

# The NMC Campus Project

## Documentation Links

**The NMC Campus Project comprises 87 regions.** "NMC Campus" sits at the center of this collection, and can be found at <http://slurl.com/secondlife/NMC%20Campus/97/90/23>

A complete list of the NMC sims can be found at <http://www.nmc.org/pdf/nmc-sim-list-Jan-2009.pdf>, but touring NMC sims will only provide the briefest glimpse of the work going on, as it happens over time. The work and outcomes of the project are exhaustively documented on the web, and those links are provided below.

### Selected NMC Campus Regions

#### **NMC Orientation**

*SLURL:* <http://slurl.com/secondlife/NMC%20Orientation/108/116/39>

*Flickr Stream:* <http://www.flickr.com/search/?ct=6&w=all&q=NMC+orientation+second+life&m=text>  
<http://www.flickr.com/search/?ct=6&w=all&q=NMC+orientation+SL&m=text>

#### **Learning**

An open content repository for Second Life

*SLURL:* <http://slurl.com/secondlife/Learning/122/82/25>

#### **Ars Simulacra**

*SLURL:* <http://slurl.com/secondlife/Ars%20Simulacra/66/173/30>

*Flickr Stream:* <http://www.flickr.com/search/?ct=6&w=all&q=ars+simulacra&m=text>

#### **The Aho Museum**

*Mission:* <http://www.nmc.org/pdf/Aho-Museum-of-Art.pdf>

*SLURL:* <http://slurl.com/secondlife/Ars%20Simulacra/66/173/30>

*Flickr Stream:* <http://www.flickr.com/search/?ct=6&w=all&q=aho+museum&m=text>

### Sample Projects

One of the most significant aspect of the work of the NMC Campus Project are its comprehensive demonstration projects. What distinguishes NMC efforts from most is that the NMC does not just do builds — we help clients build communities, and do it at cost, making NMC the low-cost provider for education. The NMC, through the talented staff of its NMC Virtual Worlds unit, has developed a wide range of educational projects in Second Life — well over 100. Here are three, all done for others. For a complete list of the organizations we have helped via development services, see <http://www.nmc.org/pdf/nmc-community-Jan-2009.pdf>

#### **The Macbeth Project**

This project, with the University of Sydney, has the goal of creating an immersive experience that conveyed the sense of Macbeth's descent into madness. Sound and video were used throughout the build in very non-standard ways. The project continues and supports a large community of Shakespearean scholars, students, and aficionados. <http://slurl.com/secondlife/Macbeth/147/196/21>

*Flythrough Video*

<http://www.youtube.com/watch?v=8QNxe2gePEQ>

*Flickr Stream (1,027 images)*

<http://www.flickr.com/search/?q=macbeth+second+life&ct=6&page=4>

<http://www.flickr.com/search/?q=macbeth+secondlife&ss=0&ct=6&w=all>

<http://www.flickr.com/search/?ct=6&w=all&q=macbeth+SL&m=text>

*Wiki*

<http://virtualmacbeth.wikispaces.com/>

### **The Second Health Project**

This project, with the Imperial College Medical School in London, remains one of the most comprehensive medical builds in Second Life. Originally used in a series of PSAs that played on the BBC (now on YouTube), the design goal was to illustrate a comprehensive new model of health care for the UK National Health Service. Every aspect was modeled in detail — patients, animations indicating symptoms, equipment, spaces, and much more. The project continues and has now imbedded the 2-sim wide hospital that NMC built into a community modeled on urban London. The site now supports a variety of medical training on an ongoing basis conducted by Imperial. The NMC has continued to develop medical builds for the World Health Organization, John Carroll University, and the Cleveland Clinic.

<http://slurl.com/secondlife/NHS%20London/248/11/26/>

*YouTube Videos*

[http://www.youtube.com/results?search\\_query=second%20health&search=Search&sa=X&oi=spell&resnum=0&spell=1](http://www.youtube.com/results?search_query=second%20health&search=Search&sa=X&oi=spell&resnum=0&spell=1)

*Flickr Stream (5,123 images)*

<http://www.flickr.com/search/?ct=6&w=all&q=second+health&m=text>

*Case Study*

<http://virtualworlds.nmc.org/portfolio/second-health/>

*Website*

<http://secondhealth.wordpress.com/>

### **The Yale Architecture & Environmental Studies Project**

In this build, not yet open to the public but for which we can provide tours, the design goal was to create an interactive model of the real-life Mudd Library, which was scheduled to be gutted and remodeled. Chris Holden, a registered architect on the NMC staff, designed the build to allow endless modifications within the constraints of what is possible in RL construction. Librarians used the build to brainstorm ideas for design, and then a special tool allowed for plan views to be captured for the architectural team. A second project replicates a real-world paper mill, and is used for safety training, examination of environmental impacts, and more. <http://slurl.com/secondlife/Elihu/128/128/25/>

## **NMC Fellowships, Pro Bono Work, and the NMC Virtual Learning Prize**

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The NMC has made being a solid member of the Second Life community a watchword since the project first began in 2006. All of the reports, research, and other materials that have been produced are published under Creative Commons licenses to facilitate sharing. In addition, the NMC has created the largest open educational content repository in Second Life, housed in the NMC's Resource Center on the island of Learning. All NMC events and activities, with the exception of the NMC's Series of Virtual Symposia, are open to the public.

In early 2008, the NMC announced a program of \$100,000 US to stimulate the production of open virtual content. Under the program, 20 Virtual Learning Prizes of \$5,000 US each were awarded for innovative ideas that the NMC then built out and released into open content.

*Announcement:* <http://sl.nmc.org/2008/05/15/virtual-learning-prize/>

*Awardees:* <http://sl.nmc.org/2008/07/09/virtual-learning-prizes-awarded/>

In addition to these efforts, the NMC has long supported the arts in Second Life, and devotes two full sims to art and art experimentation. The Aho Museum of Art at the center of NMC Campus is home to one of the most comprehensive collections of resident art in Second Life. The NMC has been described as the largest patron of the arts in Second Life and does so through purchases of art, through art-focused events and programs, through alliances with leading artists and arts organizations in Second Life, and through direct support. The museum provides fellowships to promising artists who need studio space or other forms of assistance.

In addition, each of the NMC's Education Communities includes a 4,096 sq m property set aside as a fellowship, reserved for an annual award to a deserving faculty member whose vision outpaces his or her budget. Learn more at <http://www.nmc.org/pdf/nmc-edu-communities.pdf>

### **NMC Symposia and Other Major Academic Meetings in Second Life**

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Since the fall of 2006, the NMC has run a highly acclaimed series of real-world academic meetings — held entirely within Second Life. A special island, the NMC Conference Center, was built especially to house these sorts of meetings. In addition, a wide variety of web and other tools were created to allow the sharing of voice chat between sims or to stream video of SL events to the web and other regions for just two examples. A special 5-minute orientation experience was created especially for these sorts of meetings, and a comprehensive help desk instituted to support the meetings. Learning about SL was imbedded throughout the venue to make it easy for the staffers on hand to quickly resolve any issues. The meetings, highly rated by attendees, are unique in SL because all but the first was accompanied by real-world level registration fees of \$295 US. Each symposium in the series has been fully or over subscribed, and the series continues with a new symposium this March. Total attendance to date has been over 2000 people.

*Virtual Symposium on the Impact of Digital Media (2006)*

<http://www.nmc.org/pr/symposium-impact-digital-media>

*Virtual Symposium on the Creativity (2007)*

<http://www.nmc.org/symposium-on-creativity>

*Virtual Symposium on the Evolution of Communication (2007)*

<http://www.nmc.org/conference/2007-fall-virtual-symposium>

*Virtual Symposium on Mashups (2008)*

<http://www.nmc.org/conference/2008-spring-symposium>

*Rock the Academy: Radical Teaching, Unbounded Learning*

<http://www.nmc.org/2008-fall-virtual-symposium> (2008)

*Virtual Symposium on New Media & Learning (2009)*

<http://www.nmc.org/2009-spring-symposium>

*Symposia Flickr Stream (1,833 images)*

<http://www.flickr.com/search/?ct=6&w=all&q=NMC+symposium&m=text>

### **NMC Hosted RL/SL Events**

There are too many of these for a complete listing – some 200 since June 2006, but here are two notable ones:

*MacArthur Foundation Announcement of \$50M for Digital Media & Learning*

<http://sl.nmc.org/2006/10/19/macarthur/>

*Center for Intellectual Property Conference*

<http://sl.nmc.org/2008/05/22/copyright-symposium/>

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### **You Tube Videos About NMC Campus**

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YouTube contains dozens of videos related to the work of the NMC Campus project. A sampling follows.

*Seriously Engaging The Story of the NMC Campus*

<http://www.youtube.com/watch?v=S9VZKTT6gZ8>

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### **You Tube Videos About NMC Campus (continued)**

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*Symposium on Creativity*

<http://www.youtube.com/watch?v=9hek6G7GZ80Many>

93 YouTube videos done about NMC by community members:

[http://www.youtube.com/results?search\\_query=second+life+nmc&search\\_type=&aq=f](http://www.youtube.com/results?search_query=second+life+nmc&search_type=&aq=f)

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### **10,000+ Flickr images about NMC Campus**

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There are many many images on Flickr contributed by the NMC Campus Community.

<http://www.flickr.com/search/?ct=6&w=all&q=NMC+second+life&m=text>

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### **NMC Web Resources**

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#### **Campus Observer Blog**

(more than 3,000 unique visitors per month from over 50 countries)

*Blog:* <http://sl.nmc.org/>

*Avatar Map:* <http://sl.nmc.org/map/>

*Webstats:* [http://getclicky.com/stats/home?site\\_id=44198](http://getclicky.com/stats/home?site_id=44198)

#### **NMC Virtual Worlds Website**

*Website:* <http://virtualworlds.nmc.org/>

*Client List:* <http://virtualworlds.nmc.org/clients/>

*Case Studies:* <http://virtualworlds.nmc.org/portfolio/>

#### **Other Online Resources**

NMC Website: <http://www.nmc.org/keyword/second-life>

## NMC Reg API

<http://sl.nmc.org/join/>

## Larry Johnson's Testimony to the US Congress

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On April 1, 2008, Larry Johnson accompanied Phillip Rosedale to Washington to testify to the US Congress on the state and nature of virtual worlds.

Written Testimony: <http://www.nmc.org/pdf/subcommittee-testimony.pdf>

Comment Press version: <http://wp.nmc.org/mrpixel/>

Blog Post: <http://sl.nmc.org/2008/03/31/mrpixel/>

## NMC Annual Survey of Educators in Second Life

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For the past two years, the NMC has conducted an in-depth survey of SL educators, their perceptions, their practices, and their need. With the 2008 survey, annual comparisons could be made. The survey continues, with the 2009 survey planned for April 2009.

2008 NMC Survey of Educators in Second Life <http://www.nmc.org/news/nmc/2008-sl-survey>

2007 NMC Survey of Educators in Second Life <http://www.nmc.org/news/nmc/sl-educator-survey>

## Academic Papers Written or Published by NMC

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Calongne, Cynthia. ***A View from Second Life's Trenches: Are You a Pioneer or a Settler?***; chapter in **Proceedings of the 2007 NMC Summer Conference**. Austin, Texas: The New Media Consortium, 2007. <http://www.nmc.org/pdf/NMC-2007-Proceedings.pdf>

Holden, Cristopher and Sachtjen, Beth. ***Why Walk When You Can Fly? Reflections from an Advanced Second Life® Preconference Session***; chapter in **Proceedings of the 2008 NMC Summer Conference**. Austin, Texas: The New Media Consortium, 2008. <http://www.nmc.org/pdf/2008-Holden-Sachtjen.pdf>

Johnson, Larry. ***Down the Rabbit Hole ... or how the NMC took the red pill, got a Second life, and fell in love with the 3D Web***. **SLNN Next**, August 2007, pp 5-7. <http://www.nmc.org/pdf/SLNN%20article%20--%20Down%20the%20Rabbit%20Hole%20--%20Larry%20Johnson%202007.pdf>

Johnson, Larry. ***Why Creativity Matters. An NMC Whitepaper***. Austin, TX: The New Media Consortium, 2007. [http://www.nmc.org/pdf/](http://www.nmc.org/pdf/http://www.nmc.org/pdf/http://www.nmc.org/pdf/Why%20Creativity%20Matters.pdf)  
<http://www.nmc.org/pdf/Why%20Creativity%20Matters.pdf>

Johnson, Laurence F. and Levine, Alan H. ***Virtual Worlds: Inherently Immersive, Highly Social Learning Spaces. Theory Into Practice***. 2008, 47:2, pp161 - 170. <http://dx.doi.org/10.1080/00405840801992397>

Reihman, Gregory. ***Out of the Cave or Further In? The Realities of Second Life***; chapter in **Proceedings of the 2007 NMC Summer Conference**. Austin, Texas: The New Media Consortium, 2007.  
<http://www.nmc.org/pdf/NMC-2007-Proceedings.pdf>

Shapiro, Wendy, Gonick, Lev & Shick, Sue. ***ClevelandPlus in Second Life***; chapter in **Proceedings of the 2007 NMC Summer Conference**. Austin, Texas: The New Media Consortium, 2007.  
<http://www.nmc.org/pdf/NMC-2007-Proceedings.pdf>

Smith, Rachel S. and Johnson, Laurence F. ***Social Networking, The "Third Place," and the Evolution of Communication. An NMC Whitepaper***. Austin, TX: The New Media Consortium, 2007.  
<http://www.nmc.org/evolution-communication>

Willis, Holly. ***Infrastructures in Virtual Learning***; chapter in **Proceedings of the 2008 NMC Summer Conference**. Austin, Texas: The New Media Consortium, 2008. <http://www.nmc.org/pdf/2008-Willis.pdf>

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### Data Sources

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Data on NMC traffic in Second Life is provided by Maya Realites ([www.mayarealities.com](http://www.mayarealities.com)); numbers cited for overall SL traffic are likely underestimates as not all the NMC's 62 regions have sensor grids placed; average times should be representative.

Detailed web statistics on all NMC websites are provided by GetClicky ([www.getclicky.com](http://www.getclicky.com)).

Releases will be provided if needed so that the judges may verify the data cited in our application.