



# IAM Open Courseware

## CONCEPT

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institute of  
network cultures

digitale  
pioniers

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## 1 Introduction

IAM Open Courseware is an initiative of the Institute of Network Cultures (INC), MediaLAB Amsterdam and the Hogeschool van Amsterdam (HvA), Interactive Media (IAM). IAM Open Courseware is based on a similar initiative of MIT Open Course Ware designed for Interactive Media studies.

The aim of IAM Open Courseware is to centralize and disseminate educational materials of the Interactive Media studies and the activities of the Institute of Network Cultures. There will be an online database which will consist of the materials in the field of new media, culture and design, within a static IAM Open Courseware website. The IAM course materials will be under a Creative Commons license available for anyone who is interested, wants to use or re-use it, to copy, distribute, translate and adapt for non-commercial purposes. The content of the website will be provided by the teachers of HvA and the Institute of Network Cultures, as well as will be accessible for IAM students and any other individuals.

IAM wants to be a role model towards other studies within the HvA. Besides, IAM wants to show how important and valuable it is to freely distribute the education material (which is possible on every moment, every time and every place) for students, teachers and everybody who is interested in it.

IAM Open Courseware starts with materials meant for Interactive Media students but will be accessible for everyone. A lot of 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.

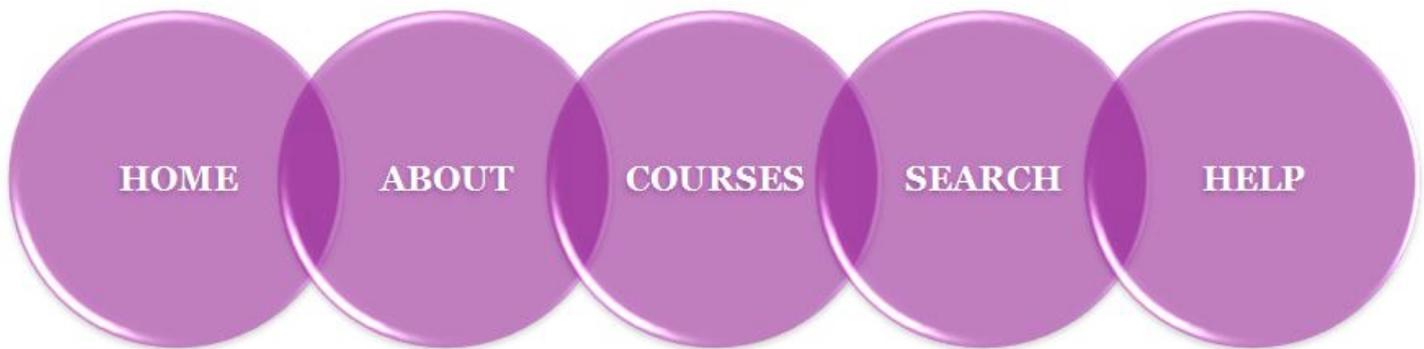
HvA can improve its teaching system by using IAM OCW. Teachers will benefit from using, comparing, enriching and incorporating their course materials. Materials will be available in different formats. Increased reach of the own course knowledge will be available to a wider audience. Also one outstanding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

## 2 Functional concept

### 2.1 Website

After researching several options to make an IAM OCW environment we decided to make a static website similar to MIT. The options of a social network, wiki or blog were ruled out because the aim of IAM OCW is not to be a social environment. It has to be a somewhat serious character that motivates the user to learn. For the technical part of the project we need someone that can make a website with an online database.

#### 2.1.1 Website core functions



#### HOME

The Homepage will include the slogan which should attract users' attention, interesting links, as well as changing course of the month.

#### ABOUT

There will be a short introduction what the IAM Open Courseware is all about and contact details. In the future there could be a possibility to subscribe to the newsletter.

#### COURSES

There will be a database of all the course materials. Teachers will be able to upload their materials in different formats (images, audio, video and text, etc.) and users (students & self-learners) will be able to download materials (full course and parts). It would be useful to have a communication possibility (forum) for teachers also.

#### SEARCH

The user of the IAM Open Courseware website should be able to go through all materials and find it by keywords using "search" option.

#### HELP

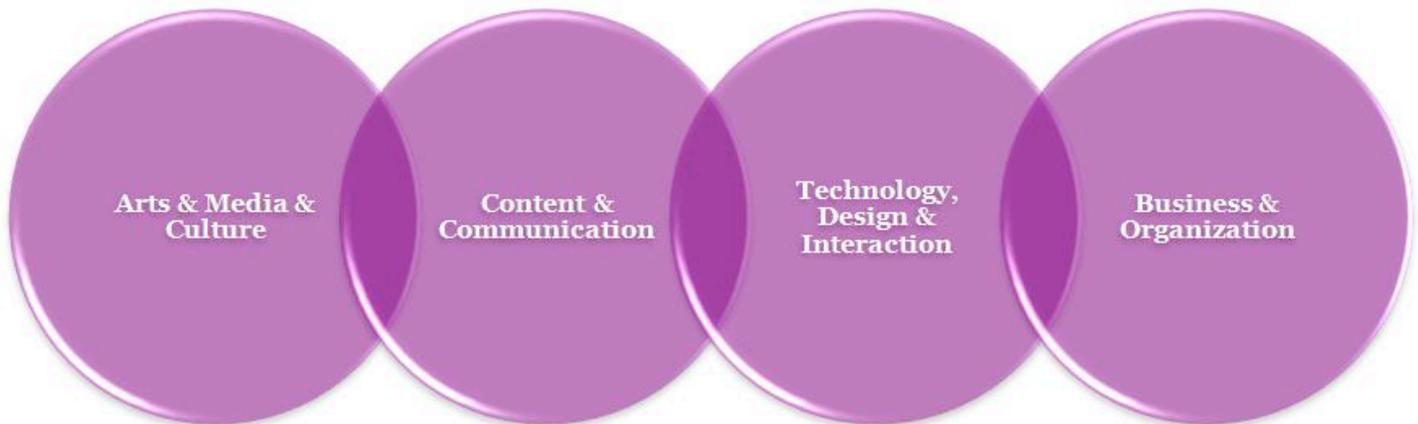
There will be frequently asked questions (FAQ) about how to upload, how to use the IAM OCW content and intellectual property issues. Also it would be useful to have DEMO – guidelines how to upload and how to use the course materials on the website.

## 2.2 Content

As mentioned above we decided to put ten IAM courses on the website. We have to discuss with teachers that are willing to cooperate what courses we can include. When we have the materials of the courses we need to put them in a database. We also have digitalized materials of the Institute of Network Cultures about new media, arts and culture that is not only very interesting for IAM students but also can attract self-learners.

### 2.2.1 Content categories

HvA Interactive Media studies suggest for the students to choose one of three streams (Business & Organization; Content & Communication; Technology, Design & Interaction) in the second year of the study. Some of the courses are mainly focused on these areas, and some of them are overlapping. Therefore, based on the IAM courses and INC already existing digital content, IAM OCW team provides the primary recommendations for IAM Open Courseware content categorization in the image below.



“Arts & Media & Culture” content category could include all content by the Institute of Network Cultures, as well as several essential courses which do not belong to any of these IAM studies categories, such like: Culture & Media, Media Landscape, Media Design, History of Arts & Media.

### 2.2.2 Content formats

The content formats will depend on the course materials teachers would like to share. In the future there will be a possibility to upload and download every kind of format: text, audio, video, webcolleges, podcasts, etc.

## 2.3 Copyrights

The IAM Open Courseware content will be under a Creative Commons Naamsvermelding-NietCommercieel-Gelijkdelen license. This license helps to make sure that the content is used for non-commercial purposes and demand attributing the original creator. As teachers will be IAM

Open Courseware content creators, it is important that they could be sure that re-used, derived works by others will contain the name of the original content owner. Knowing that their name will always be linked to the content could push teachers to participate in the IAM Open Courseware project with more confidence.

## 3 Visual concept

### 3.1 Brand Values

IAM Open Courseware's ambition is to centralize all high-quality Interactive Media content in one user-friendly, accessible for everyone open platform, as well as to establish a brand that encourages and inspires content owners / creators (teachers, professors) to provide, share their professional course materials, collaborate with each other and all interested individuals (students, self-learners) to use it, deepen their knowledge.

### 3.2 The slogan

"Share easily. Use effectively" highlights the main message of the IAM Open Courseware which conveys the essence of the brand.

The slogan has to be used in bold within the color palette of the brand, however the primary version is in grey, black and white.

**SHARE eASILY // USE eFFECTIVELY**

Georgia bold, 12 pt

**SHARE eASILY // USE eFFECTIVELY**

Georgia bold, 16 pt

**SHARE eASILY // USE eFFECTIVELY**

Georgia bold, 22 pt

### 3.3 The font

#### Georgia

This font delivers the open, accessible, and attracting character of the IAM OCW brand.

For use in printed materials and for non-HTML-text elements on the website / platform.

Georgia Regular, 12 pt

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Georgia Italic, 12 pt

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

Georgia Bold, 12 pt

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Georgia Bold Italic, 12 pt

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

### 3.4 The logo

We made an example logo that is quite plain. We want to create a serious image. Because we don't want it to look to sober we used bright colours.

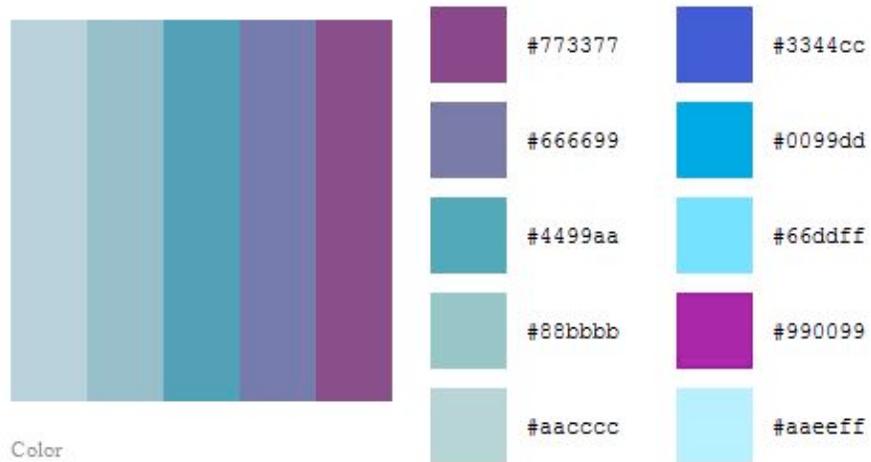


However, this might not do for the realization of the platform. This is just for the prototype for the MediaLAB IAM OCW project.

### 3.5 The colors

Five IAM OCW dull and vibrant colors allow concentrating on the searching, uploading, and sharing relevant course materials on user friendly OCW platform. IAM OCW brand colors do not

distract user's attention, therefore, invites to participate. Color palette is used for consistent identification of IAM OCW brand.



CMYK	0-57-0-53	33-33-0-40	60-10-0-33	27-0-0-27	17-0-0-20
RGB	119-51-119	102-102-153	68-153-170	136-187-187	170-204-204
Hex	#773377	#666699	#4499aa	#88bbbb	#aaccff
CMYK	75-67-0-20	100-31-0-13	60-13-0-0	0-100-0-40	33-7-0-0
RGB	51-68-204	0-153-221	102-221-255	153-0-153	170-238-255
Hex	#3344cc	#0099dd	#66ddff	#990099	#aaeeff

### 3.6 The website

It is still unclear as to what the website will look like, but here is a small example of a possible website, where we are looking at the courses in the propedeuse year of Interactieve Media.



The screenshot shows the IAM Open Courseware website interface. At the top left is the logo, a stylized 'S' shape. To its right is the text 'IAM Open Courseware' and a smaller line 'HVA | MediaLAB | Institute of Network Cultures | Digitale Pioniers'. Below this is a navigation bar with links: HOME, ABOUT, COURSES, HELP, and SEARCH. A search input field is to the right of these links. On the left side of the main content area, there is a vertical menu with the following items: Economie, **Interactieve Media - Propedeuse** (with sub-items '- Jaar 2' and '- Jaar 3'), and Rechten. The main content area displays a table with the following structure:

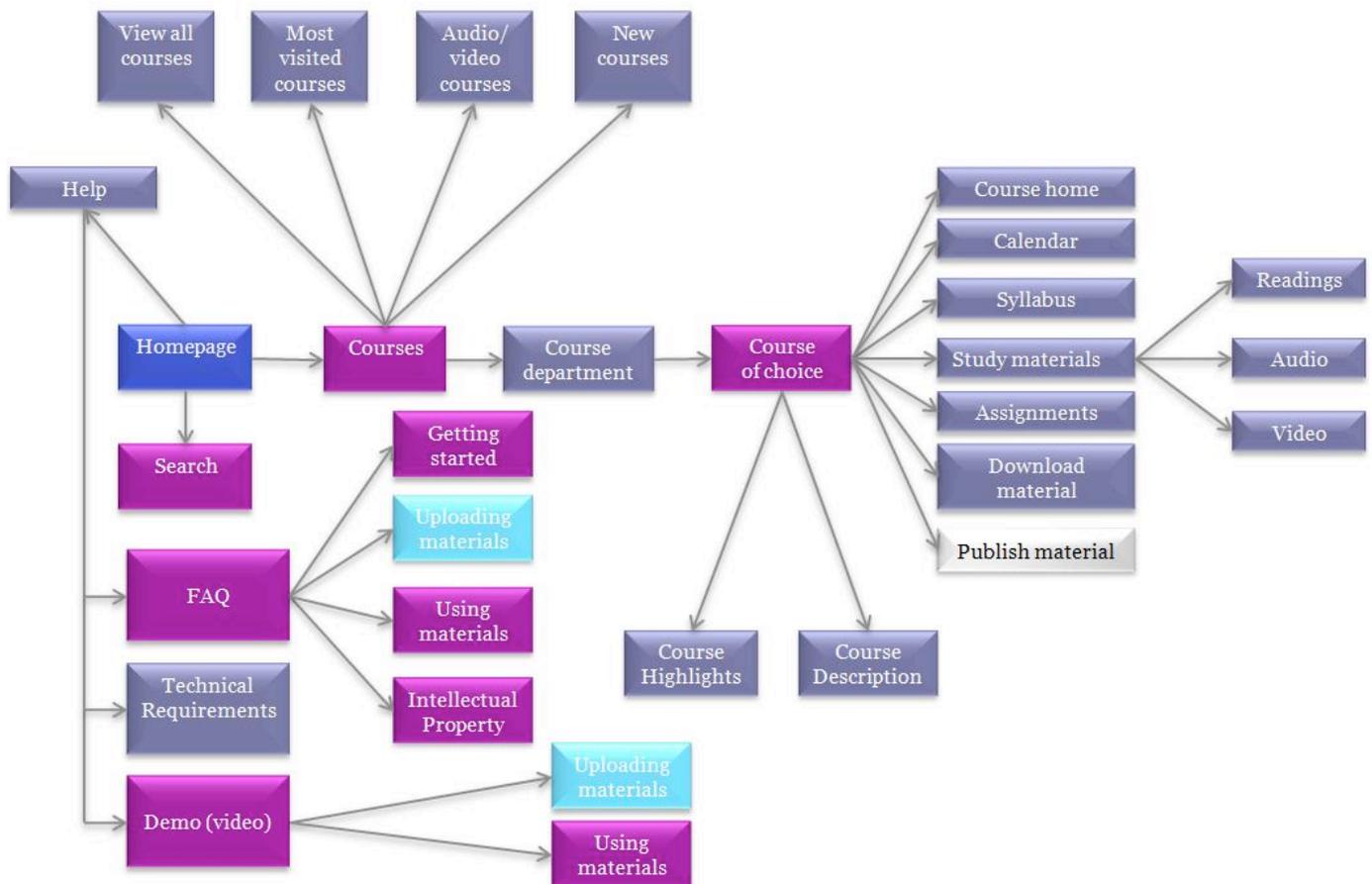
	Blok 1	Blok 2	Blok 3	Blok 4
<b>Project</b>	Game On!	Project - team deel 1	Project - team deel 2	Project - individueel
<b>Fundering</b>	Ideeontwikkeling	Human Computer Interaction	Mediadesign	
	User Centered Development	Marketing	Marketingcommunicatie	Ondernemen
	Internet Standaarden	Programmeren	Applicatieontwikkeling	Ontwikkelmethoden en Technieken
	Content & Redactie	Medialandschap	Cultuur & Media	Geschiedenis van Kunst en Media
<b>SBC</b>	Kennismakingsgesprek	Functioneringsgesprek	Verdiepingsdag	Eindejaarsgesprek
	Taal voor IAM			
	Studieregie (3x)			

At the bottom of the page, there is a footer with the IAM logo, the text 'Your use of the IAM OpenCourseWare site and course materials is subject to our Creative Commons License and other terms of use.', and a Creative Commons license icon (CC BY-NC-SA).

## 4 Interaction concept

The charts below show how students, self-learners and teachers will use the IAM Open Courseware website.

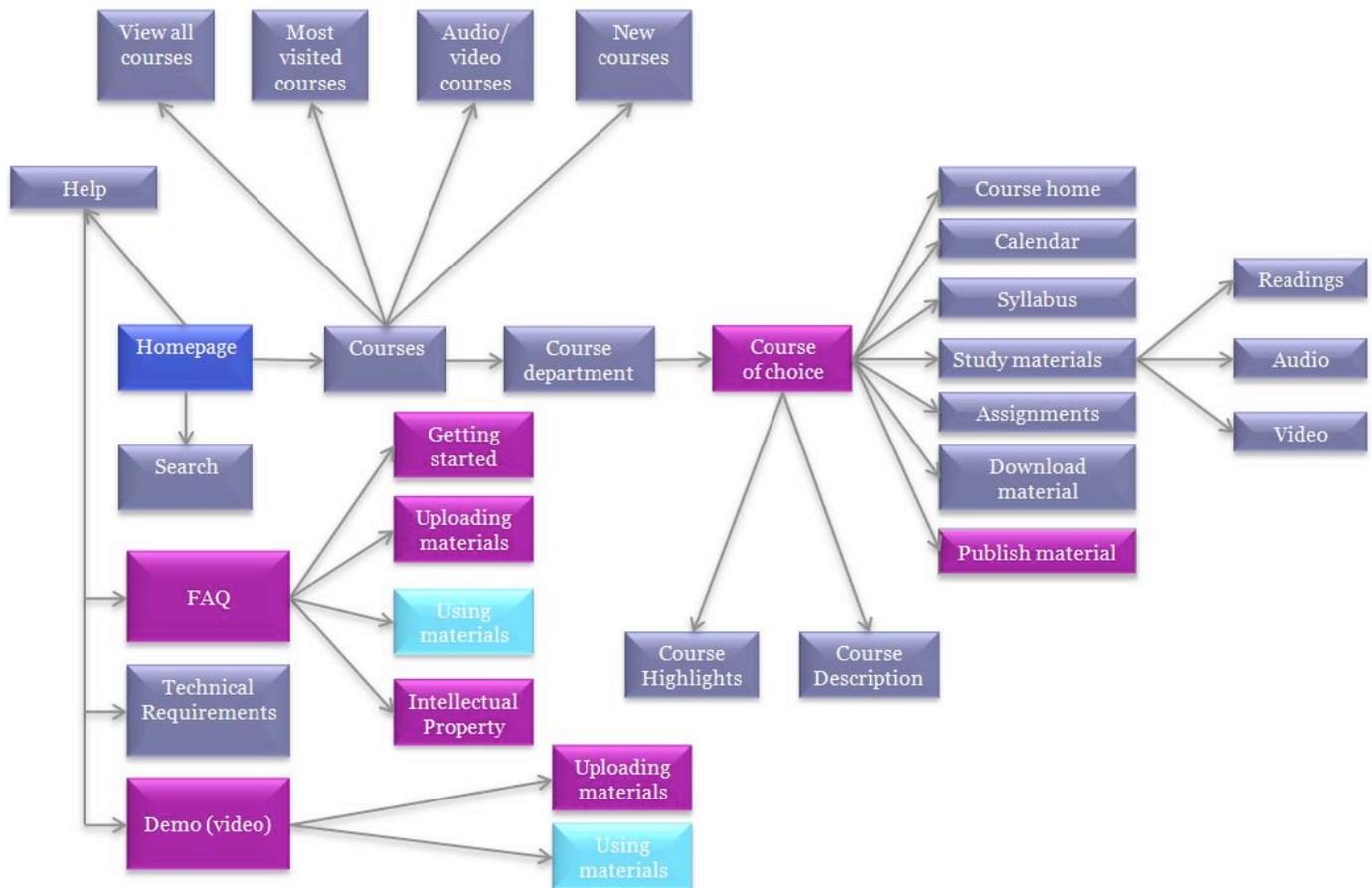
### 4.1 Students and self-learners



The user will begin at the homepage where he/she has several options. The most important one will be the search option. The user can also click on 'courses' where there will be a list of all course departments. Then the user can choose a department where all courses of that department are listed. Options for the course will depend on what material is available. If all formats like audio, video and text are there the options will be:

- Course home: there is always a way back
- Calendar: what subject is when. For IAM students there will be given dates for exams
- Syllabus
- Study materials (readings, audio, video)
- Assignments
- Download material

## 4.2 Teachers



The user will begin at the homepage where he/she has several options. The most important one will be “publish material” option. The user can also click on ‘FAQ’ or ‘DEMO’ where there will be an explanation (text-based and visual) about the intellectual property and how to upload the content.

Color legenda:

-  the user starts here
-  the essential steps for the user
-  the user is not allowed to upload content
-  possibilities which are not important for the user
-  possibilities for the user

## 5 Next Steps

We are going to collect at least ten courses to put on the website. We need to contact teachers of the courses, see what content they would like to share, in what formats the content is, etc. We have to go over all the materials for images that are not under a creative commons license. We also need to make sure there is a template of how each page should look, so that the site can be build.

When we have this website we can start to test the usability and see if something is missing. For this we will use the usability lab at the HvA and we will invite teachers and students to test the IAM OCW website.