Creative Media Service

An Introduction to the Creative Media Service
Introduction

CiCS Creative Media provides access to media creation facilities, media equipment and media training for all students and staff at the University of Sheffield.
Our Creative Media Team

Chris Clow
Learning & Teaching Systems Manager

Robert Pashley
Learning & Technology Advisor

Mark Howarth
Creative Media Support Assistant

Tommy Wilson
Creative Media Support Assistant
Where to find us.

Level 4: The Diamond
The Creative Media Service

- Equipment Loans
- Facility Bookings

CiCS Creative Media

- Staff & Student Advice/Training
- Drop in Support
We offer drop in training sessions to staff and students as well as deliver skills workshops as part of course media projects in the following areas:

- Equipment Operation
- Pre-Production (How to plan your project)
- Video Production Skills
- Photography & Image Manipulation
- Video Editing Skills
- Audio Recording & Editing Skills
- Production On Mobile Devices
- Introduction To TV Studio
- Introduction To Podcasting Studio
- Presenting To Camera
The Creative Media Edit Suites are equipped with Apple iMac computers. Comfortable and well-equipped spaces for creating digital media.

19 Workstations in room 4.21

9 Workstations in room 4.22

Suitable for producing the following types of multimedia projects:

- Video, Audio and Image editing
- Screencasting (without audio recording)
- Animation

Creative Media computer account is needed to log on to these machines.
The Media Booths are comfortable and well-equipped spaces for creating digital media. The booths are equipped with an Apple iMac computer & a Thunderbolt display,

Booths include professional recording microphone that records directly into a selection of applications.

They are suitable for the following types of multimedia projects:

- Video, Audio and Image editing
- Screencasting (without audio recording)
- Animation

Creative Media computer account is needed to log on to these machines.
The TV Studio Features:

- 3 HD video cameras (operated by remote control).
- Green, white and black curtains with Green screen capability.
- iMac for creating live backgrounds.
- 4 Professional wireless microphones.
- Audio mixing desk.
- Full studio lighting rig with lighting desk.
- Autocue.

Booking the TV Studio

- The TV Studio can be booked for a maximum of 4 hours during the hours: Monday-Friday 9am-5pm.
- The TV Studio is closed on weekends.
- Induction to use the studio is required.
Media Facilities - Podcasting Studio

Podcast Studio (4.09)

A simple to use Radio / Podcasting production room featuring:

- Broadcast Mixer
- 2 Microphones
- Touch screen computer
- Playlist and sound sting shortcuts
To Obtain a creative media account allowing you access to the media workstations in the Creative Media Edit Suites and Media Booths please complete a Google form located on the Creative media webpage.

- Go to the Creative Media webpage: https://www.sheffield.ac.uk/cics/creativemedia
- Click the ‘bookings’ icon
- Click the ‘Request a Creative Media account’ icon and fill out the google form.
- Once submitted you will receive your account within 2 working days.
Over 300 items of loanable equipment including:

- 6 types of camera
- 5 types of audio recorder
- 5 types of microphone
- 3 types of lighting
- many production accessories
Booking Facilities & Equipment

‘Resource Bookings’ via MUSE

Log into MUSE

Select Resource Bookings

Sign in

Select Creative Media Equipment/Facilities Category
Selecting and Booking resource

Type the item into the ‘Search’ box or navigate the categories to browse items.

On desired item click ‘add to basket’ or click item for description and availability.

Once Items are added to basket click ‘create booking’.
Setting Length And Completing Booking

Click on the calendar for the Date and time you wish your booking to start.

Click on the calendar icon on the End date displayed on the top right of the screen.

Click ‘update’. To then confirm your booking click ‘Next’ and follow the on screen prompts.
### Booking Rules

<table>
<thead>
<tr>
<th>Edit Suites and Booths</th>
<th>TV &amp; Podcasting Studio</th>
<th>Equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit suite workstations are bookable 24/7.</td>
<td>TV &amp; Podcasting Studios are bookable between 9am-5pm Monday - Friday.</td>
<td>Booking are collected &amp; returned to the Diamond Level for helpdesk. Opening hours are 10am - 4pm Monday - Friday.</td>
</tr>
<tr>
<td>Bookings can be created up to 6 weeks in advance.</td>
<td>Booking are only provisional until approved. Be sure to state fully what you want to use the studio for</td>
<td>Bookings can be created up to 6 weeks in advance.</td>
</tr>
<tr>
<td>Maximum length of a booking is 4 hours.</td>
<td>Bookings can be created up to 6 weeks in advance.</td>
<td>Maximum length of booking 4 days.</td>
</tr>
<tr>
<td>Only 1 Booking per user per day.</td>
<td>Maximum length of a booking is 4 hours.</td>
<td>Maximum number of items - 5</td>
</tr>
<tr>
<td></td>
<td>Only 1 Booking per user per day.</td>
<td>Only 1 camera per booking</td>
</tr>
</tbody>
</table>
Drop In Support

The Creative Media Service offer support, advice and guidance in the use of the creative media facilities and equipment and answer supported media software queries.

Support Available from the level 4 Helpdesk:

Monday - Friday (9am - 5pm)
How Creative Media Contributes

Lynsey Stanton
Working with Communities Tutor | Department for Lifelong Learning

‘Creative Media’s existence as a supportive and innovative hub within the university has meant that my modules have taken on a new more exciting and innovative design. It allows me as the module lead to stretch students and challenge them by introducing new computer technology and software skills enabling the learning experience to be enhanced in ways it previously could not.’

The collaboration of staff in Creative Media has been vital in this learning enhancement, and value added to the students education.
The Creative Media Service has developed an holistic model of media provision, allowing for supported integration of transferable technical and media skills to be both part of the student experience and staff development.

**Plan**
- Working with staff and students to deliver workshops.
- Students skills workshops developed from requests.
- Working with staff in developing and integrating creative media as assessment tool and providing support for relevant skills provision.

**Deliver**
- Run drop in Media skills workshops.
- Run Staff Media Skills workshops.
- Deliver Media Skills workshops as part of taught modules using media assessment methods.

**Access**
- Provide universal access to equipment and facilities for all university student and staff.
- Students & Staff use and are confident in using equipment and Facilities familiar through training.
- Staff & Students see utilisation and adopt.

**Support**
- Rolling drop in support throughout a working week allows students and staff to troubleshoot problems and gain confidence in media production.
- Confidence in support allows for skills development & more creative use of service.
Through this process we have a cyclic uptake in media provision from staff students and modules.

**Training**
Staff / Students Trained in the use of Media equipment, Facilities and Method.

**Use**
Training promotes Confidence in use of Equipment & Facilities.

**Peer Engagement**
Peers see and hear how facilities and equipment are being utilised and seek to obtain skills / facilities to use themselves.

**Module Use**
Peers see innovative use of media equipment, resources & facilities and see opportunities to adopt.

**Dev. Support**
Adopters of using media in assessment are helped to identify assessment training needs and are aware of provisions.

**Skills Training**
Integrated Media training negotiated to be part of taught session provision.

**Ongoing Support**
Students able to access universal equipment / facilities stocks. Media learning material shared. Drop in support for ongoing media help.

**Application**
Staff & Students apply new skills & resources in related project but also wider. (socially & in other projects)
The Creative Media Services unique position of: Developing / Delivering Training; Maintaining and Developing Facilities; and Purchasing / Loaning Equipment allows for the targeted development of resources and maximisation of their use.

**Purchasing / Loaning Equipment**

- Maintaining a robust, functional and relevant equipment stock is essential to promote use of media skills across the University. Equipment purchases are based on Usage and request for functionality.
- Usage is encouraged through equipment specifically being incorporated into Training allowing visibility of service and confidence in use.
- Need is established through use but requirement is established through the training development and usage of facilities.

**Developing / Delivering Training**

- Training is developed based on the need of staff / students and module adopters for media skills.
- This need is then evaluated against the available equipment and facilities, and as such Training is developed to fulfill the need of staff / students / modules. In addition specific facility and equipment functions can be paired to the staff / student / module need and be incorporated into training.
- Training incorporates available resources / facilities as well as feeds into resource development.

**Maintaining and Developing Facilities**

- Facilities are developed through needs and requests of staff / students & module adoption of training. Development and utilisation are maximised when they can developed to respond to a training need. The usage of that facility is then developed and encouraged with its function being included in media training. How and for what a facility is being used for then informs additional equipment needs.
Its Hugely Successful

Staff & Student use of Equipment Loans and Facility use since use of our adoption model.

18,500
2017/18 (This Year) - Expected number based on usage so far.

15,112
2016/17

9,758
2015/16
Its Hugely Successful

Modules the Creative Media Service have delivered specific workshop training.

Please note this is the number of modules the Creative Media Service are delivering on, not the number of training sessions given.

Each module will have a minimum of one 2 hour workshop to a maximum of five 2 hour workshops.

Additionally some modules will run more than once a year.

48 - (approx. 3500 Students)
2017/18 (Scheduled This Year so far).

38
2016/17

12
2015/16
Questions?
It was an outstanding session where I learnt a great deal of useful information in a small space of time.

Thanks for your brilliant training. (I used to be a college lecturer, have been a senior business trainer on international programmes and have also observed lessons so I know what I'm talking about. Really helpful.)
How Creative Media Contributes

Students
Various students providing feedback regarding Creative Media training workshops 2017

‘The creative media sessions were actually enjoyable. The most useful parts were applying what he was explaining.’

‘The creative media sessions were extremely useful to me - as an Art and Humanities student, I am always looking for ways that I can extend skills useful to me in the working world, and the Creative Media sessions (video production and editing) allowed me to learn new skills that I can now apply in my academic and professional life.’

The creative media sessions showed me how I might go around making a video to disseminate my research. Having had no other experience in this sort of work, it was both vital and very interesting.
Examples of student work so far in 2017
How Creative Media Contributes

Clemvio Hodge
2nd Year Management Student

‘I participated and have greatly benefited from the 2017 Creative Media Workshop especially in the area of videography and video editing. Thanks to the workshop, my business was able to introduce HQ video content delivered through our social media accounts and website.’

‘over the summer. During this time I was able to use my knowledge to train my team to create videos as well. They have made me really proud with this interview about the local high school which sustained significant damage from Hurricane Irma. This has been our highest performing video to date.’

Here’s a list of our most significantly successful videos and views (Noting that our island is has a population of 15,000 people, these views are tremendous!)

My first video after returning home, A Tour of Mango Garden (6.5K Views)
- Business promotion video, Yes, we're open (92K Views)
- Anguilla Summer Festival - Carnival Recap (67K Views)
- Local Comedy - What's Going on Here? (22K Views)
- Interview - Wave Energy Initiative (70K Views)
- National Sport - Boat Race is Intense! (2.7K Views)
Shapes & Icons

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Fonts

The fonts used in this template are taken from Google fonts. (Arvo, Open Sans) You can download the fonts from the following url: https://www.google.com/fonts/

Backgrounds

The backgrounds were created by Free Google Slides Templates.

Color Palette

The Template provides a theme with four basic colors:

- #a4e00ff
- #434343ff
- #ecb883
- #eeeeeff

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