ERASMUS+ BLENDED INTENSIVE
PROGRAMME FOR STUDENTS AND STAFF

IMMERSIVE MULTIMEDIA & AR/VR
HACKATHON

**11.06.2025. - 15.06.2025.
VALMIERA, LATVIA** | **VIDZEME UNIVERSITY OF
APPLIED SCIENCES**

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OF APPLIED SCIENCES

E³UDRES²
Engaged and Entrepreneurial European University as
Driver for European Smart and Sustainable Regions

Co-funded by
the European Union

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PRIORITIES ADDRESSED:

Digital transformation / Other, digital transformation of the EU economy and society.

TARGET GROUP:

students and staff

ADDED VALUE:

Theoretical and practical knowledge of problem definition, designing and development of XR technologies in given areas:
·Ability to identify and address the challenges in the fields of cinematics, entertainment and training.

- Skills in designing scenarios for community and business driven needs based XR systems.
- Practical collaborative work skills.
- Organisation of AR/VR hackathon for problem solving.
- And sustainability goals into technical solutions

OBJECTIVES AND DESCRIPTION:

The programme Immersive MultiMedia & AR/VR hackathon focuses on creation and development of AR/VR/MR solutions with the focus on creative and interactive immersive solutions. The extended reality (XR) encompasses virtual reality (VR), augmented reality (AR), and mixed reality (MR). In the first part, participants will gain extended knowledge and understanding of the aspects of organisation of hackathons as a means for problem solving and the use of storytelling and gamification elements. In the second part participants will collaboratively work on practical XR solutions for solving challenges in the field of immersive cinematics, entertainment, training scenarios using 360° video. The BIP is aligned with European Commission strategy on Web 4.0 and virtual worlds aligned with the European vision of an open, secure, trustworthy, fair and inclusive digital environment for EU citizens and businesses

METHODS AND OUTCOMES:

Participants will engage in teams-based learning through intensive group team workshops, problem analysis and research on best practice in XR field through use of AI driven tools. Students will pursue collaborative project development starting from ideation phase and ending with functional XR prototype. The hackathon idea materialisation stage will include two-tier difficulty challenge tracks: code-based track (for participants with experience in IT & coding) and storytelling based interactive track (for novice level participants). During the first phase, whilst located in the Vidzeme University, participants will gain understanding of the general approach of XR in value-based innovation environment, basics of XR and open- source tools that can be utilised in challenge definition and problem solving. In the second phase participants will travel to Cinevilla. Cinevilla, sometimes called "Latvian Hollywood," is the only movie backlot in the Baltic States,a popular tourist attraction where visitors can explore the sets, learn about filmmaking, and see vehicles and costumes from different movies. The studio's 150-hectare backlot features diverse street settings, pavilions, historical villages, a train platform, and a river section14. These versatile features can be adapted to suit narratives set in different eras, whether historical or modern. The programme will culminate in team pitches, showcasing innovative XR solutions that have been developed during the BIP by the teams.

COMPETENCIES GAINED:

Participants will engage in collaborative and challenge-based learning through intensive group workshops and collaborative project development throughout the training and hackathon stages. Students will gain introductory level training in AR/VR Hardware, use of Unity and Blender.
Outcomes will include concept design, visualisations and mock-ups for plausible solution and practical hands-on XR solutions for solving of challenges provided by the industry or based on the initiatives by the participants themselves in the areas of cinematics, entertainment and training.
The event will take place in two locations: Vidzeme University of Applied Sciences in Valmiera (June 11.-12.), and sequentially in Cinevilla in Tukums county (13.-15.)

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VIRTUAL COMPONENT TIMING:

2 Lectures before

NUMBER OF ECTS CREDITS CONTRACTED:

3 ECTS

FIELD OF EDUCATION:
IT, 3D-modelling, Game-Design

LEVEL OF STUDY:
Bachelor, masters

APPLY HERE:

PHYSICAL START DATE:
Arrival in Vidzeme University, **June 11th**

PHYSICAL END DATE:
Departure on the afternoon of **June 15th**

Preliminary program **DAY 1**	Arrival to the university, lectures, workshops, challenge definition, cultural event hour.
Preliminary program **DAY 2**	Problem solving workshops, lectures, city tour, community engagement discussions.
Preliminary program **DAY 3**	Departure to Cinevilla and settling, technical sessions, opening of hackathon event, hands-on practical work.
Preliminary program **DAY 4**	Hackathon challenge team-work, mentoring sessions, expert consultations, collaborative workshop.
Preliminary program **DAY 5**	Preparing of final presentations, pitching, feedback session, and farewell.

EXPENSES:
BIP individual support (Erasmus+ scholarship) should cover expenses related to travel, accomodation, catering (breakfast, lunch, dinner). Sending institution provides this individual support under Erasmus+ program. All the cultural activities, such as excursions, welcome dinner, and more (will be specified) will be covered by organizing institution.

VIRTUAL COMPONENT DESCRIPTION:
Discord
MS Teams

CITY OF VENUE:
Valmiera, Tērbatas iela 10 and Cinevilla, Vidusvecvagari, Slampes pagasts

MAXIMUM NUMBER OF PARTICIPANTS:
10

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