



case study:
meld

sand box

Client:

UCLan Department of Journalism

Objective:

To explore new ways of telling stories on digital platforms, with particular focus on the journalism and broadcast sectors.

Process:

Sandbox worked very closely with Simon Bucks from Sky News, Chris Green from Johnston Press and Mark Paynton from Haymarket Media. They each set a brief for a new type of service that would benefit their particular industry. These were launched at two evening events, in Manchester and Leeds, which were attended by journalists and new media companies.

As part of these events companies and journalists were encouraged to submit proposals based on the briefs set by Sky, Johnston and Haymarket. A condition of the proposals was that there had to be a combination of the new media companies and a journalist submitting the proposals.

From this, we worked very closely with UCLan's Journalism Department to devise a week long residential workshop. We received 25 applications and accepted 7 groups to attend the workshop in December 2007.

The workshop included various activities looking at design methods, storytelling and digital technologies. Our techniques always focused around the user and what incentives drove them to use such services.

The idea of melding the skills of interactive designers and computer programmers with the skills of journalists and writers from radio, TV, print and on-line is simple. Journalists tell stories, and game designers can create layers of interactivity. The combination-result being that stories can be interactively delivered via new platforms, such as PSP's, PC's and mobile phones.

On the final day of the workshop, after many long nights of preparation, changes and fine-tuning, the seven groups pitched their ideas to the three industry clients; Sky, Haymarket and Johnston Press.