***Navigating the Future of Media Production***

***at Academia’s Autumn School 2024 edition***

**Join us for an intensive 5-day journey into how Extended Reality (XR) is changing the media production landscape.**

**APPLICATIONS ARE NOW OPEN FOR**

**MediaXperience Autumn School:**

***Beyond Realities of VR, AR, and MR***

**happening from 7th to 11th October 2024**

**in Maribor, Slovenia**

*organized and hosted by our international partner*

***ACADEMIA***

*College of Short-Cycle Higher Education*

*Glavni trg 17b, SI-2000*

[*https://www.academia.si/*](https://www.academia.si/)

**In today's dynamic market, companies constantly seek innovative ways to captivate audiences and drive their products forward. In this 5-day immersive program, you'll delve into the future of media production, focusing on how the cutting-edge technologies of Extended Reality (XR)[[1]](#footnote-1) are changing the industry. Get a chance to learn about the field of XR which includes augmented reality (AR), virtual reality (VR), and mixed reality (MR), while collaborating in interdisciplinary groups to tackle a real-world challenge prepared by a local company.**

**What Autumn School is all about?**

* Experience hands-on learning through an interdisciplinary group project - a real company challenge in media production.
* Collaborate with peers from diverse cultural and academic backgrounds, fostering an international environment of creativity and innovation.
* Engage in mentorship sessions with industry professionals and academic experts, facilitating knowledge exchange and skill development.
* Gain knowledge on extended reality (XR), mainly focusing on augmented reality (AR), virtual reality (VR), and mixed reality (MR) in order to tackle the company challenge successfully.

**What are the benefits for participants (students)?**

* Enhance your ability to think critically and creatively across various disciplines, gaining insights into how media production intersects with the new realities of business.
* Develop digital and English skills.
* Gain knowledge on Extended Reality through a virtual learning component and program activities in Maribor.
* Develop practical skills in media production and project management while working on a real-world case study.
* Expand your cultural awareness and communication skills through collaboration with students from different countries and fields of study.
* Earn 3 ECTS for your participation and work.

**Who will participate?**

**The program welcomes students from diverse backgrounds, including but not limited to media production, marketing, economics, and information technology. Participants will work in interdisciplinary groups, fostering a rich exchange of ideas and perspectives.**

The program will be carried out by teachers, professors, and trainers from Academia (Maribor, Slovenia) and local companies. In addition, participating organizations from at least two other countries will give a lecture. All participating experts will also be available for mentoring sessions to students, who will work (in groups) on case studies during the whole autumn school. At least 15 students from different countries will participate in the program.

**How to apply?**

* The interested participants shall send their CVs and motivational letters to the Erasmus+ coordinator:
  + - *Name of organization, Country*: [email](mailto:bodgan.fleaca@upb.ro) address
* **The deadline for sending in the application (and CV) is the 15th of May 2024.**
* The selection criteria: learning performance, English language skills, motivation, proactive attitude, teamwork and adaptability in a multicultural setting, and willingness to share the experience.

**What is expected from the selected students?**

* To have good communication skills in English (at least B2).
* To have basic media production skills (students from the MP field) OR marketing skills (students from the economy field) OR IT skills (students from the IT field).
* To take part in a virtual component (2-hour online meeting before the physical program; planned sometime between the 1st and 15th of September & going through an online short course - at their own time - provided by the organizers before the beginning of the autumn school program in Maribor)
* To take part in all learning activities as per the 5-day event agenda for the autumn school (in person).
* To be eager to share experiences in a multicultural environment.

**Where and when does the Autumn School take place?**

**ACADEMIA**, College of Short-Cycle Higher Education

Glavni trg 17b, SI-2000 **Maribor, Slovenia**

**You are expected to** participate in the program **ON-SITE** from the 7th to the 11th of October 2024 (suggested arrival day 6th of October; departure day 12th of October).

1. Extended reality (XR) is an umbrella term to refer to augmented reality (AR), virtual reality (VR), and mixed reality (MR). [↑](#footnote-ref-1)