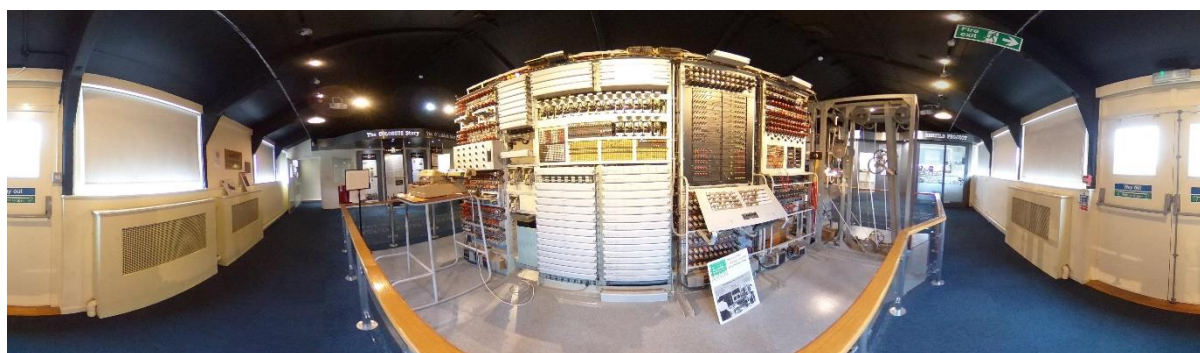




## 360in360 Immersive Experience Workshop Formats and Options

This document outlines the aims, formats and options for the 360in360 Immersive Experiences Workshops

### Introduction



#### *Cropped 360-degree image of the Colossus Computer at the National Museum of Computing*

360-degree consumer technologies for capturing and sharing fully immersive 360-degree videos, images and sounds create an unprecedented opportunity to celebrate and share extraordinary people, places and experiences.

The 360in360IX workshops are designed to engage and empower users of all ages to apply these technologies to the business, social and leisure activities and to create commercial and non-commercial enterprises within local communities based, primarily, on cultural heritage, education and social and economic development.

The aim of every workshop is not only to train people how to get the best from these technologies but also to leave a legacy of creative immersive experiences in every community.

### Venue and Facilities Required

The workshops can be delivered in multiple formats from “Show and tell” seminars for large scale audiences (delivered in person or via on line webinars) to larger scale two day “Hackathons” requiring participants to have access to computers/laptops with internet connectivity.

The workshops, apart from “Show and Tell” events and virtual webinars (where the numbers are only limited by venue size or virtual classroom capacity), should ideally be limited to a maximum of 30 people.

The ideal practical workshop format is an IT lab with 15-30 computers, internet access and a central shared file store where videos and images can be accessed for practical exercises.

## 1. “360in360 Show and Tell” Seminars (1-2 hours)

These workshop Seminars combine practical demonstration with presentations about the potential of immersive technologies such as 360 cameras, virtual reality, desktop and mobile applications and social media platforms for capturing, sharing and using a combination of 360-degree images, videos, sound and storytelling.

A typical format for a half day workshop would be :-

- Pre-event preparation of local content in 360-degree format
- Introduction to 360-degree immersive technologies presentation
- Demonstration of different 360-degree cameras and their features
- Demonstration of live streaming of 360-degree video
- Demonstration of 360-degree video editing
- Demonstration of publishing 360-degree content to different platforms
- Demonstrating creating interactive content such as virtual tours and quizzes
- Presentation of drone technologies with example videos and use of 360-degree cameras for aerial imaging

## 2. “360in360 Show, Tell and Create” Seminars/Workshops (2-3 hours)

The “Show, Tell and Create” seminars/workshops, which should be a minimum of two hours require the use of a computer lab with internet access and central file storage.



***Screenshot from the “Show, Tell and Create” Workshop at the Immersive Education (IED 2017) Conference in Lucca, Italy***

These workshops comprise all of the elements of a “Show and Tell” Workshop plus the following additions :-

- Presentation on Gamification and the set up of small teams to collaborate on group exercises
- Group exercise on an example 360 Immersive Experience quiz
- Group exercise to create an example virtual tour
- Group exercise to create a virtual quiz

Participants in this type of workshop should gain sufficient knowledge to be able to create their own 360-degree images, videos and virtual tours.

### **3. “360in360 Show, Tell, Create and Publish” Workshops (4-6 hours)**

The “Show, Tell, Create and Publish” Workshops require at least a half day with access to a computer lab/classroom and one or more local heritage sites. The aim of these workshop (which include all of the previous workshop elements) is to create a local digital heritage page on social media and publish 360 images, videos and virtual tours/quizzes to social media. One of the aims of this type of workshop is to identify and recruit a local creative champion to represent the community in the 360in360 Immersive Experience social enterprise franchise and be a contact point and catalyst for ongoing community development.

These workshops may also include the use of drones for digital heritage and site visits to record 360-degree images and videos to process and publish

### **4. The 360in360 Two Day Hackathon (2 days)**

The 360in360 two-day Workshop is in a Hackathon format and should bring together a good representation from the local community, including tourism, heritage, schools, social enterprises and hobbyists to not only complete the workshop programmes shown above but also collaborate on how to develop their community and cultural identity in the long term.

Ideally, a local champion would be identified who could work with 360in360IX as a local agent or franchisee and develop a business opportunity around providing 360-degree immersive experiences in their own community and become the contact point in an international network of digital heritage communities.

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