

MEANINGFUL CONTENT PRODUCTION

02-19.APRIL.2024

SAP OVERVIEW

In today's ever-evolving media landscape, meaningful content thrives on three essential pillars: timelessness, relevance, and engagement. Each piece of media must resonate with its audience, leaving an enduring impression.

That's where our Short Advanced Program (SAP) comes in. This program is your gateway to the art of crafting meaningful and engaging media products. We delve into the world of content creation, exploring how to captivate, influence, and inspire audiences.

Our SAP, worth 3ECs, is not just another course; it's a dynamic collaboration between TUS Athlone and NHL Stenden. We're here to show you how media impacts our world, society, communities, and individuals. Through our innovative media platform 'Matters.frl', you'll learn to co-create value within our local environment.

Join us in this exciting journey where you'll gain valuable skills and insights to leave a lasting mark in today's media landscape.

LEARNING OUTCOMES

At the end of this SAP, you will be able to:

- Understand media content
- Develop media concepts
- Produce media products and services
- Reflect on your learning and development.

+INFO: www.run-eu.eu

Organised by: TUS Athlone
NHL Stenden

DATE From **02 to 19 April 2024**

Face-to-Face Week: NHL Stenden, Leeuwarden,
The Netherlands, 08 - 14 April 2024.

MODE OF DELIVERY Blended

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 3

ACADEMIC RECOGNITION

The SAP is either part of an optional module or an add-on, which will be added to the diploma supplement.

ELIGIBLE PARTICIPANTS

RUN-EU students from all cycles of studies, with particular emphasis on students from study programs related to the creative industries (creative business – such as (digital) marketing, communication, multimedia design, etc.)

HOW TO APPLY

Fill in the application form ([QR](#) or [website](#))



DEADLINE FOR APPLICATIONS

6 March 2024

CONTACT DETAILS

Sap.Meaningfulcontentproduction@nhlstenden.com

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LEARNING AND TEACHING STRATEGY

This SAP is developed with regards to the Design Based Education Philosophy.

Design based education is a teaching and learning approach that empowers the learning process of all stakeholders in (higher) education: a process between students, the professional field and lecturers. Actual and complex issues are faced via iterative processes in order to bridge the gap between a current situation and an intended situation.

Characteristics of the non-linear, iterative DBE processes are empathizing, defining, ideating, applying, testing, assessing and improving in order to bridge this gap.

The interaction between students, the professional field and coaches adds value to the learning of students, the professional field and the academic sector in terms of gaining multidisciplinary knowledge, developing metacognitive skills and by creating social value.

PREREQUISITES

No basic knowledge needed. However, all prescribed study materials must be read and prepared in advance.

COURSES LEADERS | LECTURERS

Courses leaders, lecturers

Mart Faijdherbe, Angela Dijkstra,
Konstantin Brehm, Meta Witkamp (NHL Stenden)

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

Travel to The Netherlands from: Austria (240€), Finland (270€), Ireland (260€), Portugal (330€). **Green amounts** to The Netherlands from: Austria (290€), Finland (320€), Ireland (310€), Portugal (380€).

Mobility grants to/from: UBU (600€) and HOWEST (680€).
Travel grants from UBU (270€), HOWEST (50€).

Final decision on the scholarships to be awarded falls under the responsibility of the Home Institution RUN-EU Project Leader.

MEANS AND CRITERIA FOR ASSESSMENT

Portfolio-Assessment: In this SAP, each student will build a portfolio in which he/she/they proof the achievement of Learning Outcomes through different (media) products.

Understand media content (25%), Develop media concepts (25%), Produce media products and services (25%), Reflect on your learning and development (25%)

CERTIFICATION

Certificate of Participation.

REFERENCE READING

- Branston, G., & Stafford, R. (2010). The Media Student's Book (5th ed.). Routledge.
- Pulizzi, J. (2013). Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less (1st ed.). McGraw Hill.
- Case studies (TBA)

SHORT
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PROGRAMME AT A GLANCE

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GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 2/04	OPENING SESSION										
WEDNESDAY 3/04	CLIENT INTRO	BREAKOUT ROOMS		CLOSURE							
THURSDAY 4/04	MEANINGFUL MEDIA WORKSHOP	SEMIOTICS INTRODUCTION		CLOSURE	LUNCH BREAK	PSYCHOLOGY & INFLUENCING INTRDUCTION					
MONDAY 8/04	WELCOME SESSION		DESIGN THINKING WORKSHOP			CITY WALK TOUR					
TUESDAY 9/04	CREATIVE CONCEPTS BRAINSTORM	MOBILE CONTENT WORKSHOP			PHOTOGRAPHY WORKSHOP		PODCASTING WORKSHOP				
WEDNESDAY 10/04	GROUP WORK - CONCEPTING PROTOTYPES								DRAGON'S DEN		
THURSDAY 11/04	FRISIAN MUSEUM TOUR		CONSULTING SESSIONS WITH COACHES		GROUP WORK - PRODUCTION WRAP UP						
FRIDAY 12/04	GROUP WORK - PRODUCTION WRAP UP			VIEWING PARTY							
THURSDAY 18/04	Q&A SESSION INDIVIDUAL ASSIGNMENTS										
FRIDAY 19/04	Q&A SESSION INDIVIDUAL ASSIGNMENTS										



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2 APRIL

TUESDAY 9H15-12H15 GMT+1 · ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

TUESDAY
2/04

OPENING SESSION

Opening Session

- 🕒 9h15-12h15
- 👤 Individual Work
- 👤 Mart Faijdherbe, Konstantin Brehm, Angela Dijkstra, and Meta Witkamp (NHL Stenden)
- 📄 General information about the vision for the program, objectives, Q&A segment, ice breaker, etc.

3 APRIL

WEDNESDAY 9H15-12H15 GMT+1 · ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

WEDNESDAY
3/04

CLIENT
INTRO

BREAKOUT
ROOMS

CLOSURE

Client Introduction

- 🕒 9h15-10h15
- 👤 Group Work
- 👤 Representative from Matters.
- 📄 Overview of the Matters.frl platform, elucidating its vision, mission, and the role it plays in the local media landscape.

Breakout Rooms

- 🕒 10h30-12h00
- 👤 Group Work
- 👤 Student groups
- 📄 Empathize with target audience, brand.

Closure

- 🕒 12h00-12h15
- 👤 Group Work
- 👤 Program Coordinators
- 📄 Q&A, additional points of discussion, wrap up for the day.

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4 APRIL

THURSDAY 9H15-14H30 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

THURSDAY
4/04

MEANINGFUL
MEDIA
WORKSHOP

SEMIOTICS
INTRODUCTION

CLOSURE

LUNCH
BREAK

PSYCHOLOGY &
INFLUENCING
INTRODUCTION

What is Meaningful Media?

🕒 9h15-10h15

📖 Lecture

👤 TBD

📄 The concepts behind meaningful media, exploring its definition, significance, and impact.

Semiotics Introduction

🕒 10h30-12h00

📖 Lecture

👤 Elger Abbink? (NHL Stenden)

📄 Introduction to Semiotics

Closure

🕒 12h00-12h15

📖 Group Work

👤 Program Coordinators

📄 Q&A, additional points of discussion.

Introduction to Psychology and Influencing

🕒 13h00-14h30

📖 Lecture

👤 TBD (XYZ)

📄 Foundational understanding of the interplay between psychology and the art of influencing within the realm of media and communication

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8 APRIL

MONDAY 9H15-17H30 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 8/04	WELCOME SESSION			DESIGN THINKING WORKSHOP			CITY WALKING TOUR				

Welcome Session

- 🕒 9h15-10h45
- 👥 Group Activity
Live Session
- 👤 Course Leaders (NHL Stenden, TUS Athlone)
- 📄 A brief recap of the online week and an outline of the expectations, educational activities, assignments, etc. in the coming days

Design Thinking Workshop

- 🕒 11h30-13h45
- 👥 Group Activity
Live Workshop
- 👤 Course Leaders (NHL Stenden, TUS Athlone)
- 📄 Workshop on design thinking principles and Design Based Education.

City Walking Tour

- 🕒 14h30-17h30
- 👥 Group Activity
- 👤 Course Leaders (NHL Stenden, TUS Athlone)
- 📄 An immersive tour of Leeuwarden, offering participants a chance to explore and draw inspiration from local culture and sights.

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9 APRIL

TUESDAY 8H30-17H30 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 9/04	CREATIVE CONCEPTS BRAINSTORM		MOBILE CONTENT WORKSHOP			PHOTOGRAPHY WORKSHOP		PODCASTING WORKSHOP			

Creative Concepts Brainstorm

- 🕒 8h30-10h15
- 👥 Group Activity
Live Session
- 👤 Course Leaders, Lecturers
(NHL Stenden, TUS Athlone)
- 📄 Engage in collaborative
exercises to generate
innovative ideas for media
products.

Mobile Content Workshop

- 🕒 10h45-12h15
- 👥 Group Activity
- 👤 Course Lecturers (NHL Stenden)
- 📄 Creating content specifically
through mobile devices.

Photography Workshop

- 🕒 13h00-14h30
- 👥 Group Activity
- 👤 Course Lecturers (NHL Stenden)
- 📄 Learn about composition, lighting,
and storytelling through
photography.

Podcasting Workshop

- 🕒 15h15-17h30
- 👥 Group Activity
- 👤 Course Lecturers (NHL Stenden)
- 📄 Learn about the technical aspects, as well as how
to effectively use podcasting as a medium for
storytelling and audience engagement

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10 APRIL

WEDNESDAY 9H15-17H30 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 10/04											
	GROUP WORK - CONCEPTING PROTOTYPES							DRAGON'S DEN			

Concepting Prototypes

🕒 9h15-16h00
👥 Group Work

👤 Student Groups

📄 A full-day session dedicated to group work, where participants will apply their learned skills to conceptualize and develop prototypes for their media products. This collaborative work is aimed at turning ideas into tangible concepts, ready for presentation.

Dragon's Den

🕒 16h00-17h30
👥 Group Work

👤 Expert Panel

📄 Student groups will present their first concepts in a 'Dragon's Den' style setup. All participants will pitch their concept ideas to a panel of experts, receiving constructive feedback and suggestions for improvement.



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11 APRIL

THURSDAY 9H15-17H30 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 11/04	FRISIAN MUSEUM TOUR			CONSULTING SESSIONS WITH COACHES		GROUP WORK - PRODUCTION WRAP UP					

Frisian Museum Tour

- 🕒 9h15-16h00
- 👥 Group Activity

👤 Everyone

📄 A guided tour of the Frisian Museum, offering an opportunity to gain cultural and historical insights into Friesland.

Consulting Sessions with Coaches

- 🕒 16h00-17h30
- 👥 Group Work

👤 Course Leaders, Lecturers (NHL Stenden, TUS Athlone)

📄 Student groups will present their first concepts in a 'Dragon's Den' style setup. All participants will pitch their concept ideas to a panel of experts, receiving constructive feedback and suggestions for improvement.

Production Wrap Up

- 🕒 13h00-17h30
- 👥 Group Work

👤 Student Groups

📄 Dedicated time for groups to work on finalizing their media projects. This session allows for the application of feedback received and the completion of their projects for the final presentation.

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12 APRIL

FRIDAY 9H15-11H30 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 12/04		GROUP WORK - PRODUCTION WRAP UP			VIEWING PARTY						

Production Wrap Up

- 🕒 9h15-16h00
- 👥 Group Work

👤 Student Groups

📄 The final hours for student groups to complete their projects. This is the last opportunity for teams to refine their work, ensuring that every aspect of their media project is polished and ready for presentation.

Viewing Party

- 🕒 12h15-16h00
- 👥 Group Activity

👤 Everyone

📄 The culmination of the week's hard work! This viewing party is a celebratory event where all groups showcase their final media projects. It's a time for participants to share their creations, receive accolades, and enjoy the work of their peers in a festive and supportive environment.



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18-19 APRIL

WEDNESDAY-THURSDAY GMT+1 · ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

THURSDAY 18/04	Q&A SESSION INDIVIDUAL WORK																		
FRIDAY 19/04	Q&A SESSION INDIVIDUAL WORK																		

Q&A Session Individual Work

- 🕒 9h15-10h45
- 🗣️ Q&A, Individual

- 👤 Course Coaches (NHL Stenden, TUS Athlone)
- 📄 After the online week in which students worked on their group assignment, it is time for the last individual work. During this session, students can ask questions about their assignments. This moment is not mandatory, but coaches are available.



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