Media Formats

Media formats define how information, interaction, and experiences are presented and accessed across digital and physical contexts, representing the intersection of technology, content, and design. They shape user engagement through diverse applications, ranging from handheld devices and touchscreens to embodied media, interactive installations, augmented environments, and virtual architectures. These formats, tailored to specific use cases and technological possibilities, play a crucial role in determining how information is communicated and how audiences interact with it, offering unique opportunities to create meaningful and engaging experiences that bridge the gap between the digital and physical worlds.

The study and application of media formats extend far beyond technological innovation, serving as powerful tools for storytelling, problem-solving, education, and exploration. Through hands-on engagement with diverse formats, students gain the skills to design interactive and memorable experiences, transforming everyday interactions into meaningful engagements. By analyzing and experimenting with different media formats, they learn to create tailored solutions that respond to evolving user behaviors and technological demands, ultimately shaping how users connect with information in an increasingly interconnected and media-driven world.

Screen-based Formats

Screen-based media are one of the foundational formats. These include devices such as smartphones, tablets, information kiosks, and traditional touchscreen media stations running autoactive and/or interactive content. They provide an intuitive and interactive interface between users and digital content. Touchscreen-based applications, in particular, are frequently used for example in museums, exhibitions, or public information systems to present content in an engaging and user-friendly way. Thanks to their versatile applications, screen formats are suitable for both individual and public use, effectively bridging technology and everyday experiences.

Artefacts & Embodied Media

Artefacts & Embodied Media include physical objects enriched with integrated technology, connecting the physical and digital worlds. Those could for example be wearables like smartwatches, fitness trackers, or e-textiles, as well as toys and educational tools equipped with electronics and sensors. These embodied media enable innovative user experiences by embedding technology into tangible, reactive and/or interactive objects.

Media-based Installations

Media-based installations provide an immersive way to experience content and are often used in public spaces, museums, exhibitions, trade fairs, or other industrial contexts. These installations often utilize touch-sensitive surfaces to ensure a high level of user engagement and enable dynamic interaction with the presented content. Examples include reactive and interactive exhibits that allow users to explore data, media tables designed for collaborative interaction, and industrial applications that for example visualize and control Industry 4.0 processes. Media installations in these contexts create compelling experiences, combining cutting-edge technology with intuitive design to engage

audiences in diverse settings.

Media-enriched Spaces

Media-enriched spaces transform physical environments into interactive experiences by integrating media content such as live computational visuals, images, videos, or audio. These spaces allow visitors to immerse themselves deeply in a subject, making it accessible from various perspectives. Media-enriched spaces are ideal for enhancing traditional spaces, creating engaging and interactive experiences for educational institutions, showrooms, or thematic exhibitions.

Virtual Worlds and Media Architectures

Virtual worlds and media architectures push the boundaries of spatial perception through technologies like Virtual Reality (VR) and Augmented Reality (AR). These formats create immersive environments that enable entirely new ways of interacting with virtual and physical spaces. Scholars of the Lab have for example worked on a VR meeting room prototype to explore collaborative virtual work environments. In the realm of media architecture, large-scale projects such as media façades demonstrate how digital content can transform urban spaces into visually dynamic environments. These formats seamlessly combine architecture, media, and technology, opening new possibilities for design and communication.

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