

Large scale interventions and research outputs

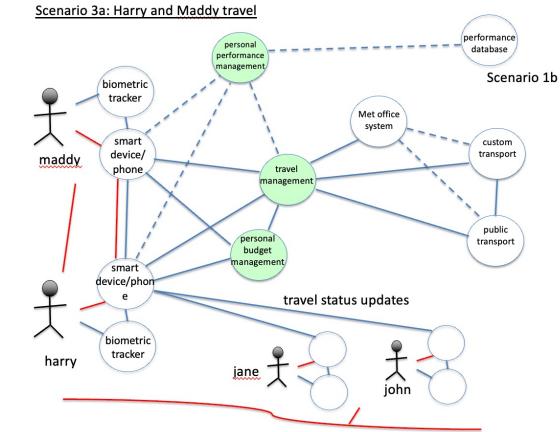
Prof Tracy Harwood

Professor of Digital Culture

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Large scale interventions exploring...

- Impacts of machine-cinema on creative tech practice and industries [2006+]
- Roles and impacts of everyday Internet of Things [2010+]
- Engagement strategies with creative AI [2016+]
- Roles and impacts of wearable creative techs [2020+]

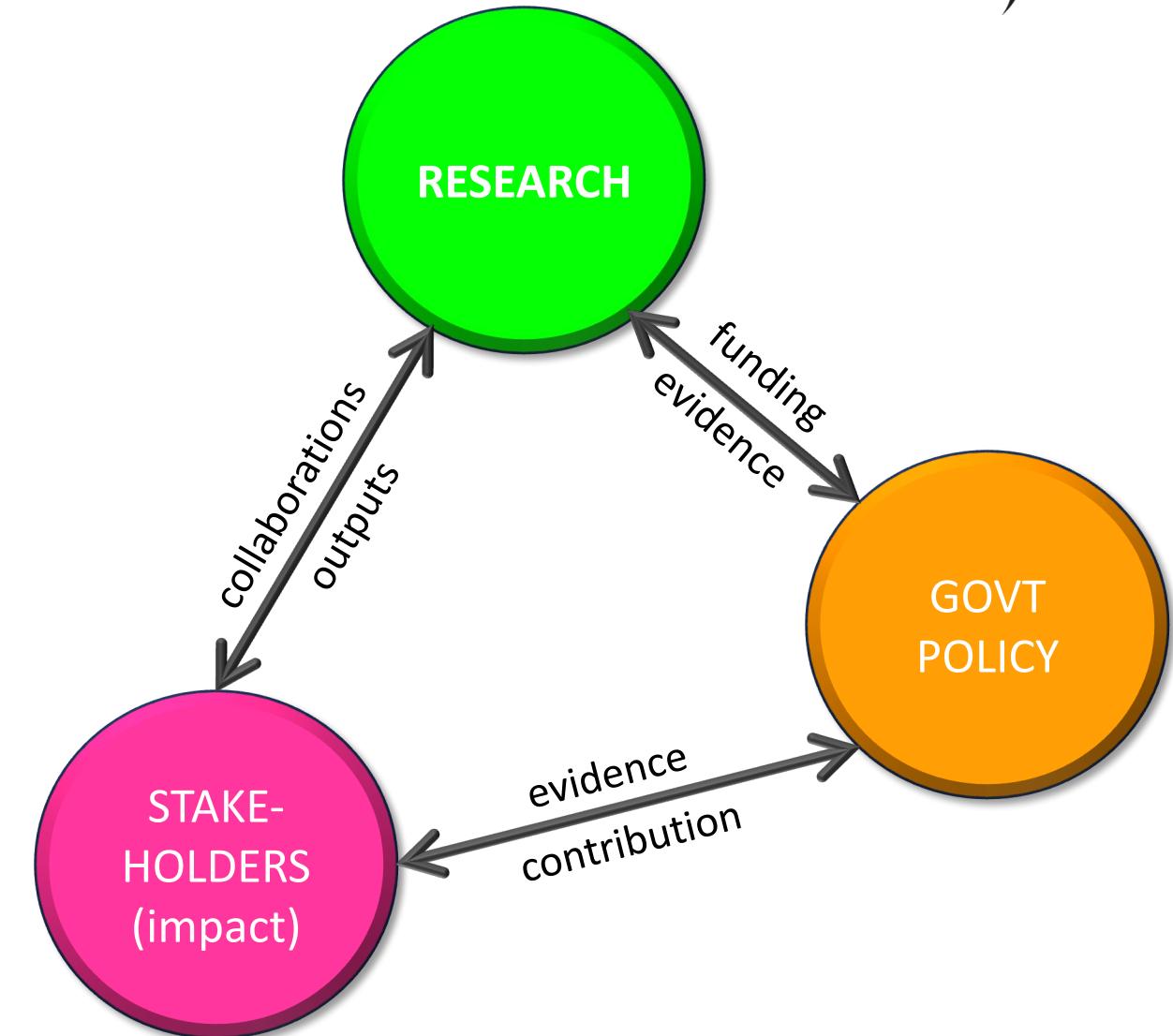


art-ai FESTIVAL
LEICESTER



Research Process

- Project based
 - Research questions
 - Practice-based intervention
 - Funding
 - Dissemination >>>
peer review & impact





Machinima

machine-[animation]-cinema
realtime 3D production

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Hot picks: Machinima

By Tracy Harwood
Manager Machinima Festival Europe 07

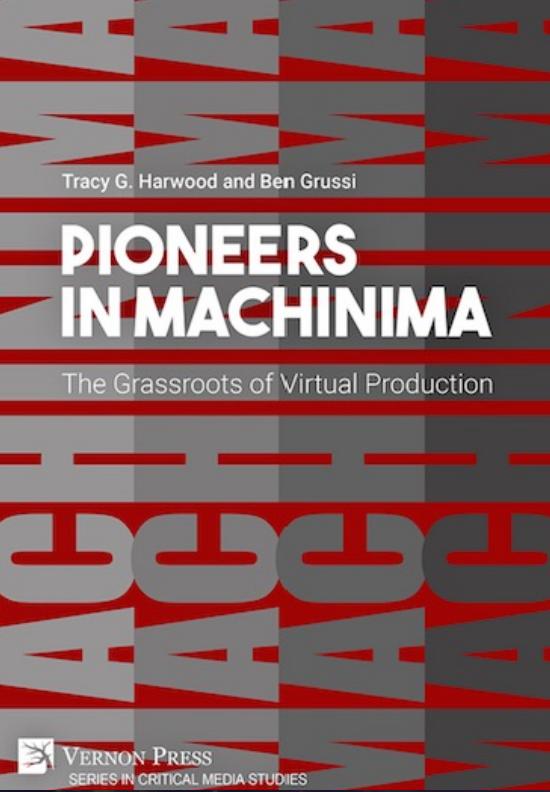
Machinima is a medium that has come of age.

As an "emergent art", it has been around as a form of user-generated content for some ten years now: hardly emergent then.

As Friedrich Kirschner, a leading authority on Machinima, explains in his blog, it has come from subculture to a genre of its own. It's approach to film-making, having been up until now a kind of offshoot of the video game culture, has now become a distinct art form.

69. Internationale Kurzfilmtage
Oberhausen
26. April - 3. Mai

Maggie



MACHINIMA
investigating the cultural values



GEMMA FANTACCI AND PAOLO RUFFINO IN CONVERSATION WITH TRACY HARWOOD
DIGRA ITALIA TALKS
DECEMBER 5 2022

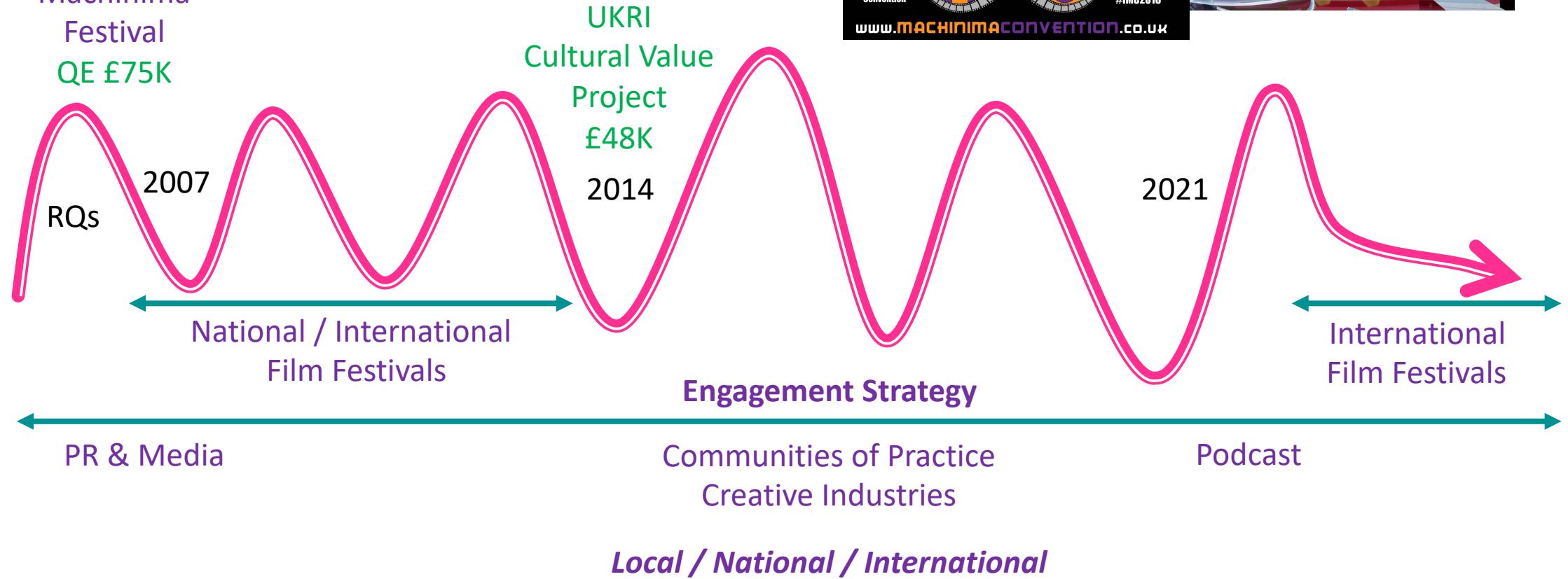
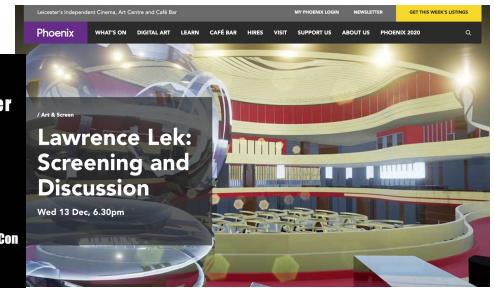


CM
COMPLETELY
MACHINIMA

EPISODE
100

STAKEHOLDERS

Practice-based
Intervention
First European
Machinima
Festival
QE £75K



RESEARCH

Harwood, T. and Grussi, B. (2021). *Pioneers in Machinima: Grassroots of Virtual Production*, Vernon Press.

Harwood, T., Boomer, J. and Garry, T. (2020). Value transformation: from online community to business benefit, in Granger R., *Value construction in the creative economy*, pp. 243-264, Palgrave Macmillan.

Harwood, T. (2016). Machinima: A meme of our time, in Connor, E. & Marks, S., *Creative Technologies for Multidisciplinary Applications*, IGI Global. DOI: 10.4018/978-1-5225-0016-2

Harwood, T. (2013). Per un manifesto del machinima, in Bittanti, M. & Wood, H., *MACHINIMA! Teorie, Pratiche, Dialoghi*, Ludologica, Edizioni Unicopli.

Harwood, T. and Garry, T. (2012). It's Mine: participation and ownership within virtual value co-creation environments, in Palmer, A., et al., *New Developments in Online Marketing* (reprint): *Journal of Marketing Management*, 26(3), 290-301.

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Practice-based Intervention REF2014 zero

Harwood, T., Garry, T. and Belk, R. (2019). Convergence markets: virtual [corpo]reality, *Markets, Globalization and Development Review*, 3:3, <https://digitalcommons.uri.edu/mgdr/vol3/iss3/3/> (accepted Jan 2019).

Boomer, J. and Garry, T. (2017). Information in the 'let's play' gaming sub-culture, *Journal of Creating Value*, 1(1), 1-242, DOI 10.1177/239496318804705 (accepted Sept 2018).

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Harwood, T., Garry, T. and Owins, M. (2014). Machinima as a Customer Engagement Experience Environment, *Journal of Services Marketing*, 29(6/7): 533-546 (awarded Outstanding Paper of 2016 in Emerald Literati Network Awards for Excellence). (REF 2021)

Harwood, T. and Garry, T. (2014). Co-creation and ambiguous ownership within virtual communities: the case of the Machinima community, *Journal of Consumer Behaviour*, 13(2): 148-156.

Harwood, T. (2013). Machinima as a learning tool, *Digital Creativity*, 24(3): 168-181.

Harwood, T. (2012). Machinima as a learning tool, *International Journal of Market Research*, 55(2): 247-266.

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First European Machinima Festival UKRI QE £75K Cultural Value Project £48K

Harwood, T. (2012). Emergence of Gamified Commerce: Turning Virtual to Real, *Journal of Electronic Commerce in Organizations*, 8(1), 1-12.

Harwood, T. (2011). Towards a manifesto for Machinima, *Journal of Visual Culture*, 10(1): 6-12.

Harwood, T. and Garry, T. (2010). It's Mine: participation and ownership within virtual value co-creation environments, *Journal of Marketing Management*, 26(3), 290-301.

Harwood, T. and Garry, T. (2009). Infiltrating an eTribe: Marketing to the Machinima [Computerised Games] Community, *Journal of Marketing Management*, 25(3), 241-259.

Garry, T., Harwood, T. and Owins, M. (2009). Value transformation in the 'let's play' gaming sub-culture, *Academy of Marketing Annual Conference*, University of Stirling, Scotland, 3-5 July, Awarded Best Paper in Track, Consumer behaviour, sponsored by Pearson Publishing.

Harwood, T. and Owins, M. (2015). Curating digital culture: Managing excellence, rigour and relevance of machinima for audiences, Proceedings of 14th International Machinima Convention, Nonprofit, Artistic and Cultural Heritage of Social Marketing, London Metropolitan University, 2 Sept., (ISBN 978-1-907675-35-5). Awarded best paper in the 'Market' Environment, Marketing.

Harwood, T. and Garry, T. (2014). The cultural and economic impact of machinima, 13th International Colloquium on Arts, Heritage, Non-Profit and Social Marketing, University of Birmingham, 1-3 Sept.

Harwood, T. (2012). Machinima as a learning tool, *7th Consumer Culture Theory Conference*, Oxford University, 16-18 June.

Harwood, T. and Garry, T. (2011). Gamification of marketing environments: a research agenda, *Proceedings of Academy of Marketing Annual Conference*, University of Nottingham Management School, 2-5 July.

Harwood, T., Jolley, M. and Garry, T. (2011). Consumer responses to virtual and real world retail environments: implications for game-based interventions, *Proceedings of the International Colloquium on Global Design and Marketing*, Loughborough University, 10-11 Dec.

Harwood, T., Garry, T. and Owins, M. (2011). Co-creation in an eTribe: Marketing to the Machinima community, *Proceedings of the International Colloquium on Global Design and Marketing*, Loughborough University, 10-11 Dec.

Harwood, T. and Garry, T. (2009). Co-evolution in an experience environment: the Machinima community, *Proceedings of Naples Forum on Service, Service Science, Strategic and Interdisciplinary Research*, University of Naples Federico II, Capodimonte, 16-19 Jun.

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Garry, T. and Harwood, T. (2009). Optimising value co-creation and capture within experience environments: the application of a business model to the Machinima community, *Proceedings of the 10th International Conference on Australian and New Zealand Marketing Academics Annual Conference*, Monash University, Melbourne, Australia, 30 Nov-2 Dec.

Harwood, T. and Garry, T. (2009). A co-creation solution of an eTribe, *Internet Attraction, Co-creation and User-Generated Ephemera*, AHRC and Text: Ephemera Media Workshop, University of Warwick, 22-24 Jun.

Harwood, T. and Garry, T. (2008). Marketing an eTribe: marketing to the Machinima [computerised games] community, 16th International Colloquium in Relationship Marketing, University of Swansea, 14-17 Sept.

Machinima ABC video series, 2014.

2007 RQs

"Machinima & Me" <https://vimeo.com/101735632>
 "The Future of Machinima" <https://vimeo.com/101738784>
 "Barriers to Machinima" <https://vimeo.com/101791863>
 "Machinima Community Creators" <https://vimeo.com/101791863>

Speaker and Panellist, Machinima and Virtual Production (hosted by Dmitry Frolov/Vladimir Nefir), Oberhausen Short Film Festival, Germany, 2007.

In conversation, Prof Tracy Harwood speaks to DiGRA (Digital Games Research Association) Italian Chapter, Milan, about the state of the art in Machinima and Virtual Production (hosted by Dr Paolo Ruffino and Gemma Fantacci of Milan International Film Festival), 2007.

Speaker, Trends and Tales from the World of Machinima, LCB Depot Digital Art Week, 9 Dec 2021 (with Prof. Dr. J. Boomer, Dr. T. Harwood, Dr. J. Garry, Dr. M. Owins).

Keynote, Adoption of Game Technologies into Business Sectors, Digital Upscaler Programmer, East Midlands Chamber, ERDC & Midlands Engine, 02 Sept 2021, <https://www.emc-dn.co.uk/connecting-you/business-focused-workshops/digital-upscaler3/technology-forums/?varid=4796> (CANCELLED)

Keynote, Benefits of using advanced technology in interdisciplinary research, TECHNE, AHRC Event, Brunel University, 15 Dec 2021.

Gamification and Marketing, University of Leicester, 15 Dec 2017.

Keynote, Machinima retrospective, International Machinima Convention, Leicester, 25 Jun 2016.

Machinima: Bridging Gaps in the Cultural Economy, University of Gothenburg, Sweden, 21 Oct 2014.

Keynote, Cultural values of machinima, RvBUK Annual Conference, Phoenix Leicester, 1-3 Aug 2014.

Measuring the cultural value of machinima, Social Media Perspectives in Research, De Montfort University, 3 Jun 2014.

Master of Ceremonies and Keynote: State of the Art: Machinima, Festival Red vs Blue UK:2012, Phoenix Square Film & Digital Media Centre, 30-31 Mar 2012.

Keynote, MachinExpo, www.machinima-expo.com, Second Life (online), 22 Nov 2010.

Introduction to Machinima, Phoenix Square Film & Digital Media Centre, 18 Mar 2010 (with C. Harvey).

Keynote, MachinExpo, www.machinplex.net/expo/, Second Life (online), 22 Nov 2009.

Keynote, Beyond Gaming, International Broadcast Convention, Amsterdam, Netherlands, 12-16 Sept 2009.

Keynote, Machinima Showcase, Youki International Youth Festival, Wels, Austria, 26 Nov 2008.

Keynote, Valuing Online Communities and eTribeS, SAND2008, University of Swansea, 24 Nov 2008.

14 conference papers
10 journal publications
5 video outputs

Keynote, Introduction to Machinima, Renderyard Film Festival, London, 19 Sept 2008.

Profiting from online communities and etribes: International Colloquium on Relationship Marketing / Communication for Profitable Customer Relationship, Chartered Institute of Marketing, Swansea, Wales, 17 Sept 2008.

Panellist, The Meet Up: AI + Creativity | Innovation + Inclusion, Frequency Festival, Lincoln Museum, 27 Oct 2023.

Discussant, Workshop on Digital Twins Global Scoping Policy Development, Innovate UK, online (11 Oct 2023).

Steering Group Member, Institute of Science & Technology (IST) & UK Creative Registration Framework for Creative Technologies Professionals (appointed Sept 2023).

Panellist, Inaugural Web3 Festival, School of Art & Design, Nottingham Trent University, Nottingham, 7 July 2023.

Convenor, Digital Twins (as EU Cultural Heritage), EU Cooperation in Science and Technology (COST) Action CA21141: Grassroots of Digital EU: Hybrid Practice of Machinima, Leonardo, 52:2, DOI: 10.1162/leod.2021.01121, 2021, available online July 2016.

Working Group Member, (W1 Digital Grassroots Across Europe) COST Action CA21141: Grassroots of Digital EU: Hybrid Practice of Machinima, Leonardo, 52:2, DOI: 10.1162/leod.2021.01121, 2021, available online July 2016.

Contributor, POSTNOTE A Creative Future: Evidence, UK Parliament consultation (1 August 2022), game-based environments; virtual production pipeline and machinima, published <https://postnote.parliament.uk/a-creative-future-evidence/>.

Chair, NvidiaOmniverse: An Open Platform, presentation on AEC (architecture/engineering/construction) applications with George Matos, Design Section 4, LCB Depot/livestream, recording <https://www.youtube.com/watch?v=ch7Cir691KQw&t=28> 28 Oct 2021.

Interview about Machinima, <https://www.vgavallery.org/vga-pioneers>

Co-host, international weekly podcast on past, present and future of machinima. And Now For Something Completely Machinima, www.completelymachinima.com

Blog post, www.youtube.com/@completelymachinima, including weekly blog posts w/ Ricky Grove, Phil Rice and Damien Valentine (filmmakers), February 2021-(ongoing)

Invited panelist, Games (Chair: Richard Gras), SIGGRAPH Asia 2020, 17-20 November, virtual (Daegu, South Korea).

Expert advisor, House of Lords COVID-19 Committee on Arts & Culture implications 2-5 years from outbreak, July 2020, published <https://post.parliament.uk/life-beyond-covid-19-what-experts-concerned-about/>.

Poster, Machinima as a Learning Tool (based on journal paper, Machinima as a Learning Tool, Digital Creativity, 24:3, 2013), ERASMUS+ funded Innovative ICT Education for Social-Economic Development (IESED) 'show and tell' workshop, De Montfort University, 17-21 Sept 2018.

Blog post, Lawrence Lek Screening and Discussion, (with Luba Elliott), Phoenix, www.phoenix.org Dec 2017.

Chair/discussant (with Luba Elliott, curator), Artwork of Lawrence Lek, Phoenix, 13 Dec 2017.

Session chair, Digital Consumption, Consumer Culture Theory Conference: [Hyper]Reality and Cultural Hybridization, Disneyland, Anaheim, California, 9-12 Jul 2017.

Panel member, Is justice blind or simply turning a blind eye? Machinima and the law, International Machinima Convention, Leicester, 25 Jun 2016 (with Hugh Hancock and Caroline Coles).

Panel member, AI in Cinema, Phoenix, 25 Mar, part of the Sentient Film Festival 22-26 Mar 2017.

Panel member, SideFest / RvBUK Machinima Convention, Leicester, 26 Mar 2016.

Blog post, <http://regions.cim.org/Machinima/home/east-midlands/> publication on "An investigation into machinima as a customer engagement experience environment" (Journal of Services Marketing, 29, 6/7: 533-546), Sept 2015.

Judge, ACM Creativity and Cognition Conference Creative Communication Award, Glasgow School of Art, Scotland, 22-25 Jun 2015.

Judge, 48 Hour Film Project Machinima Series, <http://www.48hourfilm.com/machinima>, Second life (online) and Washington DC, US, 2009, 2010, 2011, 2014, 2015.

Panel member, Is Machinima art? Machinima in the art world, <http://machinima-expo.com/v3/the-machinima-expo-2014-test-festival-schedule/>, 23 Nov 2014.

Interview, Tracy Harwood on her Machinima Research Project, <http://www.machinplex.net/expo-2014-test-festival-schedule/>, 23 Nov 2014.

Principal investigator and author, AHRC funded project website: <http://machinplex.net/expo-2014-test-festival-schedule/>, 2014.

Chair, Special Session, Virtual worlds a new marketing escape, Proceedings of Academy of Marketing Annual Conference, University of Southampton, 2-5 Jul 2012 (with J. Ward).

Magazine article, Machinima Movement, Fallopian, www.machinima.com/fallopian/, 8 Sept 2009.

Director, First European Machinima Festival, Institute of Creative Technologies, De Montfort University / Academy of Media Arts and Sciences (USA), 12-14 Oct 2007.

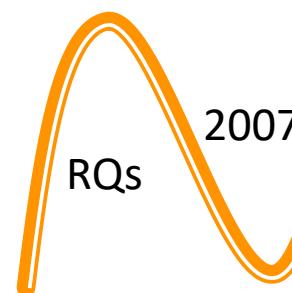
Interview, Host of Machinima, <http://news.hbo.com/hi/technology/704281.shtml>

2014 REF2021
UoA17 1/4 Publications
UoA17 0/1 Impact Case

2021 REF2021
1 co-authored book
doctoral researchers

POLICY

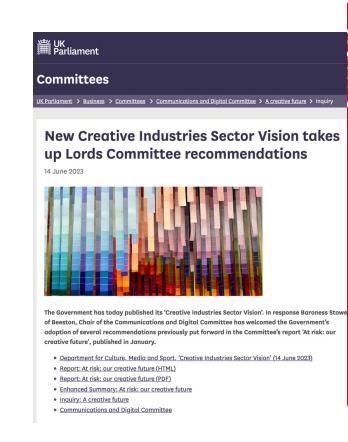
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UKRI
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2014



AHRC Report

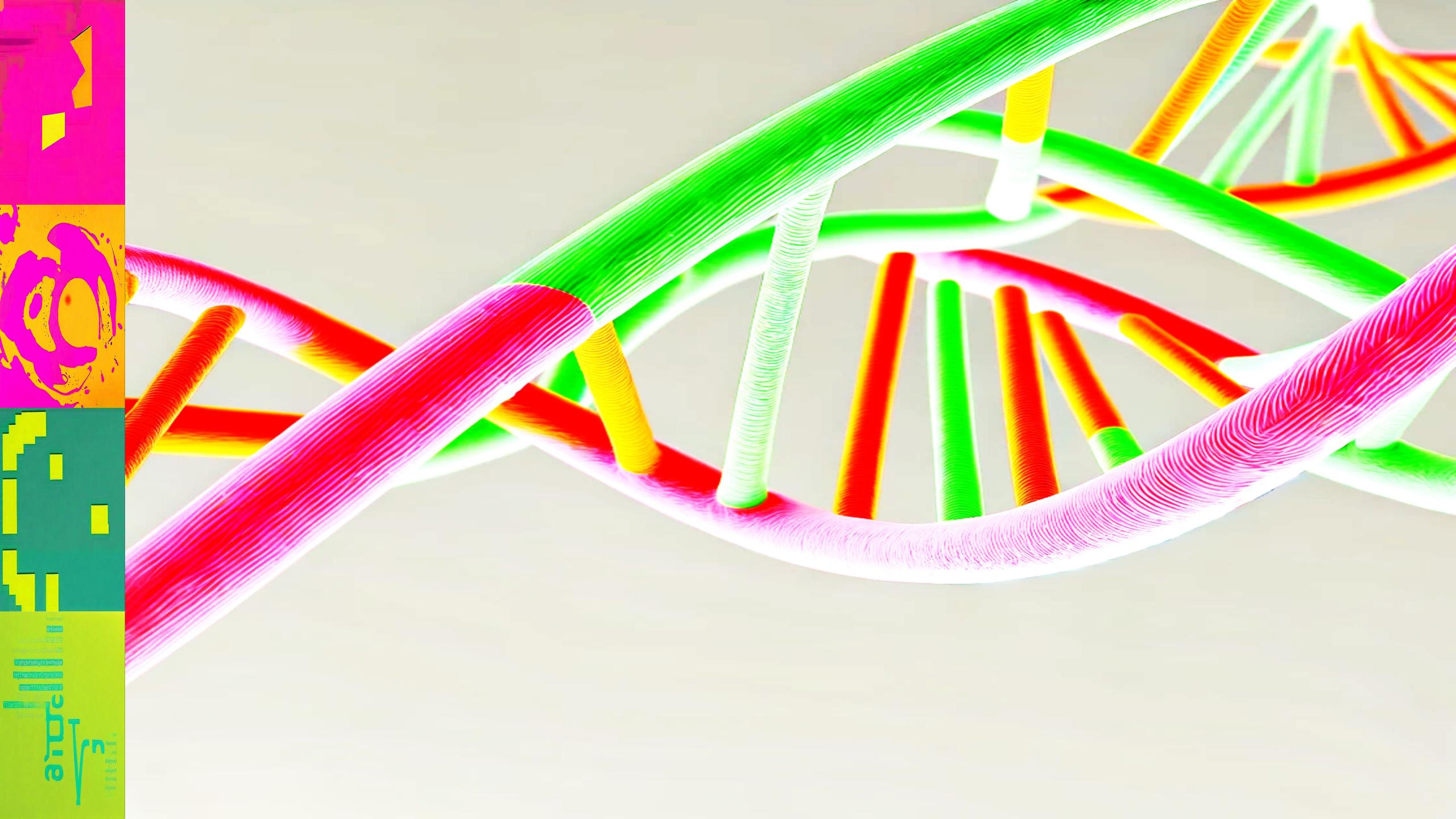


At risk: our creative
future



HOUSE OF LORDS
Communications and Digital Committee
2nd Report of Session 2022-23

iST®  Creative UK
2021 
HoL Comms & Digital Committee
EU COST Action (GRADE)
iST/Creative UK



Observations

- Project-based approach to research is long-term
- Process and outcomes are rewarding
- Stakeholder relationship management strategy is critical to success
- Funding is portfolio
- Traditionally, non-standard outputs have not been recognized
- REF process can be aligned
- Evolving understanding of impacts of this kind of work
 - eg., creative and cultural practice recognition, knowledge transfer, preservation, policy

Filmmaker: It was really interesting and humbling listening to this. Thank you kindly for all the praises and criticism that came up!

Filmmaker: Thanks for helping improve the quality. I am sincerely grateful for these feedback!

Filmmaker: Thank you all for taking the time to create such a detailed look at [movie]... The depth of the analysis is outstanding and hopefully an inspiration and guide to newer machinima filmmakers who want to explore some uncharted territory.

Filmmaker: This was a super thoughtful and helpful review... this was our first machinima... wanna say thanks for all the helpful suggestions... oh btw there was a sound effect of him falling down stairs but maybe it was too quiet.

Filmmaker: I had no idea a channel/podcast like this existed. "subscribed"! I loved your takes, and they all resonate with most of what I was thinking while making this video, but having it articulated so well is a true joy... I was indeed floored by what the game looked like without the many HUD elements it features.

Filmmaker: 🙌 Completely Machimina made a 30min podcast about my two xxx short films xxx and xxx!!! What a beautiful surprise 😊 Thanks to them, enjoy 🎥

Filmmaker: Thank you so much for featuring one of my animations. The praise you all gave me was very uplifting and I wholeheartedly thank you for it, was just what I needed! I will have more content like that coming on my channel, work schedule's pretty tight these days but I will do my best to keep on delivering quality stuff.

Filmmaker: Thank you for reacting to my short tutorial! I'm honored! And yes, having a rat in the face may not be comfortable, but it works! 🎥

Filmmaker: Really interesting and entertaining, thanks! It's tripping me out a bit how much the talk about training NPCs parallels plot points in Matrix Resurrections. Also reminds me of xxx's early attempts at interactive storytelling in xxx, which had live actors interacting with players at some points.

Each project has its own challenges

Thanks for listening!

