

XR Stories Masters by Research Studentship

Your heritage, your story: Fundraising e-stories of everyday heritage; increasing membership and widening audience participation

The Department of Theatre, Film, Television and Interactive Media at the University of York is advertising one XR Stories Masters by Research studentship for the project, "Your heritage, your story: Fundraising e-stories of everyday heritage; increasing membership and widening audience participation" in collaboration with the Council for British Archaeology. The project explores everyday experiences and engagement with heritage and archaeology through recordings of short films made by individuals and groups throughout the UK. It has two main aims, firstly, to gather evidence about the value of heritage to individuals in their everyday lives, inspiring others to explore their local places, deepen connections with their communities and improve their sense of wellbeing. Secondly, to integrate these experiences into a public online interactive platform to raise awareness of the CBA's mission, its fundraising, and to help encourage charitable giving.

The design & development of the virtual environment 'your heritage/your story' will be led by the student, but will draw upon input and collaboration with stakeholders from CBA as well as selected participant creators. During (a) design workshop(s), researchers, stakeholders and participants will explore opportunities for presenting heritage stories that leverage new opportunities for personalization and interactivity to create (highlight the value of heritage to audiences members' everyday lives and, thereby encourage charitable giving). Based on the concept developed, the student will implement a prototype experience. Depending on the requirements of the concept, and technical capabilities of the selected student, this prototype will be developed using either the Klynt or York's own Cutting Room tool.

You will be supervised by Dr Marta Herrero, Lecturer in Business Skills in the Creative and Cultural Industries, with additional supervision, direction and support from Dr Jon Hook, Senior Lecturer in Interactive Media, and by industry partner, the Council for British Archaeology.

Eligibility

Applicants may be of any nationality, and have an undergraduate or Masters degree in a relevant subject. Fees will be paid at the Home/EU level (Overseas applicants would be required to meet the difference between the Home/EU fee and the Overseas fee) and there is a maintenance stipend equivalent to the UKRI rate.

The studentship is available from 1st October 2021, and must be taken up no later than 1st December 2021. It is for one academic year and must be taken up full time.

How to apply

Please apply through the Department of Theatre, Film, Television and Interactive Media's [application link](#) by Friday 27th August 2021. Please be sure to include a covering letter (no more than 2 A4 pages) along with your CV, detailing your academic record and any relevant work experience, to express your interest in and suitability for this studentship. Shortlisted candidates may be further interviewed by Dr Marta Herrero and Dr Jon Hook, and the industry partner. Interviews are to take place the first week of September 2021.

This Masters by Research is subject to the Department's regulations.