



INNOVATION FOR MEDIA CONTENT CREATION

TOOLS AND STRATEGIES FOR DELIVERING
SUCCESSFUL CONTENT

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WE HAVE TO LEARN ABOUT:

STRATEGY

CREATIVITY  CONTENT

INNOVATION



A STRATEGIC CREATIVE IDENTIFIES THE CONTEXT

THE CONTEXT IS DETERMINED
BY THE PROLIFERATION OF
PLATFORMS OF EXPOSITION
AND HUMAN INTERACTION



OPPORTUNITIES
TO
CREATE



CONTENT THAT CHALLENGES
CONVENTIONALISM AND
FORMS OF ENTERTAINMENT



CREATIVE STRATEGY

WHO?... WHERE... WHAT...
...ARE YOU
AS
CREATOR? ...ARE YOU CREATING?
...DO YOU HAVE?

WHO ARE YOU?



CREATIVE INDIVIDUAL

WRITERS
PRODUCERS
DIRECTORS
ENTREPRENEURS

CREATIVE EXECUTIVE

PROFESSIONALS IN
CORPORATIONS
CREATE - DEVELOP -
EVALUATE -
PRODUCE

WHERE ARE YOU?

MULTIPLATFORM INDUSTRY



WHAT RESOURCES DO YOU HAVE?

MATERIAL

INTELLECTUAL

EMOTIONAL



MONEY &
EQUIPMENT

KNOW HOW, EXPERIENCE
AND CREATIONS

PERSONAL
MOTIVATION &
LEADERSHIP
APTITUDE FOR
FEEDBACK

DIVA AND ARROGANCE
CONTROL



CREATIVITY



CREATIVITY

IS A SOCIAL AND CULTURAL PHENOMENON



CREATIVITY

IS THE PROCESS OF BRINGING TO LIFE WORK THAT IS NOVEL, THAT FITS THE TASK CONSTRAINTS, IT'S USEFUL, AND APPROPRIATE FOR THE AUDIENCE, ATTAINING SOME SOCIAL RECOGNITION.

(AMABILE, 1983, KAUFMAN AND BAER, 2002; BILTON, 2007; SAWYER, 2006)



WHO IS CREATIVE?

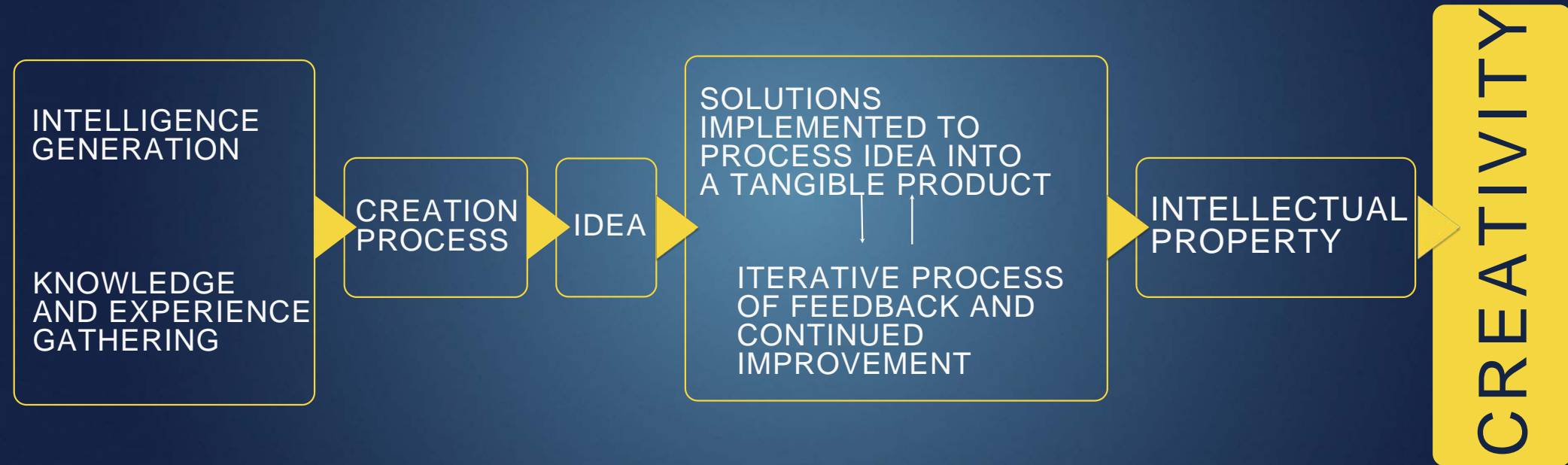
INVENTIVE

DOES NOT SATISFY
A NEED IN THE
MARKET

CREATIVE

CREATES
SOMETHING OF
VALUE FOR THE
AUDIENCE AND
PEOPLE VALIDATES IT
WITH ACCEPTANCE.

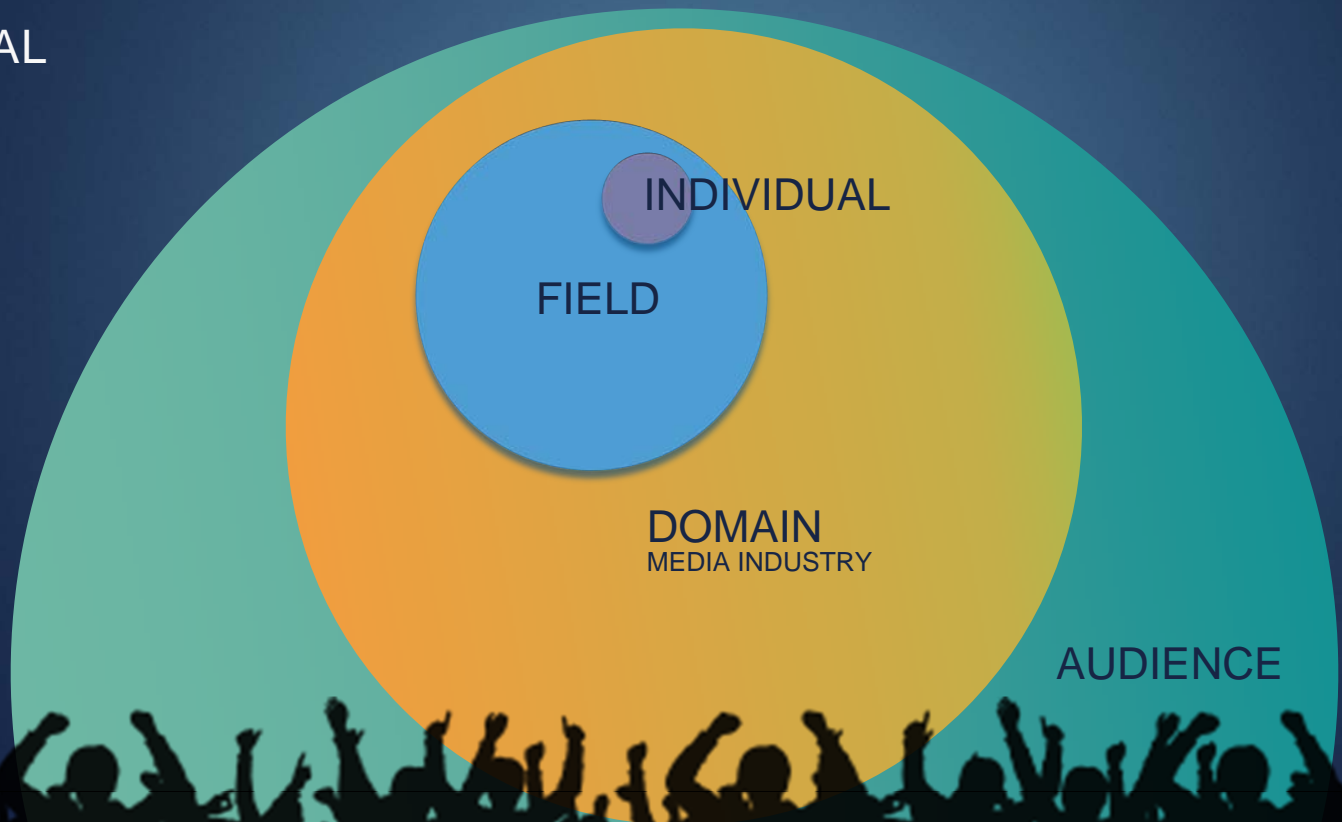
CREATIVITY PROCESS



SOCIO-CULTURAL MODEL

RATINGS LIKES FEEDBACK ATTENDANCE CLICKS DOWNLOADS VIEWS
AWARDS

TRADITIONAL



SOCIO-CULTURAL MODEL

NEW MODEL



INDIVIDUAL



FIELD

DOMAIN
MEDIA INDUSTRY

AUDIENCE





INNOVATION IN MEDIA:

INNOVATION IN MEDIA:

A NEW INTELLECTUAL PROPERTY THAT PROVIDES A NEW UTILITARIAN EXPERIENCE FOR AN AUDIENCE, CREATES A NEW BUSINESS MODEL, OPENS A MARKET, AND INCREASES THE VALUE AND PROFIT GENERATION OF A MEDIA FIRM

NEW PRACTICE, STANDARD, EVOLUTION OF EXISTING, PROCESS, BUSINESS

SITCOM
(THEATER-RADIO—
TV)
FIRST EN 1946



- EXISTENT PRODUCT IN NEW MEDIUM
- NEW MODEL OF PRODUCTION AND WRITING.
- NEW BUSINESS

REALITY TV
BIG BROTHER
1999



- NEW WAY TO SHOW STORIES THROUGH REAL PEOPLE
- NEW MODEL OF PRODUCTION
- NEW BUSINESS

DIRECTING
STYLE
THE OFFICE (UK)



- REALITY - DOCUMENTARY AND FICTION
- NEW SUB-GENRE: MOCK REALITY
- NEW DIRECTING STYLE.
- NEW AESTHETICS

STAGE 1

INVENTION

CREATION



OPPORTUNITY - IDEA

STAGE 2

INNOVATION

MARKET
VALIDATION



NEW PRACTICE

STAGE 3

IMITATION

DIFUSION



WIDELY USED PRACTICES

CLASSIFICATION OF INNOVATIONS

RADICAL



REDEFINES THE
INDUSTRY

INCREMENTAL



REPRESENTS AN
IMPROVEMENT TO A
RADICAL INNOVATION

CONTENT INNOVATIONS COULD BE DRIVEN BY...

CONCEPT

GENRE

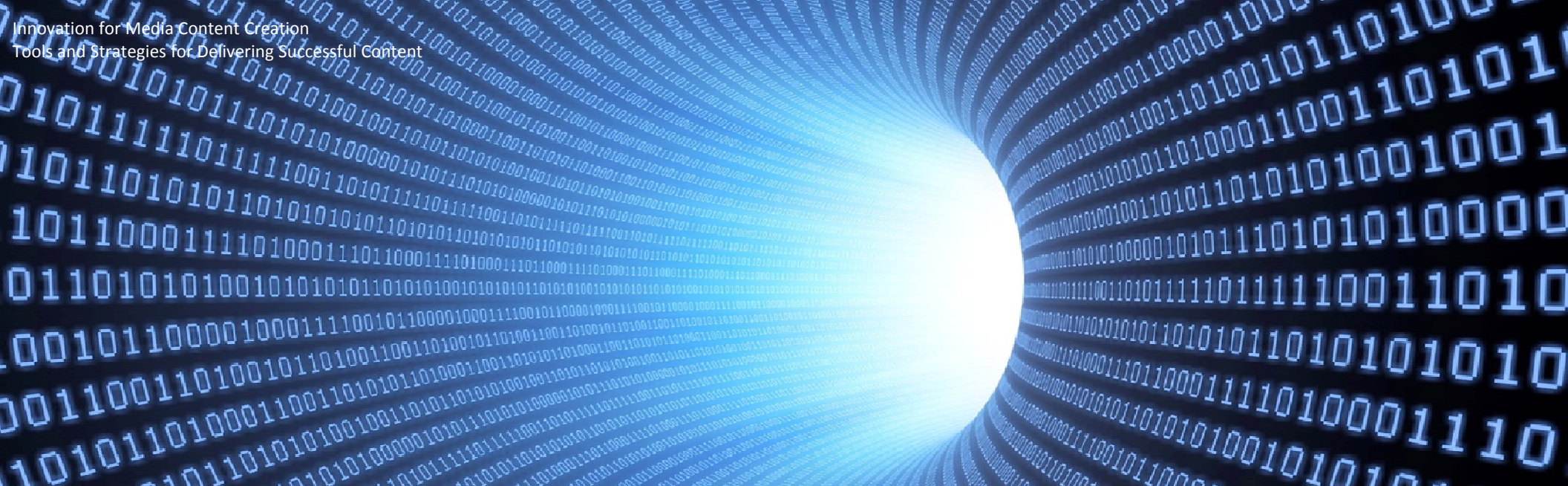
AESTHETICS AND
PRODUCTION VALUE

NARRATIVE/SCRIPT
WRITING

CHARACTERS

TECHNOLOGY

BUSINESS AND
PROCESSES



INNOVATION PROCESS IMPLEMENTATION

CONTENT INNOVATION PROCESS COMPONENTS

DISCOVERY CIRCLE

VALUE CHAIN OF INNOVATION

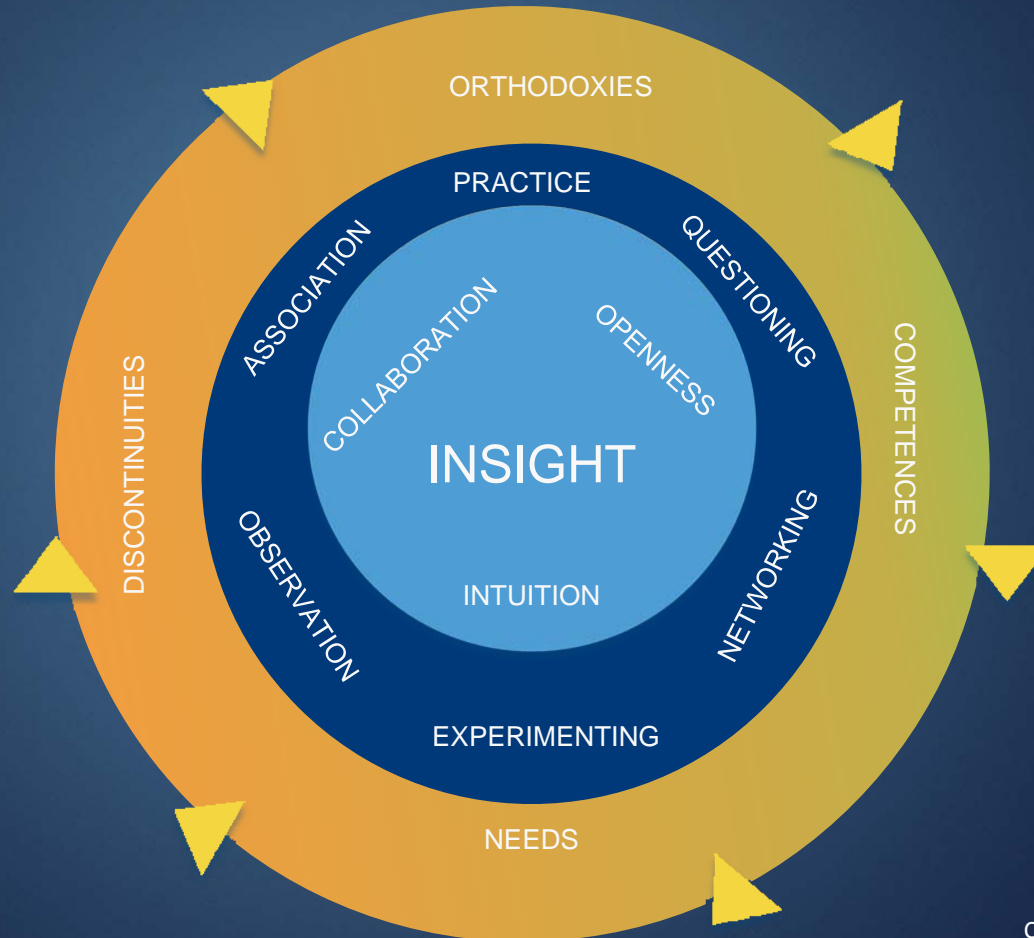
OUTPUTS

VALIDATION CIRCLE

DISCOVERY CIRCLE

REPRESENTS THE
DNA OF THE ENTIRE
PROCESS.

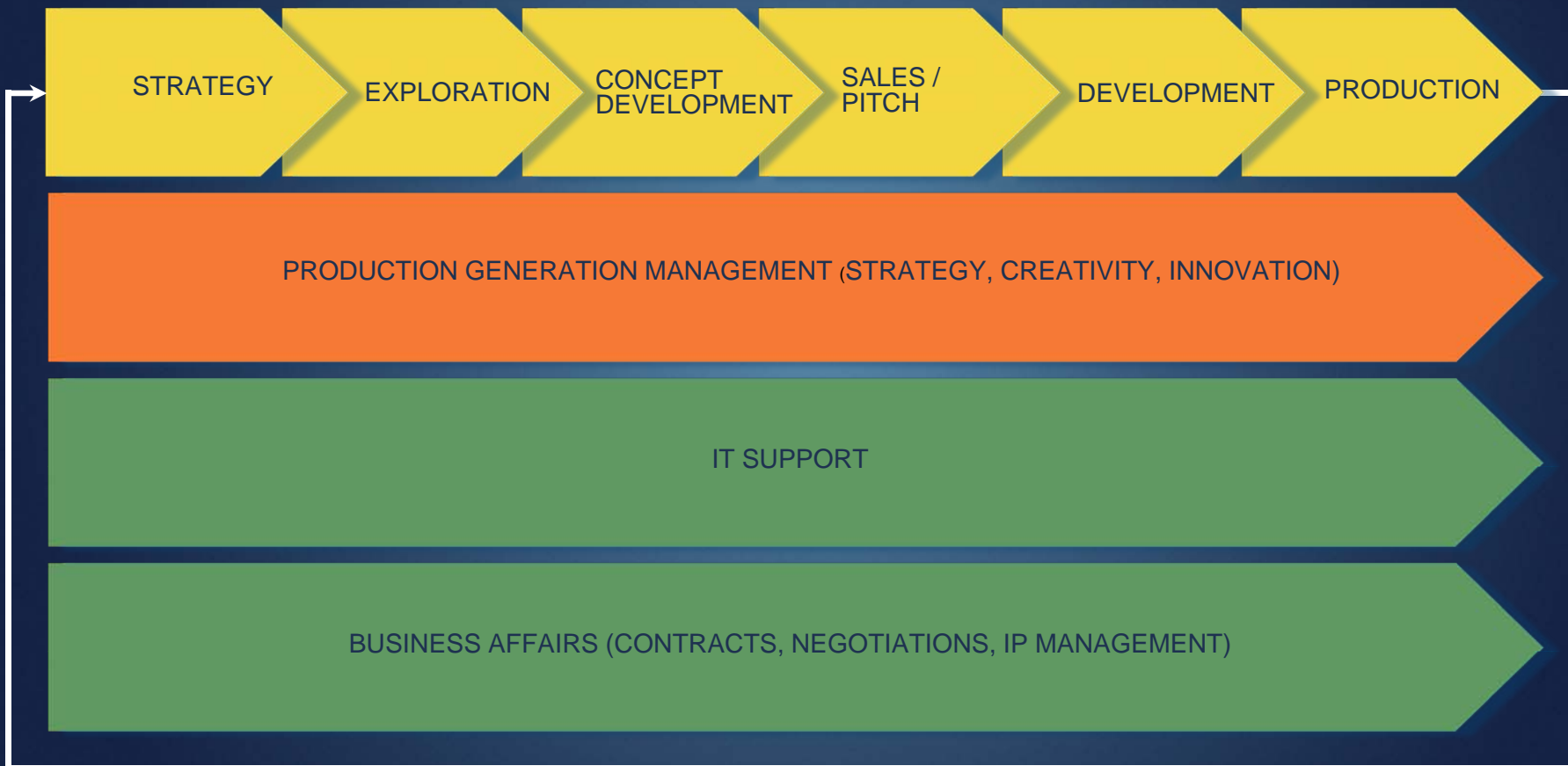
RULES THE
PROCESS OF
INNOVATION



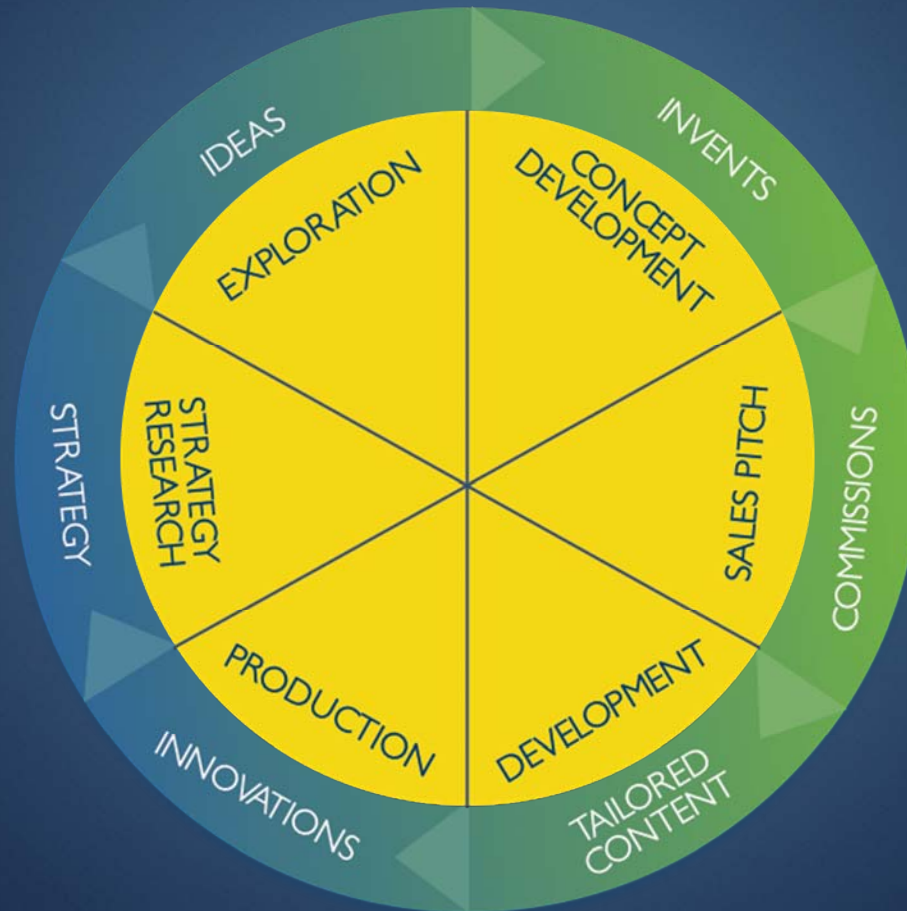
A hand is shown pointing at a screen. In the background, there is a 3D bar chart with four bars of different colors: yellow, orange, green, and blue. The text 'VALUE CHAIN OF INNOVATION' is overlaid on the image in a large, white, sans-serif font.

VALUE CHAIN OF INNOVATION

VALUE CHAIN OF INNOVATION



VALUE CHAIN OF INNOVATION



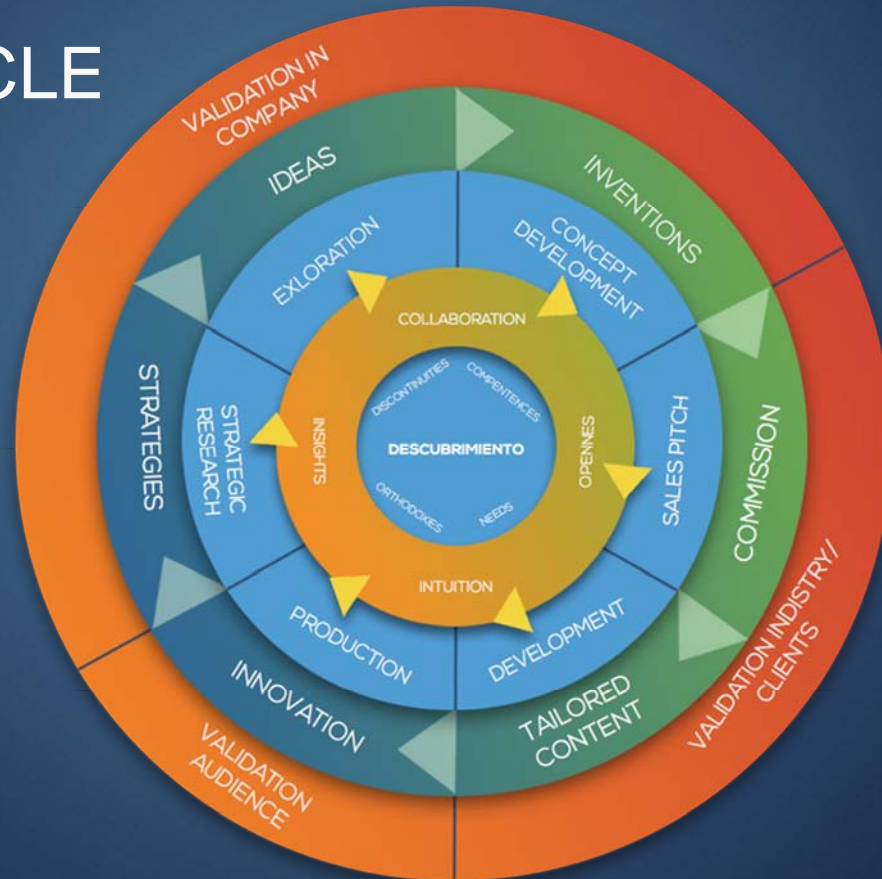
A hand holding a pen is positioned over a document. The document features a circular diagram with three segments labeled 'TECHNOLOGY', 'COMPETENCES', and 'INTEGRATION'. The diagram is partially obscured by a large, semi-transparent blue banner that contains the title text. The background is a blurred blue image of a hand holding a pen.

CONTENT INNOVATION CIRCLE

PROCESSES AND BUSINESS

CONTENT INNOVATION CIRCLE

THERE ARE THREE DIFFERENT VALIDATION INSTANCES THROUGHOUT THE VALUE CHAIN OF INNOVATION TO MEASURE THE SUCCESS OF THE 6 DIFFERENT OUTPUTS



FUNDAMENTALS OF THE INNOVATION PROCESS

ASSOCIATION

LOOK AT THE PAST

DISCOVERY

QUESTIONING

OBSERVATION

EXPERIMENTATION

CONNECTION

PRACTICE



IF YOU ARE INTERESTED
IN THE NEXT SEMINAR
PLEASE CONTACT:

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