

ephemeral media

Background

The ephemeral media workshop examined a particular feature of our accelerated media world - the proliferation of brief, evanescent or 'ephemeral' texts that exist *beyond, between and below* film, television and radio broadcasts. From online video to TV interstitials, the workshop explored practices and strategies used to capture attention in a fast-paced media environment, and considered what attention should be given to transitory screen forms in a critical and curatorial sense. (www.ephemeralmedia.co.uk)



Workshops

Internet Attractions: online video and user-generated ephemera

24 academic and 4 non-academic participants including plenary talks by Prof. Barbara Klinger (Indiana), Prof. Jon Dovey (UWE), Hugh Hancock (Creative Director, Strange Company), and Rik Lander (U-Soap Media)



The Promotional Surround: logos, promos, idents, trailers

25 academic and 5 non-academic participants including plenary talks by Prof. John Caldwell (UCLA), Prof. William Uricchio (MIT), Charlie Mawer (Executive Creative Director, Red Bee Media), and Victoria Jaye (BBC Vision)



Issues

- Business models for media industries and web practitioners in the age of the Internet
- Design practices and viewing frameworks
- dynamics of immediacy and (im)permanence in the media sphere
- The ephemeral as a point of departure for media archiving and analysis



Outcomes

- **Curated online discussion:** 'online content in an era of multiplatform branding', *In Media Res* (Feb 16-20 2009).
- **You Tube videos and BBC television news feature:** 'Why Study Television Idents?'
- **Article:** 'Elvis sings for the BBC: Broadcasting branding and digital media design', *Media, Culture & Society*, 32 (1) 2010: 45-61.
- **Edited collection:** *Ephemeral Media: transitory screen culture from television to YouTube*