



**CENTRE FOR
INNOVATION**
Leiden University



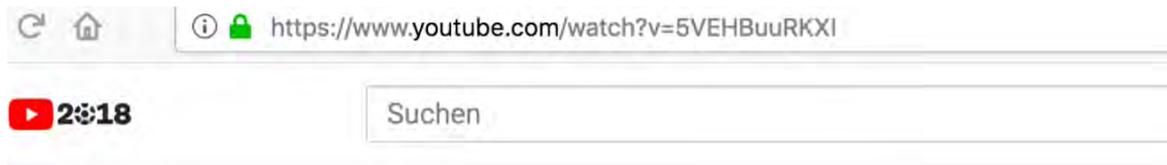
**Universiteit
Leiden**

VIDEO KILLED THE LECTURE STAR

A (Fast) Journey from Video to Mixed Reality

Researcher; Lecturer; Filmmaker;
Jeanine Reutemann





DATA SET 448 MOOC

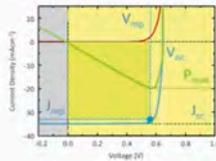
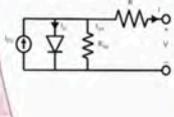
**Research Video (2016):
„Videos in Higher Education – A Journey
into the World of Digital Education“**



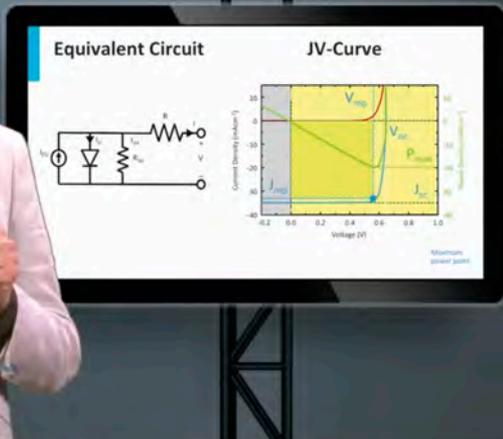
#PERFORMANCE

Equivalent Circuit

JV-Curve



Maximum power point



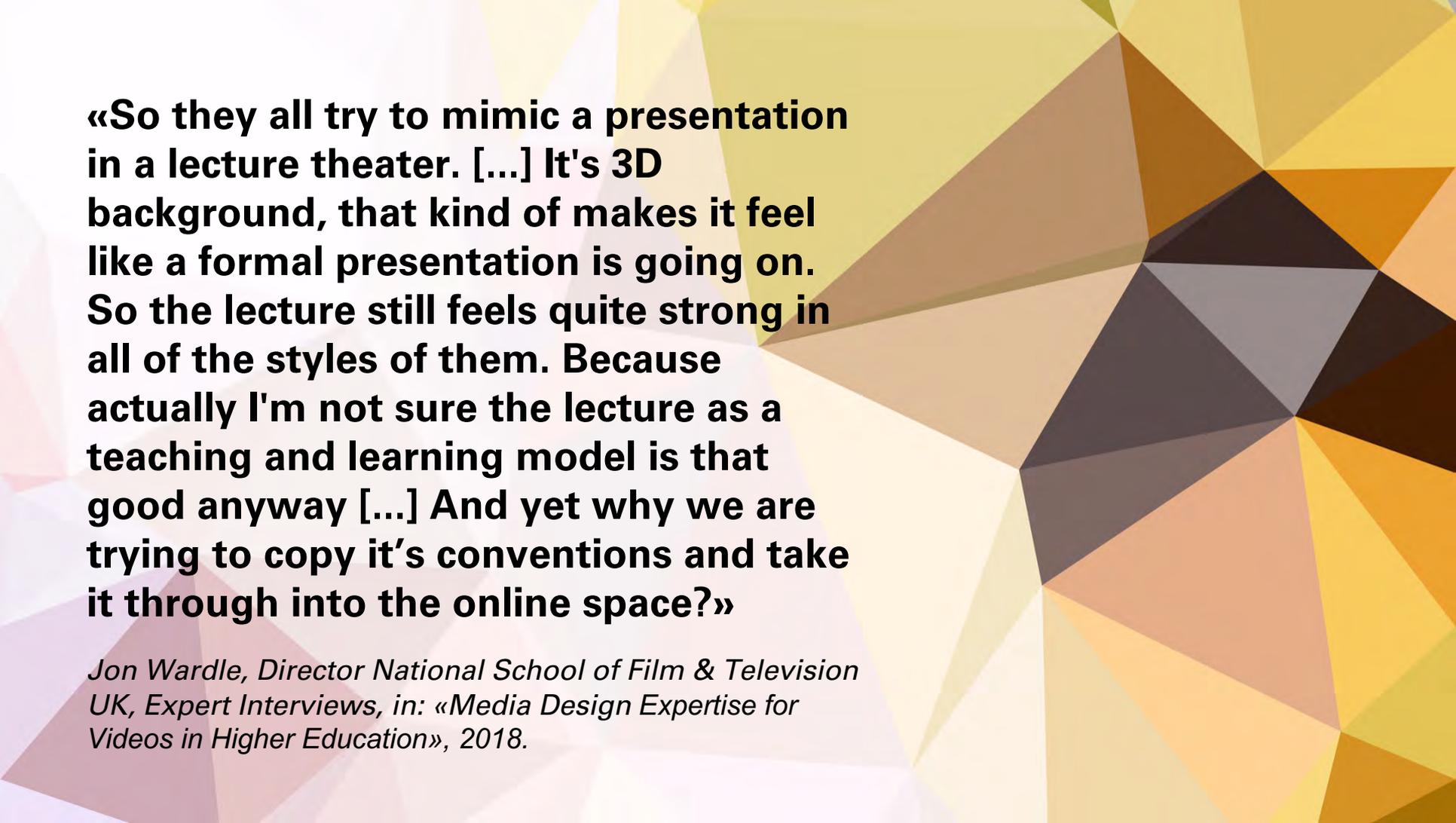


**“How good are they on camera?
First of all, there are some people;
you just love to watch them perform.
And then there are other people, like,
not really.”**

*Chris Boebel, MIT, Expert Interviews, in: «Media
Design Expertise for Videos in Higher Education», 2018.*

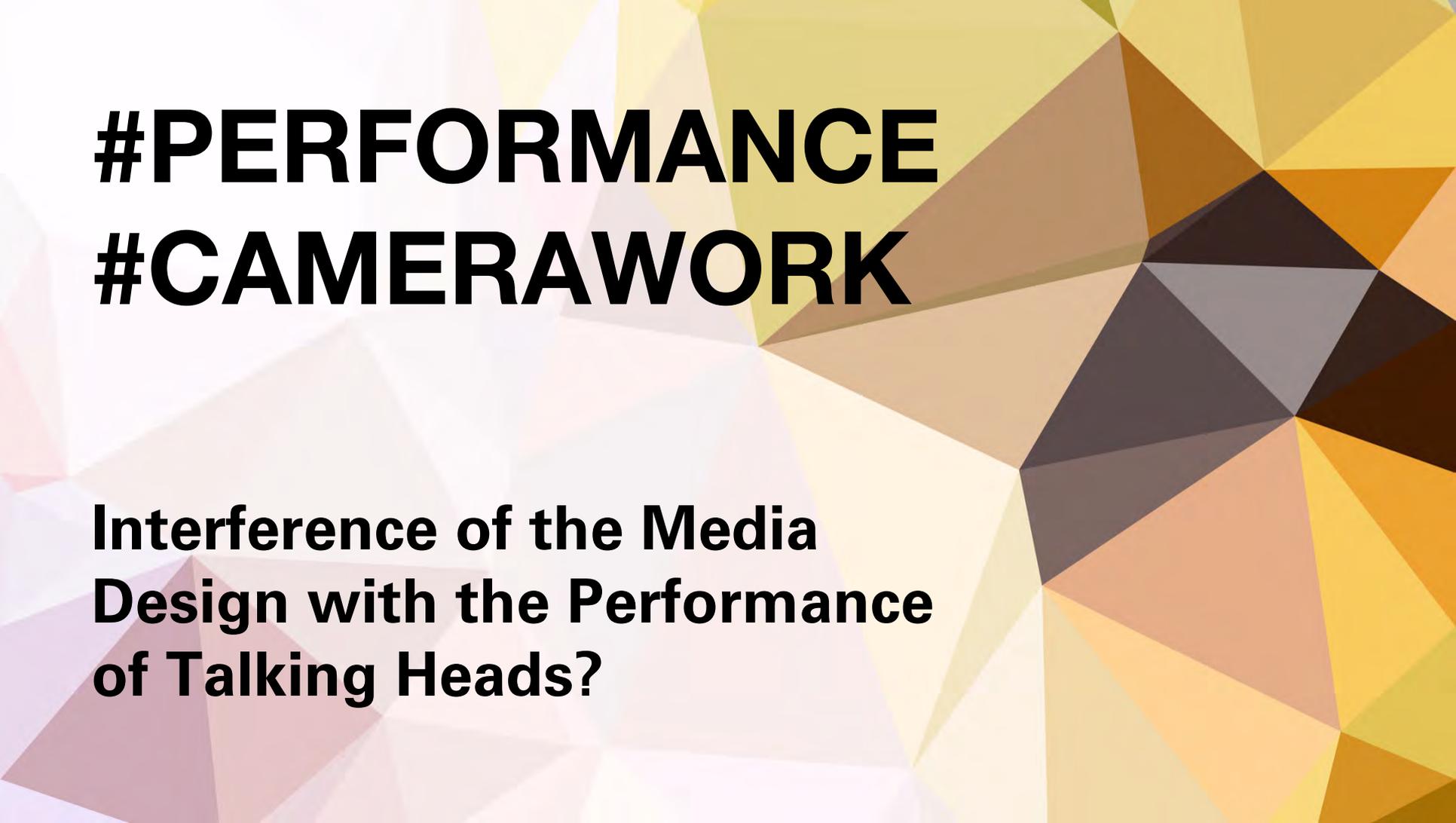
#CAMERAWORK

The background is a complex, abstract composition of overlapping triangles. The color palette is diverse, featuring warm tones like yellow, orange, and brown, as well as cooler tones like purple and grey. The triangles vary in size and orientation, creating a dynamic, low-poly aesthetic. The overall effect is a textured, multi-colored surface that changes as the viewer's perspective shifts.



«So they all try to mimic a presentation in a lecture theater. [...] It's 3D background, that kind of makes it feel like a formal presentation is going on. So the lecture still feels quite strong in all of the styles of them. Because actually I'm not sure the lecture as a teaching and learning model is that good anyway [...] And yet why we are trying to copy it's conventions and take it through into the online space?»

Jon Wardle, Director National School of Film & Television UK, Expert Interviews, in: «Media Design Expertise for Videos in Higher Education», 2018.



**#PERFORMANCE
#CAMERAWORK**

**Interference of the Media
Design with the Performance
of Talking Heads?**



Sheffield.

A close-up portrait of Benjamin Short, a young man with short brown hair and blue eyes, wearing a dark suit jacket, white shirt, and blue tie. He is looking slightly to the right of the camera with a neutral expression. The background is a blurred indoor setting with a window showing a brick building outside.

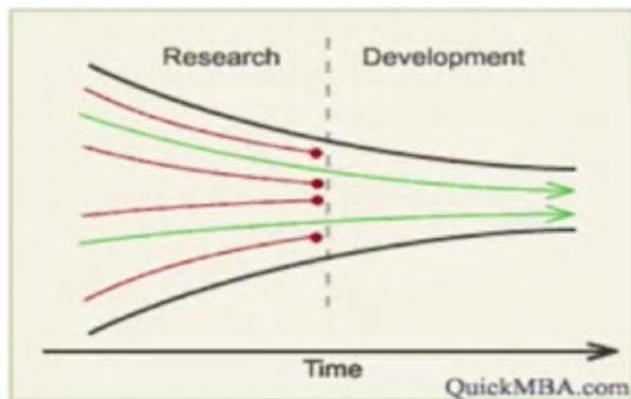
Benjamin Short

Head of Graduate Placement and Recruitment

Tata Steel

Closed Innovation Model

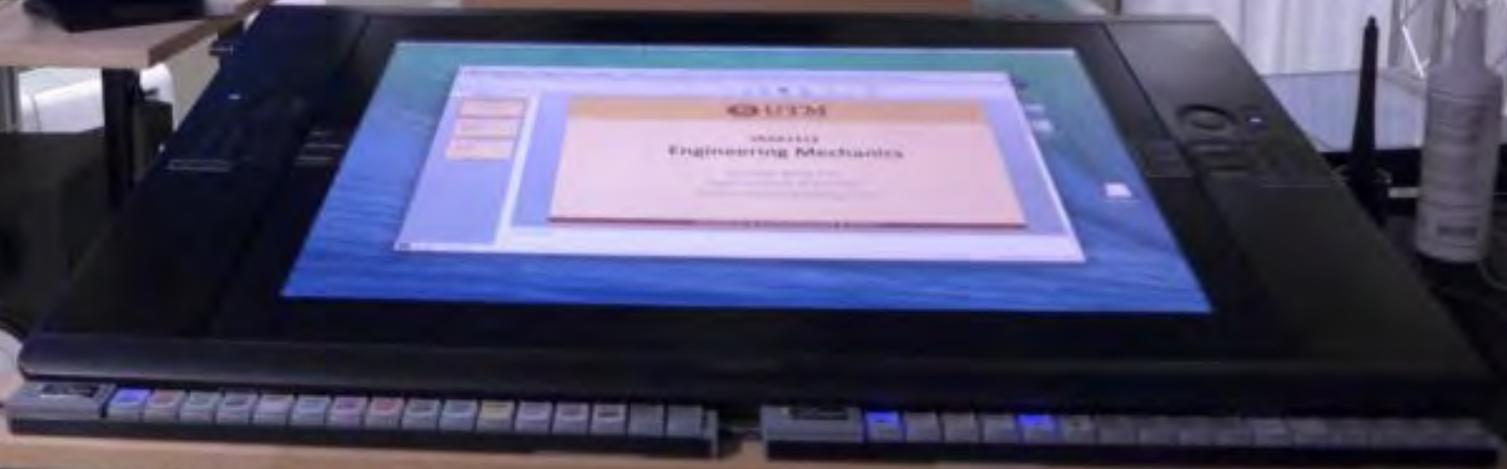
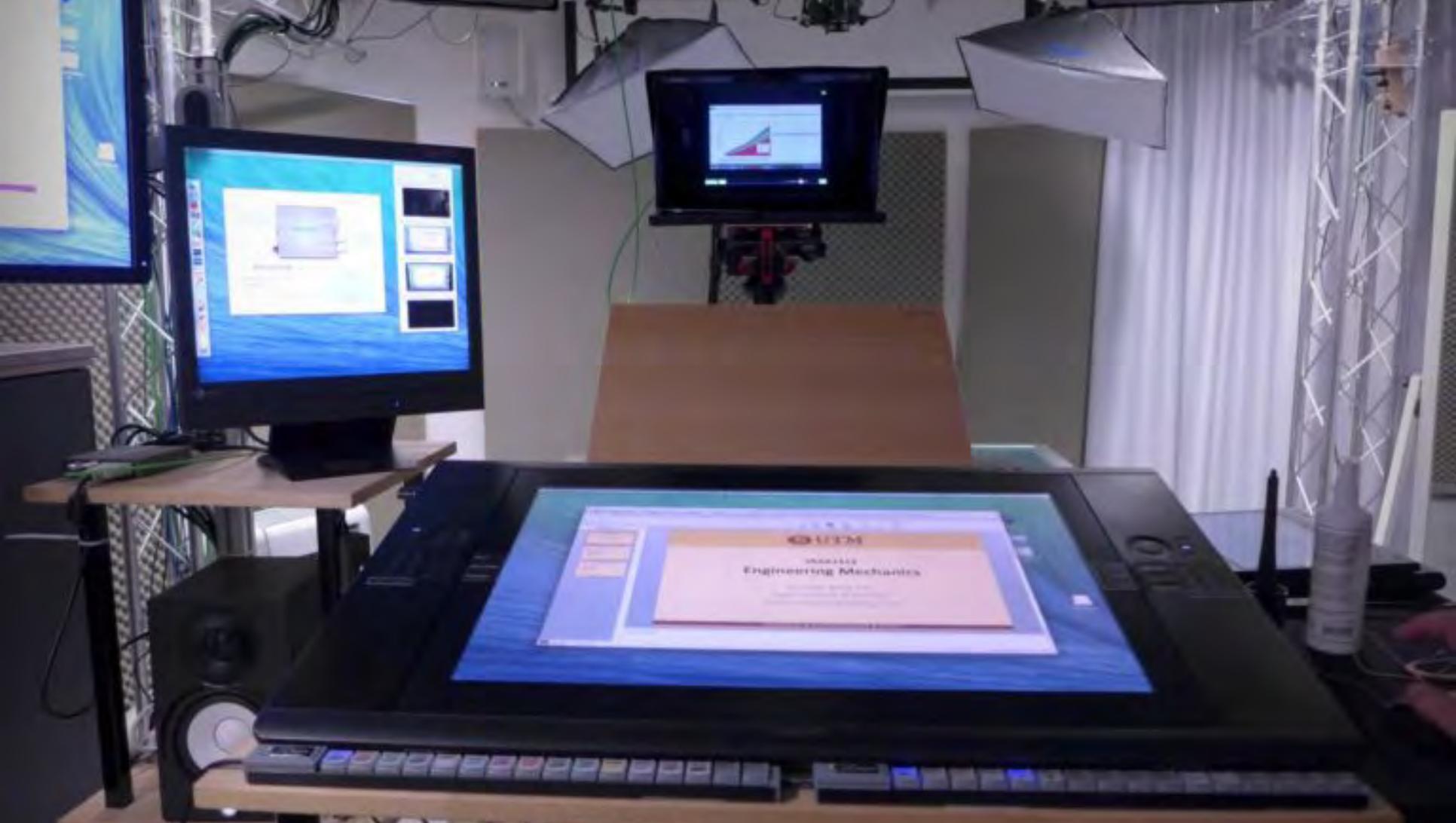
- Recruit top talent for internal R&D
- Innovate only within firm's boundaries
- Filter internal ideas for defined market







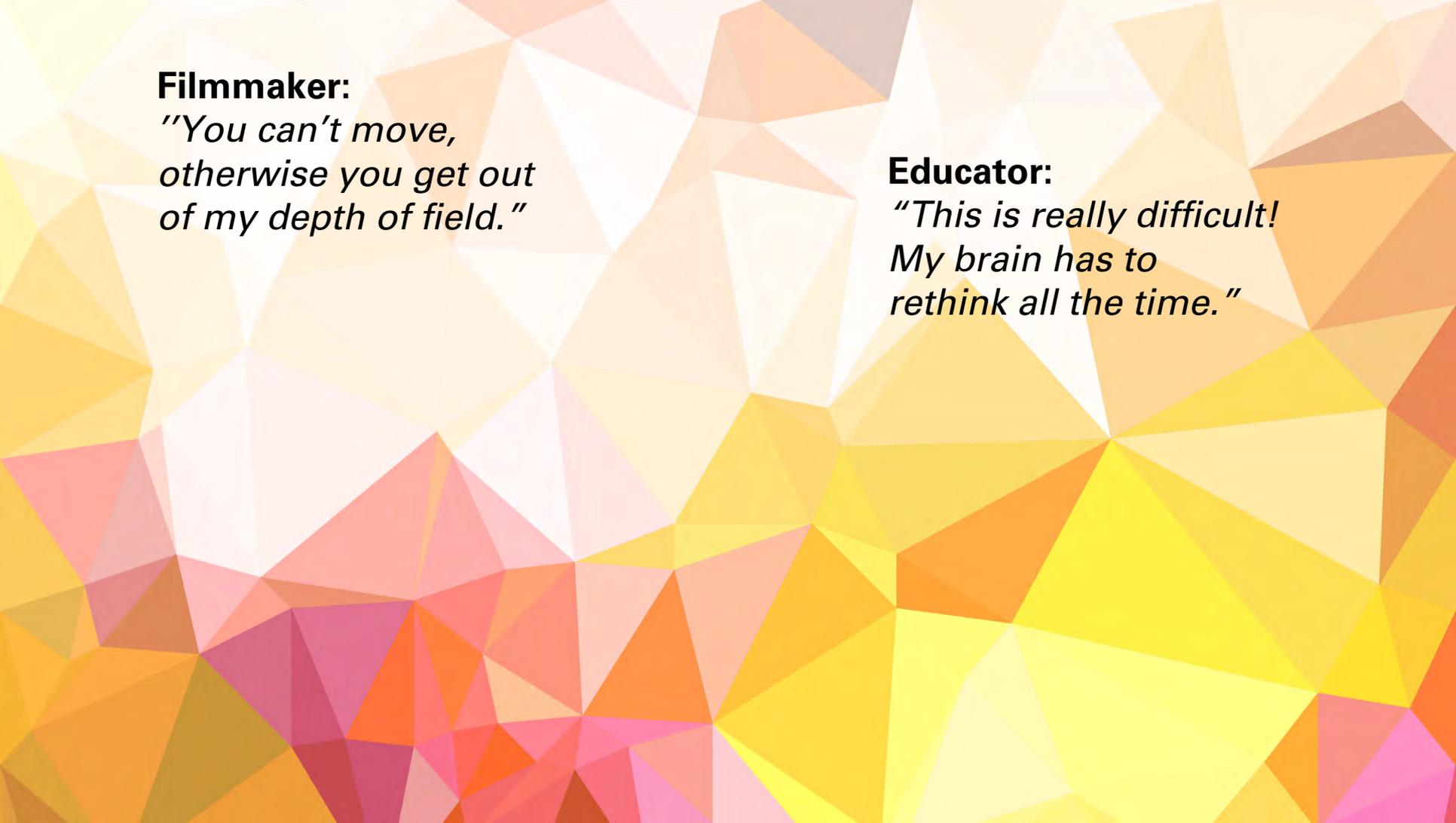






Filmmaker:

*"You can't move,
otherwise you get out
of my depth of field."*



Filmmaker:

*"You can't move,
otherwise you get out
of my depth of field."*

Educator:

*"This is really difficult!
My brain has to
rethink all the time."*

Filmmaker:

*"You can't move,
otherwise you get out
of my depth of field."*

Educator:

*"This is really difficult!
My brain has to
rethink all the time."*

Filmmaker: *"Try to stand upright!"*

Filmmaker: *"Shoulders back!"*

Filmmaker: *"Don't wiggle around!"*

Filmmaker:

*"You can't move,
otherwise you get out
of my depth of field."*

Educator:

*"This is really difficult!
My brain has to
rethink all the time."*

Filmmaker: *"Try to stand upright!"*

Filmmaker: *"Shoulders back!"*

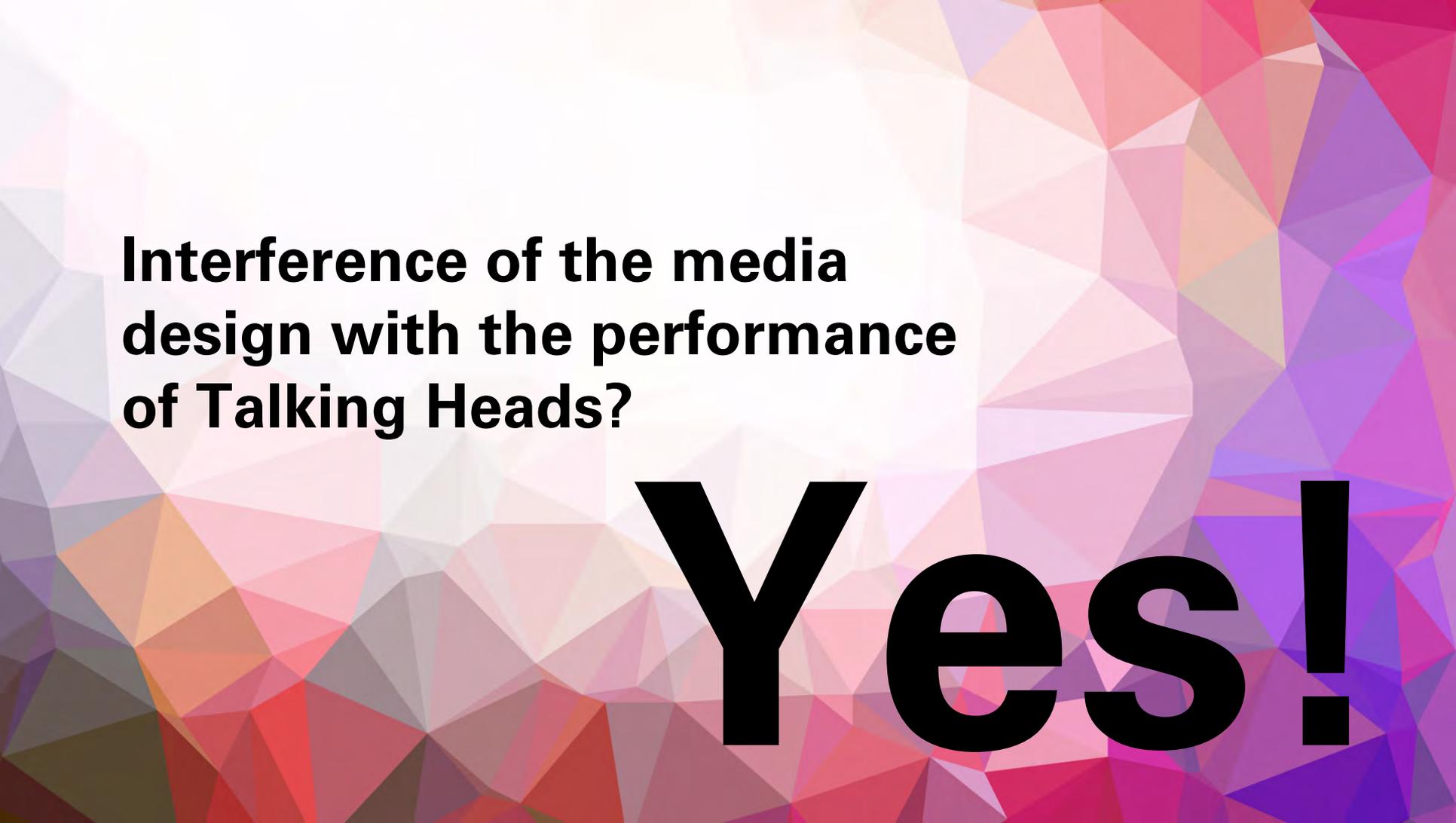
Filmmaker: *"Don't wiggle around!"*

Educator:

*"I guess I'm learning
to swim."*



**Interference of the media
design with the performance
of Talking Heads?**



**Interference of the media
design with the performance
of Talking Heads?**

Yes!



**Interference of the media
design with the performance
of Talking Heads?**

But how?



BODY IMAGE
BODY SCHEMA

EMBODIED LANGUAGE

- (1) Communicative function of gestures**
- (2) Self-referential function of gestures**

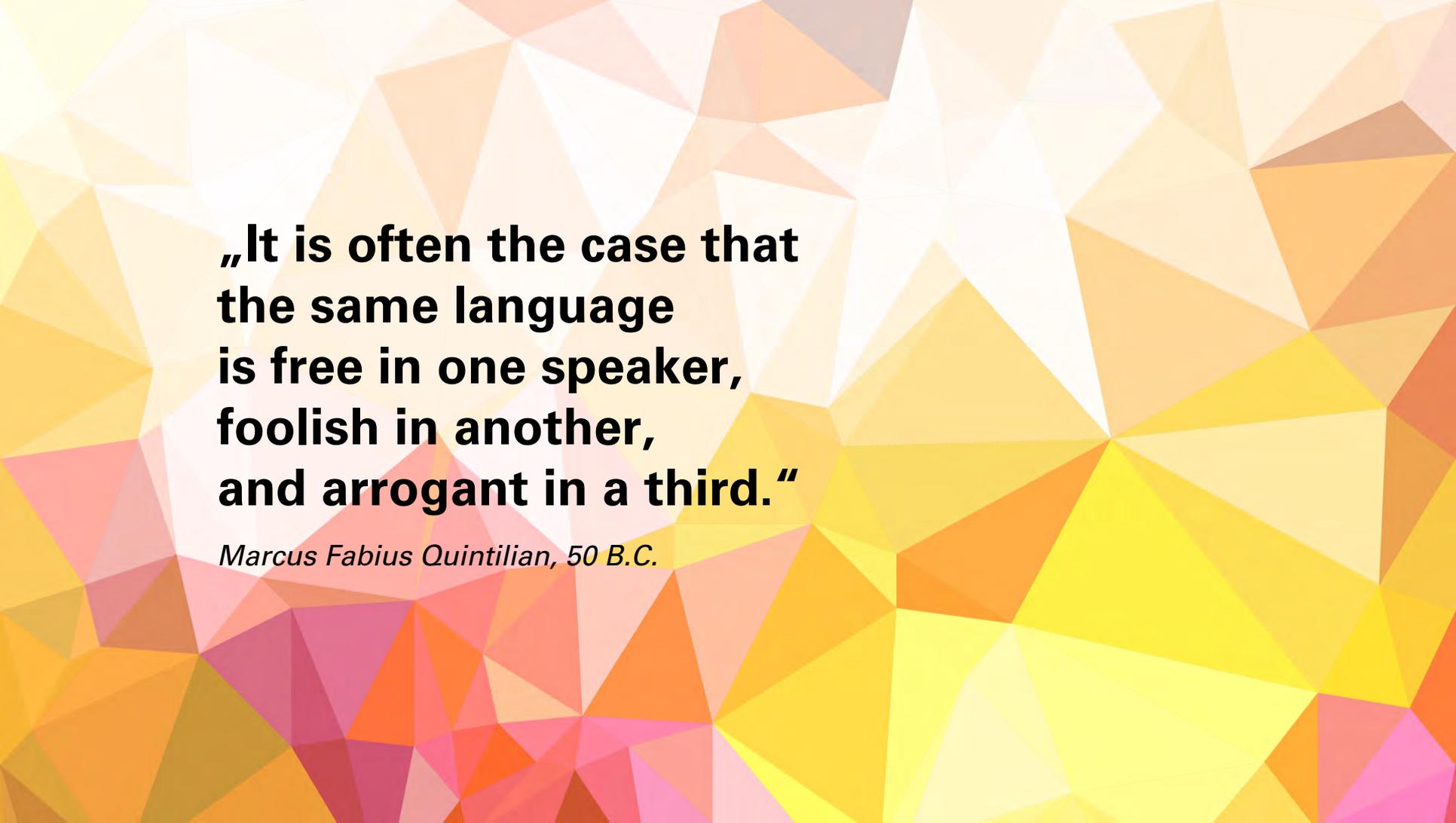
EMBODIED LANGUAGE

(1) Communicative function of gestures

(2) Self-referential function of gestures

“But gestures also have functions for the gesturers him or herself. [...] When you make gestures, your communicative processes change the way you actually think about. The topic you are talking about, changes when you try to express something in the hand.”

Prof. Sotaro Kita, Gesture & Communication Researcher, 2015.



**„It is often the case that
the same language
is free in one speaker,
foolish in another,
and arrogant in a third.“**

Marcus Fabius Quintilian, 50 B.C.

**„It is often the case that
the same VIDEO STYLE [language]
is free in one speaker,
foolish in another,
and arrogant in a third.“**

> [language]: moving images as language; audiovisual language

CO-DESIGN

Disciplines; Topics; Characters



**#AFFORDANCES
OF THE MEDIUM**

Global Memory (DRAM) Bandwidth

- Ideal



- Reality





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Lily

Gabe

THE CEREBELLUM



- second largest part of the brain
- located at the back of the skull
- coordinates muscle movements



A group of students is seated at a table outdoors, surrounded by lush green ferns. One student in the foreground is wearing a VR headset and headphones, looking towards the right. Other students are working on laptops. The background shows rolling hills under a cloudy sky.

The ETH Zurich Conservation Management field course in Scotland brings students face to face with the realities and complexities of landscape management.



Lab
safety

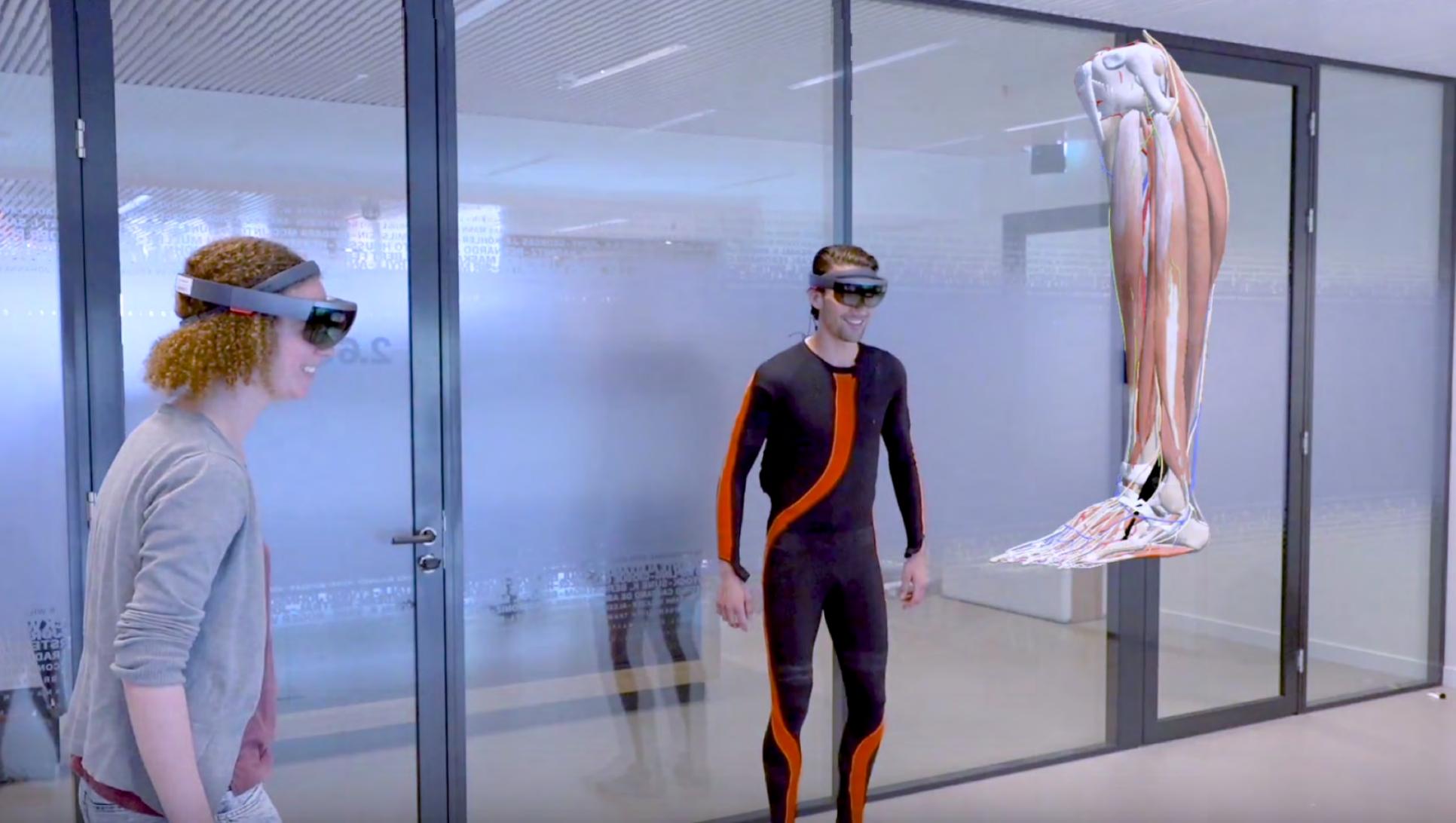
Visual
Anthropology

Dementia

Remote
sensing

Archaeology

Teachers
Education





COMING
SOON

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KEY TAKEAWAYS

- 1. The performance of speakers is essential in educational videos – embodied language!**

KEY TAKEAWAYS

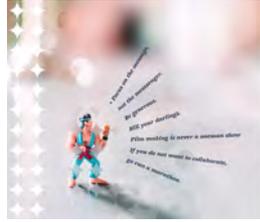
- 1. The performance of speakers is essential in educational videos – embodied language!**
- 2. Media design can support or hinder the performance (no matter if Video, VR or AR)**

KEY TAKEAWAYS

- 1. The performance of speakers is essential in educational videos – embodied language!**
- 2. Media design can support or hinder the performance (no matter if Video, VR or AR)**
- 3. Video \neq Copy. Media design knowledge meets scientific educational knowledge: Co-Design!**

Manifesto Videos in Higher Education

The manifesto is published under a CC-BY-SA Licence.



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IS A VIDEO
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MANIFESTO

Videos in Higher Education

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«Media Design Expertise for Videos in Higher Education. A Collection of Interviews with Lecturers, Filmmakers and Communication Experts from the Fields of Science Teaching, Media Design, Gesture Studies and Digital Education», open access, 2018.



► *Video made and
killed the lecture star*



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**Presentation available on:
audiovisualresearch.org**

**Manifesto Videos in Higher
Education: medium.com**

**Book «Media Design Expertise for
Videos in Higher Education»,
open access, 2018 on: osf.io,,
[researchgate](https://www.researchgate.net), audiovisualresearch.org**

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