Education meets Outreach: MOOCS@FAU

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TRIGGERING INNOVATION......
1. Innovation is creating value from ideas
2. Technology is not innovation
3. Need pull and knowledge push
4. Emergence, fluid state to dominant design
5. Long fuse, big bang
AN INNOVATION JOURNEY

1. Books- and beyond….
2. Lose the bookshelves!
3. Broadcast to flipped mode
4. ‘Bite-sizing….’
5. Broadening the repertoire
6. Opening up the community
7. Context(s) of consumption….
8. Etc. – still learning, work-in-progress
Video styles in MOOCS
Differences and Commonalities
MEDIA TOOLSET SUPPORTING ... NOT DISTRACTING
TALKING HEAD PRO
FULLFRAME BACKGROUND GIVES SETTING
FROM HORSES TO CARS
SUPPORTING ILLUSTRATIONS VISUALIZE THOUGHTS
SUPPORTING ANIMATIONS SHOW PROCESSES
TALKING HEAD DOUBLE SCRUTINIZES STUFF
LEARNING SONG RHYME AND REPETITION
WHAT IS INNOVATION?

DEFINITION
IN + NOVARE
MAKE CHANGE
CREATE NEW
EXEMPLARY:
MOTORCAR
FROM HORSES TO CARS

CREATING VALUE FROM IDEAS
VALUE

CREATING VALUE:
COMMERCIAL VALUE

SALER
TECHNICAL
COMMERCIAL POSSIBILITIES

SOCIAL

EXAMPLE:
PRINTING PRESS
J. GUTENBERG

EXAMPLE:
PHARMACEUTICALS

EXAMPLE:
LIFE STRAW

SOCIAL + COMMERCIAL VALUE

TODAY: ALIVE
EARLIER: DEAD
LIFE-SAVING DRUGS HAVE CHANGED THE WORLD
INFRAME INTERACTIONS
SHIFTING THE PARADIGM
TRADITIONAL TEXT AS LEADING MEDIUM
FILM AS LEADING MEDIUM
TRANSMEDIA
TELLING THE STORY ACROSS MULTIPLE STANDALONE MEDIA PLATFORMS
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THANK YOU FOR YOUR ATTENTION

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