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**JAMES MORRIS**

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Dr James Morris runs the BA (Hons) Web Media Production programme at Ravensbourne. This is a unique course in the UK, blending creative Web design and content production skills with social media and online community management. He gained his PhD in Communication from the European Graduate School ([www.egs.edu](http://www.egs.edu)) in Switzerland, writing a dissertation focusing on digital creativity, which has since been published as *Can computers create art?* by Atropos Press. He gained his MA in Media Arts from the New School for Social Research in New York, and has a BA in Social Anthropology from the London School of Economics. Prior to, and in parallel with his academic career, James Morris has worked extensively as a journalist and video maker.

***Shakespeare Online and the Future of Traditional Culture in the Digital Age***

This presentation will look at how traditional culture can be presented in the digital age in ways that both respect the tradition, but also integrate with the increasing need to engage those who have grown up using the Internet. It will centre its arguments on a report on Ravensbourne's educational projects with the Royal Shakespeare Company, which began with Tim Crouch's play *I, Cinna* and have continued with a production of *Richard II* starring former *Dr Who* star David Tennant, viewed by over 30,000 UK schoolchildren, *Henry IV Parts 1 and 2*, and most recently *Two Gentlemen of Verona*. It has now evolved into a three-year programme of events that will further push the boundaries of online delivery for traditional theatrical content. The presentation will also look at project work with the London Symphony Orchestra to present the story and possible uses of one of its venues in an engaging and interactive way. The presentation argues that screen narratives are entering an era where the data-oriented culture of the Web will become increasingly influential in shaping story form and content. In particular, the latest Internet standards, including HTML 5 and Semantic Web implementations, allow Internet content delivery much greater integration between audiovisual, textual, and social elements.