

CAMD Case Studies: Emerging Technologies

15 Second Place

Australian Centre for the Moving Image



Digital Co-Creation Practice for Participatory Culture

In 2010, recognising that increasingly just about everyone had a mobile phone, and just about every mobile phone has some form of video camera ACMI set out to explore a new kind of co-creative project. The ubiquity of these personal video cameras makes the public the new curators of documentary content, the networked and GPS functionality means we are both physically located and constantly connected to others.

15 Second Place is both a website and a mobile-based project. It allows the user to create 15 seconds of video footage of a place: around the corner, up the street or down the lane to capture a mood or tell a story of a place. Armed with a hand-held device, the user becomes a diarist, reporter and documenter contributing over time to a collective experience of place, sharing your stories, but also exploring the stories of others around them.

While designed for a digitally savvy audience, *15 Second Place* is also structured to provide key educational outcomes for students. It encourages investigation of physical spaces and their diverse cultural, social, political and historical aspects; and to reflect on their understanding and respond creatively to a space.

Students create 15 seconds of video of a place - and upload it to the site. They can comment, share and tag their own and others' interpretations of places - with a place, mood and theme. Students capture a moment in place and time, and develop their screen-based storytelling skills in a way that is inquiry based and student-led.

CMI designed and developed *15 Second Place* with funding from the Victorian Department of Education and Early Childhood Development.

See <http://15secondplace.acmi.net.au/>