

## quote-artist(s)

designer vs developer – culture(s) / question(s)

– .. / practice(s) / change(s) / vision(s)

/ - / .

identity / creativity

... no, at the **personal level**, you should accept no less than the title of *artist* and aspire to earn the right to carry the title. And earning this right is influenced not so much by your accomplishments as by your **approach**: a **relentless pursuit of perfection**, where the journey is the destination.

www.bit-101.com / from: as3 animation – making things move  
/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

## quote-book(s)

creative engineering – culture(s) / inspiration(s)

- from Stonehenge to the Apollo program
- 5000 years of engineering and related science(s)
- *critical motivating force(s)* – curiosity, necessity, enlightened self-interest
- historical figures – Leonardo di Vinci, Galileo Galilei

*understanding the process by which engineers combine scientific knowledge, practical know-how, and human values to create the technologies of tomorrow ...*

- what is engineering – what is it that engineers do?
- understanding the nature and impact of technology on society

from: Masterworks of Technology – the Story of Creative Engineering, Architecture and Design, E.E. Jewis

## quote-business(s)

quote(s) – business

portsmouth

- creativity
- leadership
- self knowledge
- entrepreneurship
- global awareness

## quote-ca3(s)

quote(s) – tribe(s) / google(s) / scenario(s) / plan(s) / HOLE

\ \ WDYM: have fun \& play?  
\ \ WWGD: building a platform?  
\ \ WHAT: ... math(s)?  
\ \ LIFE: flow, flow, flow!  
\ \ WTFI: simplicity, flexibility, unity?  
\ \ CTSG: motion(s) in space!  
\ \ TIME: ... does it matter?

topical media & game development / vision(s) / X / in WALL  
play / dynamic(s) / flow(s) / game(s) / screen(s) / cycle(s) ! Æ

## quote-color(s)

color(s) – painting the virtual limbo  
/ - / .

- .. / space(s) / support(s) / chance(s)

twinkle(s) / difference(s)

he knows that there are in the soul tints more bewildering, more numberless, and more nameless  
than the colours of an autumn forest.

G.K.Chesterton *Infinite Symbols*

taken from: Victor Onstein bekent kleur

play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s) Æ

## quote-converge(s)

digital convergence(s)

- *content* – audio, video, data
- *platform* – PC, TV, internet, game machine
- *distribution* – how it gets to your platform

## quote-create(s)

co-creative – google(s) / design(s) / dream(s) / plan(s)  
/ - / .

relation(s) / challenge(s) / create

- **use** – doing / **adapting** / making / creating
- **[ideas]** – requirements / **process** / product
- **explore** – objects as elements in **design grammar**
- **tool(s)** – **social networks** / virtual worlds
- **[create]** – **participatory media** / ...

education(s) / convivial design(s)  
play / physic(s) / math(s) / cycle(s)

## quote-creativity(s)

definition(s) – creativity / challenge(s) / word(s)  
/ - / .

method(s) / dream(s) / vision(s) / dilemma(s)

twinkle(s) / difference(s)

- **product(s)** – novelty or value / [culture]
- **process** – unconventional thinking / **idea(s)**
- **person(s)** – high motivation & persistence / [intensity]
- **problem(s)** – vague & ill-defined / [reformulation(s)]

Newell & Shaw (1962), from R.L. Glass Software Creativity 2.0  
play / physic(s) / math(s) / cycle(s)

## quote-culture(s)

culturalization – in the context of information technology

- .. / research / question(s) / artist(s)

/ - / .

... culturalization within the broader context of information technology (IT) can also be read as a moment of anticipation, a tactical sidetrack in response to the long-term decline of the engineering class in the West. **The hegemonic role of computer scientists as inventors can easily be understood, but wasn't going to last forever.** Different fields of knowledge, from human computer interaction to usability and new media studies, have in their own ways proclaimed the coming of the cultural turn. MyCreativity: A critique of Creative Industries

## quote-defragment(s)

defragment – (y)our mind(s) / flow(s)  
/ - / .

interaction(s) / discipline(s) / infosphere(s) / conclusion(s)

1. chose your dominant setup
2. identify necessary information
3. establish priorities
4. ignore the unimportant
5. run a dry test

project(s) / discipline(s) / blog(s)  
program(s) / war(s) / project(s) / composition(s) / cycle(s)

## quote-discipline(s)

discipline(s) – ... / skill(s) / power(s) / scratch your own itch!

1. **pursue what you love** – passion fuels focus / perseverance
2. **do the hardest work first** – toward pleasure, away pain
3. **practice intensely** – no longer than 90 minute
4. **seek expert feedback** – in intermittent doses
5. **take regular renewal breaks** – metabolize/embed learning
6. **ritualize practice** – will and discipline are wildly overrated

blogs.hbr.org/cs/2010/08/six\_keys\_to.html  
silence(s) / defragment(s) / learning(s) / cycle(s)

## quote-economy(s)

### layer(s) – experience economy

level	function	attribute	product	measure(s)	process
agriculture	<b>extract</b>	natural	commodities	quantity	trader/market
industrial	<b>make</b>	standardized	goods	price	manufacturer/customer
post-industrial	<b>deliver</b>	customized	<b>service(s)</b>	quality	<b>provider/client</b>
<b>now</b>	<b>stage</b>	<b>personal</b>	<b>experience(s)</b>	<b>authenticity</b>	stager/guest
post-experience	<b>guide</b>	individual	<b>transformation(s)</b>	change	<b>elicitor/aspirant</b>

from: B.J. Pine II, J.H. Gillmore The Experience Economy

## quote-education(s)

### education(s) – in a classless society

/ - / .

challenge to our system / co-create / resource(s)

twinkle(s) / difference(s)

- freedom of the mind – no tyranny
- equality of opportunity – social mobility through education
- universal schooling – differentiation of instruction
- see also – teaching greatness / niveau

1940 by James Bryant Conant / blog(s)

play / physic(s) / math(s) / cycle(s)

## quote-engineer(s)

### engineer(s) – create technology?

twinkle(s) / difference(s)

the 20th century is the century of engineers ...

Der Man ohne Eigenschaften / human(s) / scenario(s)

skin(s) / project(s) / room(s) / problem(s) / screen(s) / cycle(s)

## quote-ethic(s)

### creative technology – ethic(s)

ethically informed  
morally inclined

divina comedia

www.nmc.org

## quote-game(s)

### game(s) – theory / challenge(s)

- **game space(s)** – possibility space(s)
- **model(s)** – metaphor(s) / narrative(s)
- **interaction loop(s)** – success/failure
- **relation(s)** – real/virtual
- **world(s)** – specific/abstract
- **player(s)** – hardcore / casual
- **grouping(s)** – competition(s) / specialization(s)
- **behavior(s)** – state machine

[www.youtube.com/watch?v=CdgQyq3hEPo](http://www.youtube.com/watch?v=CdgQyq3hEPo)

## quote-initiate(s)

### infospere(s) – enhancing or augmenting?

form(s) / interaction(s) / design(s)

/ - / .

... **now, to be clear**, information and communication technologies are not augmenting or empowering in the sense just explained. They instead **create environments** that the user is then enabled to enter through (possibly friendly) gateways. **It is a form of initiation.**

future of the infospere(s)

play(s) / pervasive(s) / ground(s) / cycle(s)

## quote-knowledge(s)

### knowledge management – data, information, knowledge

– .. /

/ book(s) / place(s) / miracle(s) / chart(s)

/ - / .

- **acquisition** – from person(s)/(sensor) **data source(s)**
- **modelling** – **representation(s)** & storage
- **retrieval** – find **connection(s)** & **context(s)**
- **re-use** – employing **relation(s)** between chunks
- **publishing** – multiple **formats/modalities/platforms**
- **maintenance** – consistent **update(s)**, in-time

Kieron O'Hara: Plato and the Internet

## quote-landgenoten(s)

### quote(s) – landgenoten

twinkle(s) / difference(s)

... terwijl het gebruik van 'social media' professioneel toeneemt, velen het een verrijking in hun leven (prive en werk) vinden, zien we een Koningin met een waarschuwende vinger wijzen naar Internet, Twitter, Hyves, Facebook ...

blog(s)

/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

## quote-landscape(s)

### socio-digital landscape – value(s)

how we ought to interact with technology in the new world ...

... **moral investigation** of why technology has a role ...

other discipline(s) from the arts & humanities will become more relevant ...

ground(s) / from: human(s)

## quote-learn(s)

### learning(s) – are we there yet?;i/font / defragment(s) / shoe(s) / quote(s)

(IM  
MMA  
SG

### science(s) – education(s) / moral(s)

- **education(s) – education for a classless society**
- **war(s) – the struggle of the next generation**
- **lecture(s) – achieving your childhood dreams**
- **idea(s) – university in an age of science**

discipline(s) / silence(s) / education(s) / sphere(s)

## quote-learning(s)

### game(s) – active learning / rethoric(s)

identity / creativity

- experiencing the world in new ways
- forming new affiliations
- preparation for future learning

*situated cognition in a semiotic domain*

experiment(s) / critical learning

/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

## quote-life(s)

- **infosphere(s) & inforg(s) – future(s) / gateway(s) / aesthetic(s)**
- **second life** – confession(s) / human(s) / machinima(s) / tv
- **real world(s)** – health / money / travel(s)
- **let's not be** – philosophic / sarcastic
- **topic(s) & theme(s)** – art / science / life
- **design(s)** – change(s) / attitude(s) / interaction(s)
- **developer(s)/artist(s)** – de(v/s)elop(s) / relation(s) / world(s)

**disclaimer(s):** some of the material may seem distasteful or even shocking, and as such do not represent the panel(s) opinion. Æ

## quote-math(s)

### create technology?

the 20th century is the century of ... ?

it is a melancholy experience for a professional ... to find himself writing, not ... but 'about' ...

The function of a ... is to do something, ..., to add to ..., and not to talk about what he or other ... have done.

human(s) / scenario(s) / reference(s)  
play / project(s) / room(s) / problem(s) / screen(s) / cycle(s)

## quote-media(s)

aspiration(s) – media literacy / spark(s)  
/ - / .

representation(s) / twitter(s) / value(s) / question(s) / space(s)

twinkle(s) / difference(s)

... to produce a media literate citizenry, **media literacy education** will have to be included across the curriculum and at all grade levels, including higher education, with each educator doing an appropriate piece, and each piece being valued for its contribution to the ultimate goal.

challenge(s) / cultural analytic(s) / amlainfo.org / present(s)  
media / flower(s) / play(s) / project(s) / vision(s) / cycle(s)

## quote-method(s)

creativity / manipulation(s)  
/ - / .

- analogy/metaphor – similarity & figures of speech
- brainstorming – large quantity of ideas in short time
- extrapolation(s) – apply proven techniques to new problem
- progressive abstraction technique – alternative definition(s)
- 5W+H technique – Who-What-Where-When-Why+How
- force field analysis – identify forces ... solution(s)
- peaceful setting – relax and open mental process(es)
- problem reversal(s) – to provide a different framework
- association(s)/images technique – natural inclination(s)
- wishful thinking – counteract (too much) analytic(s).

## quote-mission(s)

/ - / .

the go game

technology fuelled  
creative game(s)  
and activities  
for team building  
marketing and sales  
personality training  
or just fun

## quote-pareidolia(s)

theme(s) – co-creative world(s) / quote(s) / politic(s) / web(s)

identity / creativity

### pareidolia (n)

the erroneous or fanciful perception of a clear pattern or meaning in something that is actually random or ambiguous.

classic(s) / education(s) / theme(s) / scenario(s)  
play / physic(s) / math(s) / cycle(s)

## quote-politic(s)

politic(s) – for a co-creative world / ritual(s)

twinkle(s) / difference(s)

... we shook hands, my inability to remember that particular moment more precisely is disappointing: the handshake is the threshold act, the beginning of politics.

anonymous: primary colors – a novel of politics  
/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

## quote-principle(s)

educational principles

1. learner-centered environment
2. active appropriate practice
3. experiential learning
4. interpersonal communication and feedback
5. multi-disciplinary collaboration
6. student responsibility and self-motivated learning
7. consistent instructional elements

## quote-processing(s)

processing – bridging art(s) & technology ... / learning / software / literacy / education / network / context  
/ - / .

- **software** is a unique **medium** with unique qualities
- every **programming language** is a distinct **material**
- **sketching** is necessary for the development of **ideas**
- programming is **not** just for **engineers**

. /

create / software literacy: read & write (**tool(s)**) / cycle(s)

## quote-represent(s)

**representation(s) – media / fallacies of new media art(s)** skin(s) / moral(s) / color(s) / question(s)  
/ - / .

twinkle(s) / difference(s)

It has been one of the grave misconceptions of **new media art** to assume that new **technologies** would break with the **paradigm(s)** of **representation(s)**, **perception(s)** and **cognition(s)** to the extent that the **effect(s)** of that break could exclusively be articulated by means of these technologies.

Andreas Broeckmann – Deep Screen - Art in Digital Culture  
play / story / game(s) / human(s) / media / truth(s) / cycle(s) ! Æ

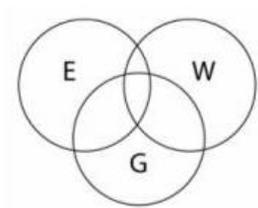
## quote-shadow(s)

**data shadow(s) – are we there yet?**

**data shadow = digital profile** generated from **data** garnered from a user's **online habits**

camera(s) / interaction(s) / future of the infospere(s)

## quote-simulation(s)



game play, model-based simulation, exploration

- **game cycle** – turns in subsequent rounds
- **simulation(s)** – world (climate) model
- **exploration** – by means of interactive video

game elements / **XIMPEL**

## quote-skill(s)

**developer(s) – smart / media**

1. one of the *big three* (.NET, Java, PHP)
2. rich internet applications (RIAs)
3. web development
4. web services
5. soft skills
6. one dynamic and/or functional programming language
7. agile methodologies

- 8. domain knowledge
- 9. development *hygiene*
- 10. mobile development

blogs.zdnet.com/BTL/?p=16052

## quote-skin(s)

**aesthetic(s) – new media / art(s) / utopia / law(s)**  
 / skill(s) / miracle(s) / place(s) / screen(s)  
 / - / .

- .. /

watch / space(s)

the skin is the deepest part of man.

truth(s) / color(s) / beauty / slogan(s) / Paul Valery

teaching(s) / gamification(s) / portfolio(s)

\*

play / tribe(s) / network(s) / identity / cycle(s) ! Æ

## quote-sphere(s)

**infospere(s) – are we there yet?**

(IM  
 MMA  
 SG

- **absence of friction** – superconductivity (data = process)
- **ecosystem(s)** – absorbing all other space(s)
- **evolution of inforg(s)** – dependent, more online than sleep?

interaction(s) / future of the infospere(s)

## quote-tinag(s)

mission(s) / ARG / this is not a game / cloud(s)

- computer/console/video games.
- role-playing games
- live action role-playing games
- massively multiplayer online role-playing games
- viral marketing/internet hoaxes

who wants to be a puppetmaster?

## quote-value(s)

/ - / .

- .. / media(s) / education(s) / color(s) / relationship(s) / pattern(s)

[] ethic(s) / mission(s) []

being human is not simply a label ...

... it is about a set of **aspirations** ... recognizing those aspirations and striving to **realise** them  
 can make the world we live in one to **celebrate** rather than **fear** ...

moral(s) / theme(s) / plan(s) / quest(s) / ritual(s) / manifesto(s)  
 play / power(s) / social(s) / human(s) / experiment(s) / cycle(s) ! Æ

## quote-violence(s)

**social media – is twitter evil?**  
/ - / .

– .. / representation(s) / moral(s)

twinkle(s) / difference(s)

fast-moving television or virtual game(s)

... in a media culture in which violence and suffering become an endless show, be it in fiction or in infotainment, indifference to the vision of human suffering gradually sets in, ...

USC media scholar Manuel Castells (Brain and Creativity Institute)  
media / color(s) / cycle(s)

## quote-watch(s)

innovation(s) / creativity

## we will watch

brother(s) / experiment(s) / screen(s) / experience(s) / risk(s)

## quote-wave(s)

**the new wave of Web 2.0 – google(s) / mashup(s) / science(s)**

**yahoo** – developer.yahoo.com  
**del.icio.us** – del.icio.us/help/api  
**technorati** – www.technorati.com/developers  
**flickr** – www.flickr.com/services  
**google** – code.google.com  
**ebay** – developer.ebay.com

## quote-yet(s)

**inforg(s) – are we there yet?**

1. **battery life** – are we running out of power?
2. **google object(s)** – where are my glasses?
3. **digital migration(s)** – the post-computer revolution?
4. **time connected** – more online than sleep?
5. **virtual assets** – what is for sale?

interaction(s) / infosphere(s) / future of the infosphere(s)