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SHOOT for New Media Learning

Singapore – 8 May 2009 – Creative DigiSphere (CDS) today announced the launch of a new virtual world educational programme called SHOOT, an initiative which received support from the Ministry of Information, Communications and the Arts (MICA) and Creative Community Singapore. SHOOT provides a complete learning ecosystem that sustains the processes of “Learn. Create. Collaborate”. The first of its kind in the region, SHOOT consists of imparting the necessary skills to youths at the **Academy** level which aims to train youths to use and create content in online 3D virtual world environments, organizing **Festivals** to recognize outstanding works, and giving youths the opportunity to participate in industry-sponsored projects at the **Lab** level.



“We are very happy to support this initiative. We are confident that the SHOOT programme will help to develop more students to become future leaders for Singapore’s creative industries, said Dr Tania Lim, Ministry of Information, Communications and the Arts.

“SHOOT aims to identify and groom the next generation of digital content creators and animators, developing the local talent pool critical to the growth of Singapore’s digital media and entertainment industry,” said Winne Soh, Managing Director, Creative DigiSphere. “SHOOT plans to achieve this by organising a series of fun and engaging activities involving virtual worlds. This will help to ignite the creative spark in youths and equip them with the knowledge required to carve a niche in this industry.”

Youth camps at the SHOOT Academy utilise inquiry-based pedagogies for collaborative learning. The training camps aim to complement schools’ teaching and learning programmes through the use of immersive virtual worlds. For each camp, a relevant theme or topic would be assigned, for example the upcoming Youth Olympic Games or National Education. Youths would form project teams to brainstorm ideas and create learning contents online in collaborative 3D environments based on the assigned topic. They will also produce short video clips using Machinima film-making techniques to showcase their creative works. Team creations will then be uploaded to the CDS portal (<http://www.shoot.com>) for sharing and assessment.

In a bid to spur the industry further, regular Festivals will be organised to promote awareness of interesting works, reward outstanding individual and team efforts, and allow youths to be inspired by others and subsequently upgrade their own skills.

“SHOOT Festivals will explore and showcase fresh perspectives in 3D content creation using interactive techniques in persistent virtual worlds,” said Winne. “Through Awards ceremonies, exhibitions, Machinima screenings and networking sessions with industry professionals, we hope to identify promising young talents and provide a conducive environment for them to nurture and grow their skills in digital media creation. We are planning to organise the first SHOOT Festival in November 2009.”

“We are happy to work with Creative DigiSphere to leverage on virtual world platform to enable our cluster schools to develop games for the students to bring National Education learning to life,” said Mrs Tonnine Chua, Vice Principal of Yuying Secondary School, representing Cluster South 1 National Education Community of Practices.

CREATIVE DIGISPHERE INTERNATIONAL PTE LTD

A subsidiary company of Dream Axis Group

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About Creative DigiSphere

A subsidiary company under Dream Axis, Creative DigiSphere (CDS) aims to provide a complete educational ecosystem for content creators to learn and produce cutting-edge creative works for the interactive digital media industry. By grooming young talent across the region, our mission is to help develop a thriving industry based on the latest digital media trends.

About Dream Axis

Incorporated in Jan 2008, Dream Axis specializes in providing content services for 3D immersive spaces. We are headquartered in Singapore, working with partners from US, Japan, Korea and China. Dream Axis is also a proud member of the Web 3D Consortium, contributing to the development of standards and applications for the 3D Internet.

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