TIM – 15 May 2021

Traction and MediaVerse at Faberllull
Science, technology and humanities or digital humanities and science?

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Traction
Opera co-creation
for a social
transformation

faberllull

MediaVerse
A universe of media assets
and co-creation opportunities

TRANS MEDIA CATALONIA

AGENDA

1. What is FaberIlull?

2. [MEDIAVERSE]

    1. Workshop to co-create immersive narratives with young migrants.

    2. Workshop to co-create immersive experiences in the context of Mental Health.

3. [TRACTION]

    1. 360 for all: Testing subtitles in 360 videos using eye-tracking technology

What is faberllull?

- Faberllull Olot is a residency managed by the Institut Ramon Llull in collaboration with the City Council of Olot and located at the Hotel Fluvià.

- A space for people from different disciplines (arts, science and humanities) who want to share their project with other residents and with the community.

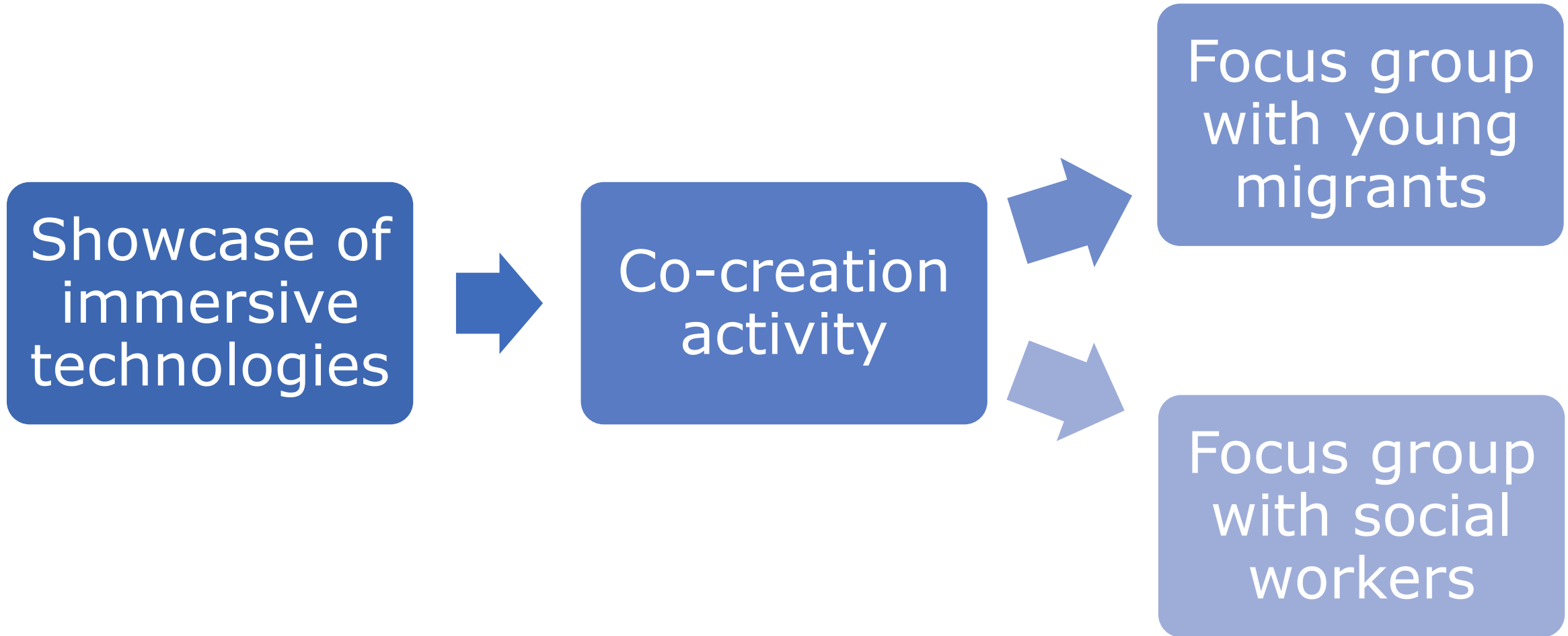- Requirement: Return activity to the community

OBJECTIVE: To help all sorts of creators produce and share state-of-the-art media – while allowing them to keep control of their intellectual property rights.

UAB ROLE:
- Leads the Use Case 2 (*New formats of co-creating media)*
- Coordinates WP7 (*Large-scale demonstrators and pilots*)

1. Workshop to create immersive narratives

- **WHAT?** Creation of immersive content from the perspective of young migrants discovering Olot.
- **WHY?** Explore ideas and engage entities for pilots.
- **WHEN?** April 20th (full day activity)
- **WHERE?** Nuria Social and La Iera craft workshops.
- **WHO?** Young migrants and professionals from Fundació Cepaim and from Xarxa Autònoma d'Acollida de la Garrotxa.
- **HOW?** Showcase of immersive technologies (Fader, 360 cameras), co-creation activity using 360 and 2D cameras and focus group.

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2. Co-creation activity in the context of Mental Health

- **WHAT?** Immersive technologies workshop and co-creation of an immersive experience introducing the musictherapy workshop "Music and Voice".
- **WHY?** Explore ideas and engage entities for pilots.
- **WHEN?** April 21th (All morning)
- **WHERE?** La Garrotxa Community Rehabilitation Service (CRS).
- **WHO?** Users and professionals from the Music and Voice workshop within the service.
- **HOW?** Showcase of immersive technologies, co-creation activity combining 2D and 360 videos and focus group with professionals working at CRS.

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Conclusions

FOCUS GROUP 1: Young migrants	FOCUS GROUP 2: Professionals (Cepaim & XAAG)	FOCUS GROUP 3: Professionals (CRS)
• Very engaged with the technologies. • Interested in expand their technical and content creation knowledge. • Relevant to share their experiences and to get to know new people.	• Potencial of the immersive and interactive experiences for social transformation. • Training programs for young people and professionals.	• Importance of starting the activity in the centre (safe space - trust). • Relevant to do the showcase in person, to approach the technologies to the users. • Rehabilitation applications (relaxation, creativity, training)

TRACTION

OBJECTIVE

To embrace new technologies in order to establish an effective participatory production workflow and to explore novel audio-visual art representation formats.

TRIAL

The Irish National Opera (INO) will test the potential of VR technologies in creation and presentation of opera.

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Testing subtitles in 360 videos using eye-tracking technology

EXPERIMENT DESIGN

- Define the material

- Design the questionnaires

- Obtain the material (Record 360 video)

- Elaborate subtitles (3 different visualisation modes) Chris Hughes web-based editor & player
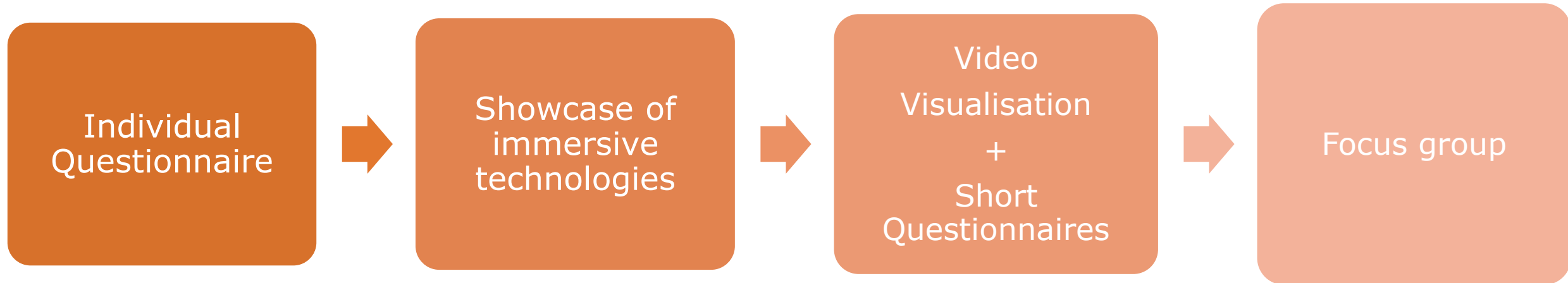
- Test the experiment set-up in Unity

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AIM	Contrasting user visualisation preferences with eye-tracking data gathered with the VR glasses
DATES	Pilot: April 10th 2021 Full study: April 22nd 2021
DATA COLLECTION METHOD	Individual Questionnaires (Google Form) Eye-tracking (HTC VIVE Pro Eye) Focus group
TYPE OF DATA	Quantitative & Qualitative
SAMPLE	Persons with an interest in arts and new technologies
ANALYSIS TOOLS	Descriptive statistics: Excel
PARTICIPANTS	5 participants

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Individual Questionnaire → Showcase of immersive technologies → Video Visualisation + Short Questionnaires → Focus group

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CONCLUSIONS

- Need for guiding mechanisms
- In general, subtitles fixed next to the mouth of the speaking characters are the preferred option.
- In general, implementing creative subtitles is a good idea to achieve a better aesthetic experience.

NEXT STEP: Contrasting the results from the focus group with the eye-tracking data

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