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
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?
Production process of OER videos at LET ETHZ
Design Session OER: Copy right, copy left, copy past?

Do's & Don'ts?

What applies if you don't do anything? Your work has no value. Someone else can use it. What should you be aware of?

We need example or video Mickey Mouse (copyright) Example to show the issue and elaborate discussion

Author perspective: Wild notes (unstructured)

Author: OER - needs to create a license: attach it to the work

Without license: need applies

Freedom of information vs contracts and protections of work

What about her case? In some we need these contracts, in others we don't.

Publishers: need to license

Copy right: commercial rights, economic rights

Can there be original copyright? So far the only flexible rights that are not awarded.

Problems arises with moral rights (praak rights), but this is not awarded.

Producers want happy with performance rights. Publishers want to take advantage of work

Visual Notes

What is copyright?
**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.

![Workflow Example]
Production process of OER videos at LET ETHZ

Idea Generation
Design Session
Expert Interviews
Production process of OER videos at LET ETHZ

Idea Generation  Design Session  Expert Interviews  Script & Storyboard
### A Short History of Open Educational Resources

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 it 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”.

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. 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 1899 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...

<table>
<thead>
<tr>
<th>Narrative</th>
<th>Reference</th>
<th>Visual</th>
<th>Effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Wide open wind sounds”</td>
<td>Johnstone, Sally M. “Open educational resources serve the world.” Edusource Quarterly 28.3 (2005): 15.</td>
<td>Already in the Minecraft landscape, have a large “Open Educational Resource” in block letters standing around like so: <a href="https://m.media-amazon.com/images/I/51GYOTRY2VL.jpg">https://m.media-amazon.com/images/I/51GYOTRY2VL.jpg</a></td>
<td>Fly in with camera</td>
</tr>
<tr>
<td>The term “Open Educational Resource” became popular around the turn of the millennium. UNESCO defines it like this:</td>
<td>Read the text — maybe have some audible breath in the middle and seem a little impatient.</td>
<td>Highlight phrases as we talk about them or move with camera over the text, or scroll the scroll.</td>
<td>Move over to some sign, stone tablet or scroll in the landscape with the following text:</td>
</tr>
<tr>
<td>What this means: Open Educational Resources, or OERs for short, are actually older than the term.</td>
<td>Clock with hands (in Minecraft?) running backwards and/or Minecraft landscape turning black and white.</td>
<td>Camera turning to clock</td>
<td>Single Shot?</td>
</tr>
<tr>
<td>Panel</td>
<td>Scene</td>
<td>Picture</td>
<td>Voice-over</td>
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| 07    | 030   | ![Image](image1.png) | 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    |       | ![Image](image2.png) | 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   | ![Image](image3.png) | This is how it works: Rain falls on the surface above a cave, and the rainwater penetrates the soil.
| 10    | 050   | ![Image](image4.png) | This rainwater is in chemical equilibrium with the bedrock. |

**Remarks:**
- Panel 08: *plop* sound of speech bubble, Frida jumps into the camera. Parallel montage: same scene with Naruq.
- Panel 09: Frida & Naruq (pixel characters) jump in Minecraft world; they walk on.
Production process of OER videos at LET ETHZ

Idea Generation Design Session Script & Storyboard Expert Interviews General Production Process Animations

Teachers / Professors / Academics Media Designers / Filmmakers / Animators Script Editors / Production & Learning X Designers
Fotografie, das ist die Wahrheit.
Und Kino, das ist die Wahrheit 24 Mal pro Sekunde.

Jean-Luc Godard, Der kleine Soldat, 1960.
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Idea Generation
Design Session
Expert Interviews
Script & Storyboard
General Production Process
Animations
Montage & Sounddesign
Production process of OER videos at LET ETHZ

- **Idea Generation**
- **Design Session**
- **Expert Interviews**
- **Script & Storyboard**
- **General Production Process**
- **Animations**
- **Montage & Sound Design**
- **Rough-Cut Review**

**Teams:**
- Teachers / Professors / Academics
- Media Designers / Filmmakers / Animators
- Script Editors / Production & Learning X Designers
Accessibility - The Reasoning
A video by the LET EduMedia Team, ETH Zurich

Art, Character Design & Animation
Estelae Gattien
Postproduction & Sounddesign
Jeanine Reutemann
Voice-over
Justine Harris
Interviews & Script Development
Anton Rolffing
Judith Rehmann
Jeanine Reutemann
Anne Garry
Intro Logo
Carlo Roman Picasso

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

Production Lead
Jeanine Reutemann
Judith Rehmann
Backstopping
Gerti Koffeneyer

More infos:
ethz.ch/e-accessibility

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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?
ADD ANIMATION

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

ALL  DANCE  FUNNY  JUMPING  WALKING

+ Drawing  Share  Fix