

CREATIVE MEDIA MODULE

within the M.Sc. Media informatics program

MOME MA in Media Design

MOME started the MA on Media Design. MOME Creative Technology Lab (<http://create.mome.hu>) and ELTE T@T lab has a strong motivation to join forces, due to the fact that the former's profile is media design while that of the later is media programming, thus the two produce a braid supplementing each other to produce a productive workshop for creative edutainment and museum technologies. The project course at MOME titled "The Museum of the 21st Century" produced some projects with joint efforts, creating special installation for the National Museum.

ELTE MSc in Media programming

ELTE Faculty of Informatics started a Media Informatics MSc, with a module on Creative Media, providing background to master technology and theory, running R&D interdisciplinary projects that can be easily implemented within the everyday rationales, joining students at BSc, MSc and PhD levels. These projects are open to MOME media designer students.

Project courses at ELTE

AR project: An AR portal has been created, where add-on modules provide facilities for enhanced use of AR codes using different AR Toolkits, creating markers and pairing markers with media files to produce augmented effects. 3D modelling: Within the coursework students produce 3D models that are needed for different projects to be fulfilled. The full model of the Faculty's building has also been created using appropriate texture inside-out. Virtual worlds: Virtual environments are being exploited on different platforms; e.g. SecondLife (experiencing educational potential), Visuland (building situated learning environments), OpenSim (creating a constructivist learning environments), Edusim (producing 3D interactives for whiteboards), Unity (creating 3D learning games) and Flash (creating education games).



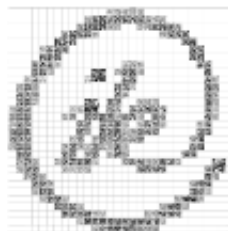
"Pamacs" game to identify objects.

3D model of Faculty building

AIM: MUSEUM

MOME & ELTE cooperation

- ELTE Faculty of Informatics brochure and other creative manipulatives were produced by a student from MOME supervised by the author from ELTE.
- A double diploma work is just emerging from a MOME video movie trailer to be developed as an interactive Unity game from ELTE.
- Classes at ELTE are attended by students from MOME. QR code course at MOME was done together with teachers from ELTE
- In "Online Urban Games" course, MOME students worked together with ELTE students to develop the mobile games.
- In "100YearOldHouses" project. Old houses in Budapest were marked by QR codes, which directed the visitors to a web pages to play a quiz or upload stories. ELTE students did the programming, while MOME students worked out the content and organisation.

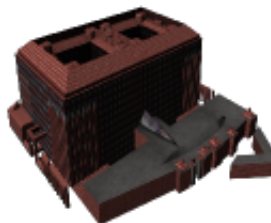


QR wall with Faculty items

Interactive story telling tool

QR project

- All staff rooms are labelled with QR codes leading to the web page of staff members .
- All labs and lecture halls are labelled with QR codes leading to the web page of their schedules.
- QR codes provide orientation by showing a map of "where-you-are" and plus a data-base for searching..
- QR codes lead to questions and tasks related to a Challenge Quest that is run at specific events.
- Several everyday objects have been created using QR codes.



INFORMATICS



Mobile programming project

Our mobile programming BSc course has been topped by the MSc course called Interactive media, which introduces multidisciplinary project work throughout a horizontal technology platform. AR applications as well as educational game development is of high priority.

All the above developed technology serves the educational and everyday needs of our courses, staff, students, but at the same time they were created as a reference prototype that could be implemented as museum technology.

Prezi: Museum Arena

Zsófia Ruttkay,
Márta Turcsányi-
Szabó, *Musea in the Digital Age*,
InSEA'2011.



ELTE T@T lab (dedicated to TEL) runs the the Creative Media courses.

