

MODE multimodal methodologies FOR RESEARCHING DIGITAL DATA AND ENVIRONMENTS

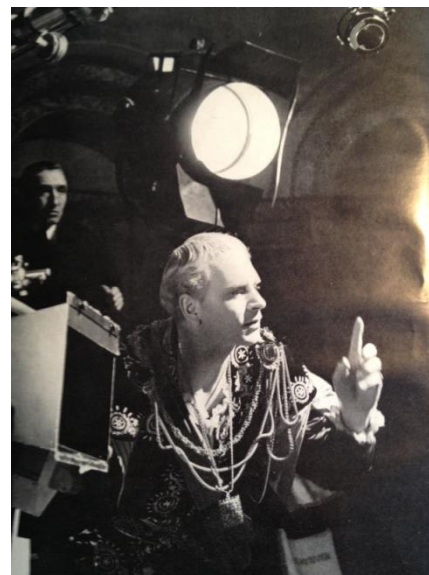


Leading education
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Institute of Education
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MULTIMODALITY AND THE MOVING IMAGE: THEORY, PRACTICE, AND EDUCATION

June 10th, 2014, London Knowledge Lab

Of all cultural forms, the moving image is one of the most important in contemporary culture, and one of the most richly multimodal, combining visual design, language, music, dramatic action. The digital era has produced new forms and contexts, from Youtube to machinima. Multimodal analysis offers ways to account for all the modes in play in a given form or text, and the ways in which they work together, moving beyond conventional forms of film and television analysis which privilege filming and editing. This seminar will be of interest to students, educators, researchers and academics working with film, television and animation.



Contributors: Andrew Burn (IOE), Theo van Leeuwen (University of Southern Denmark), John Potter (IOE), Mark Reid (British Film Institute)

PROGRAMME

- 9.30 Registration and coffee
- 10.00 Keynote: Movement and Meaning: the Rise of Animation. Professor Theo van Leeuwen, University of Southern Denmark.
- 11.00 Coffee
- 11.30 Presentation: Machinima and the Kineikonic Mode. Professor Andrew Burn, Institute of Education
- 12.00 Group discussion task
- 1.00 Lunch
- 2.00 Presentation: Local or Universal Aesthetics? the Cinematheque Programme. Mark Reid, British Film Institute.
- 2.30 Presentation: Multimodal analysis and socio-cultural frames: case studies in learner video production. Dr John Potter, Institute of Education.
- 3.00 Group discussion task
- 4.00 End.

The event is £10: book on the MODE website:

http://store.ioe.ac.uk/browse/extra_info.asp?compid=1&modid=2&deptid=161&catid=35&prodid=206 – contact Naomi Buneman on MODE@ioe.ac.uk.