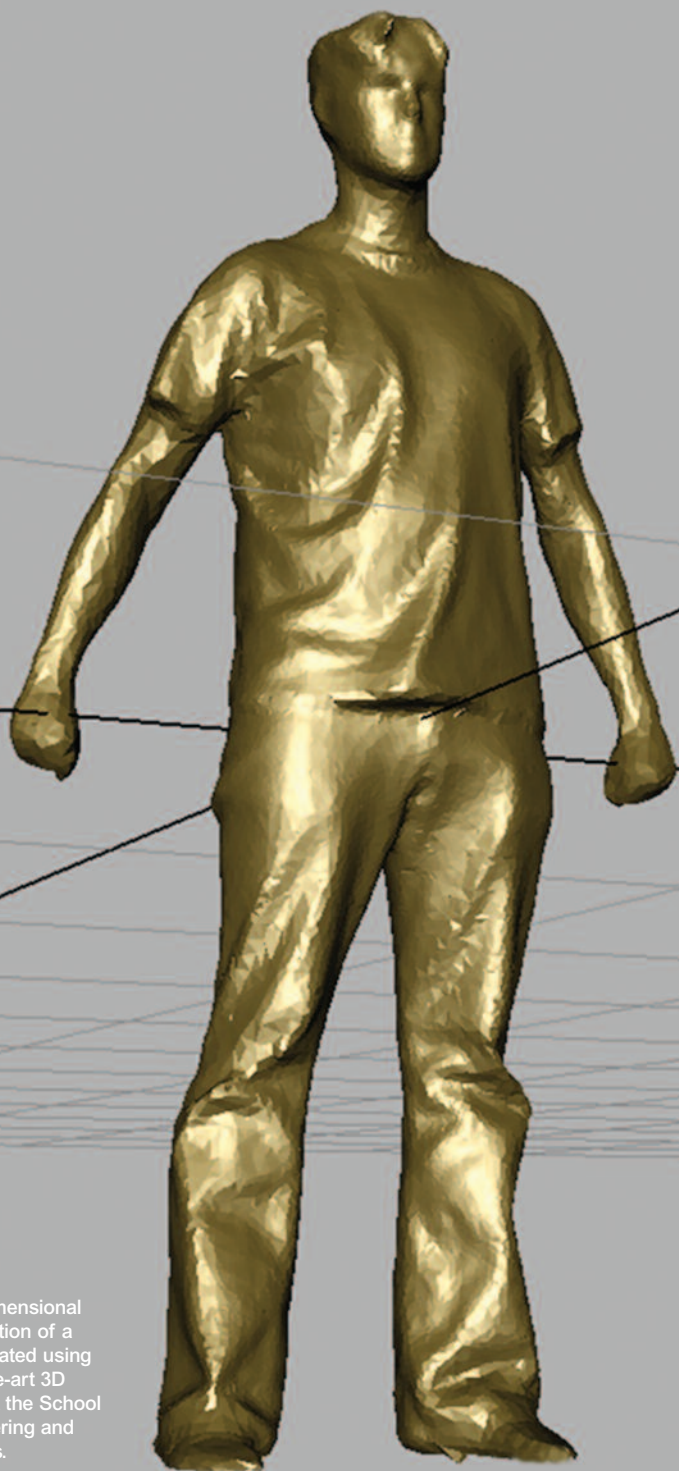




Digital Media Hub

University of
Kent

The Bulb
– Digital
Media Hub



A three dimensional representation of a human created using state-of-the-art 3D Scanner at the School of Engineering and Digital Arts.

The Digital Media Hub

The Digital Media Hub is your pathway to world leading research, academic and industrial expertise.

The School of Engineering and Digital Arts is a research centre with an exciting blend of engineering, art design, digital technology, and human computer interaction expertise. The School has a long history of successful enterprise activity and offers a variety of digital media services and state-of-the-art-facilities including motion capture devices, video and sound equipment and software tools.

The School offers a wide range of consultancy opportunities through the Hub, tailored to meet your needs. These include targeted research, design reviews, technology briefings and site visits. Our aim is to provide a highly professional and specialised service to suit your requirements and budget. Consultancy services include:

- 3D Modelling and Visualisation
- Computer Animation
- Logo and Publicity Design
- Digital Film Making
- Green Screen Filming and Compositing
- Computer Usability and Accessibility
- Human Computer Interaction and Interface Design
- Mobile Applications



Student Expertise

The Digital Media Hub is where our final year Multimedia Technology and Design students work on client projects. It also provides opportunities for guest presentations from our industrial partners as well as a mentoring programme for industrial placement students.

The School of Engineering and Digital Arts specialises in matching placement students to a variety of businesses, from small and medium-sized enterprises to multinational corporations. Students with enthusiasm, motivation and fresh thinking can benefit your company. Recent projects have

included conducting research, designing prototypes, creating websites and facilitating new business development.

Student placements have been an integral part of our programmes for several years, with a wide range of companies benefiting from the knowledge and skills of our students.

Gain the 'Competitive Edge'

The Digital Media Hub's experts can help your company gain a competitive edge by producing simple, satisfying and engaging digital products and services.

'Usability' Evaluation

There is so much you can learn about your customers by observing them using your digital product, for example: your website or interactive application. There is nothing worse than the customer not intuitively knowing how to use your product. With carefully designed 'usability' evaluation sessions at the Digital Media Hub, you will see where customers get stuck or confused with your interface and how quickly they are able to complete a variety of tasks. You will also learn whether your customers find it useful and enjoyable to use your product. By putting your customers at the centre of development design, we will help you to deliver a highly usable product of excellent quality.

Accessibility Evaluation

Wouldn't it be advantageous if your product, such as a mobile application or website, could be used by as many customers as possible, including people with visual impairment or people who are simply not familiar with technology? This may sound like an impossible task but you will be surprised how easily this can be achieved through accessibility

evaluation. By directly observing consumers using your product, you will find out how things we often take for granted could be major obstacles for this particular user group. An 'accessible' product is usually a usable one! So it is worth investing in accessibility evaluation to create a product that everyone can use and, more importantly, one which everyone is able to enjoy!

User-Centered Design

By better understanding your customers, you gain dramatic benefits for your business, including stronger sales and reduced costs. Our experts employ techniques such as 'personas' and 'scenarios', 'focus groups' and 'participatory design' to gain an insight into who your users really are and what they want. We can then predict how they will use your product.

Analysing Social Networks

Imagine the immense opportunity for your business if you could tap into social networks, such as 'Facebook' or 'Twitter'. Well, the good news is: you can! With 'Social Network Analysis', you can dissect the users' social networks down to the finest detail. You can identify the weakest link, the key players and the brokerage mechanism, which could be critical elements in your business strategy. Using state-of-the-art techniques and software, our experts can help you visualise the social networks and discover hidden connections and relationships systematically and intuitively.





Digital Media facilities available through the Digital Media Hub include:

- Audio/Video laboratories
Fully equipped mini-DV and DVCAM capture suites, graphics tablets, digital and analogue audio capture and editing.
- Photographic studio
Equipped with backdrops, continuous lighting, flash and upload/editing facilities.
- Production studio
100 square metre video studio with comprehensive lighting grid, HD cameras and large green-screen facility; static and radio microphones available.
- Sound studio
3m x 2m sound booth with studio microphone and mixing/capture/edit facilities.
- Digital Media studio
30 seat training room equipped with high specification multimedia PCs. Ideal for CPD training for software packages, such as Maya and Flash.
- VICON Infrared Motion Capture System
Full motion capture facilities for capture and mapping to 3D models, film or animations.
- Anthroscan 3D laser scanner
An integrated high fidelity facility for scanning humans and creating three dimensional models.

- Usability and Human Computer Interaction investigation and testing facility including state-of-the-art multimedia PCs and one way mirror for observation.
- Break-out space and facilities for user group evaluation, discussion and education purposes available through our partners at The Bulb.

Professional Training Courses

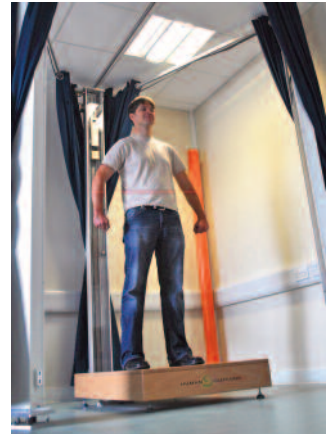
The School has a long history of providing training courses to industry. We offer a range of standard courses and can also develop bespoke training packages to meet specific customer requirements. A recent example is a 2D Flash animation intensive workshop with Canterbury City Council, run by the School.

Training can either be delivered within the University or at a location convenient to the client. The timing and scheduling of courses can be adapted to suit your needs.

A Multidisciplinary School

The School of Engineering and Digital Arts has a successful record of Enterprise activities through the Electronic Systems Design Centre (ESDC) which has assisted in the development of over 100 products since it was established with DT funding in 1995. The School also has a well equipped mechanical workshop, with skilled staff who are experienced in developing mechanical components in consultation with clients.

Find out more!
Contact Catherine Butler,
Industrial Liaison Officer
for the School of
Engineering and Digital
Arts on 01227 823251 or
eda-enterprise@kent.ac.uk



Anthroscan 3D body scanner in use

High quality research by the School is carried out in the four main areas of:

- Broadband and Wireless Communications
- Instrumentation, Control and Embedded Systems
- Image and Information Engineering
- Digital Media

For more information and examples of research projects, see www.eda.kent.ac.uk/research.

Case Studies:

'Memories go Digital' at Turner Contemporary, Margate, Kent

This was a unique opportunity for four students to work on a 'live' project and produce top designs for a high profile external client. The collaboration between lecturers, Ania Bobrowicz and Jane Milton, and Turner Contemporary led to the students being offered a final year project called 'Time of Our Lives'.

'Time of Our Lives' was a community arts project which brought together the young and older generations in Margate to reflect on being a teenager. The students were given the task of building an 'interactive touch screen application' which acted as a digital archive for the content generated during local art sessions. They also created a website, four short films and a feasibility study. During the project, the community groups came and tested their 'interactive teenage' bedroom in the Digital Media Hub. They gave valuable feedback and, following long term supervision from Ania Bobrowicz and Jane Milton, the successful digital application was showcased at an exhibition.

Karen Eslea, Head of Learning, Turner Contemporary, said: 'I was hugely impressed by the work that the students have done, and am delighted that we were able to showcase it in our exhibition. They have shown that they absolutely understand the project and have created a high quality, user friendly and beautiful interactive resource which has exceeded all of my expectations.'

'Transformed by You on Campus: Digital Solutions Event with Kent County Council'

'Transformed by You on Campus,' was a one day event involving students from the Multimedia Technology and Design course at the School of Engineering and Digital Arts, their university tutors together with facilitators and mentors from Kent County Council. This exciting project took place in the Bulb at the Canterbury Innovation Centre on Campus.

It has been proved that online services can be created in a day, as Enabled By Design, Good Gym and MyCouncilTax were all developed in similar types of workshops. 'Transformed by You' had a similar format. By creating an environment which encourages young innovators to develop design solutions, such events demonstrate the potential of digital technology to help local communities.

Concepts developed by students during the event included Magnifye, a smart phone application that enables people to report and visualise positive activities and issues going on in their community; Time Well Spent, an online timebank encouraging people to swap their skills for prizes; GradLinkKent, a new way to match students looking for jobs and employers as well as BinMaster, a fridge magnet to manage your bin collections. According to Noel Hatch, Projects & Research Lead from KCC 'the developed prototypes show that organising



Turner Contemporary



"Transformed by You on Campus" can help Kent County Council have a better idea not just how digital technologies can transform the way people engage with each other and public services, but how we can unlock the digital talent in Kent to make this happen."



Multimedia Technology and Design
BSc Students with Neil Bell of
BBC South East Today



The DMH is part of Kent Innovation and Enterprise's Bulb – “an innovative and interactive environment dedicated to developing enterprising ideas and employability skills.”

Contact us

For further information on our Digital Media services and facilities, please see www.eda.kent.ac.uk/industry/dmh or contact Catherine Butler, Industrial Liaison Officer for the School of Engineering and Digital Arts, University of Kent on 01227 823251 or eda-enterprise@kent.ac.uk

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