



PRESS RELEASE: 10/11/2008

UCA STUDENTS ARE FIRST IN EUROPE TO GET CREATIVE WITH V.I.T.A.L COMMUNICATION

The University for the Creative Arts Student Union (UCASU) is trialling a revolutionary communication platform, unlike anything else currently available in European universities.

UCASU's long-term vision is to provide innovative communication tools and technologies to 6,500 students across all five UCA campuses, to connect and support its community and inspire student creativity.

This means that all UCA students could have the ability to create, communicate and collaborate in innovative new ways, whether they are in the same room, sat at a computer, or using a mobile phone.

At the heart of this project is Phreadz 'Threaded Social Multimedia Conversation Networks'. Phreadz combines a variety of communication tools, summarized as 'V.I.T.A.L' – Video, Images, Text, Audio and Links.

Unlike traditional social media platforms like Facebook, Phreadz can utilize V.I.T.A.L content from a diverse range of multimedia tools and technologies, from emailed files and images on Flickr.com, to .mp3 audio recordings and video footage from mobile specific services such as Qik.com. With the inclusion of 'Creative Commons Licensing', Phreadz is a truly flexible communication platform that provides sharing and distribution of V.I.T.A.L content, legally and safely on the Internet.

By exploring the potential of Phreadz, UCASU is recognizing that isolation and reduced community interaction can be a symptom of traditional technologies. The accessibility of technology, the popularity of online messaging systems, and the increasing power of the laptop computer mean that many students choose to work from home, in relative isolation. This bold initiative, the first of its kind in the world, will bring the campus environment to those students via the internet, ensuring they remain connected and part of the UCA community.

A closed unveiling of www.UCREATIVE.TV will coincide with a series of social media presentations and workshops at UCA's Rochester and Maidstone campuses.

**UCA STUDENT/STAFF EVENT THURS 13th Nov 08
10.30 am - 7.15 pm STUDENT BAR ROCHESTER CAMPUS**

PROUDLY PRESENTS

V.I.T.A.L

ONLINE COMMUNICATION & INFORMATION FOR CREATIVE STUDENTS

10.30 - 11 AM

ucau V.I.T.A.L INTRODUCTION

STUDENT UNION

ucaSU ROCHESTER, MAIDSTONE & CANTERBURY

11.00 - 12.00

MANAGING YOUR ONLINE IDENTITY & DATA

JOSIE FRASER

INDIVIDUAL LEARNING TECHNOLOGIST OF THE YEAR 2008

12.30 - 1.30

CREATIVE EXPRESSION, INSPIRATION & DEVELOPMENT

STEVE LAWSON

'SOCIAL-MEDIA' PROFESSIONAL FOR CREATIVE INDUSTRY

1.45 - 2.45

THE CHANGING FACE OF MEDIA & COMMUNICATION

CHRISTIAN PAYNE (AKA Documentally)

'SOCIAL MEDIA' JOURNALIST AND PHOTOGRAPHER

3.15 - 4.15

INTRODUCING www.UCREATIVE.TV

KOSSO

CARL JEFFREY

FOUNDER OF PHREADZ.COM

CREATIVE MIDWIFE™

4.30 - 5.15

ASK THE PANEL (Q&A)

ucaSU, JOSIE, STEVE, CHRISTIAN, KOSSO, CARL

5.15 - 7.15 PM

'SOCIAL MEDIA' INTERVIEWS & DRINKS

OPEN DISCUSSIONS & DRINK DEALS AVAILABLE IN THE BAR

THURSDAY 13TH NOVEMBER 2008
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PHREADZ >>™

UCA
university for the creative arts

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PROUDLY PRESENTS

V.I.T.A.L FOR CREATIVE STUDENTS:

DO YOU USE FACEBOOK OR YOUTUBE?

11.00 - 12 AM

MANAGING YOUR ONLINE IDENTITY & DATA

JOSIE FRASER

INDIVIDUAL LEARNING TECHNOLOGIST OF THE YEAR 2008

Overview: This session looks at simple ways to make the most of online platforms & keep yourself, your reputation and your content safe, including: Using social networking services and media sharing websites personally and professionally; Technology in education & employment - the current state of play; Intellectual Property & using Creative Commons Licensing; and Consent & Contact in the information age.

Aim: Students are typically using social networking services to keep in touch with friends - however, the impact of using online environments may be much greater than this. This session will bring students up to date with how employers and professionals are using social media, highlighting the opportunities and hazards, and outlining how to take advantage of, or avoid them.

To find out more visit: WWW.UCREATIVE.TV/INFO

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PROUDLY PRESENTS

V.I.T.A.L FOR CREATIVE STUDENTS:

WANT TO DEVELOP YOUR PROFESSIONAL CAREER?

12.30 - 1.30 PM

CREATIVE EXPRESSION, INSPIRATION & DEVELOPMENT

STEVE LAWSON

'SOCIAL-MEDIA' PROFESSIONAL FOR CREATIVE INDUSTRY

Overview: An introduction to 'inspirational' online tools to develop creativity and generate professional support networks and contacts. Using Twitter, Delicious, Blip and Reverbnation, (as well as re-visiting the missed opportunities of Myspace, Youtube and LinkedIn) as a base for relevant examples.

Aim: To encourage students to see the benefit of creative expression online and share their sources of inspiration.

To find out more visit: WWW.UCREATIVE.TV/INFO

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PROUDLY PRESENTS

V.I.T.A.L FOR CREATIVE STUDENTS:

DO YOU COMMUNICATE VIA TXT, IMAGE, VIDEO OR E-MAIL?

1.45 - 2.45 PM

THE CHANGING FACE OF MEDIA & COMMUNICATION

CHRISTIAN PAYNE (@Documentally)

'SOCIAL MEDIA' JOURNALIST AND PHOTOGRAPHER

<http://ourmaninside.com>

Overview: A glimpse into the world of @Documentally and the 'social media' revolution. An insightful look at how digital and mobile technologies such as Flickr, Viddler, Rezpondr and Qik are enabling amateurs, professionals, brands and students to communicate, report and voice their message.

Aim: To encourage students to recognise the benefits of recording, reporting and sharing their experiences and endeavours through their mobiles (and its potential to develop self-confidence and presentation skills).

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PROUDLY PRESENTS

V.I.T.A.L FOR CREATIVE STUDENTS:

DO YOU HAVE A MOBILE, LAPTOP,
DIGITAL CAMERA OR WEBCAM?

3.15 - 4.15 PM

INTRODUCING www.UCREATIVE.TV

KOSSO

FOUNDER OF PHREADZ.COM

CARL JEFFREY

CREATIVE MIDWIFE™

Overview: Getting Creative with 'V.I.T.A.L' communication (Video, Images, Text, Audio and Links)

- introducing Phreadz 'threaded social multimedia conversation', plus the unveiling of www.UCREATIVE.TV
- explaining how it works and what it hopes to do for the Student Union and the entire UCA creative community.

Aim: To generate further support for an existing UCASU research project, and to help answer some key questions: Would students use it? How might they use it? What else would they need? What concerns do they have?

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