



## Strategic Content Development

A university was being targeted in a lawsuit due to its students' illegal use of the university's Internet. We were called in to help respond to the bad press resulting from the lawsuit—our response was to create a project highlighting innovative, best practices in the use of the Internet.

Working with the University's IT department and its School of Arts and Communications, we developed a collaborative online project that engaged students in the development of a unique "game-film", a videogame that generated short film through its play.

We also invited other universities to participate and the result was a global, online collaboration among four universities in the U.S. and universities in China, Brazil and Sweden. We reached out and engaged Apple and Microsoft and the Internet2 Consortium in the project.

When it launched, the project gained positive reviews in publications around the world. It became the subject of several academic presentations at conferences in the US and Europe and the resulting story successfully steered the conversation away from illegalities to innovation.