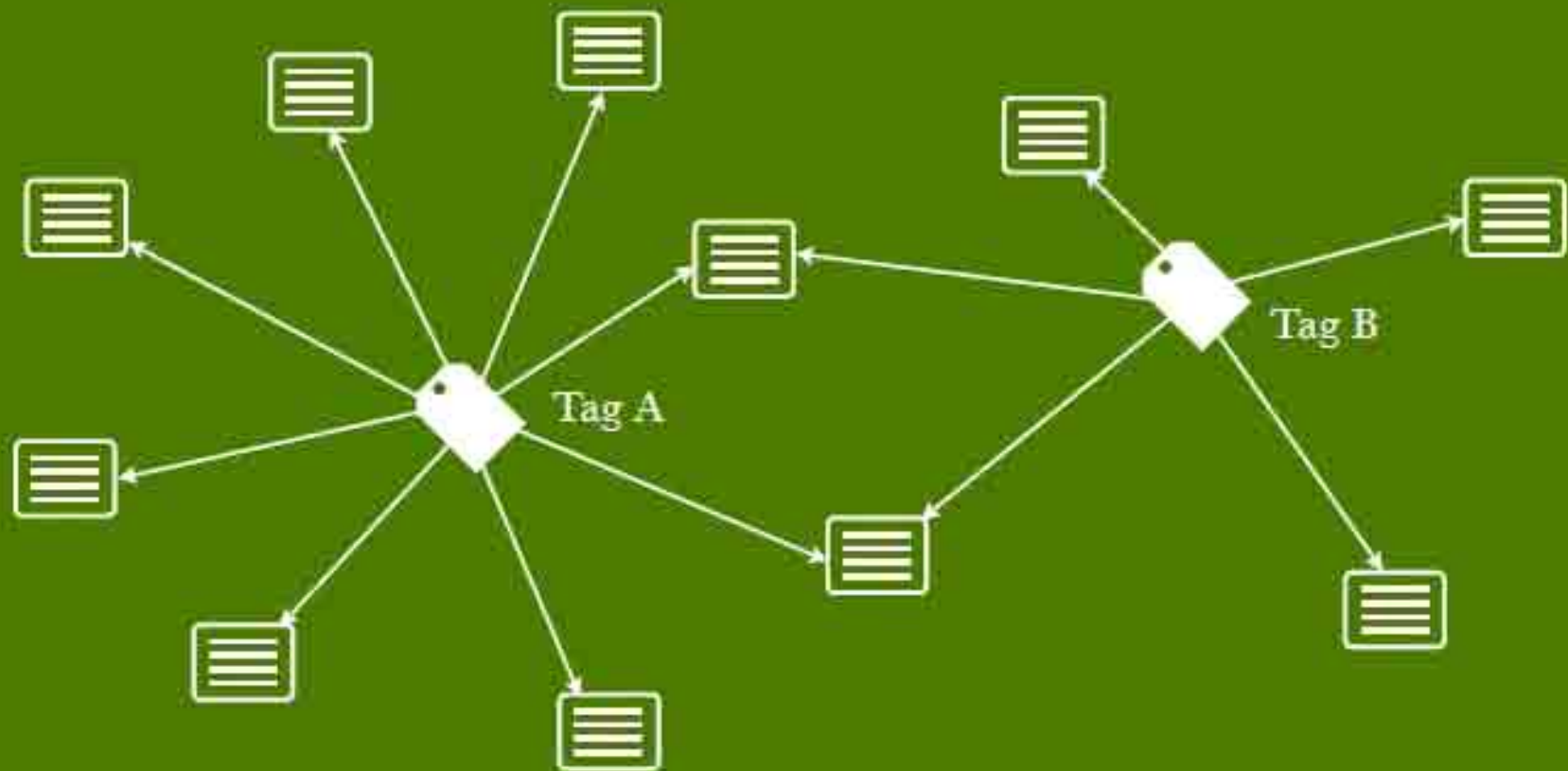
Visualization

and more...

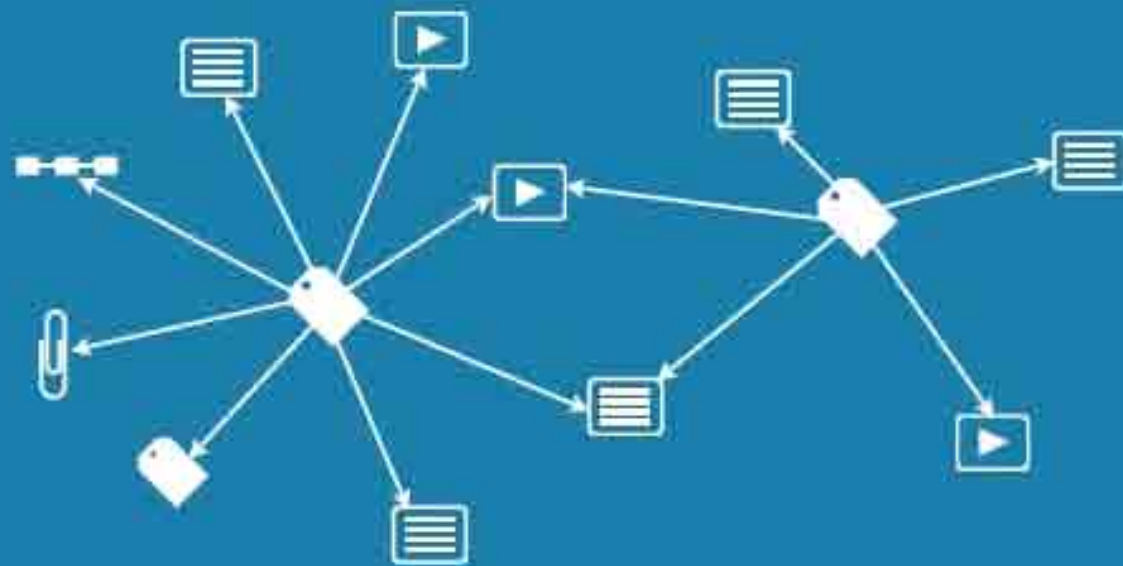
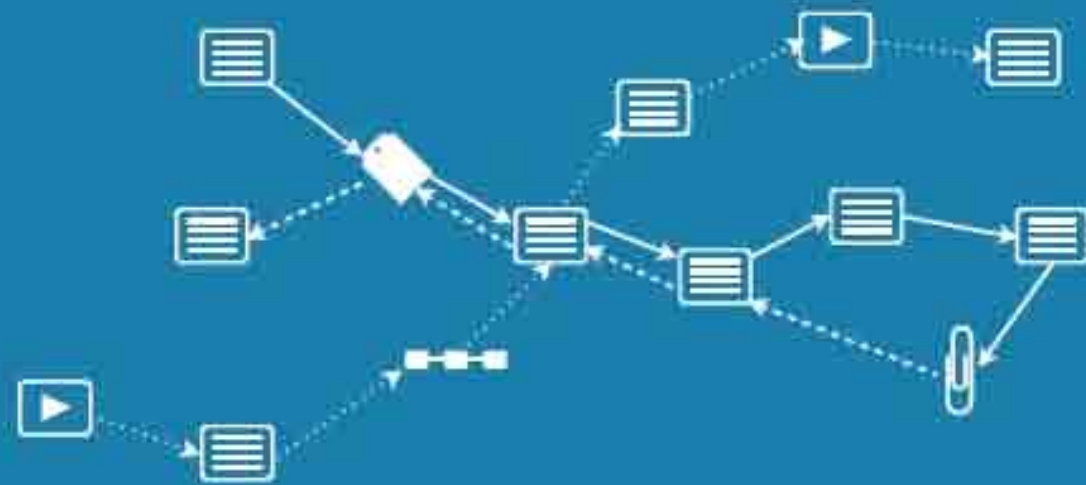
Paths



Tags







New learning paradigms...

Emphasis on context...

The informal...

Openness...

Systems thinking...

**WE
CAN
RESHAPE
HIGHER
EDUCATION**

THANK YOU!

hwillis@cinema.usc.edu