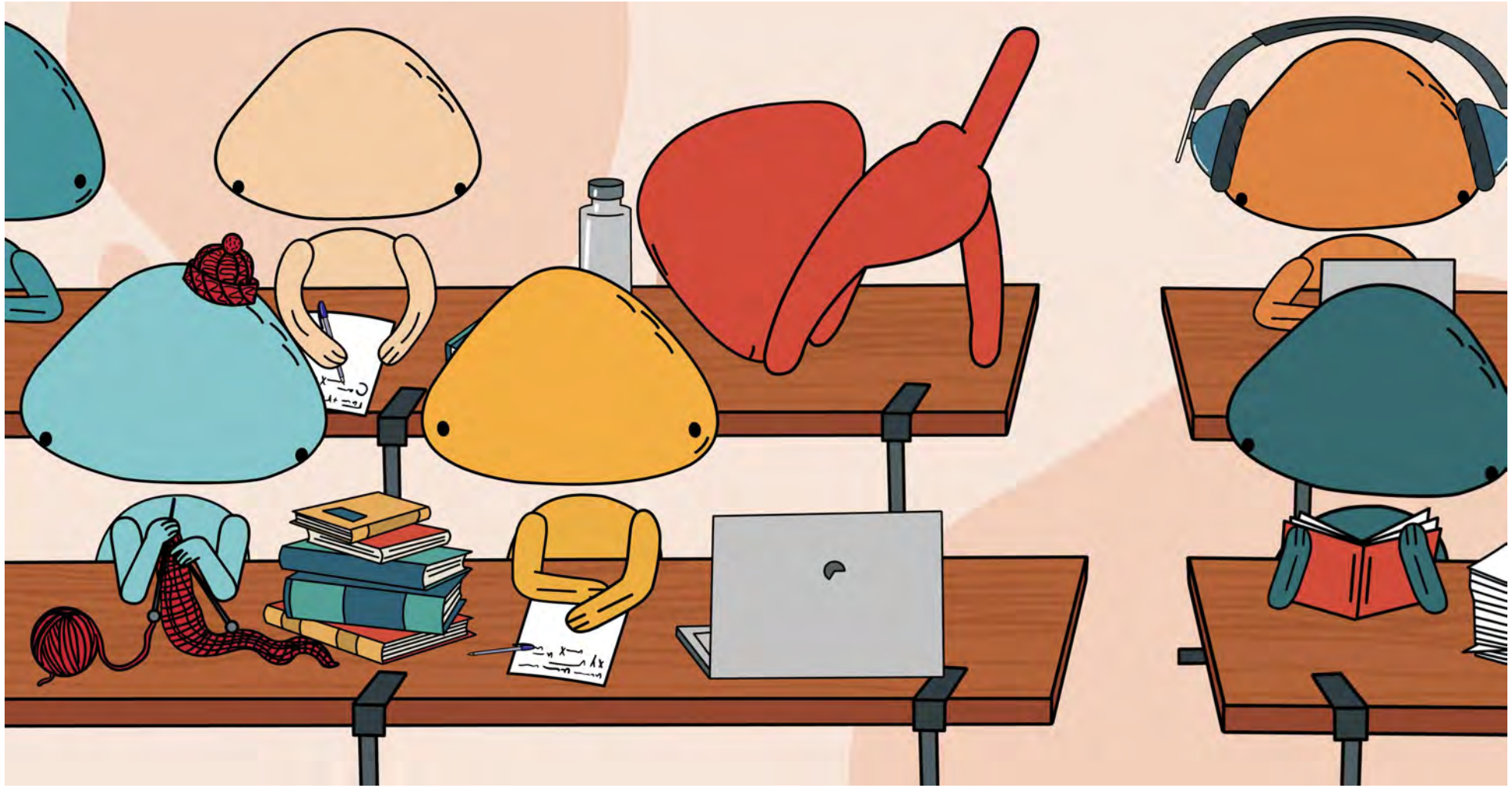
ETH
Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich



15.11.22
Dr. Jeanine Reutemann
Lead EduMedia Team
ETH Zurich

OER - MANY PRODUCTION ROADS FOR EDUCATIONAL MEDIA

EduMedia Team

Inter- & Transdisciplinary work

APPLIED MEDIA

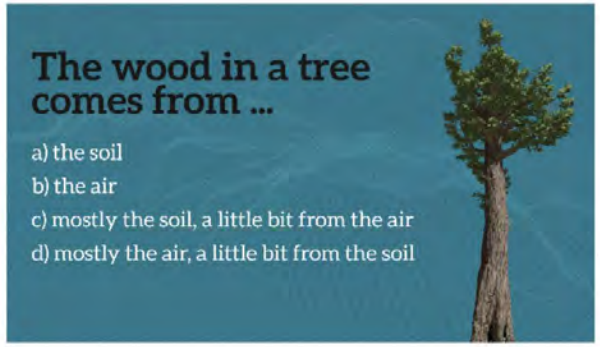
Media Production
Media Evaluations
Critical Media Analysis & Reflections

MEDIA COMPETENCIES

Teaching
Applied Media Projects
Mentoring & Coaching

FLAGSHIP PROJECTS

Applied Media Exploration, Speculative Design & Cutting-Edge Media



CO-DESIGN

Production process of OER videos at LET ETHZ

EduMedia Team

Ways of Co-Design

FREELANCERS

MEDIA DESIGNERS

videographer
animation expert
interaction designer
graphic designer
game designer
illustrator
...

CONTENT EXPERTS

teachers
scientists
professors
professionals
...

Teachers
...

CO-DESIGN

LEARNING EXPERIENCE DESIGNERS

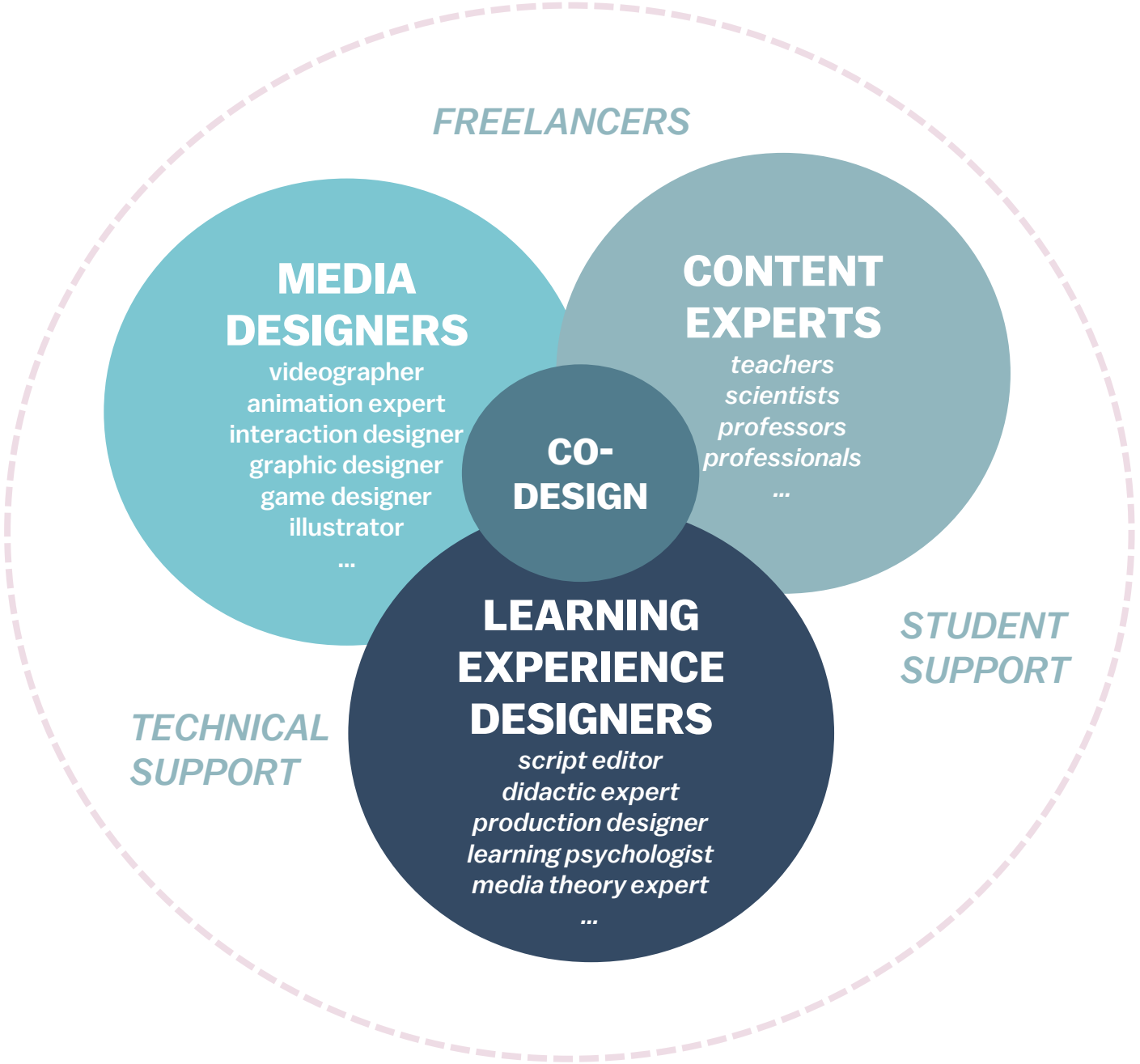
script editor
didactic expert
production designer
learning psychologist
media theory expert
...

STUDENT SUPPORT

TECHNICAL SUPPORT

Short intermission (please write in chat):

1. How is your set-up at university?
2. From your perspective – is an expertise missing here in the graph?



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Idea Generation

Design Session

Design Session OER:
Copy right, copy left, copy past?

do's & dont's?

basic secondary literature would be helpful

expert statement explaining basic situation

what applies if you don't do anything? how can you protect your work? how can you grant easy access? what should you be aware of?

down the rabbit hole

we need example or video

mickey mouse (censored)

example to show the issue and elaborate discussion

Author perspective: Wild notes (unstructured)

Author

author creates OER - needs to create a license; attach it to the work

without licence law applies

what about fair use? - in europe we need more contracts; in US different!

copy right
1) moral rights
2) economic rights

in US there is no moral right
- author can give up all his copy rights; in Europe its not admitted

problems arise with internet! cross-border sharing, globalism... that why you need a licence

the law is restricted for licenses

contractual, private law

licence must be written (e-mail is fine), oral doesn't apply / might lead to difficulties

1) moral right
protection of author(s) - you cannot transfer this right; you cannot give up this right
integrity of the work: limit of using the work is keeping its integrity
-> f. ex. problems arise if you use a specific work for political purposes; it might not be ok

2)economic right
can be transfered - the publisher becomes the right-holder of the work; the publisher can decide what happens with the work

publishers aren't happy with open access-trend: publishers want to take advantage of work

freedom of inspiration vs. contracts and protections of work

publisher contract vs. licences

licence: granting the right to use the work

as an author I can still decide what to do with the work, even if I gave licence to use the work

it is okay to make a parody; but its not an excuse to modify a work; it must be clear as a parody

in Europe: 70 years (Switzerland) after author dies, smth. goes into public domain -> work is not protected anymore

le petit prince - in France, when author died on a mission, his work is protected longer - so in Switzerland his work is public domain, but in France it is still protected

Visual Notes

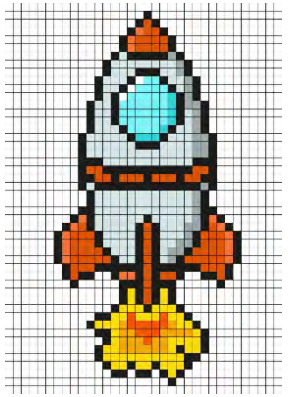
Pixel-Art

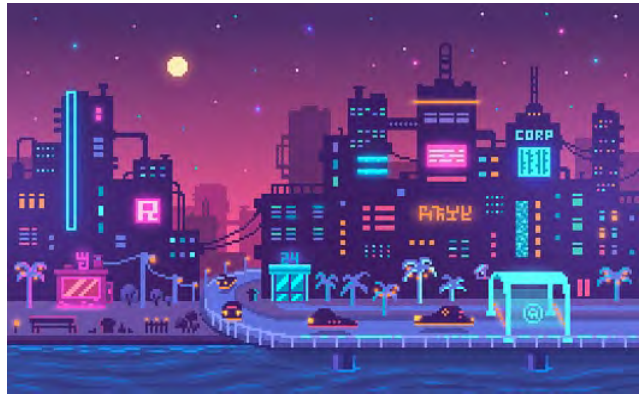
Pixel art is a style in computer art that uses raster graphics and deliberately emphasizes the limited resolution of screens as a stylistic device.

Voxel-Art

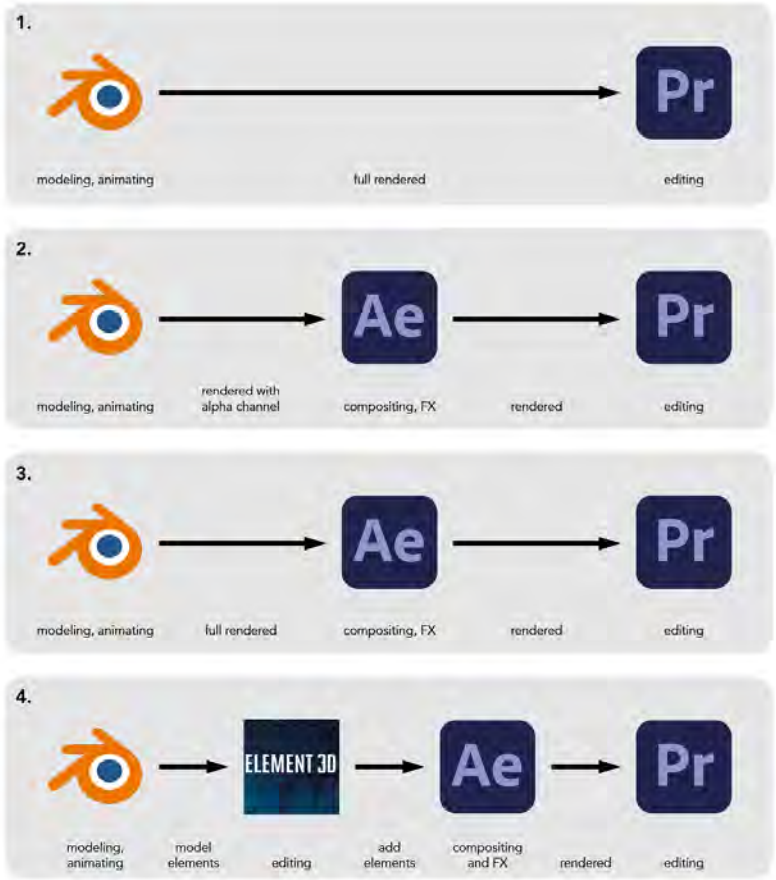
A voxel is the three-dimensional counterpart of a pixel. Therefore, voxel artworks in the same way as pixel art. However, thanks to their three-dimensional nature, their uses are much broader.

Example





Workflow



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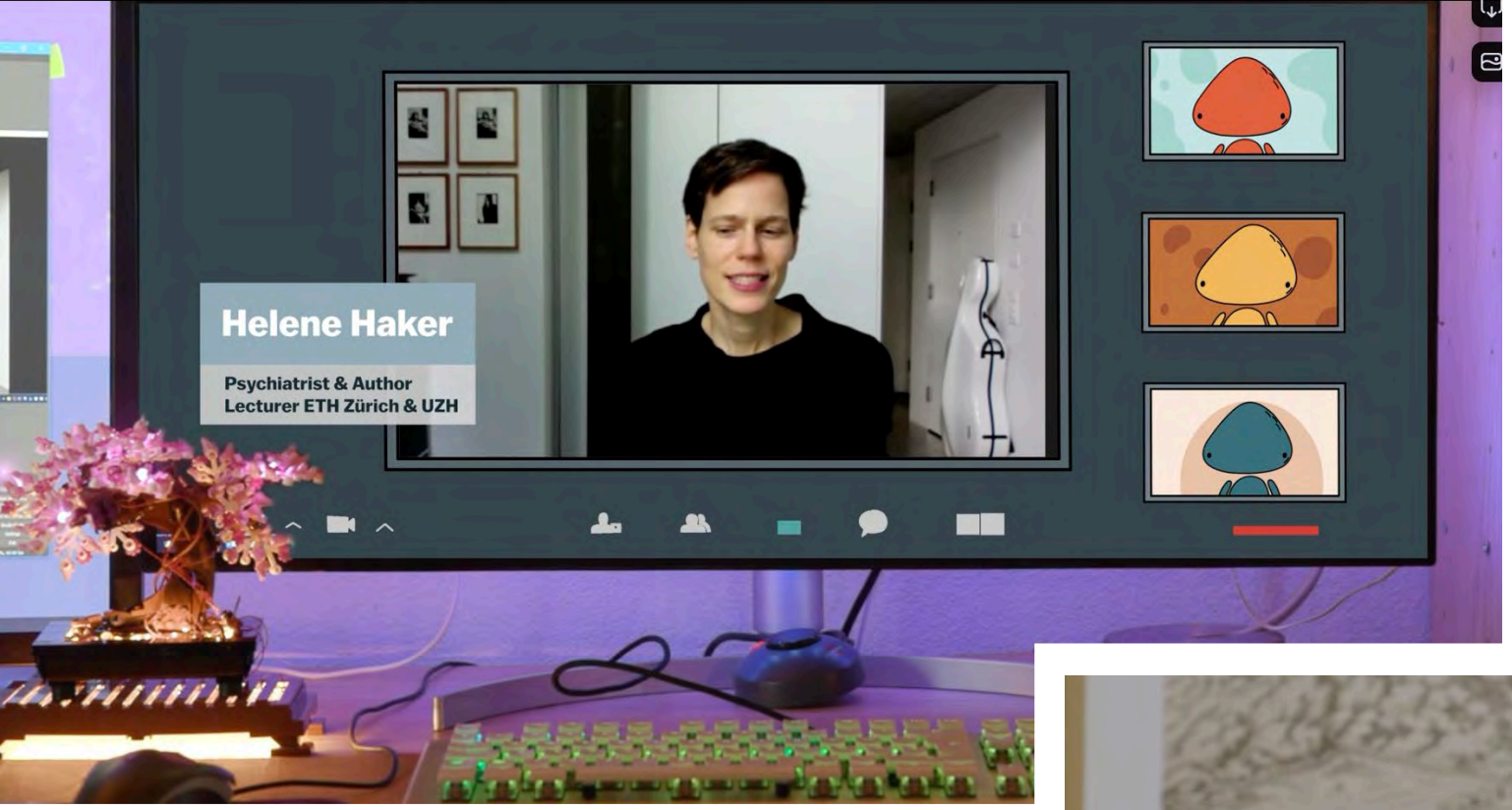
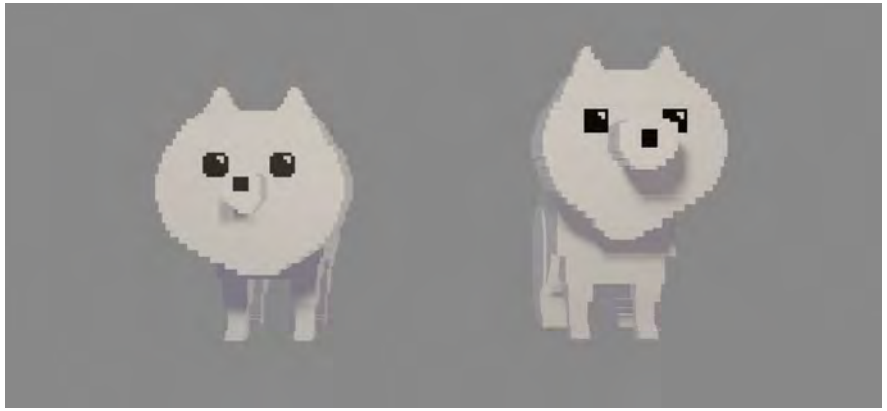
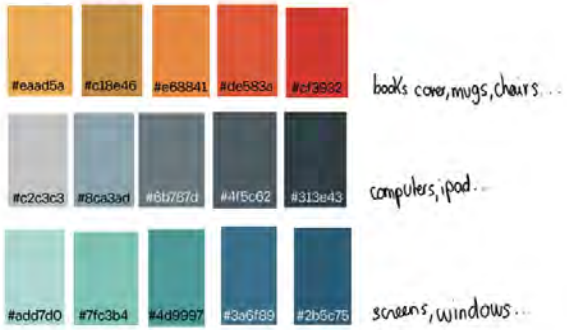

Helene Haker
Psychiatrist & Author
Lecturer ETH Zürich & UZH



Companion colors

Props colors



Backgrounds colors

Base	Shapes	Example
1) #bee0df	#add7d1 #9dd0c6	
2) #bbdfe4	#9bc6cd #86b5bc	
3) #60959b	#50858c #3a6d73	
4) #fae6d8	#f5d1b9 #e5bca2	
5) #b96837	#ab5a32 #9c4f2e	

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Script & Storyboard

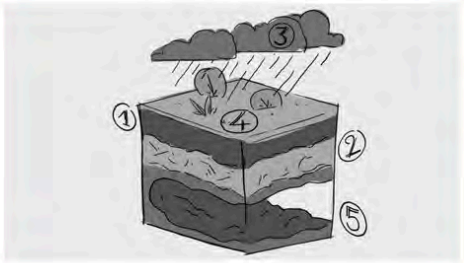
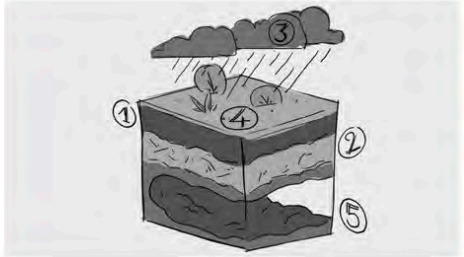
A Short History of Open Educational Resources

Narrative	Reference	Visual	Effects	
"Wide open" wind sounds		Already in the Minecraft landscape, have a large "Open Educational Resource" in block letters standing around like so: https://m.media-amazon.com/images/I/51GY07RV2YL.jpg	Fly in with camera	Single Shot?
The term "Open Educational Resource" became popular around the turn of the millennium. UNESCO defines it like this:	Johnstone, Sally M. "Open educational resources serve the world." *Educause Quarterly* 28.3 (2005): 15.		Move over to some sign, stone tablet or scroll in the landscape with the following text.	
Read the text … maybe have some audible breath in the middle and seem a little impatient.	https://en.unesco.org/themes/building-knowledge-societies/oer	Open Educational Resources (OER) are teaching, learning and research materials in any medium – digital or otherwise – that reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions.	Highlight phrases as we talk about them or move with camera over the text, or scroll the scroll.	
What this means: Open Educational Resources, or OERs for short, are actually older than the term.		Clock with hands (in Mindcraft?) running backwards and/or Mindcraft landscape turning black and white.	Camera turning to clock	

Hello and welcome to a short history of OERs. Wait, what even is an OER? OER is short for "Open Educational Resource". It became popular around the turn of the millennium. UNESCO defines the term like this (Johnstone 2005: 15): "Open Educational Resources are teaching, learning and research materials in any medium – digital or otherwise – that […] have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions".[1]

What this means: OERs are actually older than the term. The very idea of OERs builds on a history which reaches back many millennials and ultimately coincides with the development of the web. To get a better grasp of what OERs are and how to understand their current development, let us take a quick look at their history.

For example, around the third century BC the library of Alexandria was founded in ancient Egypt. It is said to have been one of the largest and most significant libraries of the ancient world.[2] It wasn't for everybody, though – access was restricted, probably to scholars and the wealthy. Still, they allowed academic freedom and along with that the sharing and copying of materials (Burkard 1997: 639-647; Orru 2002: 34). "Copying" meant handwriting on papyrus paper – and thus, took a lot of time to do so. Then, many, many years later, moveable type came to the western world: It reached Europe in the 15th century. This marks the beginning of what we call the early modern ages. Of course, most people did not have direct access to a printing press, but then – in the 20th century – the copy machine was developed. And in 1989 something world-changing was invented in Switzerland: the World Wide Web. It was originally conceived to meet the demand for automated information-sharing between scientists and universities over the world. The web went public in the early nineties. Soon, everyone with internet access could publish anything at any time. Never before

Panel n°	Szene n°	Picture	Voice-over	Action
07	030		For a stalagmite to from, generally three things are needed: soil, a limestone bedrock and rainwater.	This part will be in Color. It is only for the storyboard that it is in black and white, for efficiency reasons. :)
08			Oh, and a cave beneath the limestone bedrock and typically also vegetation growing on the soil. So, if those five conditions are provided, a stalagmite can form.	
09	040		This is how it works: Rain falls on the surface above a cave, and the rainwater penetrates the soil.	
10	050		This rainwater is in chemical equilibrium with	

STORYBOARD CREATIVE MEDIA HUB, ETHZ

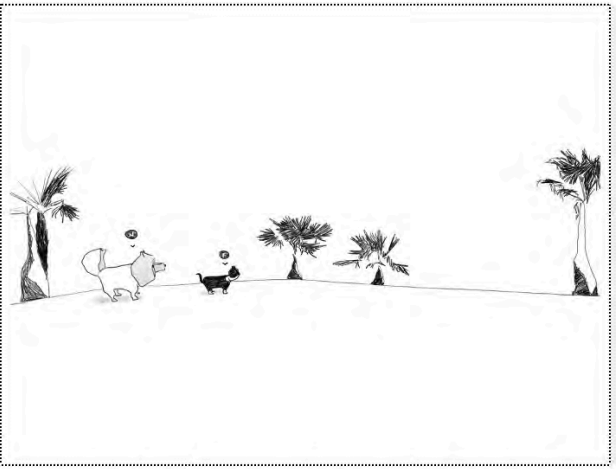
Title: **History of OERs**

Series: XXX Approx. Duration: 00:00min

ETH
Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

What even is an OER?

Remarks: ... Frida (live), *plop* sound of speech-bubble, Frida jumps into the camera. Parallelmontage: same scene with Nanuq. CUT TO

Picture	Voice-over
	

Remarks: Frida & Nanuq (pixelcharacter) jump in Minecraft world; they walk on.

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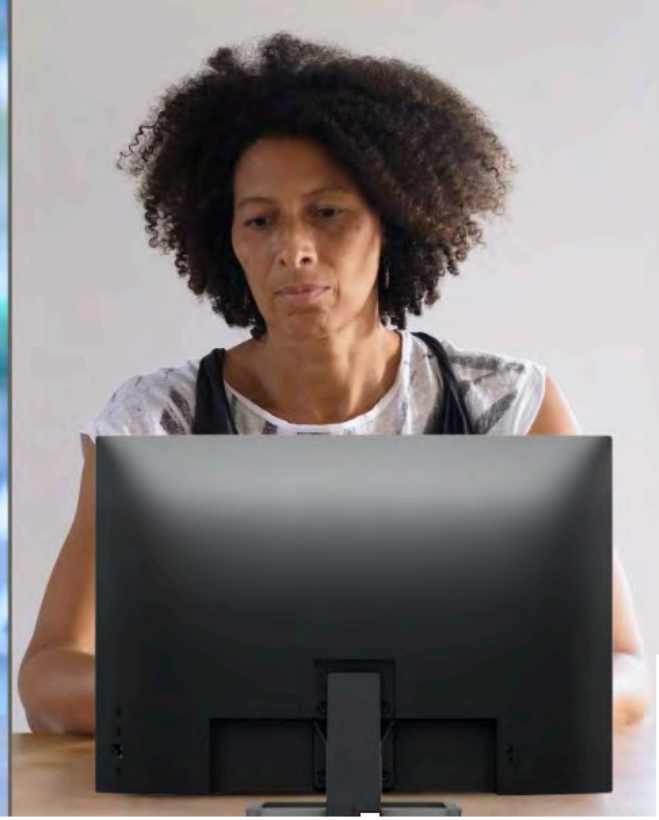
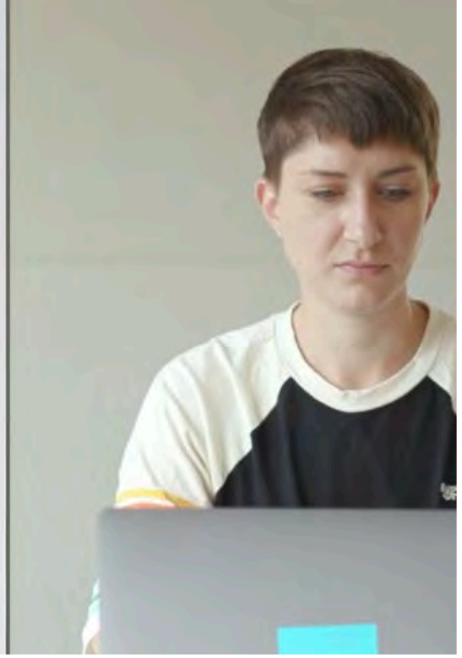
Script & Storyboard

General Production Process

Animations



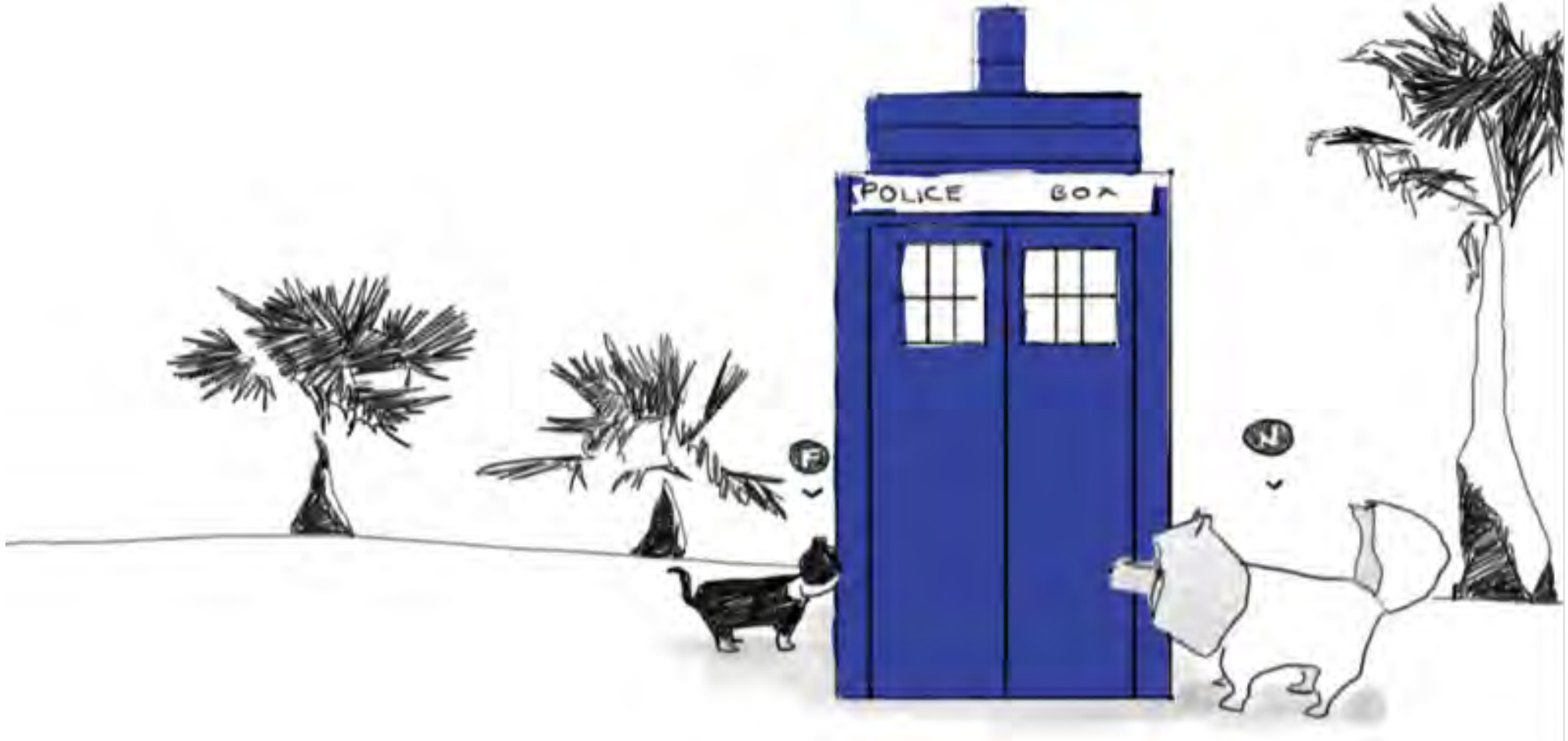


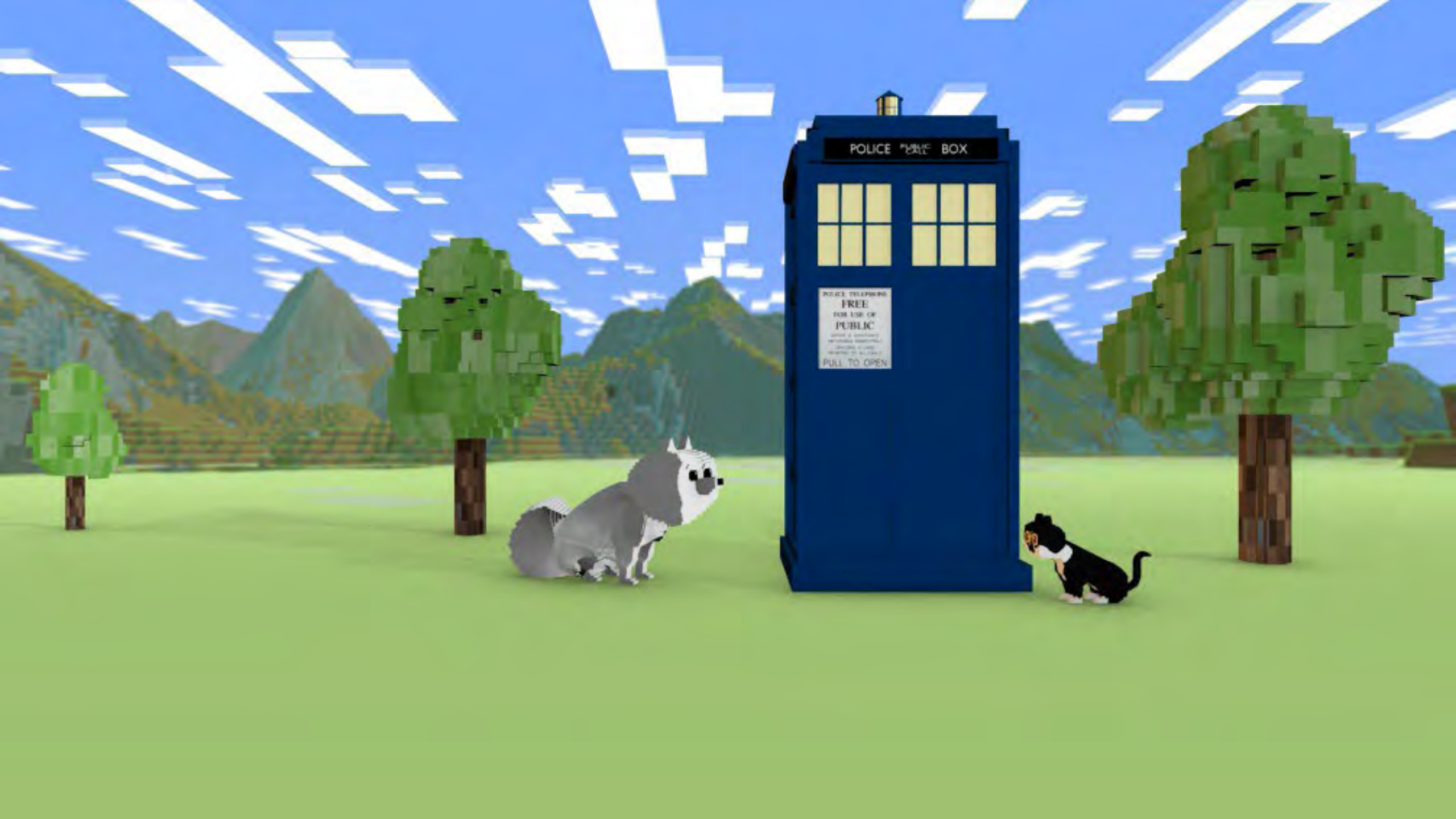
Fotografie, das ist die Wahrheit. Und Kino, das ist die Wahrheit 24 Mal pro Sekunde.

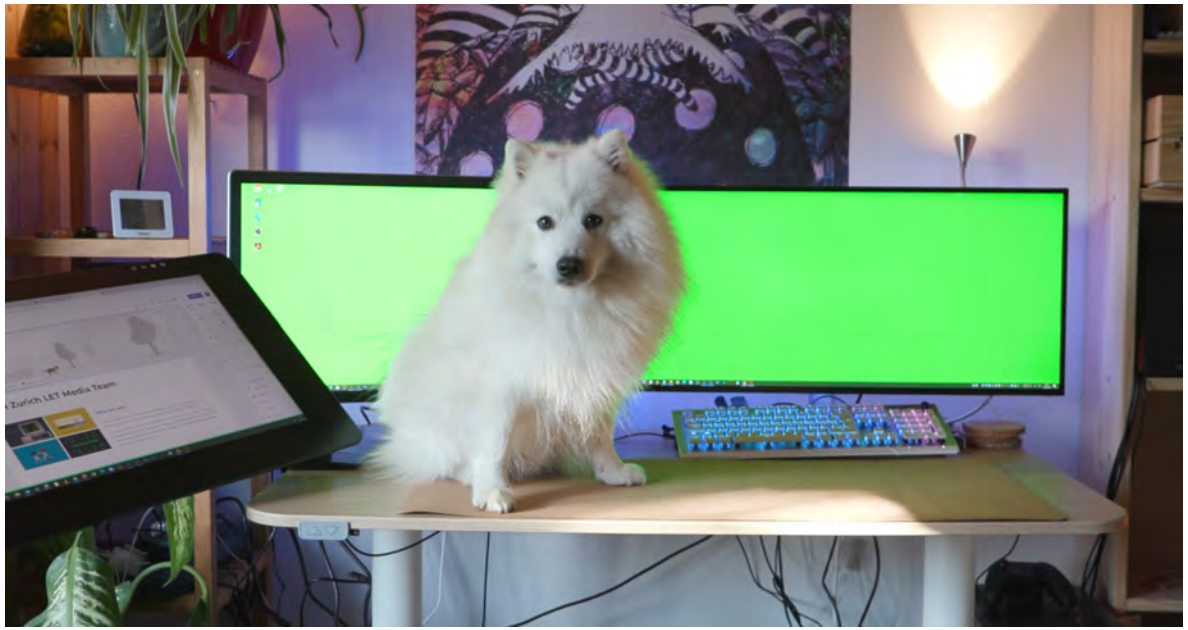
Jean-Luc Godard, Der kleine Soldat, 1960.

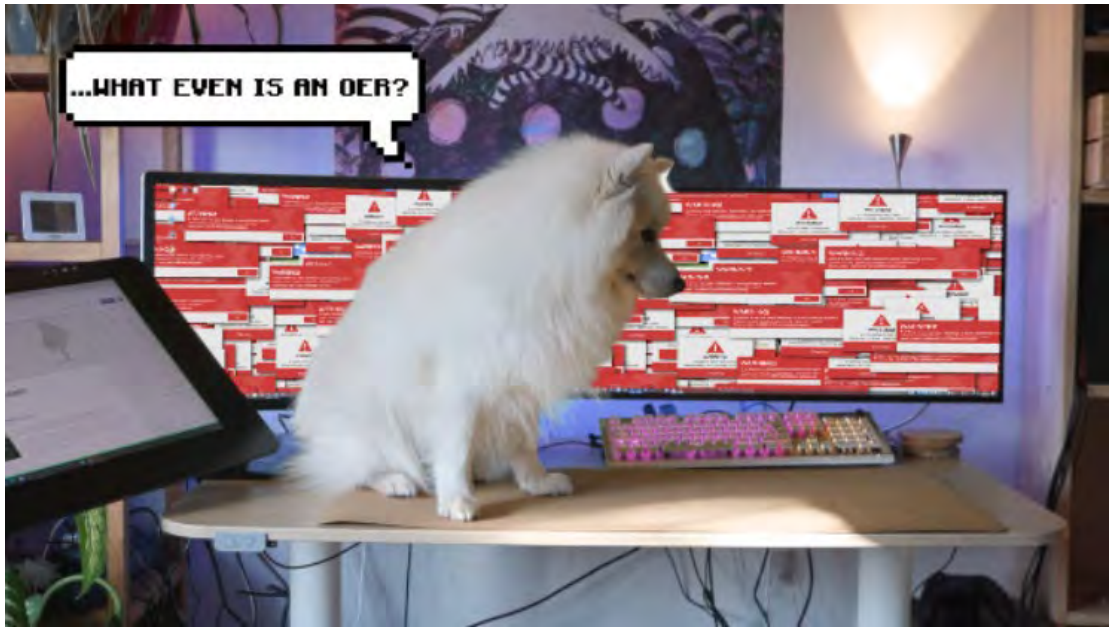
Harold Lloyd, Safety Last, 1923.

ETH Zurich Archives (1886-1916): Photographer: Barbieri, Johannes.
Title: Chemiegebäude (CAB), Hörsaal des Photographischen Instituts im Untergeschoss.


POLICE
GOA


POLICE PUBLIC BOX
FREE
FOR USE OF
PUBLIC
PULL TO OPEN




...WHAT EVEN IS AN OER?

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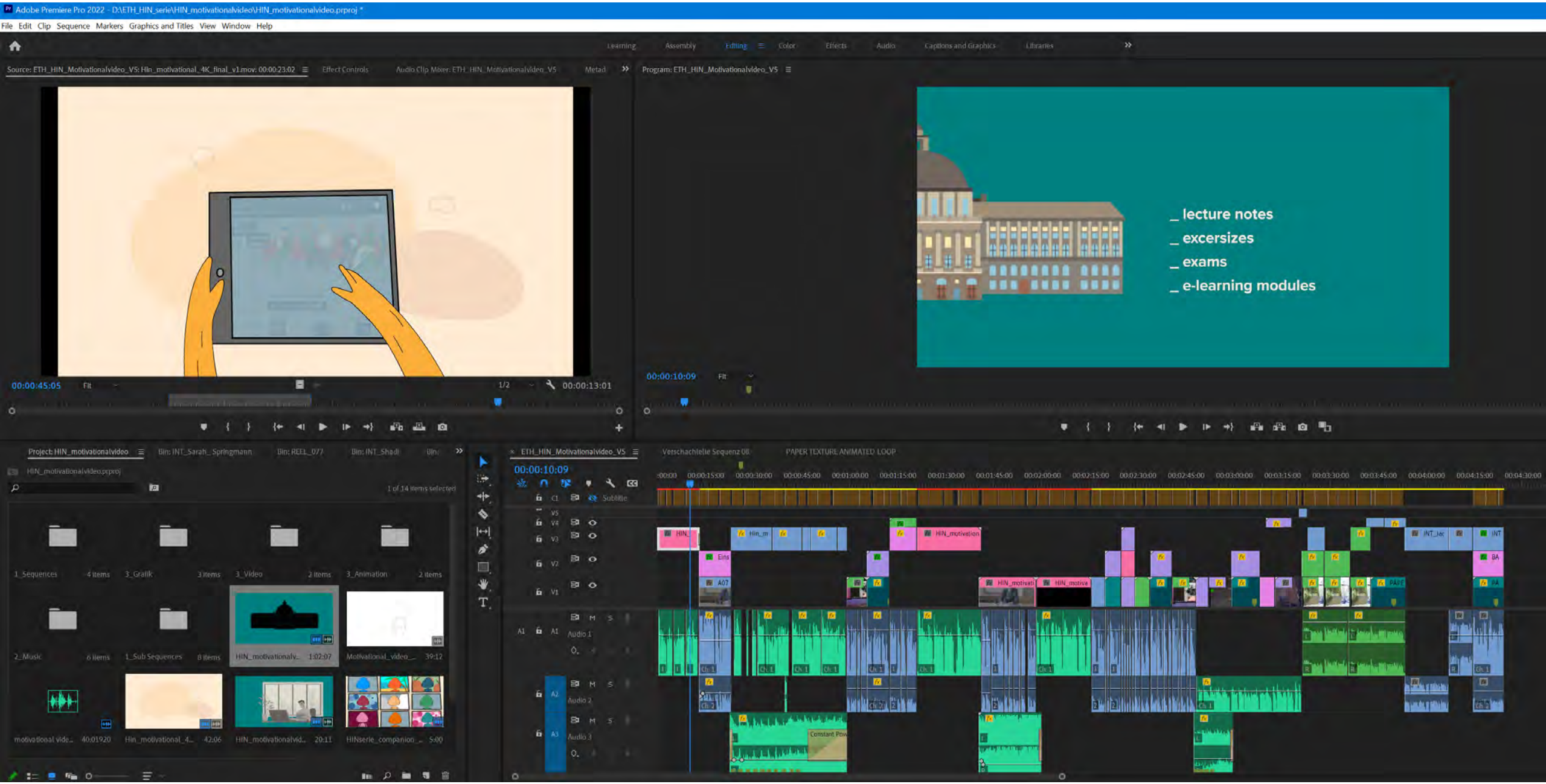
Adobe Premiere Pro 2022 - D:\ETH_HIN_serie\HIN_motivationalvideo\HIN_motivationalvideo.prproj *
File Edit Clip Sequence Markers Graphics and Titles View Window Help
Learning Assembly Editing Color Effects Audio Captions and Graphics Libraries
Source: ETH_HIN_Motivationalvideo_V5: HIn_motivational_4K_final_v1.mov: 00:00:23:02
Effect Controls
Audio Clip Mixer: ETH_HIN_Motivationalvideo_V5
Program: ETH_HIN_Motivationalvideo_V5
_ lecture notes
_ excersizes
_ exams
_ e-learning modules
00:00:45:05
00:00:13:01
00:00:10:09
Project: HIN_motivationalvideo
Bin: INT_Sarah_Springmann
Bin: REEL_077
Bin: INT_Shadi
HIN_motivationalvideo.prproj
1 of 14 items selected
1_Sequences 4 items
3_Grafik 3 items
3_Video 2 items
3_Animation 2 items
2_Music 6 items
1_Sub Sequences 8 items
HIN_motivationalv... 1:02:07
Motivational_video_... 39:12
motivational vide... 40:01920
Hin_motivational_4... 42:06
HIN_motivationalvid... 20:11
HINserie_companion_... 5:00
ETH_HIN_Motivationalvideo_V5
Verschachtelte Sequenz 08
PAPER TEXTURE ANIMATED LOOP
00:00:10:09
Subtitle
Audio 1
Audio 2
Audio 3

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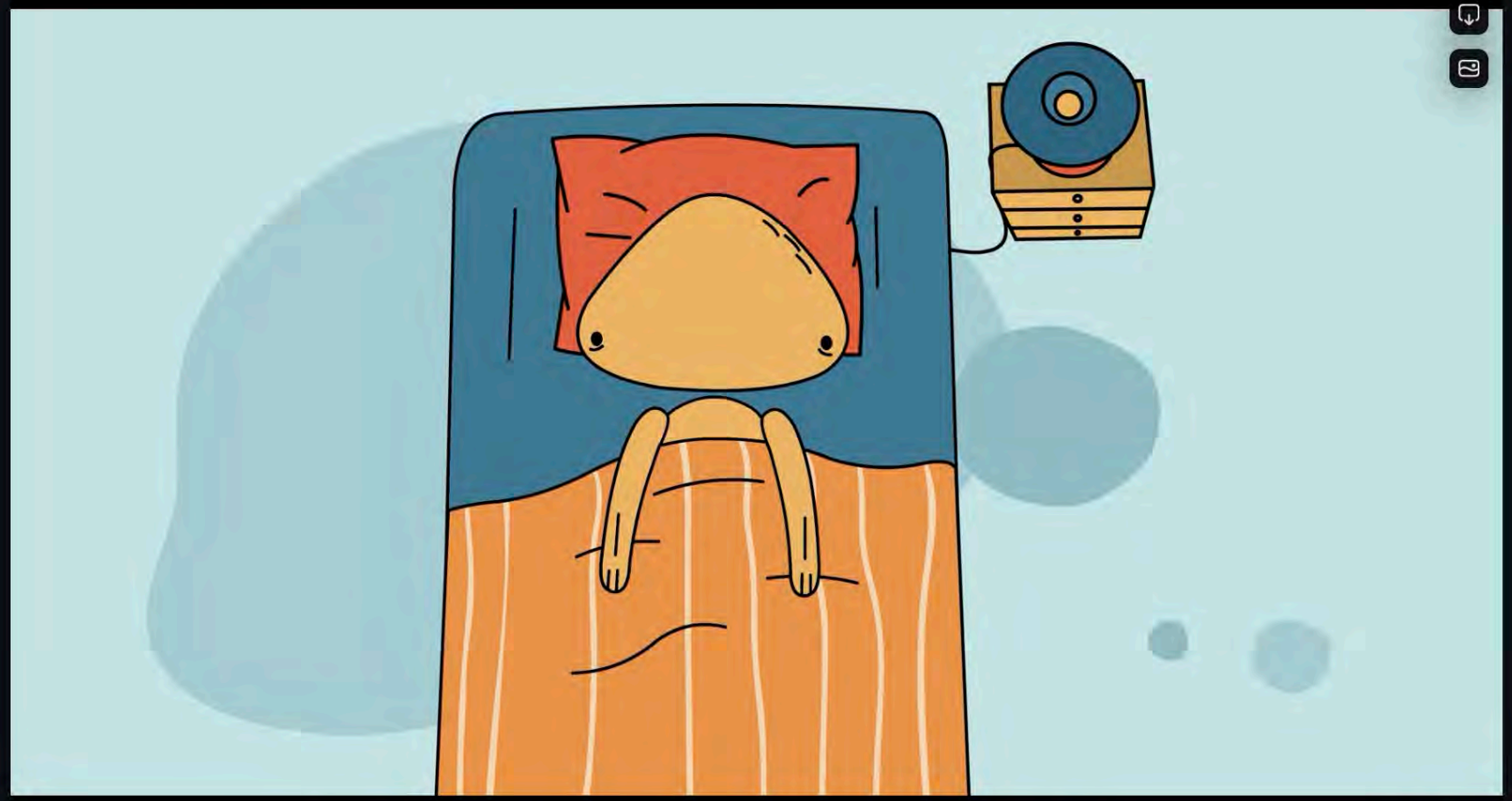
Rough-Cut Review

https://app.frame.io/player/f1766be3-59e9-4b73-8fb7-bba7f207697f 80%

Erste Schritte | Getting Started | Meistbesucht | Erste Schritte | Bibi Filmbiblio - File... | Visualization in Scie... | Prelinger Archives : ... | Expert video intervi... | Top 50 Cryptocurre... | Weitere Lesezeichen

Introduction into Neurodiversity.mp4

No Status | Share | 41



01:16 / 03:35 | 1x | 1080p

Leave your comment here...

01:16 | Everyone | Send

Jeanine Reutemann uploaded 2w ago

Add Description

14 Comments | File Information

Timecode | Hide

Anton Bolfing 2w

01:28 Great. Like the sound effects here.

Reply

Jeanine Reutemann 2w

01:35 I didn't found a good sound design for the objects here. Any ideas?

Reply

Gerd Kortemeyer 2w

Do they need one? You already go from the crowd sound to the ascencion xylophone run to the organ-chord - do you want to replace one of those? If so, I would replace the xylophone with something more spacy, like https://www.pond5.com/sound-effects/item/63350445-transition-swell-strange

Reply | Read by 0 people

Estelle Gattlen 2w

I'm not a huge fan of the xylophone. It's too short. We could leave it out. I like the space sound idea for the ADN scenes.

9 new comments

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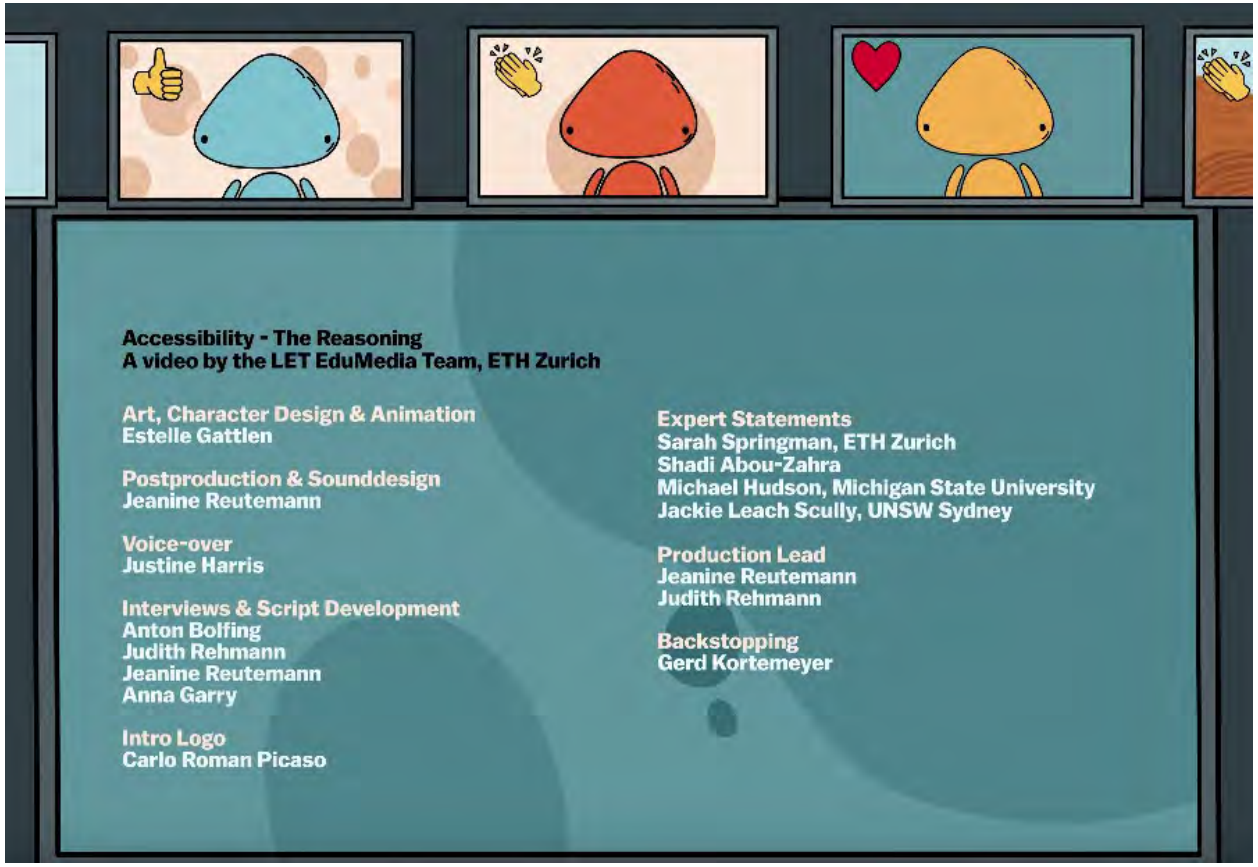
Small Changes

Final Version

Publication



Accessibility - The Reasoning
A video by the LET EduMedia Team, ETH Zurich

Art, Character Design & Animation
Estelle Gattlen

Postproduction & Sounddesign
Jeanine Reutemann

Voice-over
Justine Harris

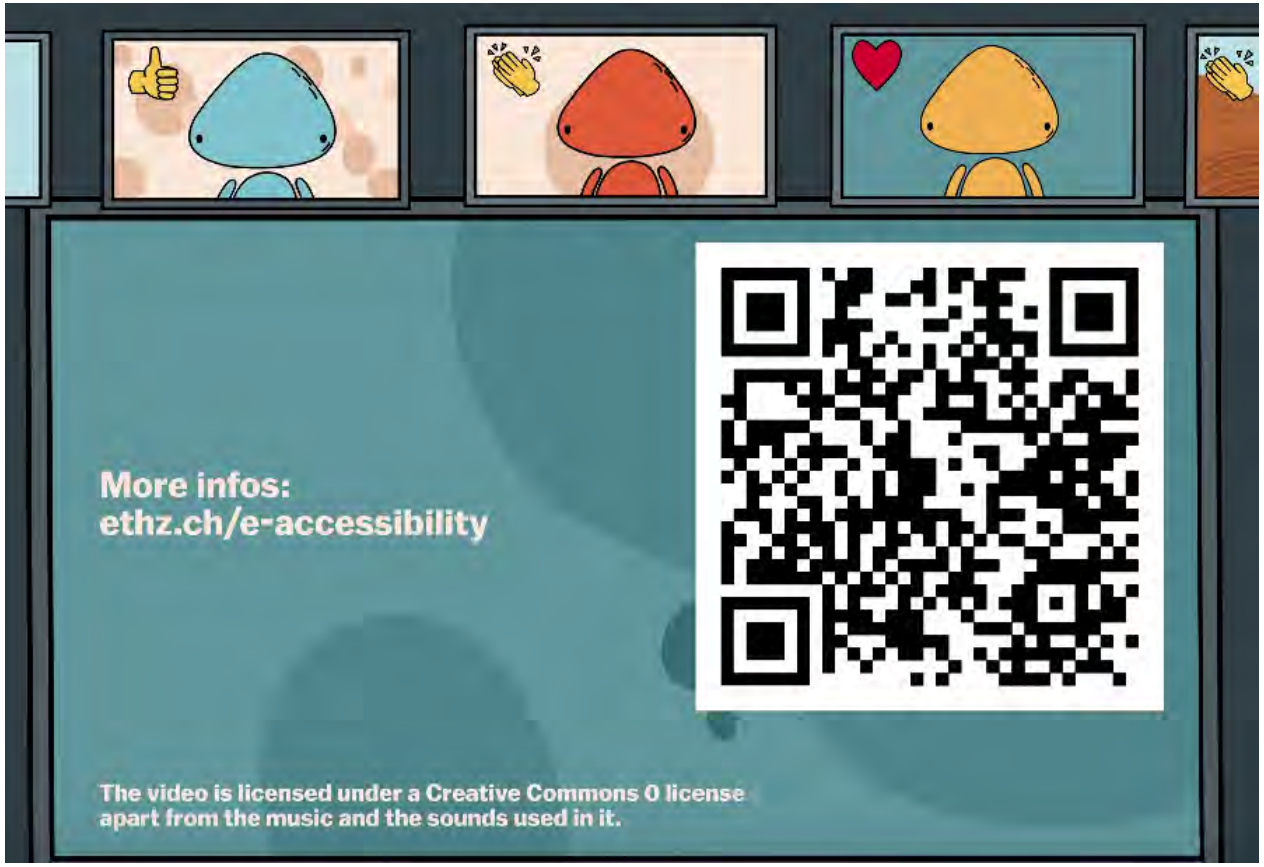
Interviews & Script Development
Anton Bolfing
Judith Rehmann
Jeanine Reutemann
Anna Garry

Intro Logo
Carlo Roman Picaso

Expert Statements
Sarah Springman, ETH Zurich
Shadi Abou-Zahra
Michael Hudson, Michigan State University
Jackie Leach Scully, UNSW Sydney

Production Lead
Jeanine Reutemann
Judith Rehmann

Backstopping
Gerd Kortemeyer



More infos:
ethz.ch/e-accessibility

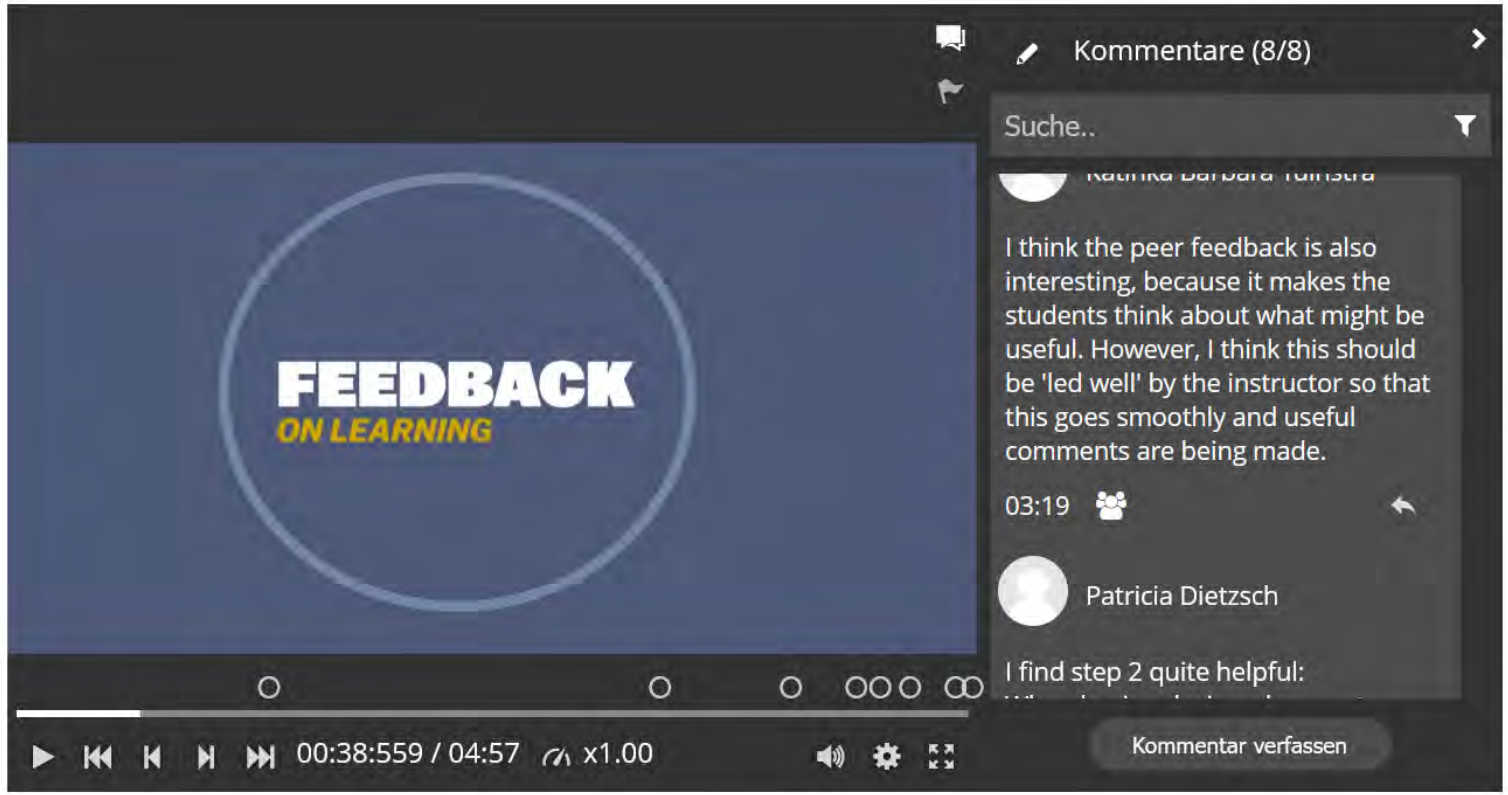
The video is licensed under a Creative Commons 0 license
apart from the music and the sounds used in it.

ETH zürich

Moodle

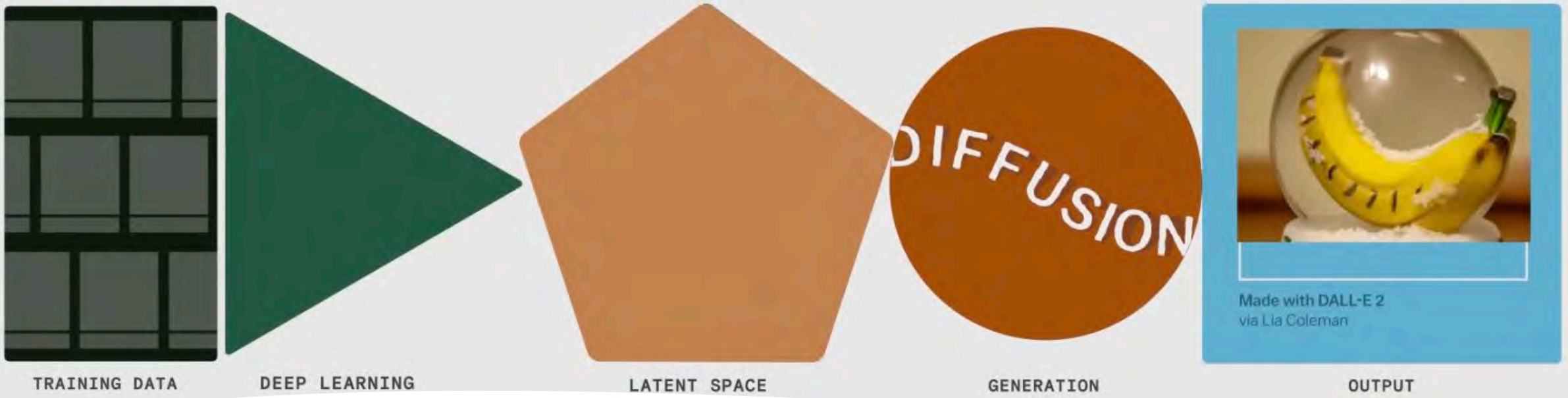
851-0373-00L Learning to Teach HS2021

Meaningful Feedback



OER media - chances & challenges

OER in the light of working with professional media designers (freelancers) from outside university



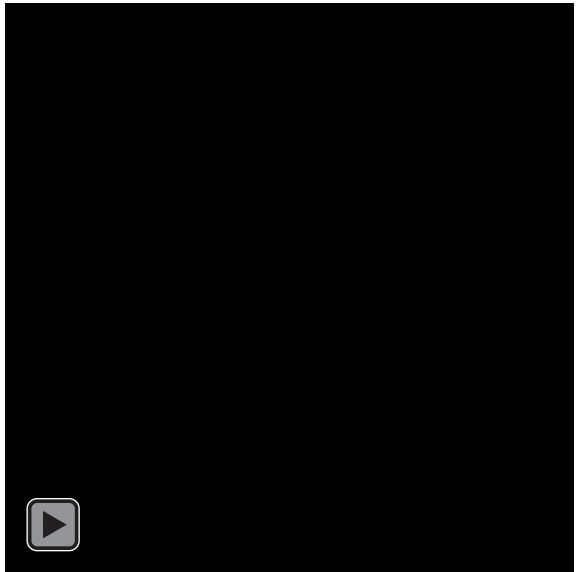
OER media - chances & challenges

- **The future is here – stable diffusion and OER?**
- **Let‘s discuss!**

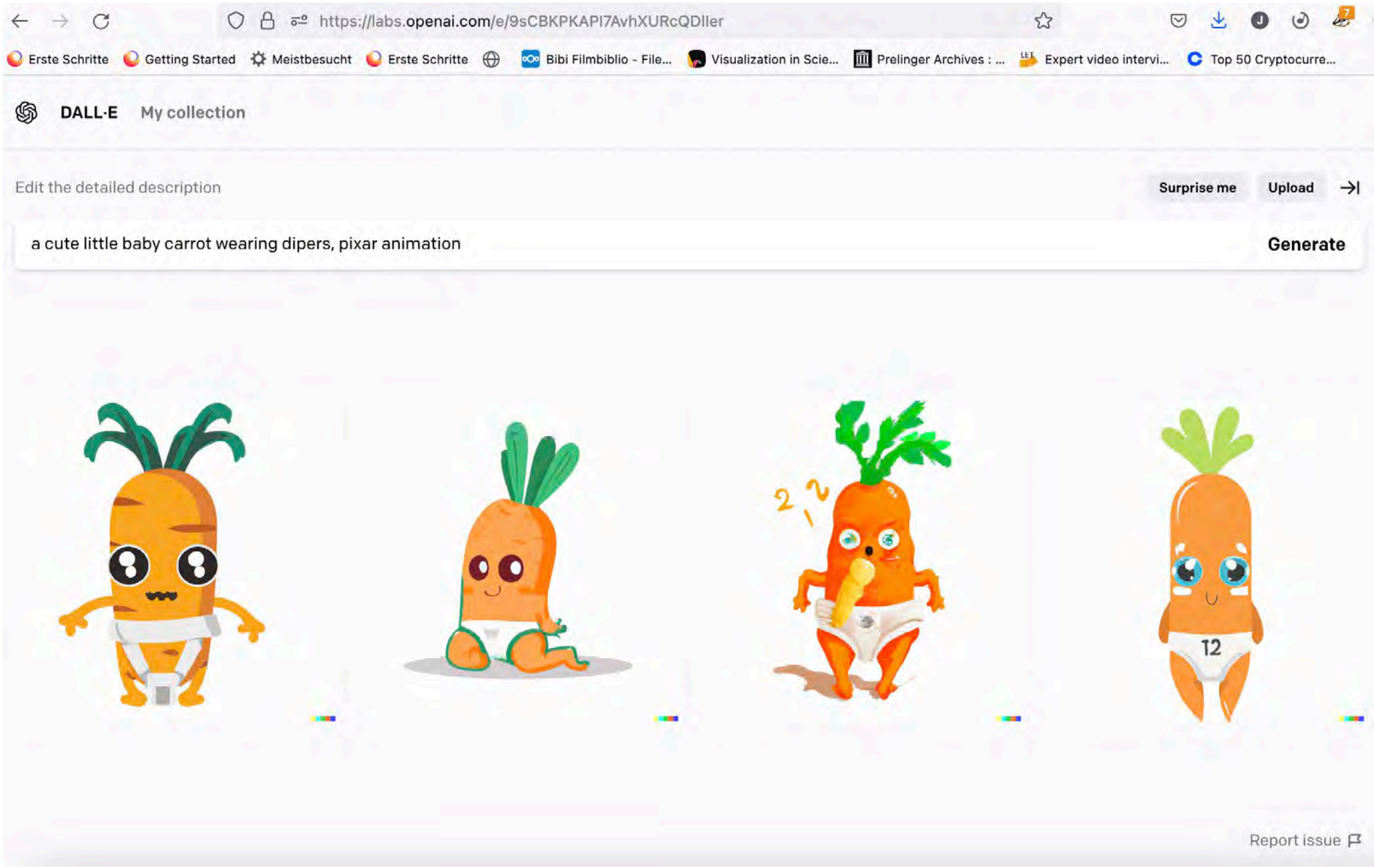
Thanks for your attention!

jeanine.reutemann@let.ethz.ch

Keine Zeit für simplen visuellen Humor?
Das Hu-Möhrchen zu erschaffen dauerte 2 Minuten.



Wie ging jetzt das?



https://sketch.metademolab.com/canvas

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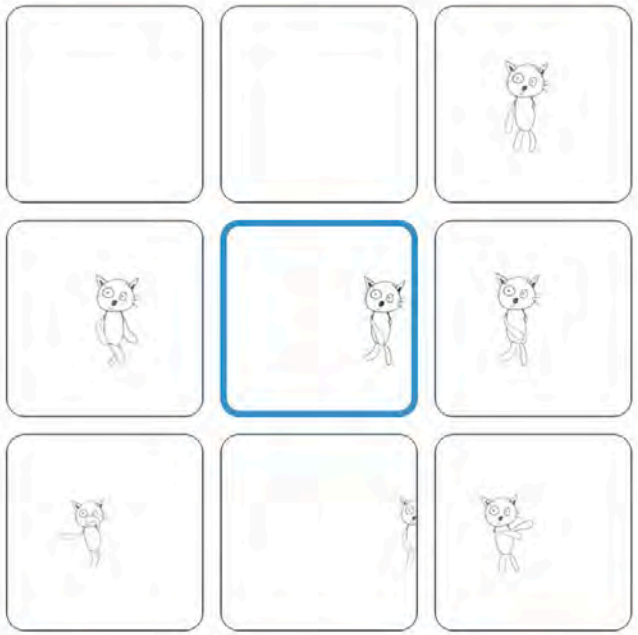
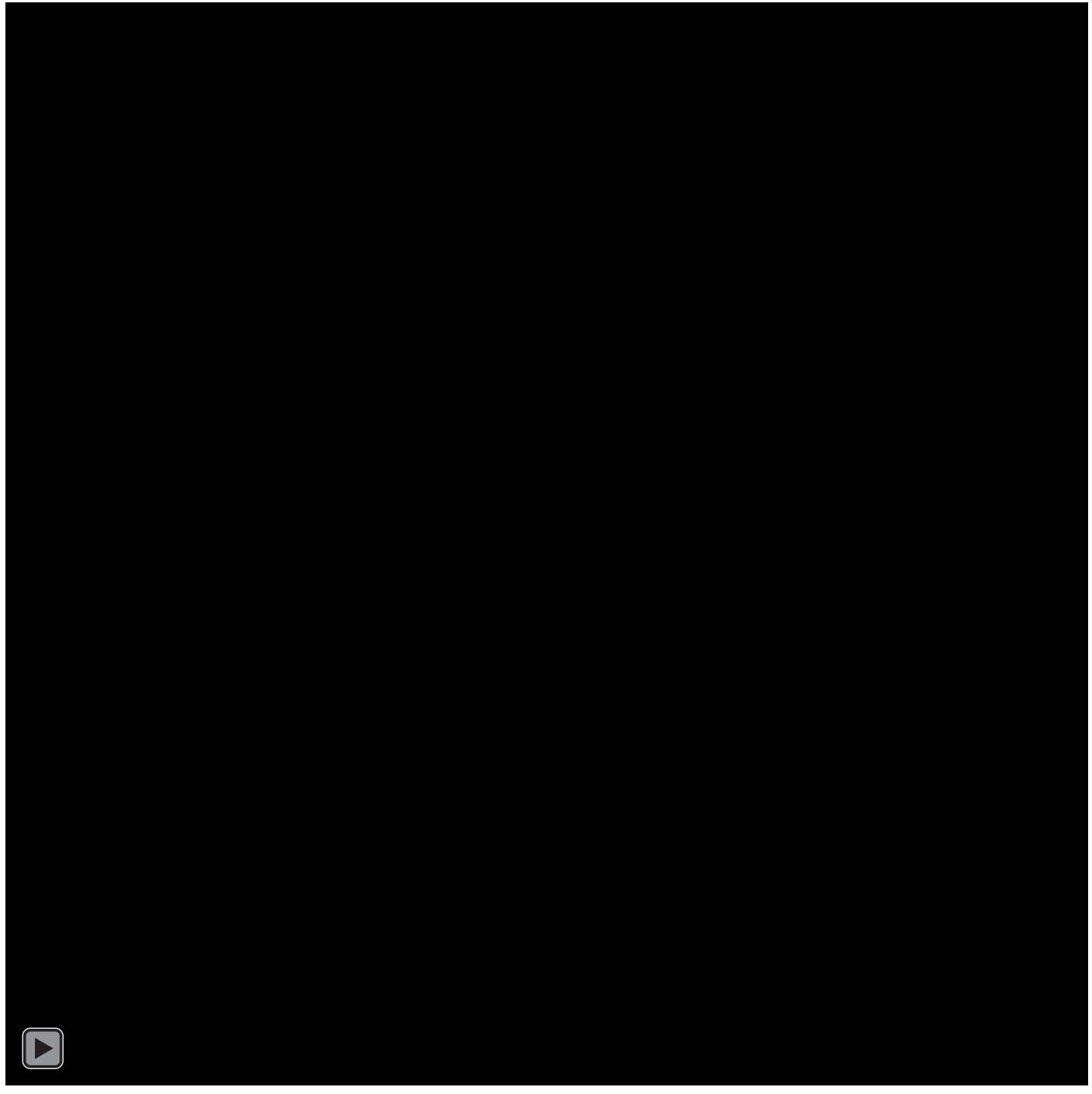
ANIMA

ADD ANIMATION

Choose one of the motions below to see your character perform it!

ALL | DANCE | FUNNY | JUMPING | WALKING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