

Digital Interventions

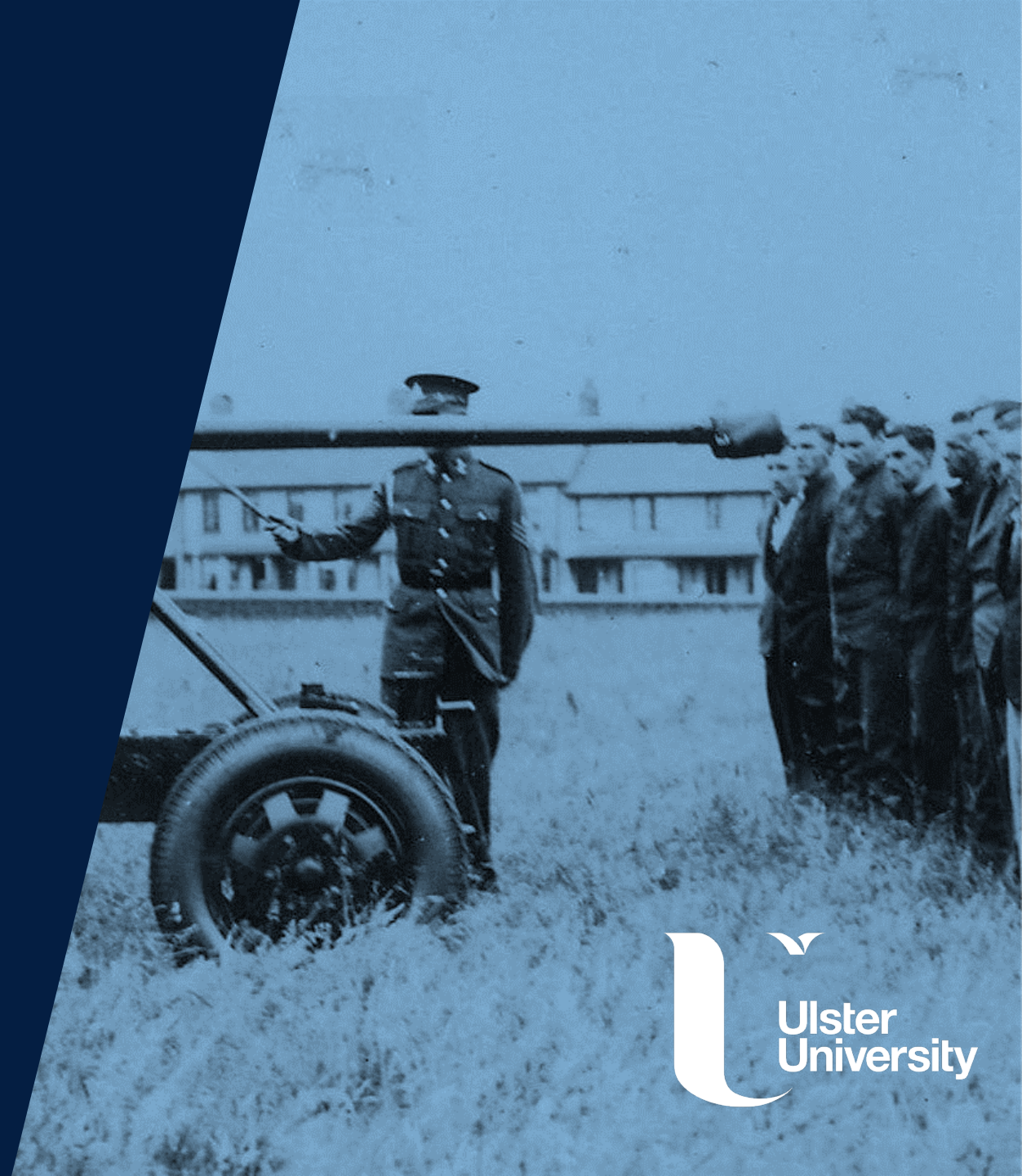
35 students from the BSc Interactive Media course worked across 10 archives to explore how interactivity can be used to explore cultural heritage and create engaging content for public audiences.

The students worked with Senior Lecturer Dr Helen Jackson, and Technical Demonstrator Dr Ellen Bell on prototypes for innovative projects that explored local heritage and community histories.

External Partnerships

The students were encouraged to explore interactivity as a medium for meaning making, rather than as a tool, and created a range of prototype outcomes across 15 weeks.

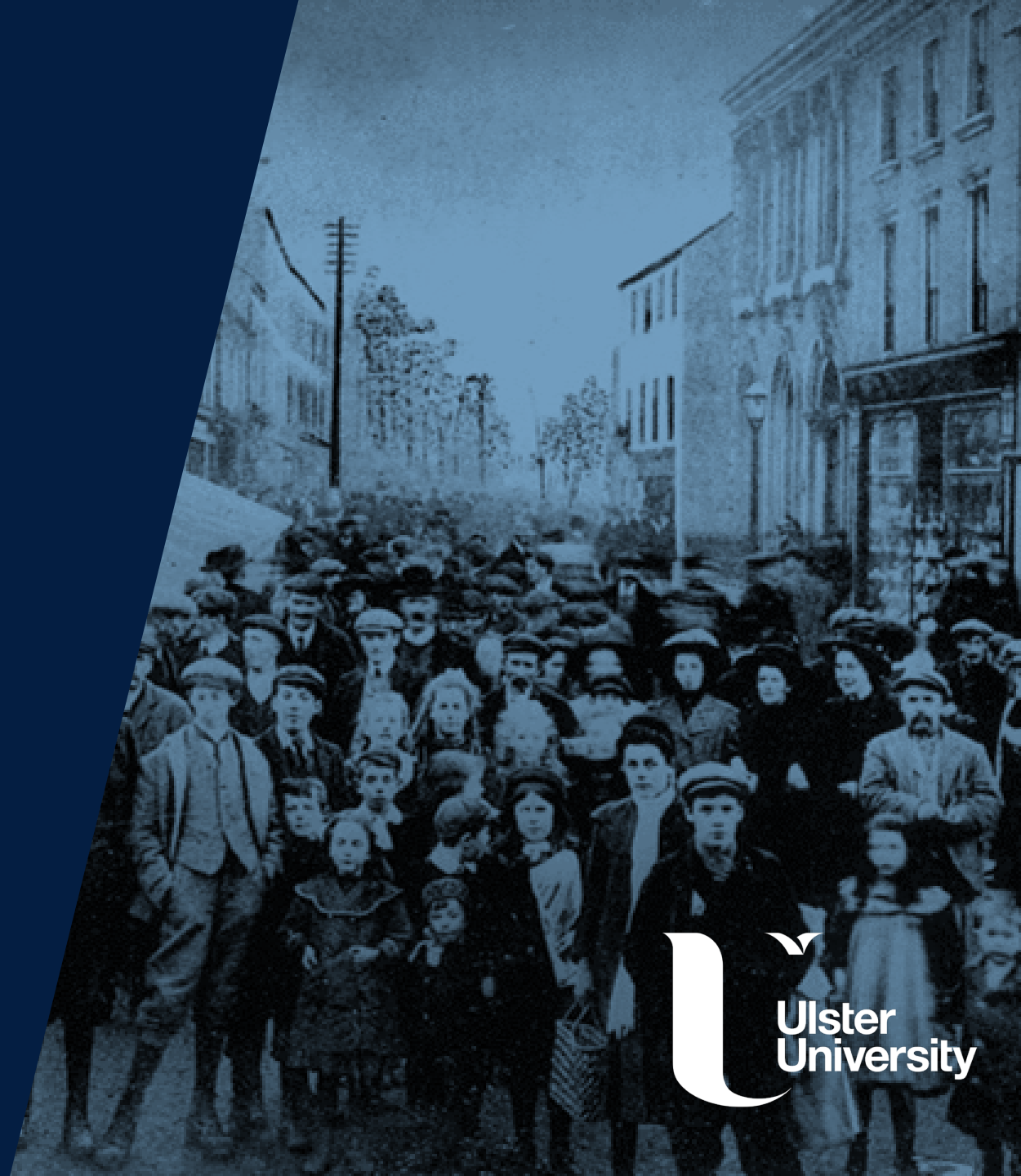
The students worked with the Museums Service at Causeway Coast and Glens council and drew on materials from NW200, Sam Henry, Corfield Photography Factory, George Shiels, Peter Woodman and the dig at Mountsandel, WWII Coleraine Battery, Charlie McAfee and the Ballymoney Show



Digital Storytelling

The project forms part of the Museums Services' Centenary Celebrations for NI100 but allowed staff and students to explore a range of core ideas around archives, the dispersed museum, digital storytelling and co-production.

The course has a history of working with 'students as innovators' in a range of community and culturally engaged practices, especially with Museums, Non-Profits and charities.



Self Reflection

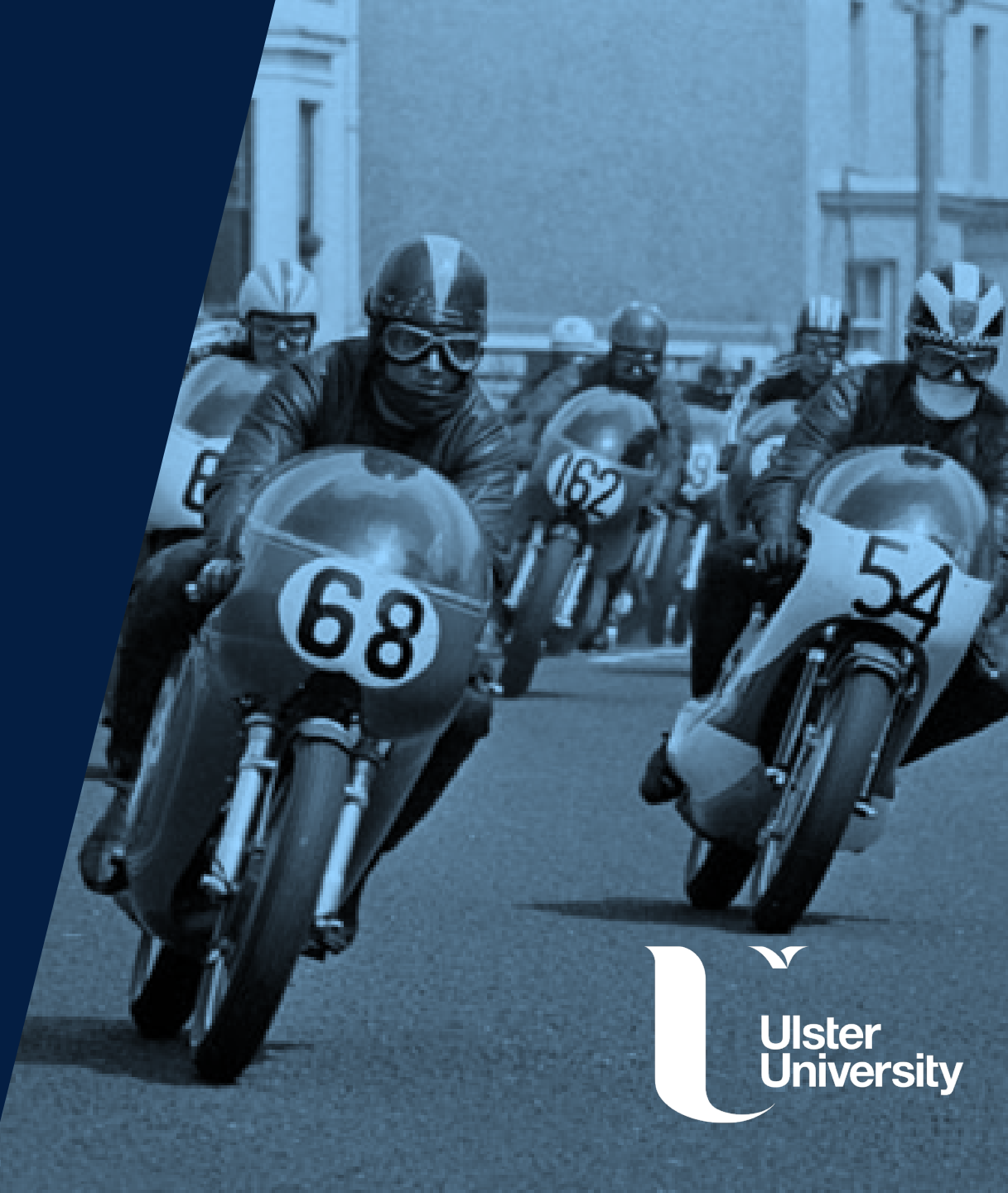
The project, and the making process was also a space for reflection and discussion for some students who had close personal family ties with some of the hidden histories that they worked with.

“ I have family members who actually raced in the NW200 and still involved in its organisation. My father's business, Troggs, also part sponsored the event a few years back

- Ethan Hill

“ For the last 7 years I have been part of the Northern Ireland Fire & Rescue crew that provides safety cover during race week. So, this project is a really exciting opportunity for us to use our own experiences of the race to develop a really insightful interactive experience for new audiences

- Chris Martin



Teaching and Mentorship

A series of online lectures, interactive workshops and case studies which looked at how to scope a project, understand i-Doc practice, non-linear and Interactive Documentary, and project design. Leading to a pre-production package.

Ideation and Pre-Production

Students used this input to develop storyboards, scripts, wireframes and interactive story structures to explore the archive content.

Feedback and Development

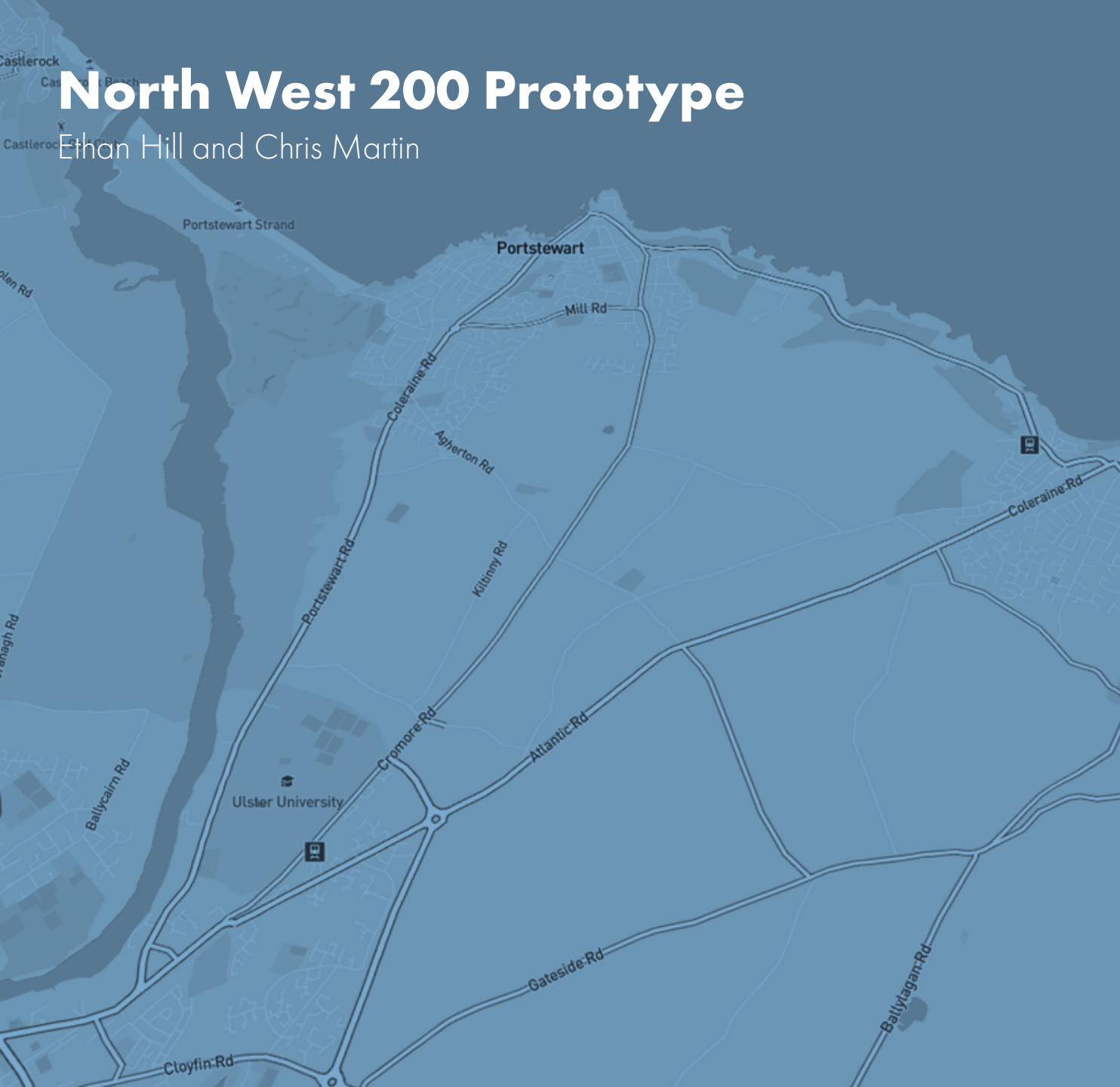
Students were given feedback on their projects by academics and researchers with extensive experience in developing interactive experiences for cultural interpretation.

Prototypes

Students had a series of masterclasses to help develop core functionality and create the working prototypes outcomes.

North West 200 Prototype

Ethan Hill and Chris Martin



Enter, The North West 200



The first 'International' road race of the year is the North West 200 which also takes place in May. The North West 200 is held on a high speed triangular circuit linking the towns of Portrush, Portstewart and Coleraine and attracts crowds that other 'mainstream' sports can only dream of. Often referred to as 'almost' like a short circuit, the high speeds and 'furniture' that surrounds the circuit says otherwise! Like any other 'roads' circuit, the NW200 is one that demands respect and is not for the faint hearted. Viewing spots are available throughout the length of the circuit with favourites being the Ballysally (Magic) Roundabout, Metropole, Church and York Corners.

Co-Design

The prototyping and making process can be thought of as a process of co-design where users, and the public are engaged as key stakeholders in the design process. When we work in this way, we are working with students as co-researchers, co-producers, co-designers and co-innovators.

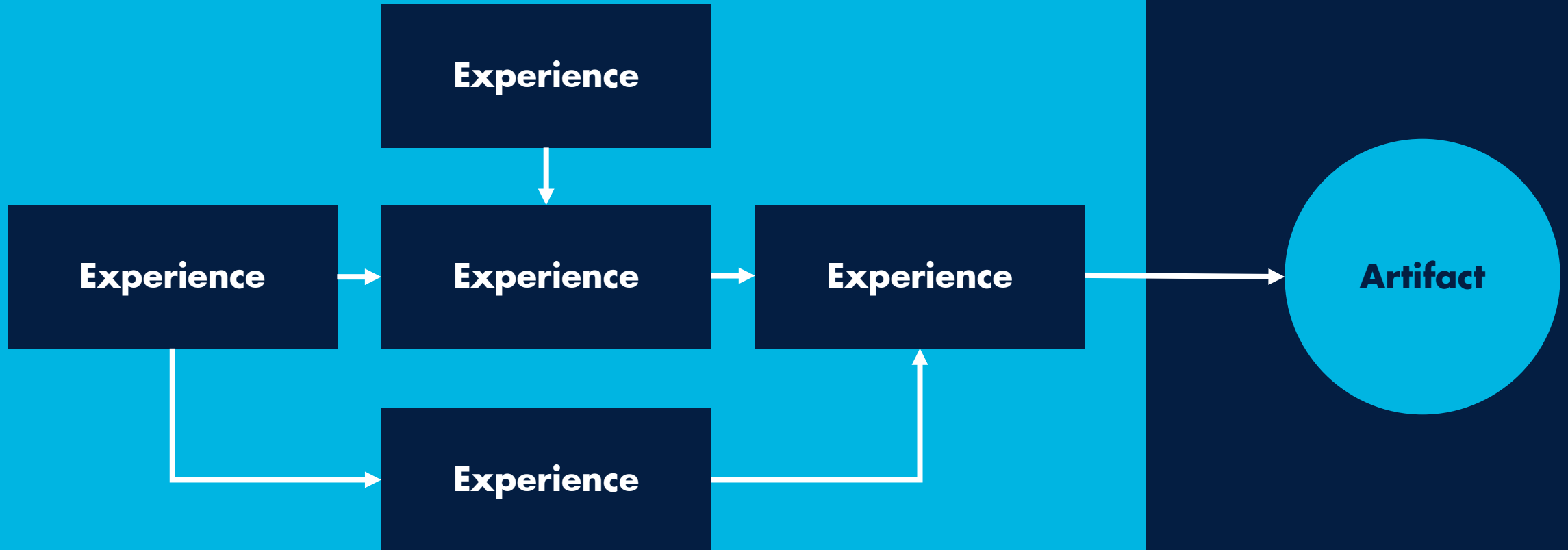
The students are helped to develop a core set of cultural literacies, critical skills and technical abilities to work as digital producers that are design for and with.

These prototypes will form the starting point for further development by Digital Designers and Researchers at Ulster University to create public facing media experiences for the Museum Service in Causeway Coast and Glens



Storytelling

Museum



Storytelling

Experience

Experience

Experience

Museum

Artifact

Storytelling

Experience

Experience

Transmedia Storytelling in Museums

Spreadability

Drillability

Continuity

Multiplicity

Immersion

Extractability

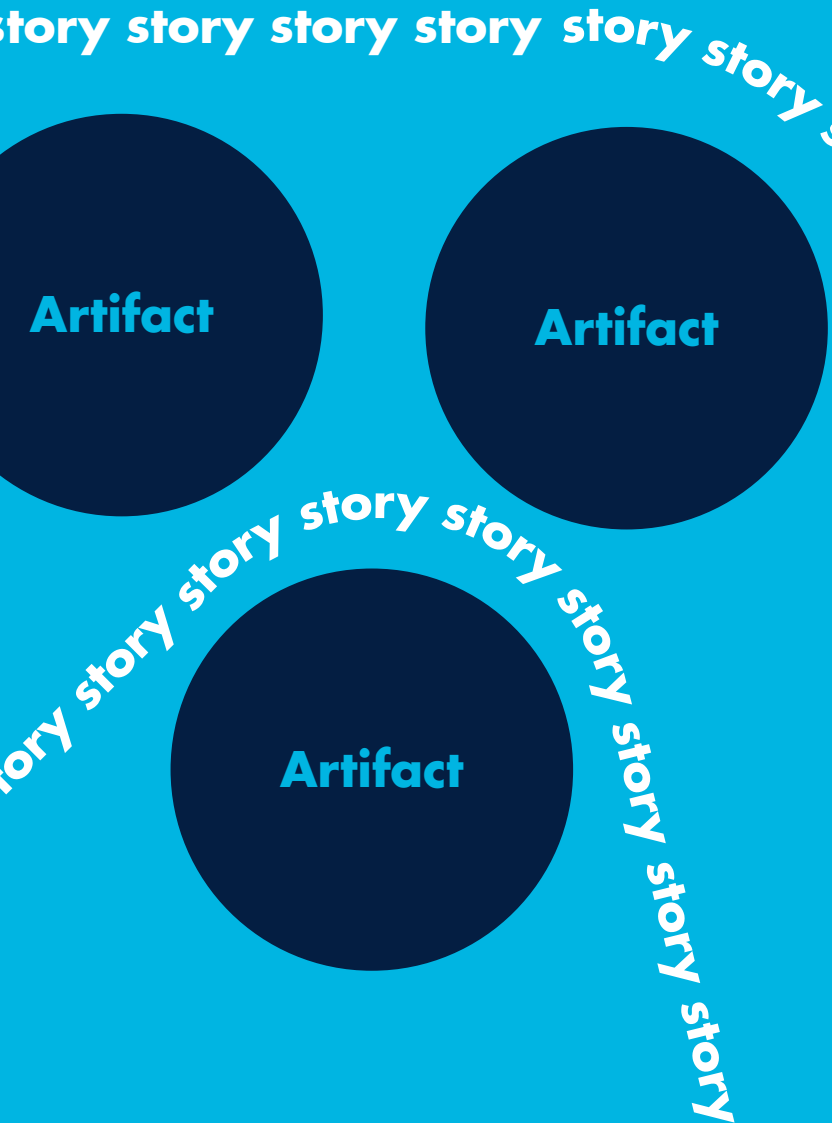
Worldbuilding

Subjectivity

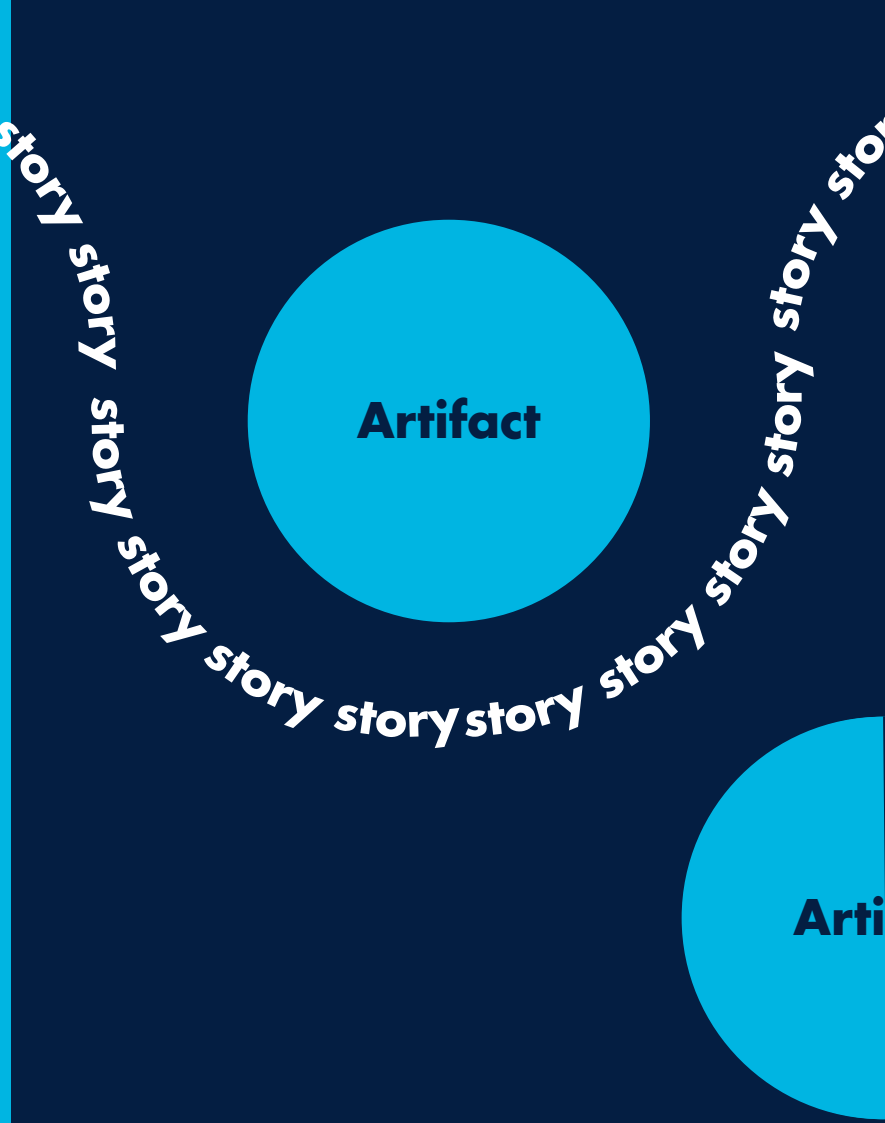
Seriality

Performance

Storytelling



Museum



Storytelling

