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Theme 1.3: New Media, Creative Technologies and Digital Environment. Digital Marketing.

Prof. Elida Mesaroš Lajko,

Prof. Olivera Gračanin

Prof. Mihai Rusen

Prof. Razvan Clondir

UNS, Serbia; UNAB, Romania



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New Media: Unlimited Creative Playground

- Digital Technology has shifted the requirement for Media to be based on real world sources. Media nowadays is almost entirely digital and thus, more reliant on technical capabilities. Since that Technology is being improved constantly, New Media variants are developed exponentially.
- Media production facilities extended the delivery options of content with the widening importance of the Internet, streaming services, mobile apps and similar, shifting the media formats and availability options away from traditional analogue options.
- Creative Technologies are not limited to one industry anymore. Gaming, Special FX, Film and TV, Music, Internet, Digital TV, Satellite Broadcast, Arts, Cultural Facilities such as Theatre and Opera and many more, do not seem to have exclusive environments for content creation and delivery.
- Digital Environment is present everywhere. Starting with billboards on the street, digitally inserted ads on broadcast television, digital and real world morphs in contemporary visual media being the new normal and ending with virtual universes online, where people can live virtual lives or have virtual online meetings or even court appearances and legal proceedings by means of Zoom or Skype applications, the world has irreversibly changed.



Source: Unreal Engine 5/Epic Games





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Cultural and Creative Industries



Source: European Commission/Cultural and
creative sectors

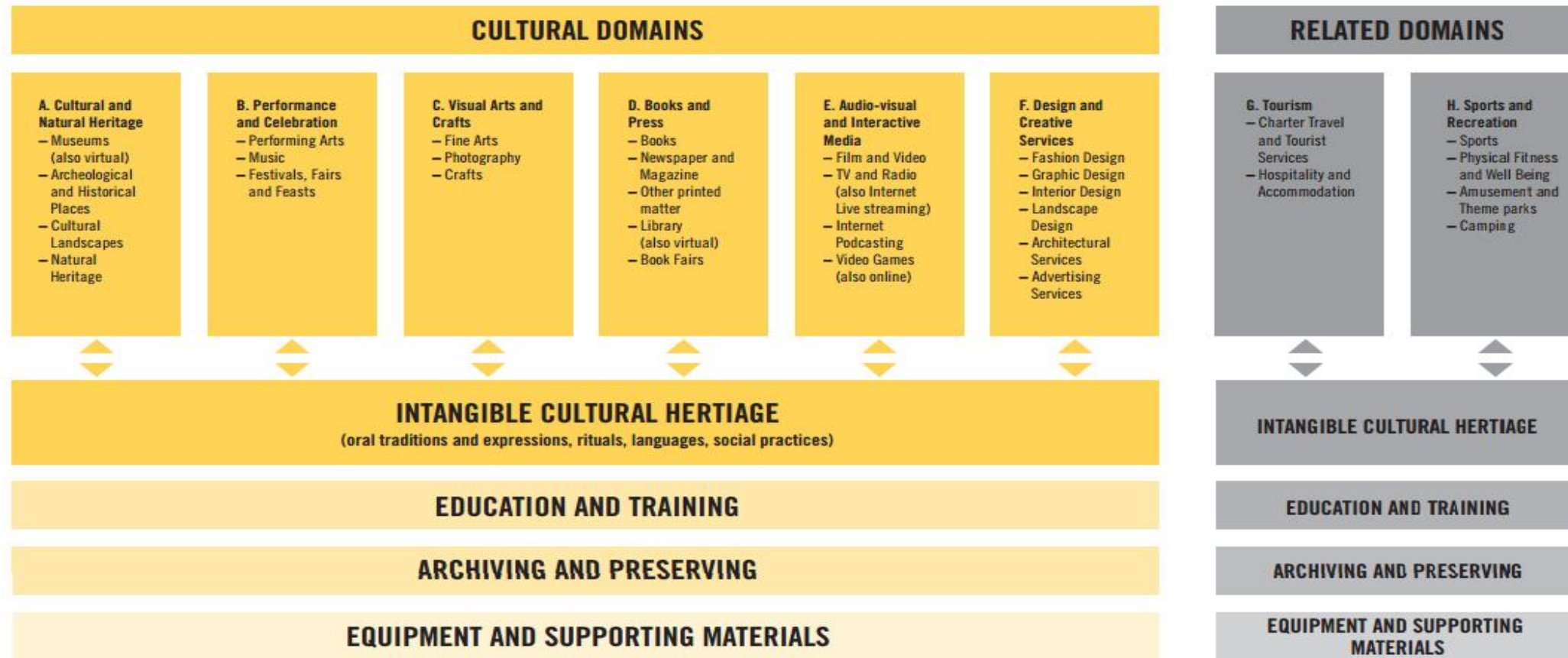
Those sectors of organized activity that have as their main objective the production or reproduction, the promotion, distribution or commercialization of goods, services and activities of content derived from cultural, artistic or heritage origins. (UNESCO)

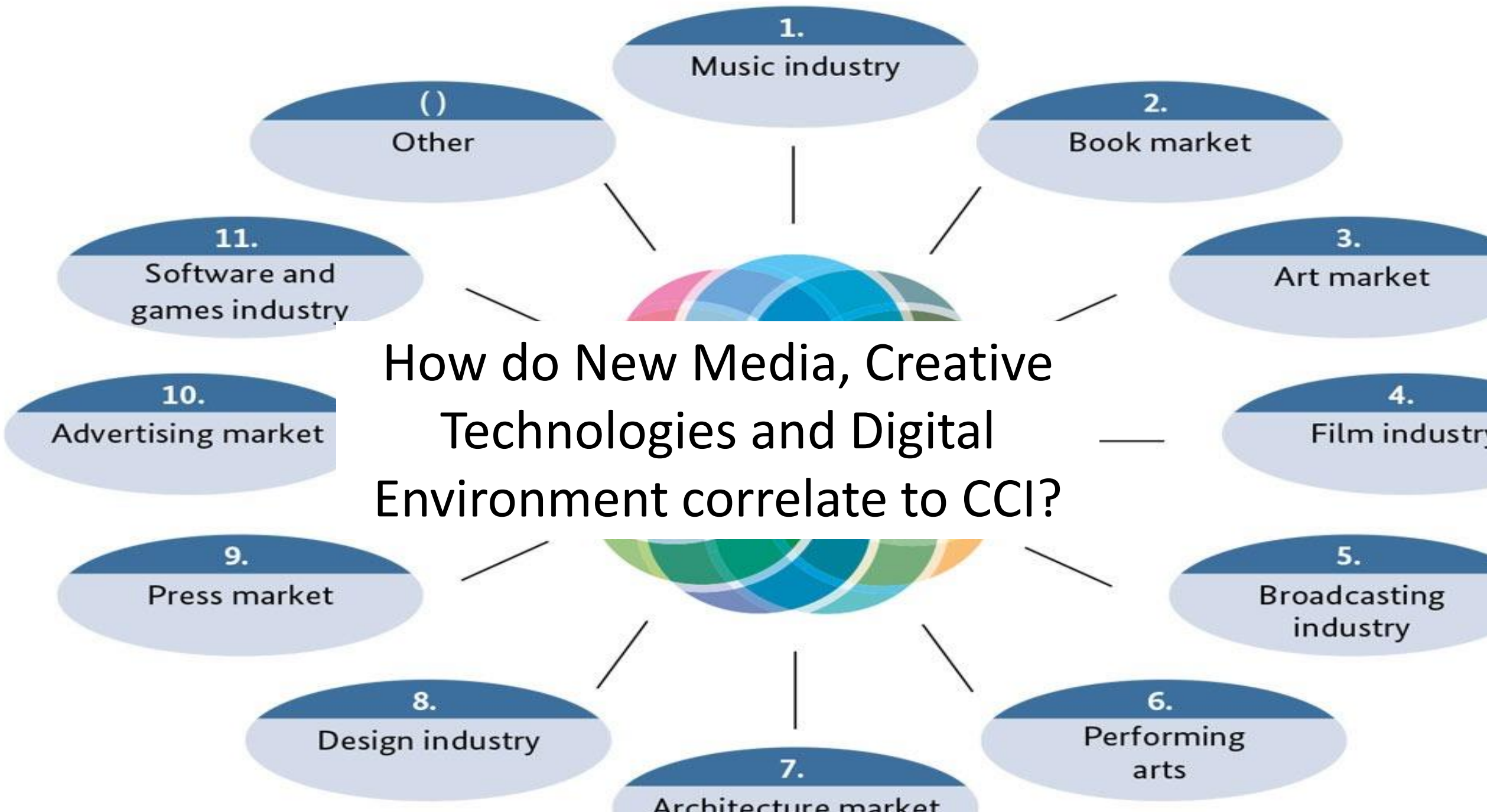




The Cultural Economy

Based on UNESCO'S Framework for Cultural Statistics





How do New Media, Creative Technologies and Digital Environment correlate to CCI?



Internet and the new era of digitalization

Internet and the World Wide Web introduced a whole new virtual world to humanity. Every aspect of creative and cultural industries suddenly received a new, accessible means of distribution, worldwide and immediate. Virtual museums, streaming services, video and audio portals, web sites providing news, media, broadcasts and other content were readily available, knowledge got instantly transmitted throughout the globe and users readily and massively adopted the new cultural and creative outlet.



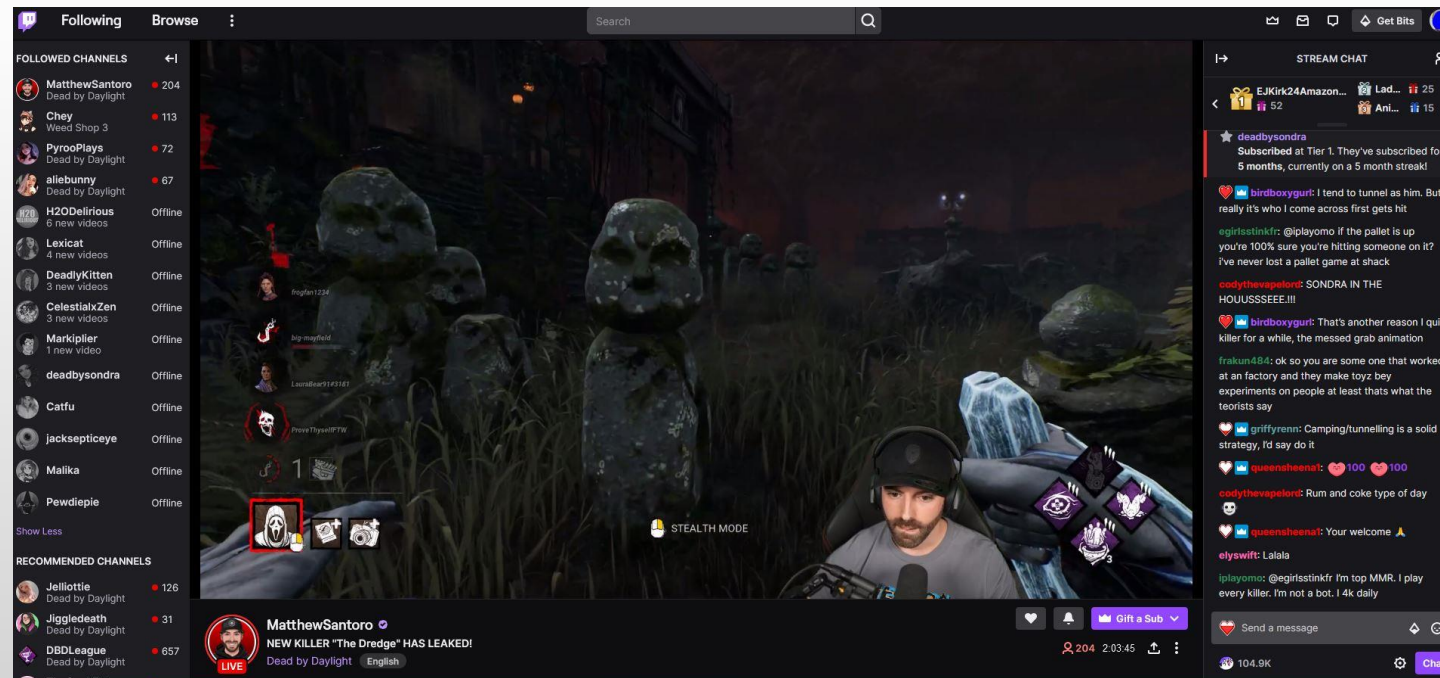
Source: Fotolia.com/Julien Eichinger





New Media, Creative Technologies and Digital Environment Case Studies

- Social Media – Example TikTok
- Streaming portals – Example Twitch
- Digital Environment – Virtual Worlds – Example Unreal Engine 5 - Gaming



Social Media Platforms

Some of the more popular Social Media Platforms include:

- YouTube
- TikTok
- Twitch
- Facebook
- Instagram
- Twitter
- Reddit

and many more





TikTok – a social media phenomenon

TikTok is a platform that is entirely video focused.

The short video form – 15 seconds and longer – appealed initially mostly to younger users, which prompted celebrities to join.

Currently TikTok reported surpassing 1 billion users.





Streaming Portals

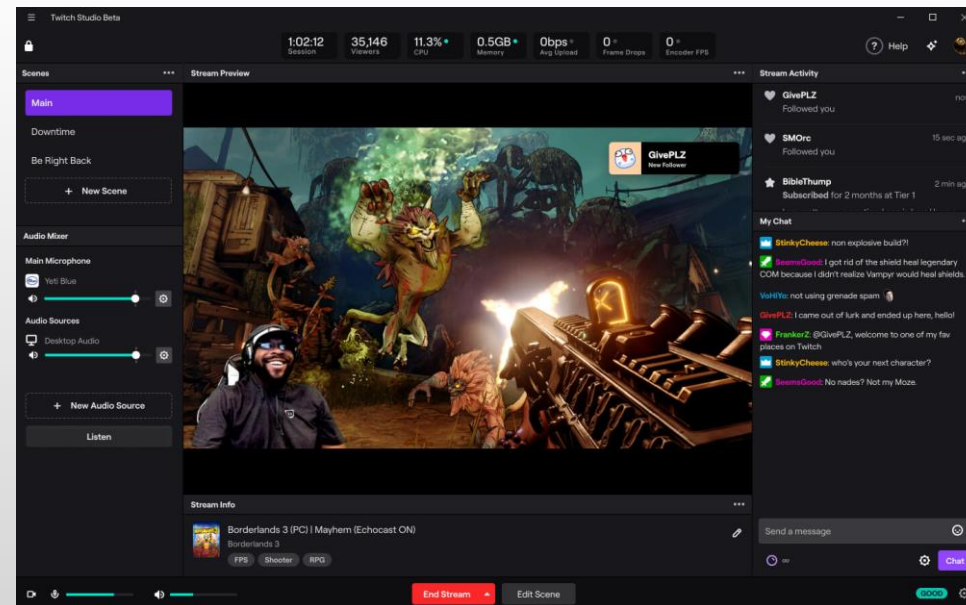
- Film and Television streaming services: Netflix, Prime Video, Google Movies, Sky Ticket, Disney +, Paramount plus, Apple TV, HBO Go
- Video and Content Creators streaming/video services: YouTube, Twitch, TikTok, Instagram, Vimeo, Vevo, Flickr, Reddit
- Social Networks with streaming capabilities: Facebook, Twitter, Twitch, TikTok, Instagram





Twitch

Twitch is a live streaming service that predominantly streams live gaming, but is actually community based, where users gather together and interact with their favourite content creator.



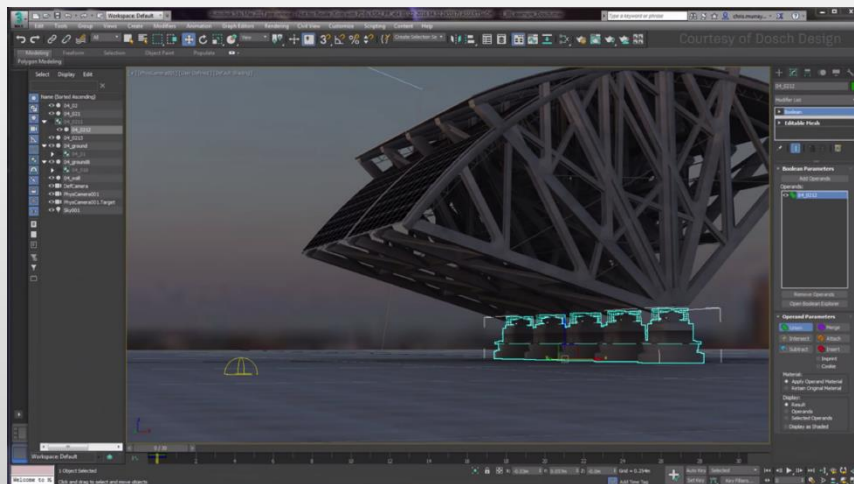


Digital Environment – Virtual Worlds

Version 1: Virtual digital environment within a computer game – virtual worlds in games: Doom, Dead by Daylight, Unreal, Fortnite, Minecraft, Elden Ring, The Sims, Battlegrounds, Counterstrike, Grand Theft Auto, Roblox, Witcher

Version 2: Gaming engines: Unreal Engine, Cryengine, Unity, id Tech, Amazon Lumberyard, GameMaker, RPG Maker, Rockstar Advanced Game Engine, REDengine, Roblox Studio, PhysX

Version 3: Software that creates digital environments: 3ds Max, Maya, Zbrush, Cinema 4D, Blender, LightWave 3D, KeyShot, Houdini, World Creator, World Machine, Unreal Engine, id Tech



Source: 3D Studio Max, <https://www.autodesk.com/products/3ds-max/features>



Source: Steam



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Game Engine – Unreal Engine 5

Where real world meets the unreal



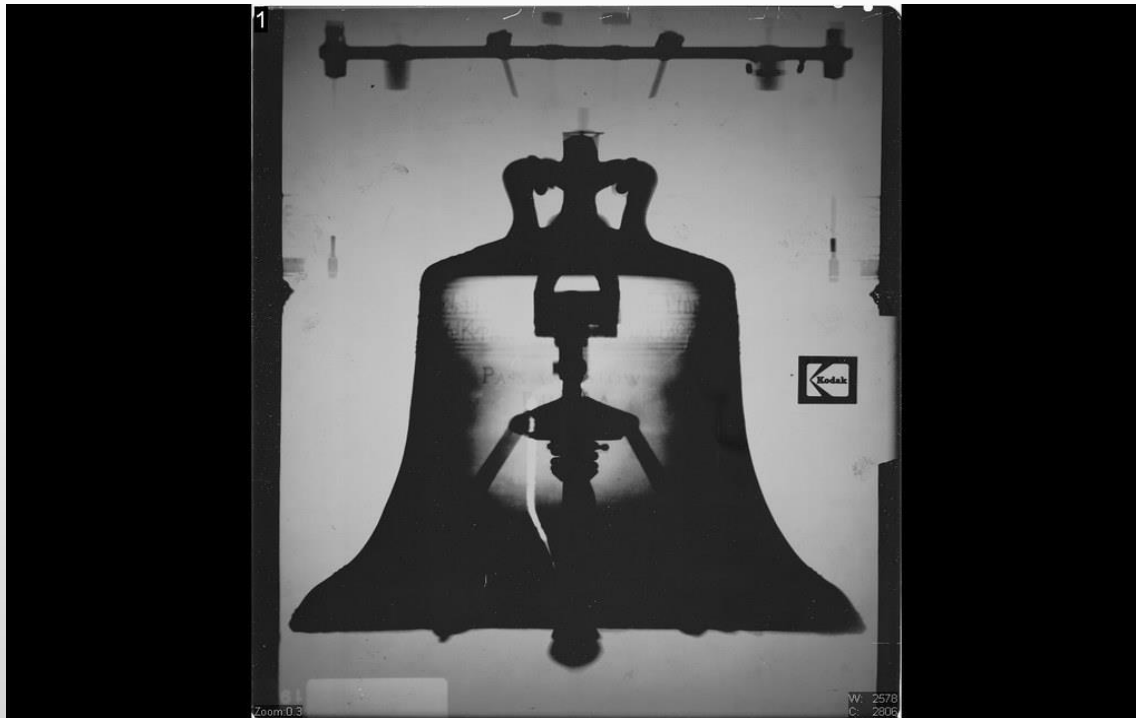


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Campanology – a cultural trend with CCI potential

The bells/church bells as liturgical artefact, sculptural installations, contemporary Social Memorial. An interdisciplinary field and its cultural evolution from traditional artefact to the status of social symbol and contemporary cultural icon.



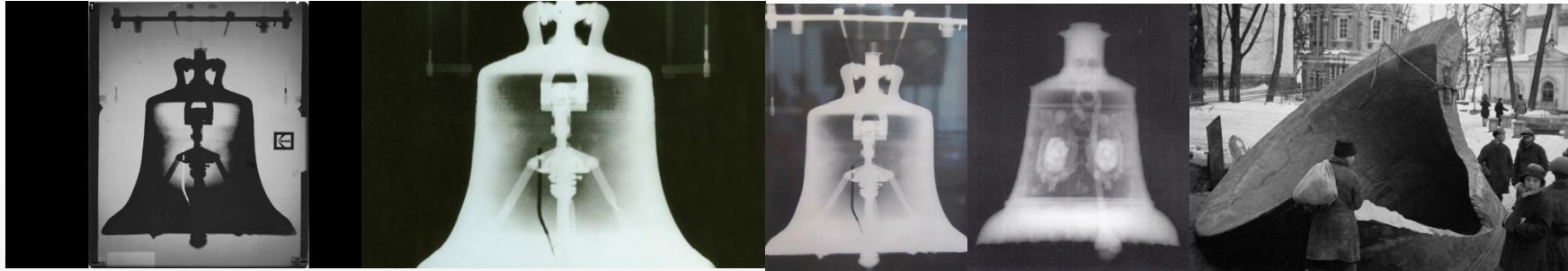


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Campanology – a cultural trend with CCI potential

The Science, History and Art of Campanology. Artistic Research. The strange and destructive interactions between bells, wars and ideologies.





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Campanology – a cultural trend with CCI potential

David Gurman and the *Real-Time Memorials*. The *Divine Strike* project and *The Nicholas Shadow*.





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