



U-Media: An educational project for student-reporters

(PIC 878413862, Project 101184399 — UMA)

Training Programme Content Development

October 2024 - February 2025



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Introduction

This document presents the draft content structure for the U-Media Learning Hub, an educational platform designed to support young media professionals and student journalists in the context of the FISU World University Games. The development of this content was fully integrated into the seminar and curriculum of the Master's programme in Sport Communication and Publishing at Hochschule der Medien (HdM) Stuttgart.

Over the past six months, a cohort of 28 Master's students has collaborated on the creation of this platform, supported by the Study Dean, Professor Christof Seeger, and the media services team of the Rhine-Ruhr 2025 Organising Committee. The work was carried out with financial support from the Erasmus+ programme of the European Union. The result of their efforts is the U-Media Learning Hub - a dynamic, interactive resource aimed at equipping aspiring media professionals with the tools, context, and confidence to engage with major international sporting events.

This document not only outlines the proposed content areas, but also illustrates how the students' work was organised, including the group structures and phased content development carried out over several months. All drafts contain in-line comments and feedback provided by project coordinators to guide and refine the students' contributions.

The content covers essential knowledge areas such as competition formats and rules, sports equipment, and glossaries. Additionally, two interactive sections - *You Be the Judge*, which invites users to understand each sport from the referee's perspective, and *Hall of Fame*, celebrating standout athletes from past FISU Games - offer engaging, participatory learning experiences. The platform also provides practical tips and professional guidance tailored to the three core strands of the Organising Committee's Young Sports Media Talents Programme: reporting, photography, and commentating.

Students worked in teams of five, each group responsible for developing content for three to four sports. Their work progressed through structured two-week development cycles or 'sprints', ensuring focused and collaborative production of high-quality educational materials.

Content Ideas, 08.11.2024, Stuttgart

Team	Team members	Sports	Competition format & rules	Sports equipment & sports glossaries	,You are the ref'	,All-time greatest'	Best practices (news articles + athletes' interviews)
Starting 5	Sadik, Lejla, Anni, Ina, Jakob	3x3 basketball & 3x3 wheelchair basketball Basketball Archery	Explanations for every step of the competition	The idea of a sports bag			
Team Touch	Monique, Vanessa, Sarah, Charlotte, Marco	Artistic gymnastics Rhythmic gymnastics Fencing Taekwondo	Animation videos	Gennialy (materials, colours)	Quiz + questions (Kahoot)	Profiles + quotes	Podcast with experts
FISUnami	Linda, Vanessa, Felix, Linda, Vivian	Volleyball Beach volleyball Table tennis Tennis	'Two doors'		Comics	Timeline	'Dating app'
Spaten Sharks	Max, Zoe, Emily, Ben, Lars	Swimming Diving Rowing Water polo	Animated videos + PDFs with all the rules	Clickable infographics + in the alphabetical order	Challenge (short video + questions), points for each answer	Career bio + significant achievements	Video examples (dos and donts) + PDFs with all steps
Victory Squad	Regine, Josephin, Laura, Vanessa, Lena	Athletics Badminton Judo	One-pager + animated timeline with different stages	One-page + clickable picture	Interviews of referees	Personal stories + career cards	One-pager + sample interviews (simulated interviews)

In addition:

Marco: Tipps for commentators (how to cope with stress? How to prepare the voice? How to set up the place?)

FISU databases (confirmed by the FISU)



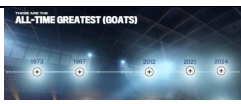


FISU.TV: <https://www.fisu.tv/browse>

Photos: <https://www.flickr.com/photos/fisumedia/albums/>

Videos: <https://www.youtube.com/@FISUtv/videos>

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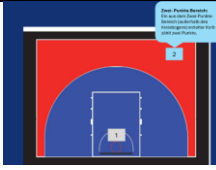

Feedback (29.11.2024)

Team	Members	Sports	Approach Owner of:	Visualisation	Sprint 1 (02.12-15.12)	Sprint 2 (16.12-29.12)	Sprint 3 (30.12-12.01)	Sprint 4 (13.01-26.01)	Sprint 5 (27.01-09.02)
Starting 5	Sadik Lejla Anni Ina Jakob	3x3 basketball & 3x3 wheelchair basketball, Basketball Archery	Best practices		Best practices	Sports equipment & glossaries	Competition format & rules	All-time greatest	Extra-time
Team Touch	Monique Vanessa Sarah Charlotte Marco	Artistic gymnastics Rhythmic gymnastics Fencing Taekwondo	You are the Ref		You are the Ref PLUS 3x3	Extra-time	Sports equipment & glossaries	Competition format & rules	All-time greatest
FISUnami	Linda Vanessa Felix Linda Vivian	Volleyball Beach volleyball Table tennis Tennis	All-time greatest		All-time greatest	You are the Ref PLUS 3x3 Wheelchair	Extra-time	Sports equipment & glossaries	Competition format & rules
Spaten Sharks	Max Zoe Emily Ben Lars	Swimming Diving Rowing Water polo	Competition format & Rules		Competition format & rules	All-time greatest	You are the Ref PLUS Basketball	Extra-time	Sports equipment & glossaries
Victory Squad	Regine Josephin Laura Vanessa Lena	Athletics Badminton Judo	Essentials		Sports equipment & glossaries	Competition format & rules	All-time greatest	You are the Ref PLUS Archery	Extra-time

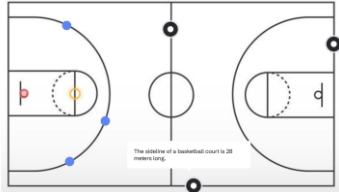
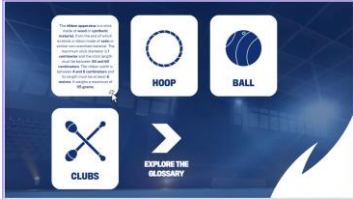


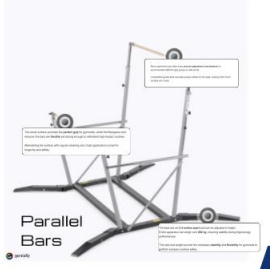
Important notes

- Develop brand guidelines for U-Media
- Use the logo of U-Media and Erasmus+ rather than the logo of Rhine-Ruhr 2025
- Sports Equipment & Glossaries to be renamed 'Essentials'
 - Focus on clothing, equipment and objects (eg: balls) used
 - Materials and costs of these less important
 - Focus on FOP dimensions and areas
- Competition Format & Rules – the rules should be limited to 5 of the more relevant/common, this is NOT to become an exhaustive rule book
- Starting 5 will produce the 'Best Practices' for every sport (incl 3x3 Wheelchair), so every other team has double the time to produce 'You are the Ref'. As compensation, these teams will additionally each produce a 'You are the Ref' for one of the 4 sports of Starting 5 (3x3 basketball & 3x3 wheelchair basketball, Basketball, Archery)

Competition format & rules

Team	Approach	Visualisation	Feedback
Victory Squad	Portable PDF One-pager Animated timeline with Genially		<ul style="list-style-type: none"> - Well structured - Easy-to-follow - Dark background colour can be changed to light background to save ink (if printing) - FMA: great concept BUT difficult to implement for some sports eg: rowing, archery, water polo
FISUnami			<ul style="list-style-type: none"> - Great explanation of scores - Strong focus on key elements - Visually attractive
Spaten Sharks	Explainer-video		<ul style="list-style-type: none"> - Clear, concise, very easy to process - Easy to consume with addition of voiceover eg: on media bus to venue. - Very good visuals for the progression through the competition format, especially for complicated format like rowing, archery and bigger sports like athletics - Could user set the pace ie: choose the playback speed? - "Ruleset" with fundamentals a good idea
Starting 5	Interactive pitch + Interactive Flashcards		<ul style="list-style-type: none"> - Possible to test knowledge with simple questions - Interactive pitch and flashcards a very effective format
Team Touch	Isometric animatioc		<ul style="list-style-type: none"> - Looks good and could be amazing, but perhaps too ambitious for the time available?





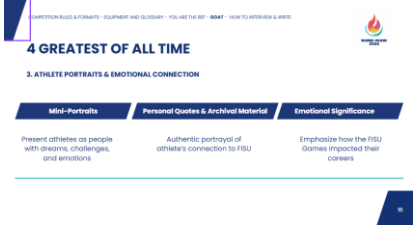
Sports equipment & Glossaries > ‘Essentials’

Team	Approach	Visualisation	Feedback
Victory Squad	Interactive FOP		<ul style="list-style-type: none"> - Printable reference cards - Excellent use of interactive FOP with clickable points of reference eg: three-point line - Clear, simple, easy-to-navigate
FISUnami			<ul style="list-style-type: none"> - Turnover cards a great idea: simple, easy to produce and use - Nice use of icons for the glossary
Spaten Sharks			<ul style="list-style-type: none"> - Visually strong, very clear - Glossary could be hard to navigate or “mine” if the terms are hidden behind the letter? Maybe a filter is needed?
Starting 5	Sports bag interactive animation		<ul style="list-style-type: none"> - The transparent sports bag works very well for certain sports (tennis, badminton etc) and not so well for others (rowing!)
Team Touch	3D		<ul style="list-style-type: none"> - Good understanding of the brief - Extra dimension to have 360-view of equipment which user controls BUT no visual example given – too hard to achieve? Or not enough time? - Very clever to explain why the glossary terms are actually important and how used - Filter - nice

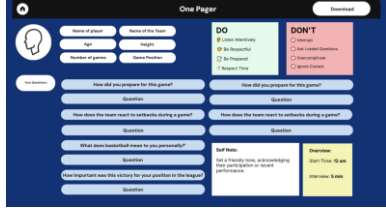

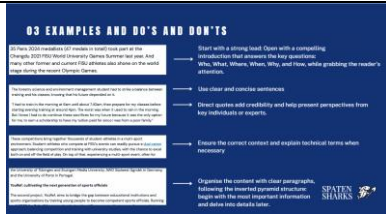

You are the Ref

Team	Approach	Visualisation	Feedback
Victory Squad	Referee Quiz		<ul style="list-style-type: none"> - Very clear layout, simple graphics - Violations not illustrated, only the foul signals
FISUnami			<ul style="list-style-type: none"> - Superb homage to The Guardian - Great example scenarios and call to action eg: "What now?" "What do you do?" - Violations made clear before ruling explained
Spaten Sharks			<ul style="list-style-type: none"> - Great presentation of the concept using archive footage of an actual game scenario, BUT how practical is this to implement? Broadcast rights?
Starting 5			<ul style="list-style-type: none"> - Excellent initiative with the gif creation! - Very easy to implement, and good to see thought has already gone into this (tools) - However, no visualisations given of actual violations?
Team Touch	Multiple choice questionnaires		<ul style="list-style-type: none"> - Progression-based system is very good but let's not over-complicate it - Focus should be on multiple choice video explainers BUT can we get FISU footage? - Countdown timer is very good - Weekly ranks, medals a great idea but this should be an add-on if all the other elements can be easily managed

All-time greatest (GOAT)

Team	Approach	Visualisation	Feedback
Victory Squad	Profile & character cards	<p>All-time greatest: Basketball</p> <p>Click on the profile cards to learn more about the athletes, their accomplishments and how the World University Games have impacted their careers.</p> 	<ul style="list-style-type: none"> - Simple but effective idea - Easy to implement - Great use of ambassadors incl. Voice memo
FISUnami	Interactive timeline		<ul style="list-style-type: none"> - “Start the journey” - nice lead-in - Timeline is a simple yet effective idea to plot ALL the GOATS on one visual - See where the overlaps are, and who peaked when - Also good for World Records, PBs etc - Must remember to include FISU Games history for each athlete
Spaten Sharks	Virtual gallery + Timeline + Quiz		<ul style="list-style-type: none"> - Hall of Fame works well as a concept - Great idea to find old quotes and add...much easier than chasing them down for new quotes! - Collectible cards an interesting idea BUT how do we compare athlete v athlete? - Interactive timeline including the role of FISU Games is very good - Potential broadcasting rights issues with “hype” videos - Good gamification through quiz
Starting 5			<ul style="list-style-type: none"> - Clear presentation of basic facts - Video function not working, so unfortunately it is not clear what is planned here
Team Touch			<ul style="list-style-type: none"> - Good focus on FISU Games - Great to consider human emotional aspects to athletes, and how FISU Games impacted careers - Timeline is very good BUT how do we compare athlete v athlete?


Best practices

Team	Approach	Visualisation	Feedback
Victory Squad	One pager + Videos of sample interviews		<ul style="list-style-type: none"> - Great idea for “Create your own one-pager” - Superb interactive quiz using videos + countdown timer - Quite time consuming but only needs to be created once - Writing practice – how evaluated?
FISUnami			<ul style="list-style-type: none"> - Wanda! Imaginative and great to see - Superb use of simple cards with clean ticks and crosses and layered information through the speech bubbles - We don’t want to media train athletes! Although this tool would work VERY well for National teams and federations
Spaten Sharks			<ul style="list-style-type: none"> - Bonus points for including our communication guidelines! - Nice idea to link to past examples of Young Reprters on FISU website (and good initiative to find them) BUT reality is we want to set a MUCH higher bar for content standatds with RR25. - Good presentation of dos and donts - Very simple and good format for error checking exercise
Starting 5			<ul style="list-style-type: none"> - “One solution for all sports” – perfect! - However, an EXCELLENT consideration of Para Sport - “Life in the Mixed Zone” should include a venue map with athlete flow from FOP through MZ - Transcribing could include a sample interview audio file to transcribe, with a completed transcription as an “answer” - Then, complete the exercise with a sample news story under “Writing” tab which has been written using the transcribed quotes

Team Touch	Podcast format with experts + Info posts + Cheatsheets	 <p>HOW TO WRITE</p> <p>Captivating headlines</p> <p>A headline is your first chance to grab attention and draw readers in.</p> <p>Here's how to craft headlines that captivate and compel:</p> <p>→</p>	<ul style="list-style-type: none"> - Innovative use of podcast format and audio-based training - Good concept for On-the-go training - Feedback process for writing tasks could be difficult to implement
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13.12.2024 – Sprint 1 Review (Phil & Maxim)

General notes:

- Genially – the plan to be upgraded to Author to allow the upload of own videos --> DONE
- Photos for athletics to be provided --> RR25
- Update the menu and the structure (use sports pictograms) --> RR25
- The titles of the menu points are disappearing --> RR25
- In Firefox the page cannot be scrolled down
- Structure: Topics → Sports → Sports profiles
- **Select one font for Canva / Genially / Videos , etc.**
- Write a teaser text to introduce each activity – The Approach Owners to overtake this task
- Use the function to invite Collaborators to each specific Genially rather than login in into the same account: 
- Please negotiate between each other who is using the Genially account when to avoid getting kicked out of the account
- Remember British not US English (refer to pages 6-15 of the Communication Guidelines).

You be the Ref > You be the Judge

<http://umedia-education.org/learning-hub/essentials/umpires-call/>

- The videos to be replaced with the real videos
- Use the photos from the FISU database on the front page of the quiz
- Add the Erasmus+ logo at the end
- Is it possible to do the quiz without having to put the name? (it is not possible to put the same name if someone has already used it)



- Mastered Questions → to change to 'Completed Questions'
- Es können mehrere Antworten ausgewählt werden. → Translate this to English

Competition Format and Rules

<http://umedia-education.org/learning-hub/essentials/competition-format-and-rules/>

- Video duration clipped to 90 seconds or less
- Keep it general
- You can include host cities and venues but do not put the dates of any competition event/session, since these could still (in theory) change
- Video:
 - Remove the first sentence, start with: „In this presentation we will guide you through...”
 - Say – „at FISU Games, not „at FISU“. FISU is the name of the federation and not of the event

- Skip the information about the venue
 - Remove: „The grand final is scheduled...”
 - Remove: „Thank you for your time...”
 - Add the Erasmus+ logo at the end
- PDF
 - Check the fonts (align with Glossaries font)

All Time Greatest > Hall of Fame

<http://umedia-education.org/learning-hub/essentials/standouts/>

- To be renamed to ‚Hall of Fame’ to allow some wiggle room in the research ie: it may not be possible to objectively identify the GOATs
- The timeline needs to begin with the first appearance of this sport at FISU Games. Phil to provide the list. It’s ok to have large gaps for those sports in from the beginning (1959) which could be hard to research
- Add the names (and national flag?) to the tiles, move the year to a timeline above the tiles
- Remember to always include their FISU Games performance, and then if they also won world championships or Olympic Games. The year on the tile should relate to the FISU Games performance, though
- Place U-Media and Erasmus+ logos

Essentials

- **Glossaries**

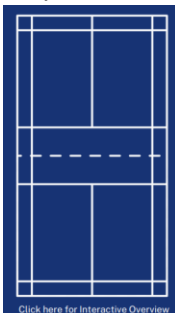
<http://umedia-education.org/learning-hub/essentials/glossaries/>

- Put the Erasmus+ logo at the bottom

- **Equipment**

<http://umedia-education.org/learning-hub/essentials/equipment/>

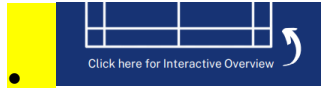
- Add the main dimensions directly on the graphic eg: for badminton the outside court boundaries and the net height. Only the key dimensions....do not overload what is already a very nice visual



- Add a description of the materials and include weights where useful and relevant eg: shot put, discus, javelin

- Keep in mind that this information will be used for doing audio-description commentary for blind people. It is important to say, which colour, which, weight, wich size, where it is located, etc.

- Make this button more prominent, otherwise it is not clear where to click



- Put the Erasmus+ logo at the bottom

Best practices

- Include general tips for commentators and specific advice for audio description
- A demonstration graphic of the student-athlete “journey” through the Mixed Zone can be created (see supporting files on moodle)