

The Wisconsin Idea and 21st-Century Knowledge

Digital research and transmedia storytelling at the University of Wisconsin-Madison



DesignLab, College Library

From educational games and digital studies to computational research and data visualization, the University of Wisconsin-Madison hosts an array of research centers, academic programs, and services dedicated to generating 21st-century knowledge for communities local and global.

A tradition of public education and research

- **The Wisconsin Idea** - Our century-old commitment to putting our knowledge to action, including these ongoing and recent initiatives:
 - Baldwin Awards - fostering public engagement through teaching and research
 - Discovery to Product - bringing technology and innovation to market
 - Global Health Initiative - improving health in Wisconsin and around the world

An infrastructure for advanced research

- Advanced Computing Infrastructure - HTC and HPC hub for researchers worldwide
- Social Science Computing Cooperative - remote access to advanced research software
- Center for Communication and Democracy - studying digital media as civic discourse
- Center for Print and Digital Culture - researching the history of print and digital culture
- Games + Learning + Society - annual conference for researchers, educators, and gamers

An ecology of collaborative learning

- Digital Studies - interdisciplinary certificate in the study and creation of digital culture
- DesignLab - innovative design consultancy supporting student projects campus-wide
- Media Studios - flexible, media-rich studios for collaborative and experiential learning
- WisCEL - collaboratory labs for both self-paced learning and group-based projects
- Software Training for Students - free training in Microsoft Office, Adobe Creative Cloud
- Digital Salon - annual student exhibition of digital photography, videos, illustrations, etc.

From data and story to knowledge and community

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Rich data sets and complex arguments call for sharply designed visualizations, and these in turn require compelling, transdisciplinary storytelling. Data, visualization, and story all converge in different collaborative events, generating knowledge for a global community of audiences.

*Creating 21st-century knowledge comes down to creating a smart mix of people and resources. To further the Wisconsin Idea in the digital age, the Office of the CIO, DesignLab/Libraries, the Department of English, and other partners have identified **strategic areas of opportunity**:*

Research in Design and Innovation

- Impact of shared media in collaborative processes - eg, sketches, diagrams, models
- Design thinking approaches to social innovation - classes, organizations, and communities
- Design and sharing of scholarly knowledge - new forms of communication and publication

Digital Blackbox Theater

- Part platform for social engagement - connecting scholars, students, and community partners
- Part laboratory for producing digital knowledge - targeting discovery and communication
- Part recording studio for emerging practices - presenting and capturing ideas online and off
- Part rehearsal site for the future - eg, ARIS (Augmented Reality Interactive Storytelling)

Design Fellows

- One-on-one design consultants - peer coaching in visualization, data storytelling, etc.
- Undergraduate and graduate students - trained in DesignLab, assigned to departments
- Skilled in transmedia storytelling and design - design principles and creative software