

lost in science – on the emergence of creative technology

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from a *new media* perspective

abstract In this presentation, we will look at developments in computer science and engineering and argument the necessity of a new approach to teaching and research, in which exploratory development and creative applications inspired by new media practice(s) play a pivotal role.

Analyzing the potential benefits and pitfalls of this new approach, we will discuss issues of aesthetics, literacy and technology and establish criteria for meaningful (human-oriented) creative applications, which may be summarized by the notions of *challenge*, *curiosity*, *control* and *context*, which together may form the foundation for *value-oriented design*.

question(s)

1. **personal** – what makes life (more) *beautiful*?
2. **professional** – how can your discipline/expertise *contribute* in making (**digital**) life more beautiful?
3. **general** – what is the (greatest) *risk* of *creative technology*?

question(s) – what is *creative* in creative *technology*?

game(s) – meaning / C4(X) / engine(s) / space(s)

twinkle(s) / difference(s)

- **challenge** – relevance, feedback, confidence
- **curiosity** – *cognitive* / *sensitive* discrepancy
- **control** – contingency, choice, power
- **context** – intrinsic or extrinsic metaphor(s)

gaming is a waste of time / design / game(s) / ximpel
play / war(s) / dynamic(s) / challenge(s) / value(s) / theory

challenge(s) – the supposed maturity of CS

ICT challenge(s) [3/5]

concept(s)

- miscellaneous – www.everythingismiscellaneous.com

model(s)

- business model – www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

problem(s)

- identity 2.0 – identity20.com/media/ETECH_2006

creative technology – target(s)

- program to enhance students' participation and creativity

solution(s) – multimedia in context

approach – with subtext(s)

- (cheap) philosophy – leads to ignorance and self-satisfaction
- colloquial wisdom – is an internet commodity
- common sense – only results in confusion

random thought(s) – why always square screens?

rhethorics
of ←– personal challenge
material

model(s) – the creative process

model(s) of dissemination – dialectic(s) of awareness

pathology

- creativity is contagious
- viral games
- the (digital) seduction of a civilisation

perspective(s) – aesthetic awareness

perspective(s) – innovation as an expression of ignorance

- frankfurt airport – multimedia walkway
- shanghai river tunnel – visual experience
- shanghai shopping center – full globe video projection
- etcetera – visual quilt, **PANORAMA**, ...

issue(s) – the creative technology track(s)

slogan(s) – creative technology / *starting from 1st year*

- ...
- / social / process / change(s) / design(s) / space(s) / – / .
- **identity** [me] – as a **group/role(s)**/difference(s)
 - **portfolio** – [I repeat]: as individual/collaboration(s)
 - **imagination** – mixing **science & art**/creativity is contagious
 - **authenticity** – as in **no bullshit**/critical/problem(s) [X] ?
 - **craftmanship** – discovering **rethorics of the material** [X]

play / game(s) / project(s) / experiment(s) / cycle(s)

mechanism(s) – educational element(s)

- (art) **inspiration(s)** – item(s) of beauty
- (periodic) **de-construction(s)** – discover (un)truth(s)
- (technical) **exploration(s)** – trial(s) without error(s)
- (creative) **workshop(s)** – to boost the imagination(s)

control(s) – layered mentorship

- supervision(s) – from multiple perspectives
- (**peer**) **reviews** – with mild competitive edge
- (public) exhibition(s) – for external **exposure**

dialectic(s) – literacy / spark(s)

slogan(s) – dilemma(s) / how to teach attitude(s) & creativity

...

/ social / process / change(s) / design(s) / space(s) / – / .

1. *implicit* – confusion is the origin of (all) creativity – there is no theory / creativity killers
2. *explicit* – (amateur) course(s) on creativity, philosophy, psychology – computational art
3. **by example(s)** – invite artist(s) & pioneer(s) – teaching creativity / dead media
4. **design case(s)** – facets of fun – on the design of computer augmented entertainment artefacts
5. **target(s)** – generation Y / rip it / creative thinking / loser(s) / leader(s) / vision(s) / definition(s)

resource(s) – creative technology

- topical media & game development – media.aliens.net
- intelligent multimedia technology – www.intelligent-multimedia.net
- etcetera – multimedia @ VU