Media
Factory
Networking through
Disciplinary Boundaries
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- What is Media Factory?
- Who is Media Factory?
- What has Media Factory set out to accomplish?

What is Media Factory?

"Media Factory is an ambitious research-driven collaboration platform for Aalto University in the field of media. MF collaborates with Finnish and international scientific community, firms, public agencies and society in bridging science and art with media technology and business for the major transformation of media as human, social, cultural, technological, societal and economic phenomena."

A trusted and valued partner of the units, departments, and faculty members of Aalto University

Coordinates, facilitates and supports processes and practices through which Aalto University can create value to its stakeholders

Who is Media Factory?

You!

Guiding Metaphors

- Network
  - group of interconnected people who exchange information, contacts, and experience for professional and social purposes
- Platform
  - provides an opportunity to voice one's views and initiate action

The Office Team

Maria Suokannas

Project Leader (Research)

Markku Nousiainen

Laboratory Coordinator

Mikko Villi

Education Coordinator

+ Board

www.aaltomediafactory.fi

What has Media Factory
set out to accomplish?

Strategic Objectives for each Stakeholder Group

Research Staff

- Creating a platform for dialogue and collaboration
- Pooling and channeling resources for the development of new trans-disciplinary research initiatives

Students & Teachers

- Pooling and channeling resources for pedagogical development:
  - Trans-disciplinary media studies
  - Computer supported collaborative learning environments

Media Business & Society

- Establishing an interface for collaboration with
  - Research staff
  - Teaching staff

Strategic objectives

Research Staff

Serving as an inspiring platform of fruitful, trans-disciplinary discussion, debate and research collaboration both within the Aalto University and in the global media field

- Researchers Forum
- Media Factory Media
- ‘Laboratory’ - network

Pooling and channelling resources for the development of new trans-disciplinary research initiatives and projects that focus on the media

- Funding - for new, innovative research initiatives
- Networking tools
- Training and practical support

Strategic objectives

Students & Teachers

Coordinating and facilitating the development of research-based and practice-driven learning modules and a world-class curriculum in 'trans-disciplinary media-related studies'

- New pedagogical models and practices
- Modules and Minor studies -programs
- Master's Program
- Graduate Program
- Continuing Education -modules and programs

Example

‘Proto-labs’

- The Media Factory Proto-lab is a one-year minor subject program that consists of lab work, courses, and workshops organized by Aalto University researchers in co-operation with industry representatives.
- Proto-lab brings together Aalto University students – future designers, engineers, and marketers – to develop and actually publish media content and services.
- The aim is to give students hands-on experience in discovering success factors and overcoming challenges related to content development and commercialization.
- More information: Erik Pöntiskoski (erik.pontiskoski@hse.fi), Sammy Toyoki (sammy.toyoki@hse.fi), and Mikko Villi (mikko-villi@taik.fi)

Contributing to the construction of an inspiring computer supported collaborative learning and teaching environment and pedagogical practices

- Media Factory Media
- Educators Forum and Network
- Media Factory Summer School

Strategic objectives

Business & Society

Serving as an interface for collaboration between Aalto University research staff and the 'media field'

- Setting up the Media Factory Advisory Board
- Collaborating with Aalto University partnership programs
- Actively communicating and interacting with the media field

Serving as an interface for collaboration between Aalto University teaching staff and the media field

- Engaging the Media Factory Advisory Board in curriculum and pedagogical development.
- Designing the continuing education strategies for Media Factory
- Developing the 'hands on-minds on' and 'prototyping' -concepts

Media Factory

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