inholland
university of applied sciences

Sustainable Media Lab

Course guide 2024-2025

Semester	Fall and Spring (semester 1 and 2)
Inholland location(s)	The Hague
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
Sustainable Media Lab Group Project	30	3822SMLE1A
Sustainable Media Lab Amsterdam Individual Portfolio		3822SMLE1B

Content subjects

Do you want to learn more about the media we use every day? In the Sustainable Media Lab, you will learn to build creative spaces and develop media eco-systems that can stand the test of time.

What is the Sustainable Media Lab?

What could more sustainable media systems look like? In the Sustainable Media Lab, we bring together leading researchers, experts, and practitioners to explore the possible answers to this question. And you can be part of this.

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.

What will you be doing?

At our lab, located at the heart of The Hague, you work together with other students and with professional partners to solve a so-called 'wicked problem' – a challenge these partner organizations cannot resolve by themselves. With your contribution, you create value for the future: a safer and fairer world in a digital age.

You will work with inspiring organizations from the media, social justice, and technology sectors. Examples of our current partners include Greenhost, Hivos, Municipality of The Hague, Museum of Beeld en Geluid (Sound and Vision), Waag, The Hague Humanity Hub, Just Peace Month, and more.

In this module, the curriculum is integrated with the media, technology, and society research programme led by our enthusiastic professor Ben Wagner. We follow the design thinking process of professor Guido Stompff, which is divided into 5 phases (climbs): discover, framing, develop, deliver, document. Each phase results in (intermediate) products and will be reviewed by the partner, coaches, experts and researchers.

Examples of issues

From the intensification of fake news to the ways in which AI can pose a threat to our human rights, we are excited to explore the many wicked problems that affect our media systems in an agile and design-oriented way.

You will deliver practical solutions to help reimagine and potentially solve these complex challenges related to media, technology, and society. Examples of challenges you can work on, include:

- A podcast concept in which adolescents of The Hague could become more educated on current issues in media and technology.

- A guerilla marketing campaign about responsible digital infrastructure aimed at young entrepreneurs.
- A guidebook and workshop about how artists, activists, and consumers can create and purchase NFTS in a more ethical way.

Good to know
- Sustainable Media Lab is a living lab, a place for innovative education.
- On average, you will be on location four days a week, to work on relevant real-world challenges and practical cases.
- No need to study for exams: your knowledge and skills will be tested with a group project and an individual portfolio.

For more information, check the website of the [Sustainable Media Lab](#).

Learning outcomes

We work with three overarching learning outcomes or competences. These are:

1. Experimenting
   Based on analysis and via a process of successive iterations and development loops, the student designs and realizes creative solutions for complex problems from the urban area. This is done in collaboration with partners from the professional field and other disciplines from the creative sector.
2. Interdisciplinary collaboration
   The student brings in their 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.
3. Professionalization
   The student proactively manages their professional development by making content related choices and formulating personal learning issues and (SMART) learning objectives. Feedback received on professional conduct results in adequate self-reflection.

The learning objectives are:
- Independently initiating and achieving innovative cooperation with external partners that result in a prototype of an economic and/or societally relevant product or service.
- Developing innovative and relevant solutions for your collaborating client's complex, wicked problem, in a multi- disciplinary environment, based on creative analysis.
- Critically reflecting on underlying conceptual perspectives and premises of a professional practice, using relevant scientific theoretical concepts. Formulating possible alternative points of departure and establishing the resultant consequences for society and/or professional practice.

Mode of delivery, planned activities and teaching methods

The 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.

It is believed that design thinking can solve complex problems and is educated to many professionals nowadays, also within Inholland. We guide students with a structure and tools and we send them off on a learning journey.

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Our working method is inspired by the metaphor of a climbing wall: you climb towards the next boulder in order to get to the top. In line with our defined design thinking framework, we work with four big Climbs. Every Climb consist of a diverging and a converging phase.

Prerequisites and co-requisites

- 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 can handle uncertainty and see this as a chance to learn
- 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.

Recommended or required reading and/or other learning recourses/tools

Within the lab track we use mandatory literature. Costs are approximately € 50.

Assessment methods and criteria

There is a Group Portfolio that consists of:

1. A Process Biography: a reflective document on the team development gives insights in the process, the team effort and the individual activities
2. The Design Rationale: shows the design decisions in the iterative codesign process and experimenting
3. The Experimental Outcome: the concept prototype and its value proposition and business model
4. The Final Presentation: for the collaborating partners.

In your Individual Portfolio, you will have freedom to explore yourself. Through regular coaching sessions and feedback, you will gain a deeper insight into your own sense of identity and purpose.

Additional costs

The trips abroad are a mandatory part of the lab. They will be funded by Erasmus+ grants – your transport and accommodation will be covered for you, as well as some of the meals and excursions. Please note, you will need to budget some pocket money.

Lecturer(s)

Lab lead: Ben Wagner, Professor of Media, Technology and Society.
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