EDITO

New technologies encourage new creations with original content and tools.

Some actors of the education and training field have seen the use of these technologies as an opportunity to create new training tools.

How to make learning more attractive? How to bring back people to the school system? How to offer an alternative to the traditional system of education?

Ambitious challenges for the transmedia field and new opportunities for a better learning experience!

WE INTERVIEWED….

VAHUR PUIK

Ajapaik.ee

Ajapaik.ee is an Estonian transmedia project aiming at approaching history in an innovative way. It can be considered as a new form of education and training through the intersection of knowledge and digital tools. We interviewed Vahur Puik, a representative of the project, to discuss the evolution of Ajapaik.ee and its educational dimension.

Can you describe the Ajapaaik.ee project?

This project aims at archiving historical pictures and cataloging them on a map. The audience is invited to participate. Visitors can indicate where the pictures have been taken with their personal knowledge of the area, and they are invited to describe them. We can also archive paintings.

WE INTERVIEWED….

How does the transmedia aspect bring an added value to your project?

Among the current online-stored pictures, there is a very large amount of pictures, not easily accessible, and in a specific language. The Ajapaik.ee project brings together clearly all the historical pictures in Estonia, archiving the pictures and restituting them on an interactive map.

The storytelling aspect is also very positive. The audience participates, it helps to have accurate information from people who know their homes and cities. This project involves the local audience, people feel more concerned. For now, 6500 users have contributed.

The use of the Internet broadens the audience. We have also developed a mobile application to involve everyone. Pictures are connected to the map, with a navigation, a GPS. People can see where they are, and where are the pictures around them.
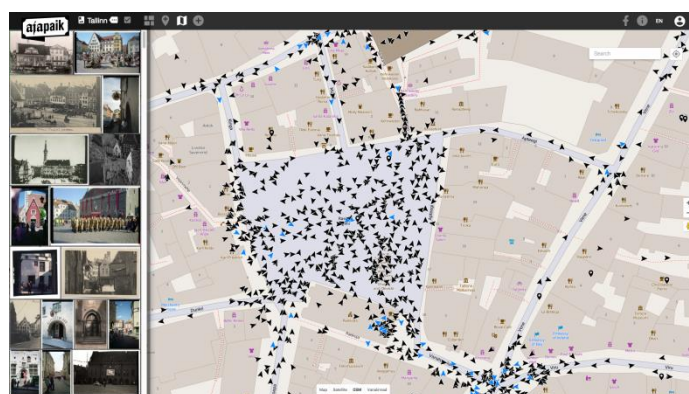
On the educational aspect, what can be the contribution of your project?

Our project has a real educational purpose. We believe that if someone has an old photo, it gives a particular educational focus, we can see the details of some places and monuments. By doing this, we see what has changed historically.

For the more formal education, the action to participate in this type of project can be positive for students, participating in the description of the history. People need a real reflection to participate, it helps to learn about the evolution of buildings, renovation, how buildings complement each other, it allows to discover new things. It is an "active approach" rather than a passive one towards history. It is a tool that allows the public, especially the younger, to discover things by themselves.

This allows the memory process to set up...

By connecting these pictures to the map, we "restitute" some places, this is part of education to make a working memory.

We have some pictures of monuments that do not exist anymore for historical reasons. But also of monuments of the Soviet era, which bring questions about the history of Estonia. Recently, we have cooperated with the Estonian heritage board, who identified our platform as a very useful tool.

How is your project funded?

We have public support from the Estonian state (the Ministry of Education, and also of culture), and an Estonian center separated from public policies. We wish to respond to a European call. We currently have relations with Norway, and we are looking for more international partnerships

TRENDS AND TECHNOLOGICAL TOOLS

The tech giant Google bought the French start-up Moodstocks

Google recently announced the acquisition of the French start-up Moodstock. The tech giant wants to further its advantage in terms of picture recognition with a smartphone. The Moodstock team will continue its researches as part of Google France. One more step in the development of the transmedia strategy for the US company!

➤ *http://venturebeat.com/2016/07/06/google-buys-machine-learning-startup-moodstock-to-help-your-phones-camera-identify-objects/*

LATEST PROJECTS

Convoi 77, a European project to restore the memory of the last deportees from Drancy to Auschwitz

The memory work and the understanding of History in its darkest hours is an essential component of learning in our societies. "Convoi 77" is a European project that uses an online platform to restore the memory of the last deportees from Drancy to Auschwitz. The digital aspect of the project is core in order to involve individuals who have information about this historical episode, to attract the younger audience and make them aware of their continent's History in a new way. The European dimension of the project also shows the ability of European actors to restore a memory in a common understanding and cooperation.

➤ *http://www.convoi77.org/en/*

LATEST PROJECTS

« *Traits de caractères* », new ways to learn Chinese

Chinese is considered as one of the most complicated language in the world. It is the only living language that uses symbols rather than letters. With the emergence of China as a new economic power, the interest in learning this language has grown up. "*Traits de caractères*" attempts to combine the growing attraction of this language and its grammar obstacle through an innovative transmedia project combining animation and learning. Learning Chinese becomes a game!

> ❯ http://www.lepole.org/lab-o-2016-traits-de-caracteres-les-films-du-square/
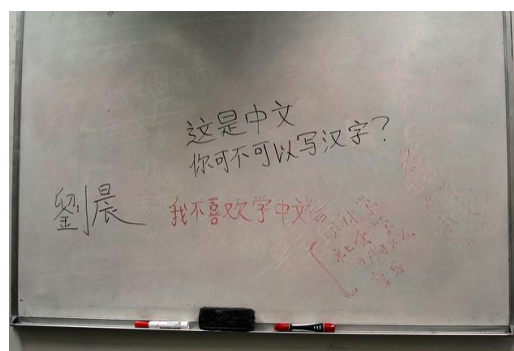
EdGamer, a reflection about education in video games
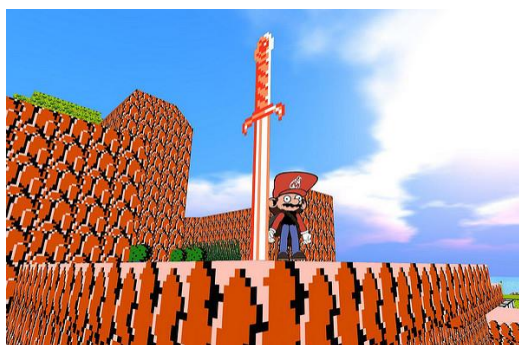
Gaming has progressively proven itself a useful and alternative way of learning, with the development of serious games for instance. Video games have also emerged as a core media in the past decade, and the new generation is accustomed to its sometimes daily utilization. The re-appropriation of games, including video game, as a learning tool is an intelligent way to create an educational sphere. EdGamer is a website that leads a reflection on the development of education through gaming.

> ❯ http://edgamer.net/

Raise awareness towards environment through a transmedia project

Argentinian Francisco Gabrielli mounted a transmedia project, which goal is to educate children about environmental issues. His product teaches citizens of tomorrow to be more respectful of the environment, while making them participate in a beautiful and poetic storytelling. This project also shows an opportunity for Argentina to take advantage of its strengths - cinema and social awareness – and to integrate them into new technological developments.

> ❯ http://www.mdzol.com/video/677780-un-proyecto-transmedia-que-trabajara-con-las-escuelas/

LATEST PROJECTS

When transmedia encourages the youth to read

Gleerups interactive books are a complete digital teaching material adapted to studying in school. This multi-screen tool allows teachers both to provide a highly interactive course and to engage more intensively students. *[In Swedish]*

> ❯ *https://www.gleerups.se/digitala-laromedel/interaktiv-bok*
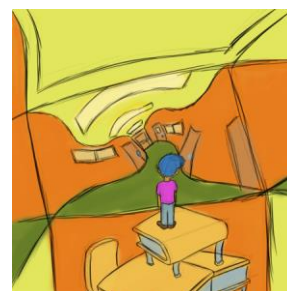
EXPERT INSIGHTS
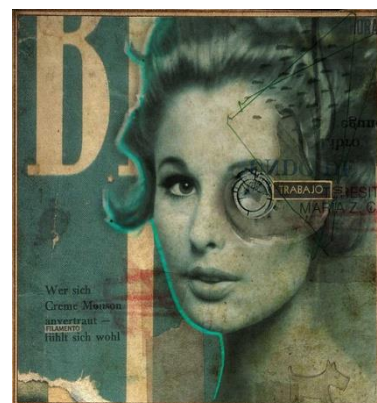
When transmedia rocks traditional learning…

The integration of technological tools in the traditional teaching methods is increasing. Transmedia has the potential to make education more interactive and to implement a transversal integration of different fields and disciplines, an approach that proved its capacity of maximizing the learning process. These trends show a real evolution towards more active participation on the students' behalf. A very positive approach for a better, long-term orientated education!

> ❯ *http://www.thedigitalshift.com/2014/06/featured/many-ways-tell-story-transmedia-transforming-education-classrooms/*

Transmedia & Design, new learning skills

CMU College of Make-Up Art and Design in Toronto provides students with amazing skills in the design and creation of animated characters. However, the university has lately felt the need to accentuate the transmedia dimension of its formation and now offers to students the ability to develop multiplatform storytelling skills that will enable them to thinks, develop and produce work in several formats at once – something the industry is craving for.

> ❯ *http://playbackonline.ca/2016/06/03/curriculum-chimera-how-schools-are-creating-new-hybrid-skill-sets/*

E-learning advocates for students participation at its core

Back in the 2000s, e-learning was already experiencing a boom - since it facilitates learning for all, even those who live far from university and education centers or are impeded through lack of money. Yet, e-learning has also been blamed because the human and interactive aspect were missing, compared to traditional, practical forms of teaching. Today, digital learning has integrated this reproach in its approach through becoming more interactive and situating the student's participation at its core – paradoxically, digital learning now puts the human at its center through the combination of games, quizzes, interactions, creation…

> ➤ *http://www.widoobiz.com/l-entrepreneur-pratique/creation-reprise-entreprise/les-chroniques-des-experts-afnor/e-learning-mort/73150*

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