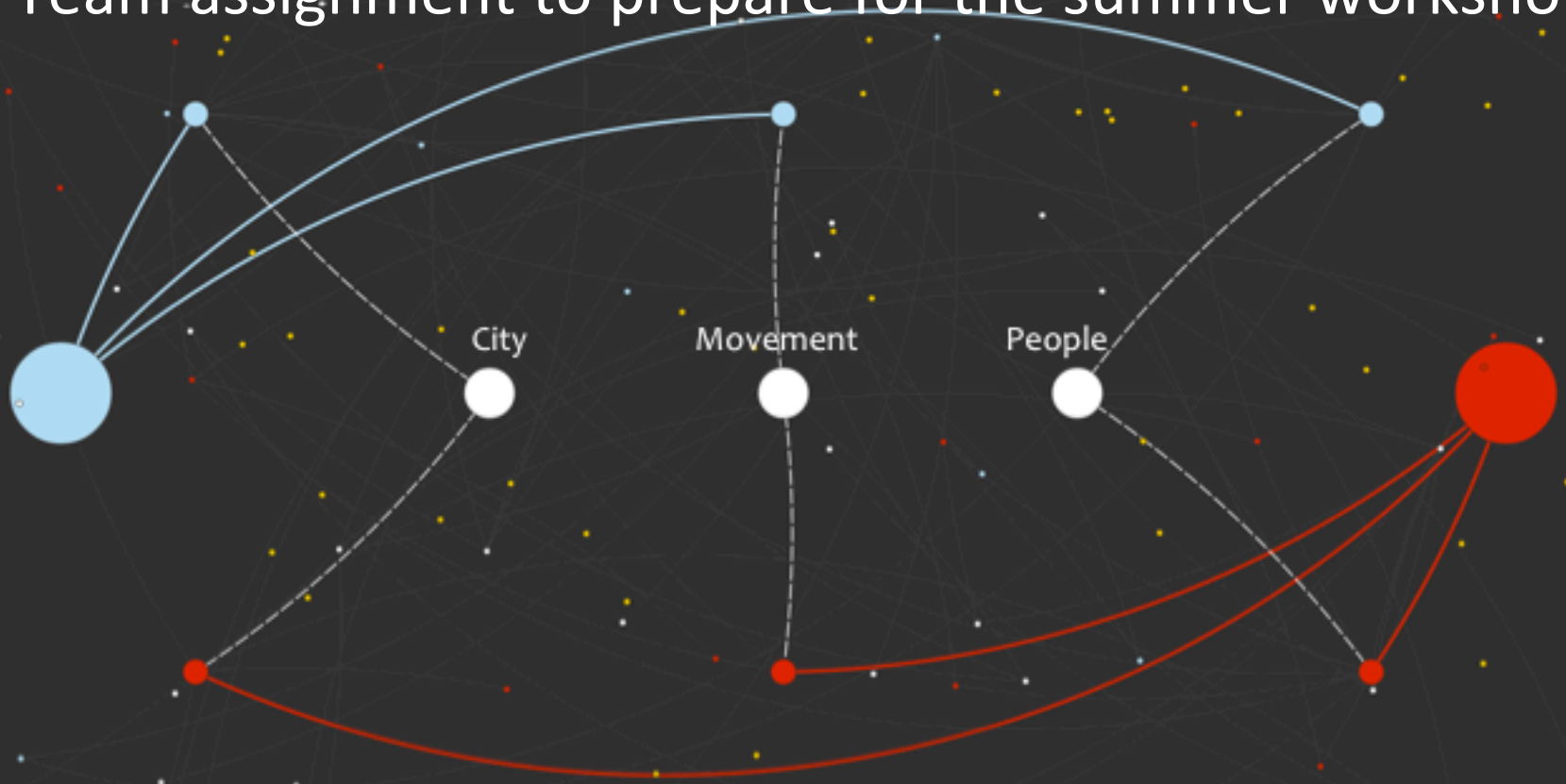


Global Digital City / Interactive Documentary: Team assignment to prepare for the summer workshop



Global Digital City Summer Workshop, 18-29 July 2016

Studio for International Media and Technology

University of Salford

MediaCityUK

Team Assignment to complete before the workshop:

Create Themes and Make Media about your city

Your team will make new media resources about your city and bring these to the UK workshop in July.

- You may produce media of any type using still or moving images and/or sounds, and original texts, in any combination of digital forms and formats.
- Plan to create a large number of media resources so you have a good selection of media to work with during the workshop. Your team should bring hundreds of individual media resources to the workshop.
 - See the page “Working with Media Types” for recommendations and requirements.
- Organize your media production plan by Themes. Any media resource can be related to more than one Theme.
 - See the page “Working with Themes and Keywords as Metadata” for the process.
- Work as a team and create Themes about your city, then make a plan to produce media about each theme. 4-8 Themes are recommended. 10 Themes are too many.
- Create media resources to document your city by Theme. Each Theme should have at least 50 media resources related to it, and 100 resources per Theme will be better.
- Meet with your team to review your media resources. Classify your media resources by Theme. Record your Resources and Themes in a Metadata Table (see Figure 1).
- Choose the best 20 Media Resources for each Theme, and create Keywords about each resource. Record the Keywords in the metadata table (see Figure 1).
- Bring the Media Resources and metadata table with you to the workshop.
- Bring more than one copy of your Resources. Carry your hard drives with you.

Figure 1: Metadata Table Format

| THEMES – same set for all resources | KEYWORDS – list for each resource

MEDIA RESOURCES
↓

	THEME 1	THEME 2	THEME 3	THEME 4	THEME 5	THEME 6	Number and order of keywords can be different for each Resource. Repeat or use new keywords as needed.					
image01	x	x					kw1	kw2	kw3	kw4	kw5	...
image02				x			kw7	kw8	kw9	kw2	kw10	...
Image03			x		x		kw4	kw9	kw22	kw35	...	
image04		x				x	(etc.)		
image05	x							
image06					x					
video01		x	x				햇	hot	감기	cold	젖은	wet
video02					x		大	big	小	small	干	dry
video03	x						Format for Multi-language keyword pairs					
sound01				x								
sound02						x	
...							...					

- To indicate Themes for each Resource use “X” in the column for that Theme.
- Write Keyword names in a list for each Resource – no need to use special order for keywords.
- Use MS Excel or Google spreadsheet so that you can Auto-sort Keywords. SORTING IS VERY IMPORTANT!
- On a separate page make a single column or row of all keywords to sort by alphabet to review the complete set.

Team Assignment to complete before the workshop:

Working with Themes and Keywords as Metadata

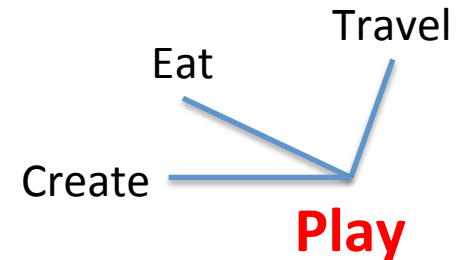
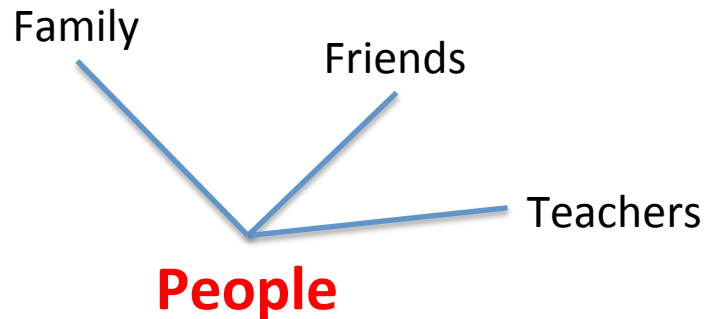
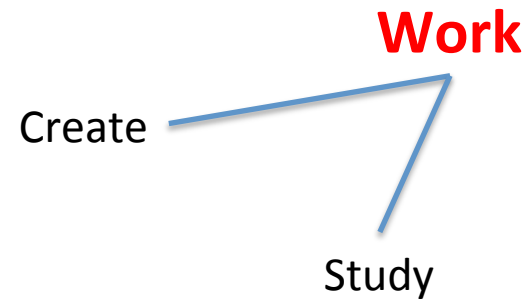
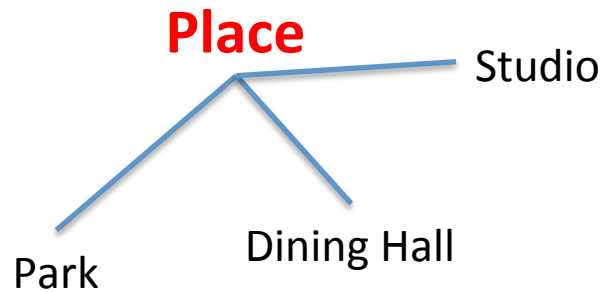
Your team will organize media production using Themes.

1. To create your Themes begin by considering four “Parent Themes” about your city: *People, Place, Work, Play*.
 - See the following pages about Themes and their relationship in graph structure.
2. Imagine new Themes that connect to the Parent Themes and reflect characteristics of your city. Create themes that help you share your experiences of the city.
3. Agree upon 4 to 8 new Themes for your team. A new theme may connect to more than one of the four Parent Themes.
 - Multiple teams may use different Themes about the city, or they may share Themes.
4. Create a team production plan for making hundreds of media resources, so that you have plenty of media resources to work with when you are at the workshop.
 - See the page “Working with Media Types” for recommendations and requirements
5. **Agree upon a uniform naming+numbering convention to identify each media file.** Use unique numbers as much as possible. Do not try to create a unique name for each resource to describe the contents!!
 - See the page “Working with Media Types” for an example naming convention
6. Create a Metadata table (a spreadsheet) to classify each resource according to Theme. See Figure 1 for a diagram of a Metadata Table.
7. Select 20 media resources that best represent each Theme. For each of these 20 resources assign keywords. A Keyword describes unique and important content and quality of a media resource. Assign 5-8 Keywords to each media resource. Choose keywords that describe significant aspects of the resource.
8. A keyword may be used for more than one media resource. Use Keywords consistently: A given keyword should indicate similar quality and content in each media resource where it is assigned.
9. Maintain a list of all of your keywords in a spreadsheet, recorded in a single row or column (to aid auto-sorting). Store this list with your metadata table on a separate page.

Using graph structure to create Themes

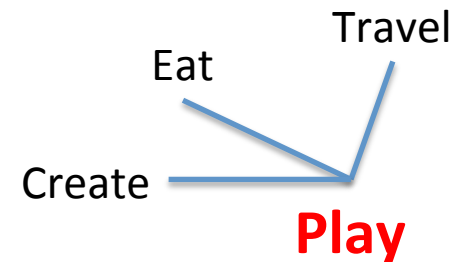
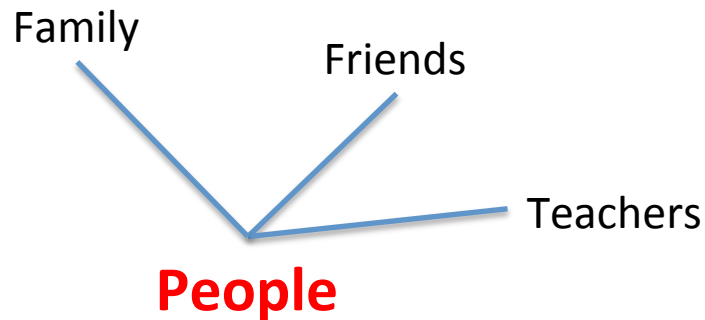
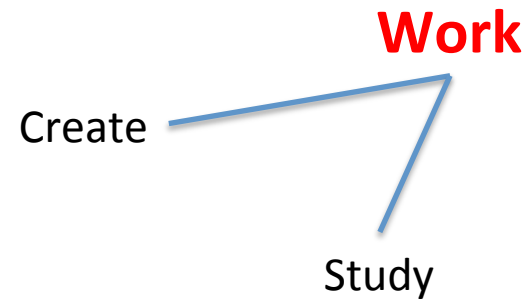
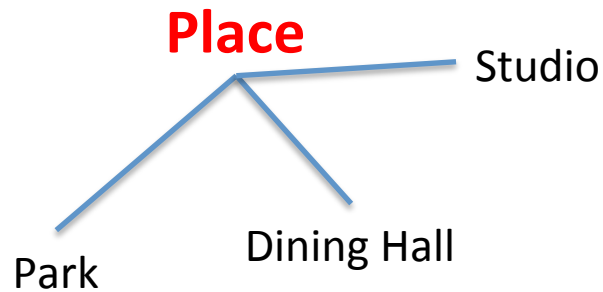
GRAPH TERMINOLOGY: **NODES** and **EDGES**
Themes are **Nodes**. Relationship lines are **Edges**.

The **red Themes** are Parent Themes.



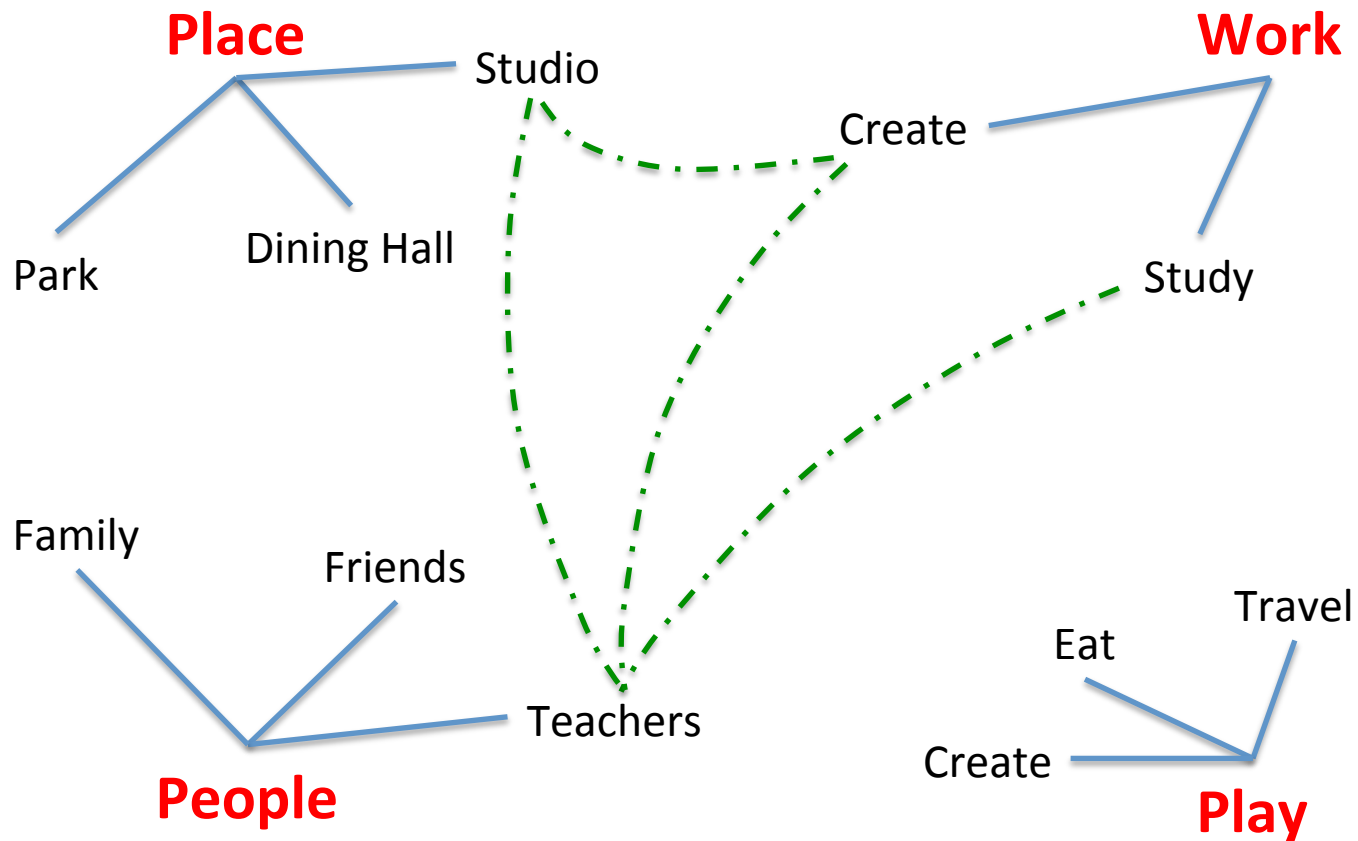
This type of Edge (relationship) is by **CLASSIFICATION**

CLASSIFICATION: Themes are related by sharing a common class or common type

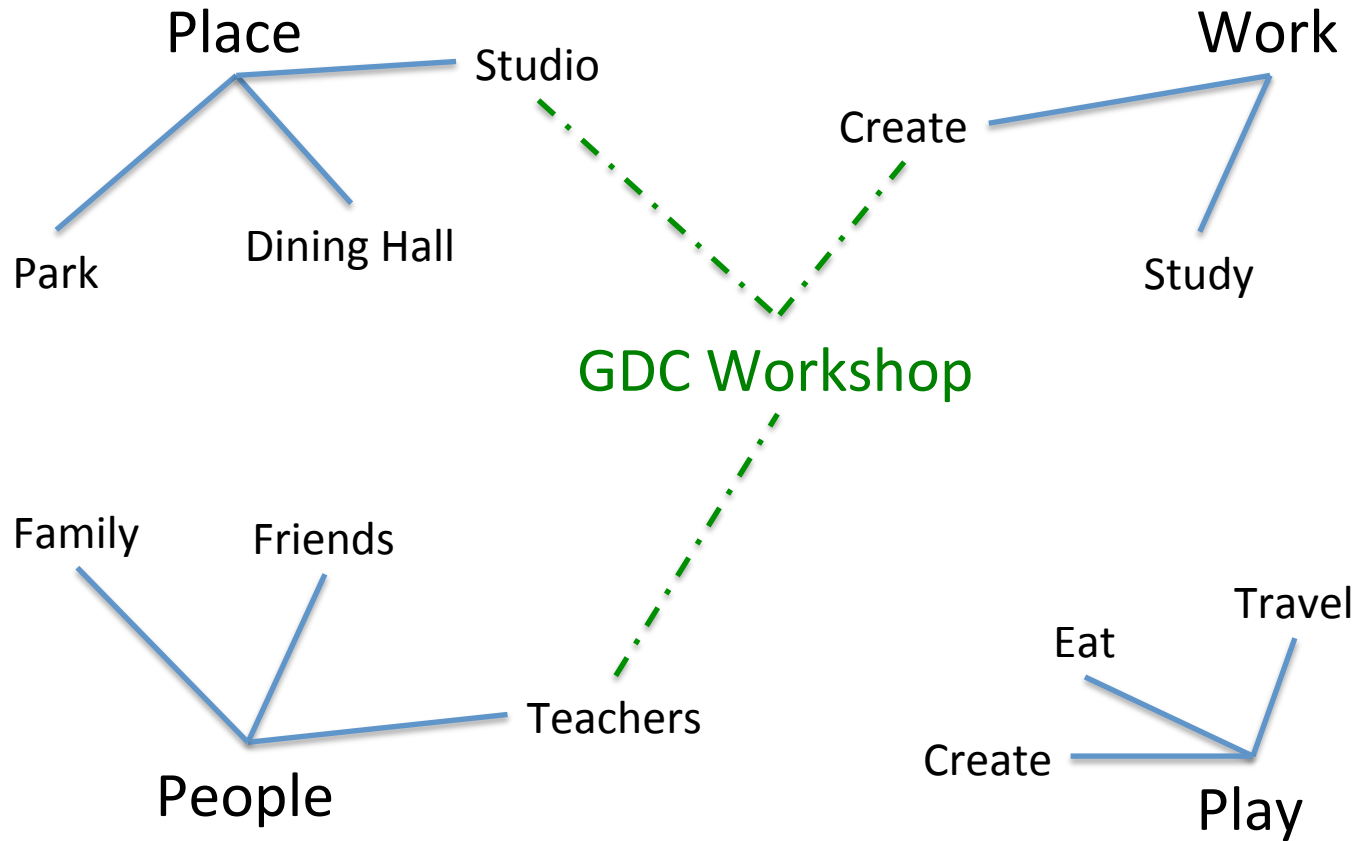


This type of Edge (relationship) is by ASSOCIATION

ASSOCIATION: Themes are related by sharing a new idea through association

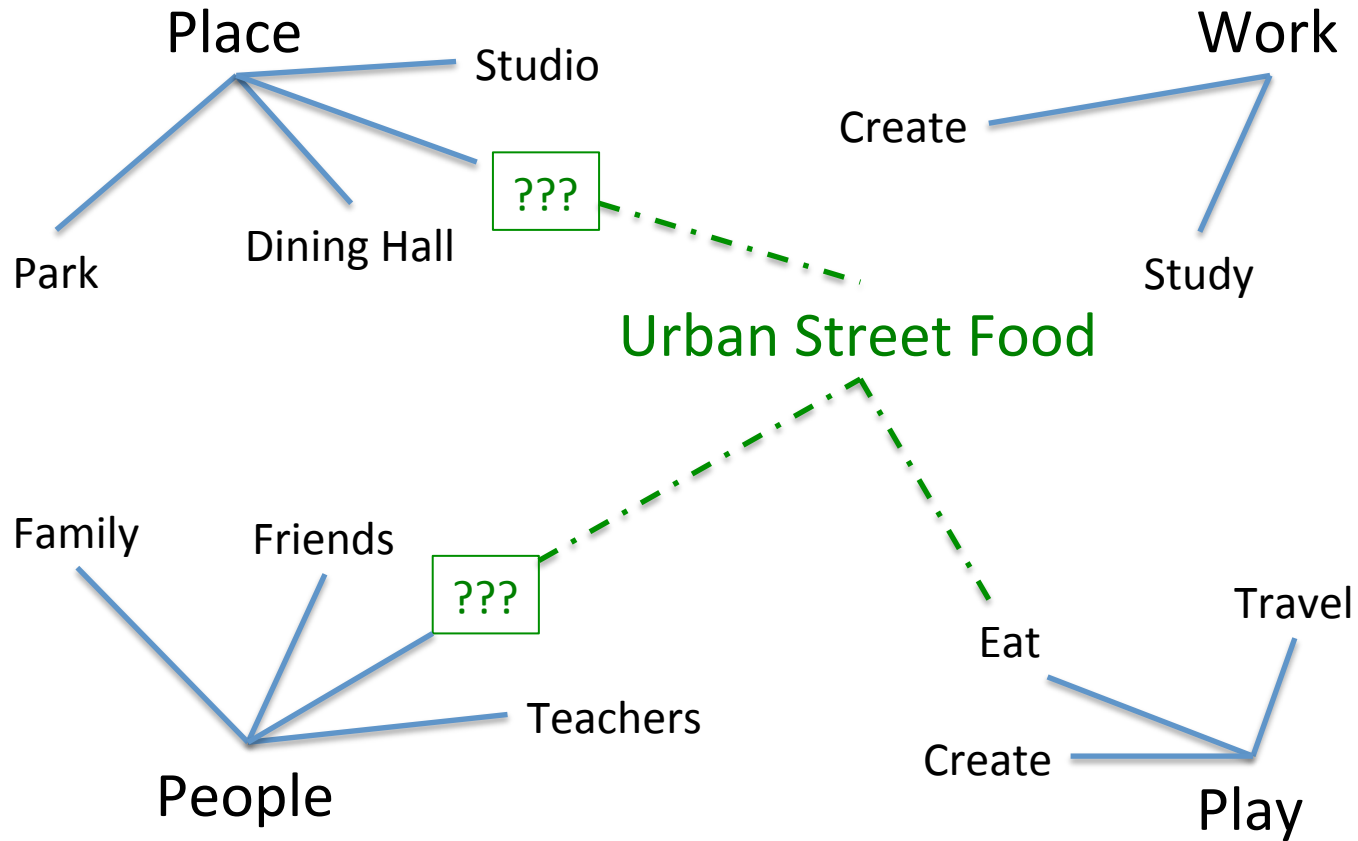


Creating New Themes by Association



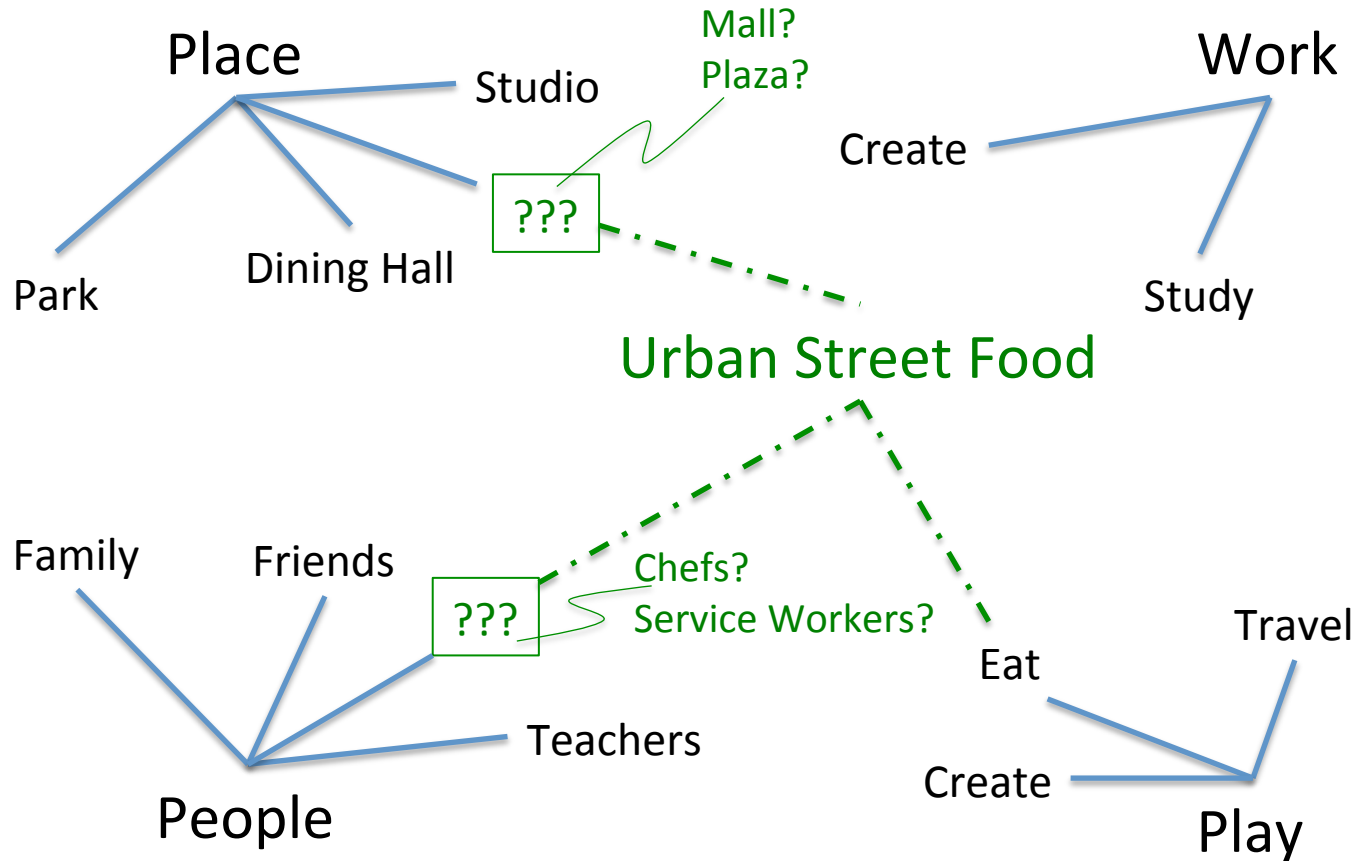
Creating **New Themes** by Association

Ideas for new Themes may lead you to create other related Themes.



Creating **New Themes** by Association

Ideas for new Themes may lead you to create other related Themes.



Working with Media Types

- DIVERSE MEDIA TYPES: Teams may create any combination of still or moving images or sounds, including graphics and animations, and may also write original texts.
- TEXTS should be limited to single paragraphs that are short enough to be displayed on screen without scrolling. Texts will be assigned Themes and Keywords as a media type. Texts may be descriptions such as a place or a characteristic of the city, or an interpretive statement.
- FILE NAMING CONVENTION: Your team should use a simple naming convention for all media files. Use an alpha prefix to indicate the file creator and media type, followed by a number for the individual file.
- Here is an example: File name consists of the first 3 letters of creator's surname, then media type, then inventory number for that creator. Abbreviations of media type can include *vid* for video, *snd* for sound, *photo* for photograph, *anim* for animation, *cg* for computer graphic, *txt* for text, etc.
 - EXAMPLE: "bar" indicates files created by Bargar, "bar-vid-004" is the 4th video file from Bargar, and "bar-snd-010" is the 10th sound file from Bargar. Hyphens are optional but are more readable.
- DURATION LIMIT: Video, animation, and sound files should be edited into short segments, about 30 seconds on average, no more than 40 seconds, and 15 seconds is not too short.
- For time-based media, avoid keywords and themes changing during a single video or sound segment. Edits should be determined in part by consistency of subject matter in the segment, so that keywords and themes are accurate.
- MULTI-LANGUAGE METADATA: Themes and keywords (and texts) can be written in multiple languages. The software will support Chinese characters and Hangul.
- When using keywords in Chinese or Hangul try to write in English as well, as a pair of keywords. In the metadata table you can put the pair of words side-by-side using two fields of the table.

Summary: Materials to bring to GDC Workshop

1. A graph of 4-8 Themes about your city, with your Themes connected to one or more of these Parent Themes: *People, Place, Work, Play*
2. Many media resources about your city, at least 50 for each Theme
 - Recommended to have 100 or more media resources for each Theme
3. A naming convention for identifying all media resources in a logical way
4. A Metadata table (Excel spreadsheet) that lists each media resource on a separate row
5. One or more Themes assigned to each media resource and recorded as metadata
6. 20 media resources selected to best represent each Theme
 - For example, for 6 themes select 120 media resources
7. 5-8 Keywords assigned to each of the 20 media resources and recorded as metadata
8. Two copies of all media resources on two hard drives carried by two team members, in carry-on luggage not in checked luggage
9. A laptop if you have one, with your preferred media software installed.