

Critical Media Practice:

- Media Studies with Design Mind

connect analytical human and social scientific research and practical designing research

- Developing Programs for Mobile Media Literacy

learning materials, workshops, software, etc.

Making a Unique Map with *Keitai* in Fukuoka

6~8 August, 2004

-Participants/ 20 children (10~17 years old children)

-Contents/

1, **walking and collecting:** walk around mountains and collect parts of map with *Keitai*

2, **Map-making:** Making large paper maps of Joyo Town

-Purpose /

- Finding a new perspective on media studies of mobile phone by observing participant's behavior
- Providing learning of mobile literacy



Typical *Keitai* Scene in Helsinki and Tokyo

winter 2004

-Tokyo/ about 20 students in undergraduate school

-Helsinki/ 5 researchers in University of Art and Design in Helsinki

An attempt to stage in skit form typical scene in which *Keitai* used in their own country

Mobile-media literacy program conducted as performing ethnography



Making a Picture Book Using Only *Keitai*

Tokyo University in winter 2004 term (Oct. 2004 - Jan. 2005)

-5 groups of students/

who were 2nd through 4th year in undergraduate school

-Rule/

- Using only the students' own *Keitai*
- Defining freely the meanings of *Keitai* and picture-book
- Introducing themselves



Keitai Bricolage

Design experiment by adding various functions to *Keitai* hardware.



Keitai Projector



Keitai Video Camera

Mell Mandala in Tokyo February 2005

-100 persons/

children, students, teacher, artist, journalist.....

-Cambrian Game/

1st stage on the website

Upload the pictures about their activities or interests on the Cambrian website

2nd stage on the "real world"

Take their own face picture then Add them on the Cambrian website using QR-code with *Keitai*

- Create the new way of using *Keitai* :

Keitai may be their tool to connect each other

- Reconsider their relationship with each other and meet new company



Tokyo Patch Walk *Keitai* Cambrian

in Tokyo autumn 2005

-5 foreigners/ office worker, researcher

-Cambrian Game/ using our original tool "Cambrian"

- collect the "expected" and "unexpected" scenes with *Keitai*

- send them by *Keitai* E-mail

- patch them on the Big blank paper using Cambrian Game

- Inspired by another person's image of Tokyo, reconsider our image of Tokyo with *Keitai*

