Questions (30sec)

1. Name
2. Most interesting video project done so far
3. Vision of the role of video in the future
FRAMING THE TALKING HEADVIDEOS IN HIGHER EDUCATION

Imperial College London, 29.11.2017
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SCIENCE EDUCATIONAL VIDEOS
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RESULTS?
PROTEIN BASICS

Outline:
- Polymers of amino acids
- Order specified by bases in mRNA
- Fold spontaneously into catalytic structures, driven by hydrophobic effects and hydrogen bonds

Learning Objectives:
- Describe protein 1° and 2° structure
- Relate to gene structure

What Does Scalable Mean?

- Operationally:
  - In the past: “Works even if data doesn’t fit in main memory”
  - Now: “Can make use of trillions of cheap computers”

- Algorithmically:
  - In the past: If you have \( N \) data items, you must do more than \( N^2 \) operations — “polynomial time algorithms”
  - Now: If you have \( N \) data items, you must do no more than \( N \log(N) \) operations, for some large \( k \)
    - Polynomial-time algorithms must be parallelized
  - Soon: If you have \( N \) data items, you should do no more than \( N \log(N) \) operations
    - As data sizes go up, you may only get one pass at the data
    - The data is streaming — you better make that one pass count
    - Ex: Large Synoptic Survey Telescope (30TB / night)
Closed Innovation Model

- Recruit top talent for internal R&D
- Innovate only within firm’s boundaries
- Filter internal ideas for defined market
UNDERSTANDING TYPE 2 DIABETES

Aetiology and pathophysiology
Epidemiology
Definition
Complications
Multi factorial and multiple organ disease
Definition

A group of people working together to achieve a common purpose for which they hold themselves mutually accountable.

INNOVATORS
Cosmopolitan, Connected
Risk takers, problem solvers

<table>
<thead>
<tr>
<th>High Content Quality</th>
<th>Low Video Quality</th>
<th>Low Content Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) University Internal Production without Videographers</td>
<td>2) Media Marketing Company with limited understanding of Science</td>
<td>3) Co-Design of Video and Science</td>
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MEDIA DESIGN AND THE PERFORMATIVITY OF THE TALKING HEAD
Example: Media Design and the Talking Head

»We have a lousy product«
Sebastian Thrun, Co-Founder Udacity (2015)
Example: Media Design
and the Talking Head

»We have a lousy product«

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»It is often the case that the same language is free in one speaker, foolish in another, and arrogant in a third.« [...]

Marcus Fabius Quintilianus (c. 35 - c. 100 CE)
Example: Media Design and the Talking Head

- speaker personalities
- performativity
- embodiment

»It is often the case that the same language is free in one speaker, foolish in another, and arrogant in a third.« [...]  

Marcus Fabius Quintilianus (c. 35 – c. 100 CE)

Paraphrasing Quintilianus:
»It is often the case that the same VIDEO STYLE [language] is free in one speaker, foolish in another, and arrogant in a third.« [...]  

»We have a lousy product«  

Sebastian Thrun, Co-Founder Udacity (2015)
THERE IS NO EMPTY ROOM 
NEVER 

- no measurement of size 
- lack of 3D room effect 
- 100% focus on the speaker 
- no place to hide 
- meaning making out of facial 
  expressions, gestures, body tonus, 
  clothing, eye bags... 

# nakedness. Create security with 
(power pose) mobiliar, thematic objects, 
different light settings
Teleprompters

AND

Gestures / Speech
Teleprompters
AND
Gestures /Speech

„Whether or not somebody is reading from a prompter you can tell from the eyes and face but also if somebody is not really thinking and saying, I think it also shows up in gestural communication as well. If you are just reading, you’re not going to gesture.“ Sotaro Kita 2015

„And the research has shown that the people saying memorized text tend not to gesture very much, but people who are actually thinking and speaking at the same time, tend to produce more gestures. ibid."
Camera Technology

AND

Image Aesthetics
Camera Technology

AND

Image Aesthetics
Camera Technology

AND

Image Aesthetics
Camera Technology

AND

Image Aesthetics
1. VIDEO ≠ COPY: TRANSFORMATION
2. MEDIA DESIGN KNOWLEDGE MEETS SCIENTIFIC KNOWLEDGE
3. MEDIA DESIGN CAN SUPPORT TALKING HEADS
FRAMING THE TALKING HEAD
Jeanine Reutemann
English Translation:

„We’re going to let him sit like this [shows posture]. ‘But be careful, the image must be more wide-angled. He’s a tiger, he swings from one side to the other.’ Or on the other hand, ‘you can stay with him or even slide to his hands and back again. He will stay in the pencil-sharp in the frame.’“

German Original:

„Wir setzen ihn so und so hin [zeigt Position]. Und pass auf, musst ein bisschen weit winkliger sein. Der ist ein Tiger, der schwankt hin und her. Oder du kannst dich ohne Weiteres auf ihn konzentrieren. Kannst selbst mal herunterfahren auf die Hände und wieder hoch. Der geht dir nicht aus der Schärfe raus.“

PETER HERTLING, FILMMAKER & PROFESSOR, EXPERT INTERVIEWS, KIEL 2015.
Vigilant Decision-Making Process

- Appraising the challenge
- Assessing yourself
- Surveying alternatives
- Evaluating alternatives
- Achieving commitment
THE SCREEN AND ME
TECHNOLOGY