

Eidgenössische Technische Hochschule Zürich Swiss Federal Institute of Technology Zurich

## **EduMedia Team**



18.4.2023

Dr. Jeanine Reutemann Lead LET EduMedia ETH www.edumedia-ethz.ch



**Ecosystem Management in the Scottish Highlands, ETH Zürich, 2017.** 



Inequality & Conflict, r4d programme SNF, ETH Zürich, UNIL & Geneva Graduate Institute, 2019.



Remote Sensing Method, Leiden University, 2018.



Fairtrade Chocolate Ghana, University Osnabrück, 2018.















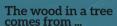












a) the so

b) the air

c) mostly the soil, a little bit from the air d) mostly the air, a little bit from the soil



#### Ways of working

- 1. Co-Design edumedia projects
- 2. Media competencies teachings, coachings
- 3. Flagship projects media explorations, cutting-edge edutech, speculative design

**«This graphic** explains everything in the blink of an eye [...] has a magical effect on our brain, (letting)

connections before **«Warming stripes»**, Professor Ed Hawkins, 2016.

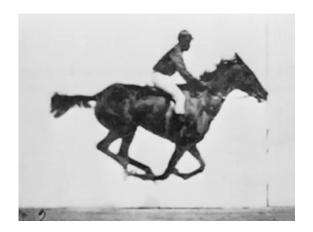
Schmid, Simon, 2019.

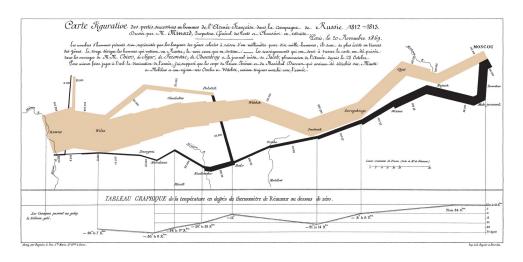
us recognize

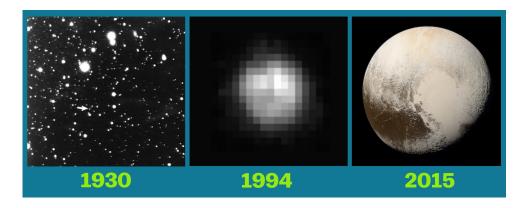
we have even

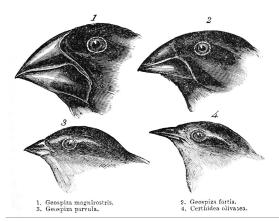
about them»

actively thought









## **Media formats**

#### the subtle pain of choosing the right media for your purpose

- Videos (concept videos, Expert Interviews,
   Documentary, Observations, Tutorial,
   Introduction Videos, tiktok, etc)
- Animations (2D, 3D, Stop-Motion, Pixilation, –
   Animated Documentaries, Character Portraits –
   etc.) –
- Illustrations, Scientific Illustrations
- Comics, Graphic Novel
- Board or Card Games
- Interactive Poster Design
- Icons, Symbols
- Graphic Design

- Diagrams
- Gifs, memes, animated graphics
  - Drawings, Paintings
- Photography Series
- Interactive Media
- UI/UX Design
- Mixed media (VR, AR, 360-Videos)
- Hybrid media
- Transmedial storytelling formats
- Audio Podcasts
- Soundscapes, Sonifications

#### **EduMedia Team FREELANCERS CONTENT MEDIA EXPERTS DESIGNERS** teachers videographer scientists animation expert professors interaction designe COprofessionals graphic designer **DESIGN** game designer illustrator **LEARNING STUDENT SUPPORT EXPERIENCE DESIGNERS TECHNICAL SUPPORT** script editor didactic expert production designer learning psychologist media theory expert

# **Food Chemistry**

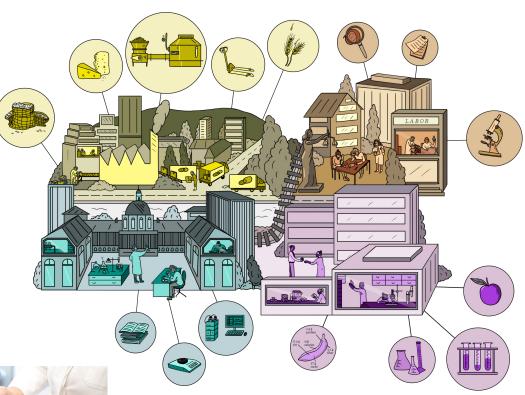
 $co\text{-}design\ with\ D\text{-}HEST$ 

- 7 case study video portraits
- Interactive illustration







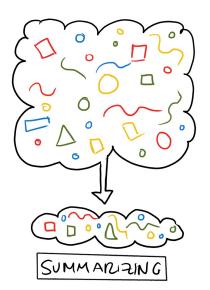


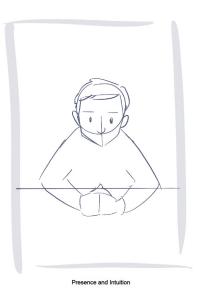
#### **Micro Skills in Peace Mediation**

co-design with D-GUESS

- Game cards & game design
- Animation video
- Enacted documentary





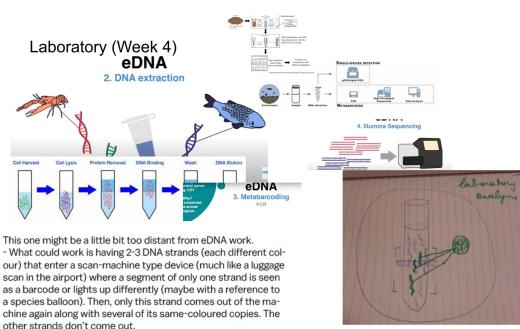




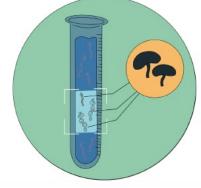
## **eDNA MOOC**

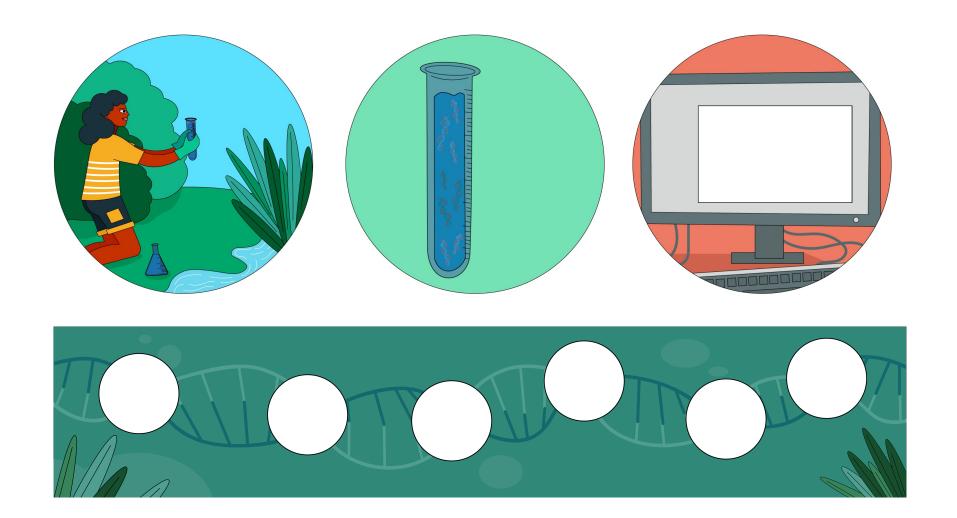
 $co-design\ with\ D ext{-}USYS$ 

- Illustrations: visual course code
- Animated gifs





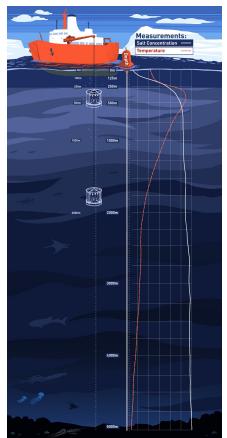


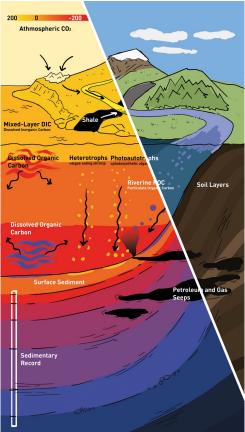


#### **Radionucleids**

Co-design with D-PHYS, D-ERDW, D-USYS

- Six case study videos with interviews, on-location filming and animations
- One fully animated science concept video
- Graphics, concept visualizations













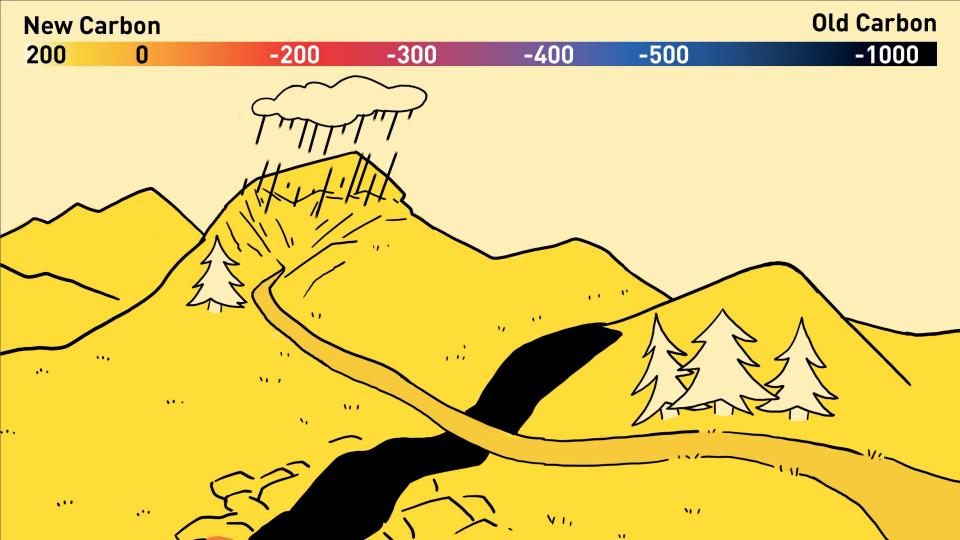
ī	Panel n°	Szene n°	Picture	Voice-over	Action	Done
	07	030		For a stalagmite to from, generally three things are needed: soil, a limestone bedrock and rainwater.	This part will be in Color.  It is only for the storyboard that it is in black and white, for efficiency reasons. :)	X
	08			Oh, and a cave 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	٥	This rainwater is in chemical equilibrium with		

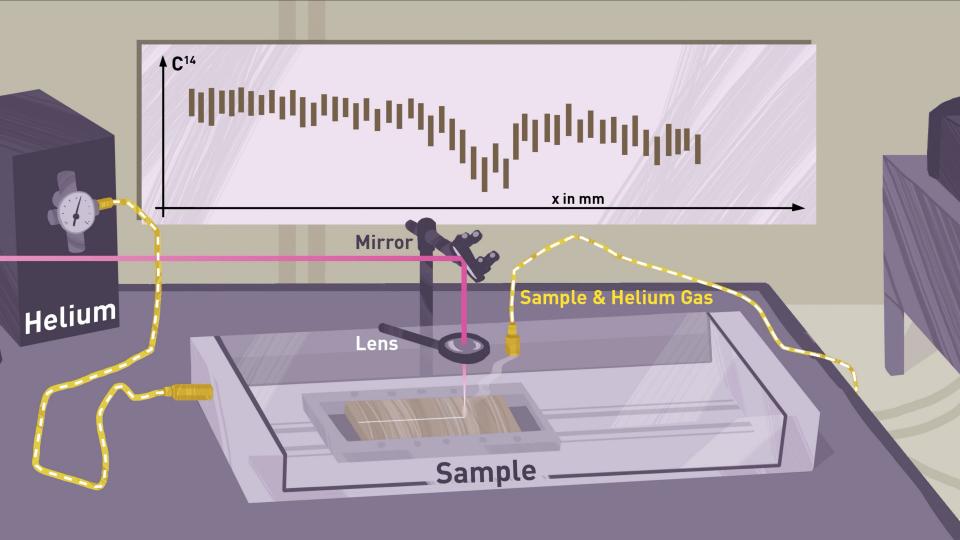












# **Accessibility**

#### ${\it Co-design Anton}~ {\it \odot}$

- Character animation videos with expert statements
- A4 Comics
- Tiktok-style animated student portraits



