med**LAB**amsterdam

Debriefing project IAM Open Courseware
18th February 2009

1. **INTRODUCTION**   An IAM Open Courseware is an academic platform that is provided to the public via the Internet without charge. A certain notion of Open Course Ware is organized by the Open Course Ware Consortium, an organization that is strongly influenced by the MIT. The MIT is the inventor and the main promoter behind Open Course Ware, even though universities from all over the world are issuing Open Course Ware by now.

2. **PROJECT**   The IAM Open Courseware project is an initiative of the Hogeschool van Amsterdam (HvA), MediaLAB Amsterdam and The Institute of Network Cultures (INC). Examples of universities all over the world already using this concept are MIT and the TU in Delft. Now the HvA and the INC want to create something similar for Interactive Media studies.

   IAM Open Courseware starts with materials meant for Interactive Media students but will be accessible for everyone. A lot of the information and materials will make sense if you have an interest in media and then you don't necessarily need to be an IAM student. Self-learners using IAM OCW materials can improve, expand and develop their knowledge. IAM students might use IAM OCW in addition to their regular material, for example, to gain deeper insights that are not taught at the university. Another usage might be the pre-selection of interesting fields of study for prospective students.

   HvA can improve its teaching system by using IAM Open Courseware. Teachers will benefit from using, comparing, enriching, incorporating their course materials. Materials will be available in different formats. Increased reach of the own course knowledge will be available to a wider audience. Also one outstanding aspect of IAM OCW is the opportunity to gain a worldwide awareness by publishing teaching material (reputation of the teachers). An increased awareness can positively influence the quality of the course material and therefore the quality of the whole course of study.

   The technical part will be taken care of by the Institute of Network Cultures and the MediaLAB of HvA. We (the MediaLAB students) will be investigating and researching how we can get past copyright issues. What is very important here is that we get teachers willing to put their materials online. So we also have to deal with intellectual property.

   If this project will turn out what we hope for we can convince all educational institutes in the Netherlands to cooperate and make it more worthy for a lot more people.

3. PROBLEMS	How do we get the teachers willing to support our project and create the content?
	The teachers are probably the most important because you cannot create a platform without content. We have to stress the importance of sharing educational materials for free and how this will help the students in their learning process. Maybe even more important is to make it clear for teachers that it is in their advantage to put their materials online because they can share with other teachers and improve materials. Teachers will have to spend some time at putting their knowledge on the IAM Open Courseware platform, but it will also save them time. They can use other teachers' work and will need less time to prepare a class. Besides all this it is very good to be more aware of how other teachers present their work. This way you might get other ideas of how to teach, adjust material or point out to other teachers how to do something easier or different. So in the end we will be improving education all together, literary and figuratively.
	How do we get past copyright issues? What licenses are best for the IAM Open Courseware project?
	We have to find out what licenses fit best to our project and materials. Not every teacher probably wants to give out their materials for students to use. Creative Commons has different kinds of licenses and combinations you can make. That way we can keep everyone happy. But Creative Commons is not the only one that gives out licenses. We have to research all possibilities.
4. OTHER THINGS TO THINK OF	• Layout of the platform & recommendations on identity of IAM OCW. We should have an attractive looking platform that is very clear and invites to actively participate. Do we need a graphical designer for this? • Contact students and find out what they think of all this and if they would use it frequently. • Usability. It has to be easy to use for students. But even more important are the teachers. It should be easy for them to upload and modify content. We will think about functional design from the user's perspective. • Campaign. There will be a campaign to create awareness of the IAM Open Courseware project and its' advantages. We could launch the platform and make a big happening of it where we show the students and teachers how it works. We will make a marketing plan for this later.
5. BUDGET	Sponsor so far: Digitale Poiniers
6. PLANNING FOR	Every week: update the blog with interesting links & research resources,

THE NEXT FOUR WEEKS

activities and the developments of the project.

Thu 26th Feb	Essay of 4 to 6 pages about IAM Open Courseware on a global scale and how to implement this in smaller scale. We deliver different solutions about the licensing part and recommendations for content structure.
Mon 2th March - Fri 6th March	What came out of the essay? Decide what licenses and structures are best to use. Make a mood board for the layout of the platform.
Mon 9th March - Fri 13th March	Talk with students and teachers and get their opinions on IAM OCW. Plan for campaign.
Mon 16th March - Fri 20th March	How to realize the campaign? How are we with licenses issues? What were the responses of teachers and students?

7. PEOPLE INVOLVED

MEDIALAB

Team Coach	Iris Douma	iris@tovernoot.nl
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Project blog: http://ocw.medialab.hva.nl/