

# Large scale interventions and research outputs

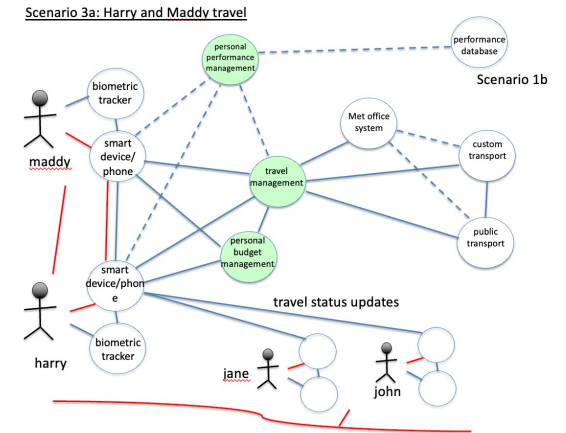
Prof Tracy Harwood

Professor of Digital Culture

[tharwood@dmu.ac.uk](mailto:tharwood@dmu.ac.uk) | [@tgharwood](https://twitter.com/tgharwood)

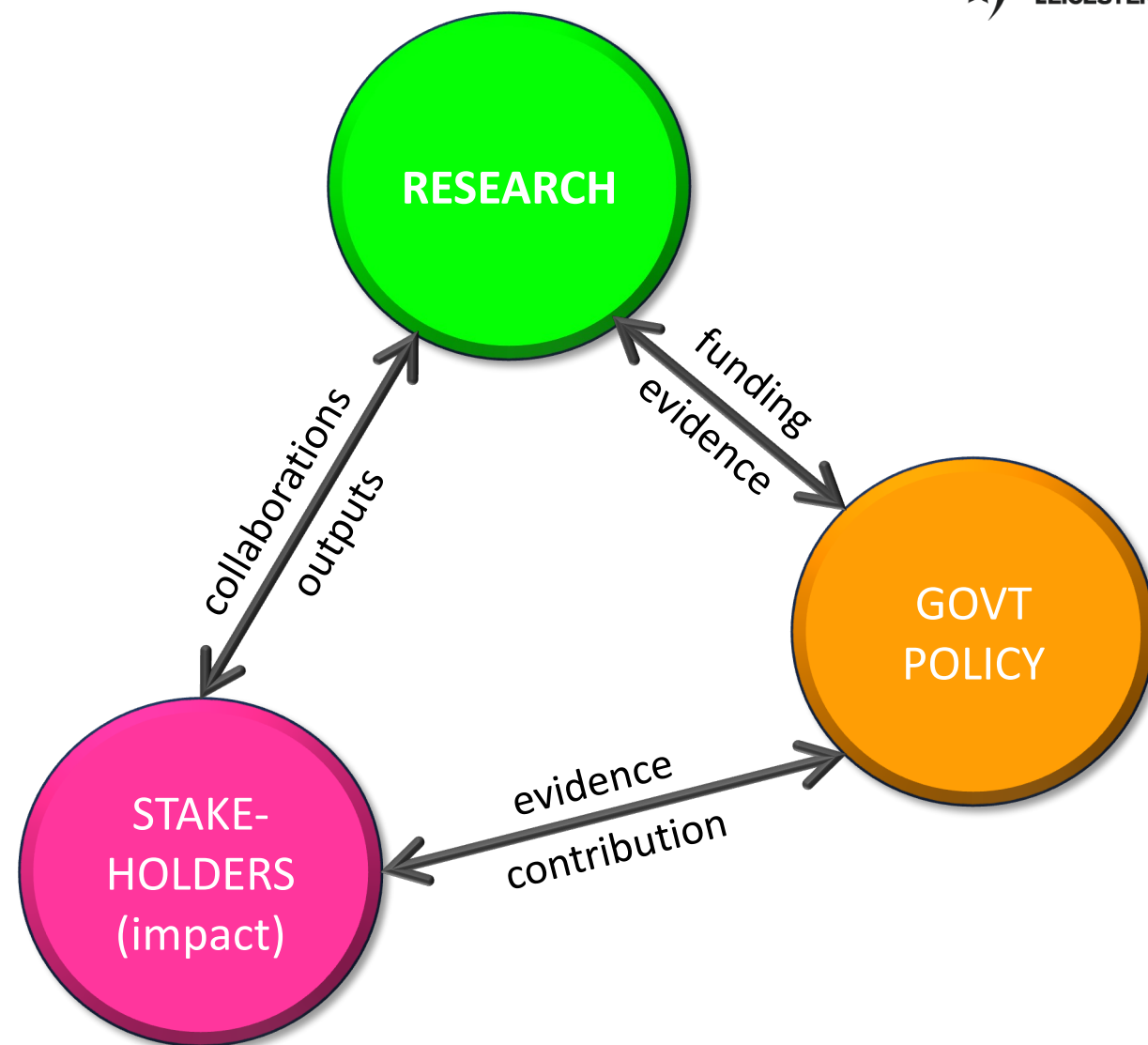
# Large scale interventions exploring...

- 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+]



# 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. Its approach to film-making, having been used to create special effects in the past, has now become a dedicated medium.

69. Internationale Kurzfilmtage  
Oberhausen  
26. April - 1. Mai

*Machinima*

Tracy G. Harwood and Ben Grussi

## PIONEERS IN MACHINIMA

The Grassroots of Virtual Production

VERNON PRESS  
SERIES IN CRITICAL MEDIA STUDIES

## MACHINIMA

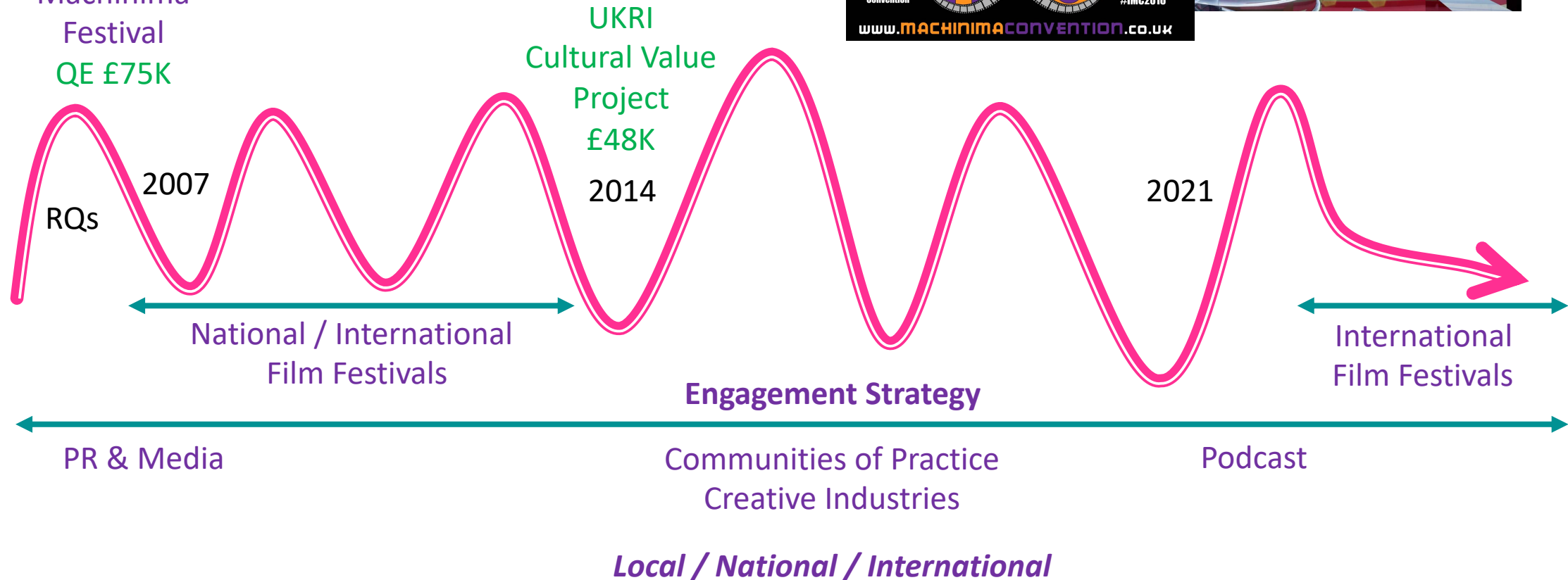
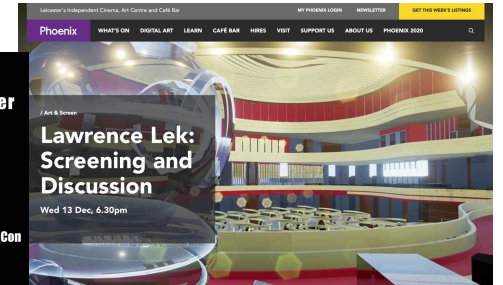
investigating the cultural values





# STAKEHOLDERS

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



# Practice-based Intervention

## First European Machinima

REF2014  
zero

UKRI  
Cultural Value  
Project  
£48K  
2014

2007  
RQs

14 conference papers  
10 journal publications  
5 video outputs

1 co-authored book

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doctoral researchers

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

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

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

Discussant, Workshop on Digital 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)

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

Contributor, Nottingham Digital Expo Legacy City), AI Art Festival/Film Festival (MENA), 2023-4

Working Group Member, (W1 Digital Grassroots Across Europe) EU Cultural Heritage, EU Cooperation in Science and Technology (COST) Action CA21141: Grassroots of Digital EU: Exploring the Role of Digital Media and Technology in the Creation of New Cultural Cultures of Creative Computing, Oct 2022-Oct 2026

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

Co-host, International weekly podcast on past, present and future of machinima, And Now For Something Completely Machinima, [www.completelymachinima.com](http://www.completelymachinima.com)

Co-host, International weekly podcast on past, present and future of machinima, And Now For Something Completely Machinima, [www.completelymachinima.com](http://www.completelymachinima.com)

Invited panelist, Games (Chair: Ricard Gasà), 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://host.parliament.uk/life-beyond-covid-19-what-artists-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](http://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, AI in Cinema, Phoenix Leicester, 25 Mar, part of the Sentient Film Festival 22-26 Mar 2017.

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

Blogger, [www.blogger.com](http://www.blogger.com), Institute of Creative Technologies supports Film Innovation Centre, Leicester, 25 June 2016, 7 Dec 2015.

CINEMA newsletter and website (<http://freeions.cinemaonline.co.uk/home/latest-midlands/>) publicity on "An investigation into the significance of a customer engagement experience environment" (Journal of Services Marketing, 29, 6/7: 533-546, Sept 2015)

Judge, ACTS Activity and Competition Scheme Creative Communication Award, Glasgow School of Art, Scotland, 22-25 Jun 2015.

Judge, 48 Hour Film Fest Machinima Session, <http://www.48hourfilmfest.com/machinima/>, Seattle WA, Washington DC, US, Nov 2009, 2010, 2011, 2014, 2015.

Panel member, Is Machinima the Future?, <http://www.machinima-expo.com/v3/the-machinima-expo-event-schedule/>, 23 Nov 2014.

Interview, Tracy Wood on her Machinima Research Project, <http://www.the-machinima-expo.com/v7-festival-schedule/>, 23 Nov 2014.

Principal investigator and author, AHRC funded project website: machinima-as-a-learning-tool, 2014. Project website and all media archived by British Library).

Chair, Special Session, Visual worlds - new marketing language, Proceedings, 2nd European Annual Conference, University of Southampton, 2-5 Jul 2012 (with J. Ward).

Magazine article, The Machinima Movement, Fallopian, [www.machinima.com/fallopian](http://www.machinima.com/fallopian), 18 Sept 2009.

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

Interview, How to Use Machinima, <http://news.bbc.co.uk/1/tech/7042781.stm>, 12 Oct 2007.

REF2021  
1/4 Publications  
0/1 Impact Case

2021

# POLICY

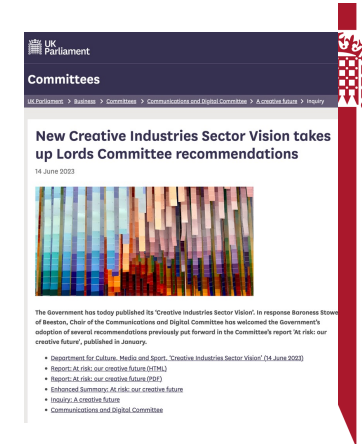
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2014



AHRC Report

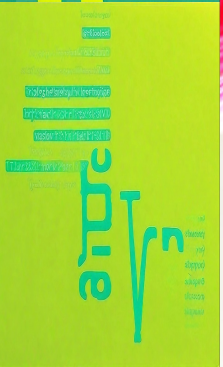
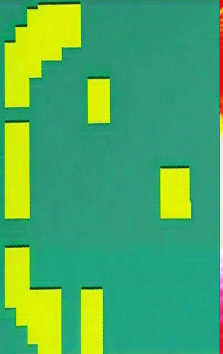
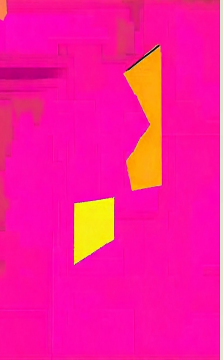
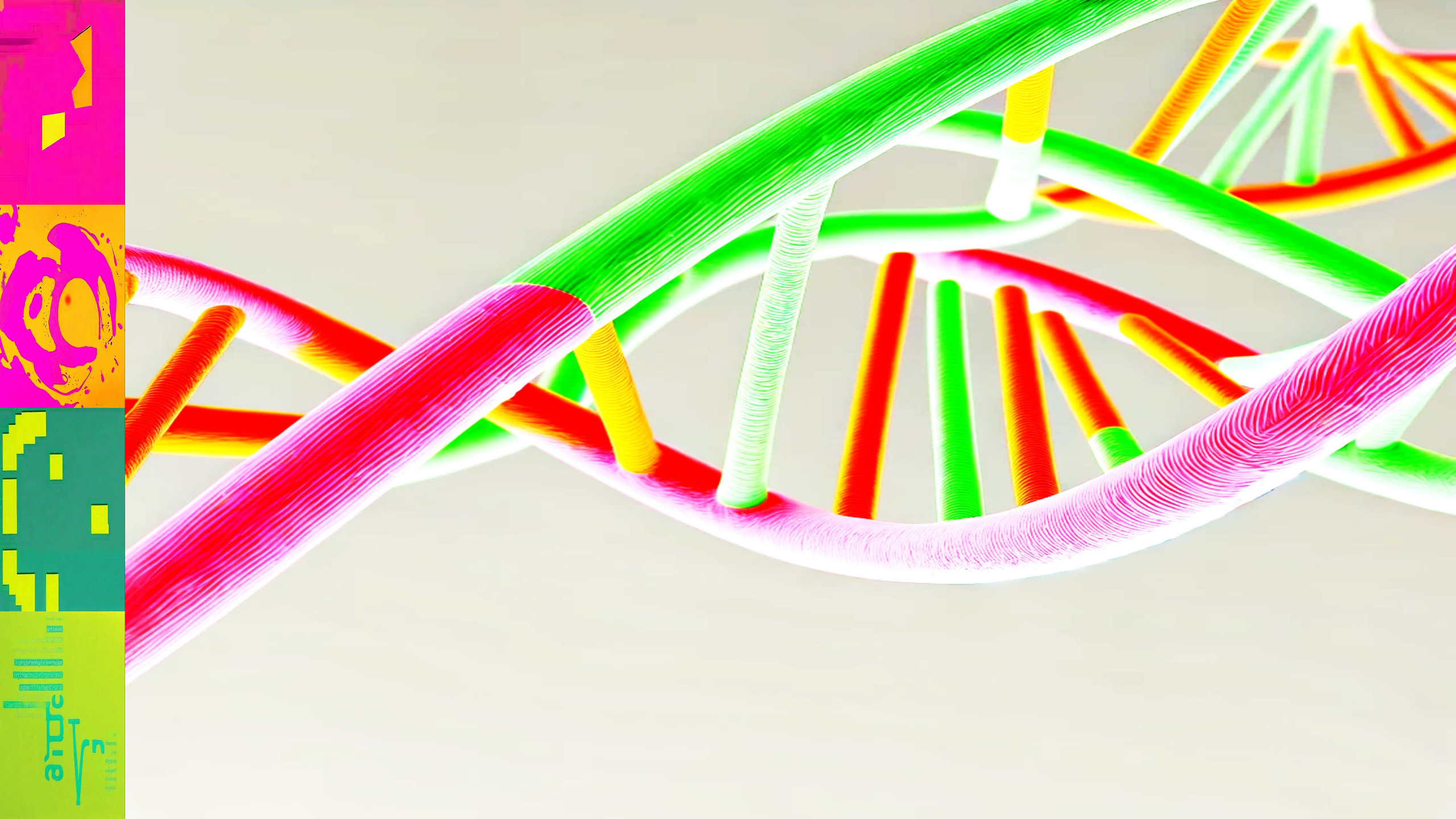


2021  
iST<sup>®</sup> Creative UK

HoL Comms & Digital  
Committee  
EU COST Action (GRADE)  
IST/Creative UK

At risk: our creative  
future







# 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!

