



Course Title	Sustainable Media Lab The Hague
Term	Term 3 and 4
Inholland Faculty	Faculty of Creative Business
Course code	3821SMLE1A Sustainable Media portfolio (EN) 3821SMLE1B Sustainable Media project 1 (EN) 3821SMLE1C Sustainable Media project 2 (EN)
Inholland location	The Hague
Cycle	First cycle/undergraduate/Bachelor level
Number of ECTS	30
Language of instruction	English
Lab description	 <p>At the Sustainable Media Lab, we bring together leading researchers, experts, and practitioners to explore what more sustainable media systems could look like. Rapidly changing technical, legal, and societal environments require a different way of thinking about media, its technical entanglements, and its role in society. In doing so, the Lab enables new ways of thinking about the role of technology in society. By re-imagining human interactions with socio-technical systems, we believe it is possible to build more sustainable media ecosystems. The Sustainable Media Lab offers a 20-week program in English starting in February 2022 for the first time. Our lab workspace will be located in the city center of The Hague.</p>
Themes of the projects	<p>Pre-emptive regulation with governance</p> <ul style="list-style-type: none"> • Build effective governance mechanisms that scale into your creative media business. Don't wait for the government to force you.

	<ul style="list-style-type: none"> • Design media ecosystems to promote good behavior and positive interactions among users, reducing cost and regulatory burden. <p>Strategic engagement with platforms</p> <ul style="list-style-type: none"> • Platforms are not neutral spaces. Build your creative media business in a platform independent manner, keep control over your core tech. • Collaborate with competitors to build sustainable media ecosystems to create space and avoid being swept away when you are too successful. <p>Sustainable ecosystems</p> <ul style="list-style-type: none"> • Community-led approach to creative media. Communities and networks are key spaces that enable creativity. Ensuring that they are resilient to change is key. • Work with all stakeholders to build sustainable media spaces for creative development. Without space to breathe, creative media cannot thrive and grow.
Lab lead	 <p>Ben Wagner, Professor of Media, Technology and Society</p>
Learning outcomes	<p>We work with three overarching learning outcomes or competences. These are:</p> <ul style="list-style-type: none"> • Experimenting: Based on analysis and via a process of successive iterations and development loops, the student designs and realize creative solutions for complex problems from the urban agglomeration. This is done in collaboration with partners from the professional field and other disciplines from the creative sector. • Interdisciplinary collaboration: The student brings in his own (professional) expertise and appreciates and uses the perspective. The active role in teamwork and constructive work ethic has led to a collaborative solution-oriented result. • Professionalization: The student proactively manage their professional development by making content related choices and formulating personal learning issues and (SMART) learning objectives. Feedback received on professional conduct has led to adequate self-reflection. <p>The learning objectives are:</p> <ul style="list-style-type: none"> • Independently initiating and achieving innovative cooperation with external partners that result in a prototype of an economic and/or societally relevant product or service.

	<ul style="list-style-type: none"> •Being able to develop innovative and relevant solutions for your collaborating client’s complex, wicked problem, in a multi-disciplinary environment, based on a creative analysis. •Critically reflecting on underlying conceptual points of departure and premises of a professional practice, using relevant scientific theoretical concepts. <p>Formulating possible alternative points of departure and establishing the resultant consequences for society and/or professional practice.</p>
<p>Mode of delivery, planned activities and teaching methods</p>	<p>Creative Future lab and its partnerships provide you the context in which you can learn. Both individually and as a team. The lab educational approach is based on authentic leadership, design-driven research and self-directed learning. If you participate in this lab, you will work in a team together with students from the all programs of the Creative Business domain. You will work together, in a design-oriented way, you will create and present. Together with your team you will work on resolving issues that matter while you are working on your personal learning goals at the same time.</p>
<p>Prerequisites and co-requisites (if applicable)</p>	<ul style="list-style-type: none"> •You are at least a third-year Bachelor student, or an Associate Degree student in the final phase of the study •You are enthusiastic, creative, innovative and can work autonomously •You are passionate to tackle complex challenges together with stakeholders and peers •Your development is self-directed supported by setting your own educational goals •You choose your own educational path supported by a teachers’ coaching and within the opportunities of your team •You are open for new and pioneering forms of education and assessments: showcase portfolio and conscious reflection in and on action. <p>In your motivational content, state who you are and why you are motivated/qualified to participate. This could take the form of a video, a letter or any other medium of your choice. If there are questions further to your motivation, you may be invited to attend an explanatory interview. On the basis of this interview, a decision will be made as to whether to admit you.</p>
<p>Assessment methods and criteria</p>	<ul style="list-style-type: none"> •The Process Biography is a reflective document on the team development gives insights in the process, the team effort & the individual activities. •The Design Rationale shows the design decisions in the iterative co-design process and experimenting •The Experimental Outcome is the concept prototype and its value proposition and business model. •The final Presentation for the collaborating partners.

The professional products and process products indicated above must all be assessed as 'satisfactory' as a condition for successful completion of the project. In the event of a 'insufficient' result for one of the components, you will be able to retake the component in question up to two weeks after the term has ended

The program for the individual portfolio will mainly be based upon individual activities and guided through individual coaching. Based on several feedback moments you will develop your personal learning journey. Final assessment will be based on a portfolio including your reflection on your reached outcomes and growth during this lab program and your final presentation and interview with your learning coach.