Since their birth and long before their global spread, digital technologies have had great relevance and impact over the production of content in the entertainment industry: public events, movies, video games, music, advertising, concerts, and even home use are only some of the production environment where entertainment can take advantage of modern hi-tech digital tools. Moreover, the field is not limited to these topics, with the spread of adoption of digital tools also in education, not only as a training target but also as a tool for teaching, for example with serious games.

With the introduction of sharing tools, social platforms, personal mobility devices and the adoption of new approaches to technology such as Open Source the structure of entertainment content production is changing again. Now anyone has the ability to create content, share it, taking advantage of social and economic contribution with simple, low, or even no-cost tools, easily accessible and in increasingly rapid evolution.

This framework has also seen the development and introduction of technologies of interaction design, previously reserved to traditional design production; but by the end of the last decade this working environment met the Open Hardware, FabLabs and professional Makers: suddenly the possibility to connect different devices with control systems, image and video cameras, rather than the use of sensors for motion capture of -not only- human body, has expanded the possibilities of creating content in unexpected ways and high-impact innovation.

The entertainment and related content creation always involves people in technological experimentation thus giving this area the possibility to find new ways in borderline areas such as the digital transformations that our society is experiencing.

The scenario underling these transformations is still uncertain, with many, not yet focused implications: content quality, economic organization of new kind of productions and transformations applied to the old ones, glut of products and the resulting troubles in grasping what is good and what is not are only some examples of the issues to be faced.

This situation of fluidity, very promising from the point of view of the prospective, requires some thinking on methodologies to be adopted to be effective and efficient without losing the opportunity to explore new promising paths with pure experimentation: Design as a discipline for the project, new entertainment industry professions who are born while others are being lost, the ways in which the knowledge of these phenomena is widespread are on the table for discussion and require careful thinking.

Target of this session is to investigate and highlight case studies, researches, production activities engaged on these issues and develop them experimenting new Design choices for the entertainment industry, with new kind of content, for increasingly different users, focusing the attention on flexibility, dissemination of skills and multidisciplinary.

Link: http://www.intetain.org/2015/show/home