slogan-advertise(s)

slogan(s) – creative technology / PR

...

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

- een speelse manier van omgaan met technologie,
- in het exploreren van nieuwe diensten en producten
- een creatieve aanpak in de studie, waarbij ook analytisch inzicht en managementsaspecten aan de orde komen,
- en er ruimte is voor vindingrijkheid in het onderkennen van problemen en het bedenken van oplossingen
- in zowel de persoonlijke als publieke leefsfeer,
- toepasbaar in de echte en digitale wereld, in al hun verwevenheid
- voor *living tomorrow* en *working tomorrow* – (resource(s))
- creativiteit is je kapitaal!

slogan-application(s)

slogan(s) – creative application(s): format(s) / target(s)   rethoric(s) / place(s) / _ / .

We Create Identity
Living and Working Tomorrow
Have Fun and Play!
Ambient Screen(s)
Hybrid World(s)

what are (y)our dreams?

slogan-art(s)

slogan(s) – media art(s) / computer augmented artefact(s)

...

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

- emotional response – *enrich experience*
- intellectual challenge – *avoid boredom*

shift of paradigm(s)
reading(s)

slogan-concept(s)

slogan(s) – concept(s) / creative technology

...

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

- target(s) – digital, computational & conceptual skills
- topic(s) – invisible computing & digital culture
- course(s) – smart technology & new (digital) media

slogan-contact(s)

slogan(s) – contact(s) / potential partner(s)

...

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

- www.syntens.nl – Marco Strijks (...) en Harry Bosch (...) – via Annewies Kuipers (...)
- Rom Langerak (UT/EWI/CS) (... – www.planetart.nl/vriendschap.htm
- Kees de Groot (...) – www.creatievefabriek.nl
- ... – interactive museum (Arnhem)

slogan-control(s)

slogan(s) – control(s) / layered mentorship

...

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

- supervision(s) – from multiple perspectives
- (peer) reviews – with mild competitive edge
- (public) exhibition(s) – for external exposure
- (scientific) competition(s) – by demo(s) & paper(s)

slogan-course(s)

slogan(s) – course(s) / principle(s)

...

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

- canonical example(s) – *game / calculator*
- (online) reference material(s) – www.w3schools.com/js / example(s)
- challenging target(s) – heart(s) / labs.google.com (*edu / code*)

slogan-create(s)

slogan(s) – creative technology / indeed, language is confusing

...

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

- *is the technology creative?*
- *do I use technology in a creative way?*
- *does the technology allow me to be creative?*

. / change / human(s) / pattern(s) / experiment(s) / cycle(s) / ..

slogan-design(s)

slogan(s) – creative technology /perspective(s)

...

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

- computational structure(s) – sensor(s) & display(s)
- (material) object(s) – senso-motorical function(s)
- concept design(s) – artifact(s) & algorithm(s)

slogan-dilemma(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)

slogan-discipline(s)

slogan(s) – discipline(s) / multi/cross-disciplinary team(s)

...

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

- new media – design & development
- smart technolgy – engineering & deployment
- creative application(s) – innovation

slogan-element(s)

slogan(s) – element(s) / educational mechanism(s)

...

/ social / process / change(s) / design(s) / space(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)
- (special) event(s) – to educate and surprise

slogan-expression(s)

slogan(s) – expression(s)

...

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

... why do people do and believe weird things? Because in the end, feeling alive is more important than truth.

We have evolved in living creatures to express ourselves, to be creative, to tell stories.

We are instruments for feeling, faith, energy, emotion, significance, belief, but not really truth.

truth(s) / Louis Theroux – The call of the weird – travels in american subcultures

slogan-first(s)

slogan(s) – application(s) / my first creative technology application(s)

...

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

- **sensor** – to detect footsteps on the stairs
- **media** – a little light announcing approaching person(s)

slogan-focus(s)

slogan(s) – focus / to improve/embellish public space with innovative (media/smart) technology

...

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

- science/art-inspired visual effects
- out-of-screen deployment
- environment-sensitive application(s)

slogan-fun(s)

slogan(s) – fun application(s) / de wereld gaat aan vlijt ten onder / time

...

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

- societal impact/relevance – inspiration(s)
- convergence of technologies – educational(s)

UTwente/EWI doctrine(s)

slogan-hazard(s)

slogan(s) – item(s)/hazard(s) / with subtext(s)

...

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

- requirements – kill creativity
- user studies – lead to conservatism
- clear goals – limit exploration

inspiration(s) / dilemma(s) / game design(s)

slogan-identity(s)

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

...

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

- **identity** – as a group
- *portfolio* – as individual
- **imagination** – mixing *science & art*
- **authenticity** – as in no bullshit
- *craftmanship* – in discovering the **rethorics of the material**

experiment(s) / cycle(s)

slogan-imagine(s)

slogan(s) – creative technology

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

- do you want to make a **difference**?
- ... in every scientist there is an artist
- everything is intertwinkled – make it **twinkle**!

<div align="right">lyric(s) / network(s) / game(s) / cycle(s)</div>

slogan-innovative(s)

slogan(s) – creative technology / *creativity on an academic level*
...
/ social / process / change(s) / design(s) / space(s) / _ / .

You are expected to be, and will be trained to become:

> **creative**
> **visual**
> **authentic**
> **innovative**
> **playful**

As *creative engineer(s)* our graduates will distinguish themselves by their level of technical expertise.

slogan-interact(s)

slogan(s) – challenge(s) / interactive entertainment
...
/ social / process / change(s) / design(s) / space(s) / _ / .

- immersion – *being in*
- *rapture* – loss of *aesthetic* distance
- agency – being in *control*

<div align="right">*facets of fun*</div>

slogan-know(s)

slogan(s) – known(s) / ignorance 2.0
<div align="right">creativity / ... / vision(s) / science / quality / _ / .</div>

> *... in science only one thing is more wonderful than how much we know, and that is how much we do not know.*

<div align="right">I. Svitak – Man and his world / quest(s) / cycle(s)</div>

slogan-learn(s)

slogan(s) – learn / to acquire/deepen skills & insight

...

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

- craft – drill & repetition
- concept(s) – application(s) & reflection
- target(s) – challenge(s) & context

slogan-metaphor(s)

metaphor(s) – towards a new curriculum

cloud(s)

- **a networked world** – you make it work [*engineering*, management] – not network maintenance!
- **everything is connected** – you make the connections [*mediator*, management]
- **everything is intertwinkled** (Ted Nelson) – you make it twinkle [*the creative track*]

slogan-paradigm(s)

slogan(s) – shift of paradigm(s) / innovation by re-creation(s)

...

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

- taking (media) **artists as a role model** for **creative engineers**, following the recommendation of IIP/CREATE
- combining disciplinary courses with **creative applications**, to ensure a solid technical level
- looking for **inspiration in the art(s)**, as the ultimate **source of human value(s)**

slogan-platform(s)

slogan(s) – platform(s) / dynamic (virtual) culture(s)

...

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

- software – *architecture vs ecology*
- *technology* – hybrid, interconnected, customizable function(s)/skin(s)
- application(s) – *in a participatory* (playful) *culture*
- (serious) game(s) & entertainment – *programmed content* / script(s)
- *exploratory development* – to discover the potential(s) of technology

slogan-point(s)

slogan(s) – 12 point(s) / creative technology

...

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

technology

- 1. knows the relevant electronic and computing technologies to be used, concerning both principles and functionality;
- 2. is skillful in implementing algorithms and combining principles from physics and mathematics at the level required by the application

requirements

- 3. can analyze complex requirement contexts by making abstract descriptions following mathematical principles.

- 4. can implement key prototypes to try out ideas based on the latest tools and technologies;
- 5. recognizes and understands technological trends at such a level that a critical evaluation of scenarios for future applications and developments can be made;

<div align="right">human factors</div>

- 6. is able to identify societal problems and human needs that can be solved with state of the art technology in the digital realm;
- 7. can solve problems in a creative way, taking into account all complexities, requirements and interdependencies of the application areas and stakeholders;

<div align="right">design</div>

- 8. possesses skills to design attractive solutions, where both aesthetics and function are combined;
- 9. understands user acceptance and success criteria in a multi-cultural and globalized world;
- 10. has communicative skills and psychological knowledge, indispensable for dealing robustly and successfully with stakeholders and people benefitting from the new systems and services;

<div align="right">business</div>

- 11. can place the new applications in a business context, developing business plans, executing market research and translating innovations into profitable opportunities;
- 12. can assume a bridging role in a variety of multi-disciplinary teams, thereby translating and communicating requirements and knowledge from different fields of specialization.

slogan-problem(s)

slogan(s) – creative problem(s) / compute / media / smart / math / design

...

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

problem solving

problem finding

problem creation

<div align="right">educational goal(s)</div>

slogan-profile(s)

slogan(s) – profile(s) / in very scientist is a (hidden) artist

...

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

- more in-depth (research-related) technology development
- (proper) intellectual and academic context for innovation

slogan-public(s)

slogan(s) – theme(s) / creative technology

...

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

- in every scientist is a (hidden) artist
- craftmanship – the rethorics of the material
- exploratory development – potential(s) of technology
- everything is intertwinkled – you see/make it twinkle

- social processes – to innovate technology
- application(s) – in a participatory (playful) culture
- imagination – mixing science & art

<div align="right">imagine / create / game(s) / cycle(s)</div>

slogan-question(s)

slogan(s) – question(s) / awareness 2.0 research / question(s) / change(s) / space(s) / _ / .

> *Theoretician, artist, do you intend to* **embellish the existing conditions with the ornament of your abstractions** *and to give theory or art an appearance of depth at variance with the truth, or do you intend to* **make (y)our thinking an instrument for the reshaping of these conditions***?*

<div align="right">I. Svitak – Man and his world / cycle(s)</div>

slogan-room(s)

slogan(s) – room(s) engineer(s) / politic(s) / culture(s) / _ / .

> As I leant against the wall the University indeed seemed a sanctuary in which are preserved rare types which would soon be obsolete if left to fight for existence on the pavement of the Strand.
>
> <div align="right">Virginia Woolf: A Room of One's Own (1928, p. 9)</div>

slogan-scenario(s)

<div align="center">scenario(s) – *new media*</div>

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

- creative industry – *in new entrepeneurial activities*
- product design – *in healthcare and entertainment*
- communication – *regional/global media campaign*
- entertainment – *new concepts in private and public settings*
- game development – *serious games in education and corporate training*

slogan-scope(s)

slogan(s) – scope(s) / learning goal(s)/approach
...
/ social / process / change(s) / design(s) / space(s) / _ / .

- (low-level) basics/technology – to take away the magic
- (high-level) applications/tools – to achieve challenging target(s)

slogan-screen(s)

slogan(s) – digital art(s) / Deep Screen: Art in Digital Culture representation(s) / art(s) / science(s) / _ / .

> In addition to taking *role model* of the *media artist* as a reference in educating our students, exhibitions in *digital art*, that is *art that uses digital technology* in an essential way, can be taken as *example playgrounds*, exploring the *relation(s)* between space, digital technologies and human perception and emotion. Such *experiments* may indicate new ways to deploy technology and provide a reference of how technology may influence *human experience*, and provide the intellectual and cultural background against which student projects and experiments can be set.

<div align="right">screen(s) / play(s) / media art(s) / cycle(s)</div>

slogan-social(s)

slogan(s) – create(s) / difference(s) / hole(s)?

...

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

- technology to innovate social processes
- social processes to innovate technology

/ open source / de Waag / chart(s) / in the wall!

tribe(s) / identity / network(s) / connect(s) / cycle(s)

slogan-student(s)

slogan(s) – student(s) / every student is trained as an artist

...

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

- (visual & concept) design
- (technology & application) development
- (aesthetic & intellectual) sensibility

slogan-subtext(s)

slogan(s) – approach / with subtext(s)

inspiration(s) / dilemma(s) / _ / .

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

creative thinking

slogan-target(s)

slogan(s) – target(s) / creative technology & industrial design

...

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

- concept(s) – instrumentation, *interaction*, visualisation
- context(s) – home, office & urban environment(s)
- approach(s) – (*computational*) simulation(s) & exploration(s)

slogan-track(s)

slogan(s) – program(s) / creative technology

...

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

- technology – new media, smart technology
- creative applications – creativity (mental + artistic), psychology, research/design methods, communication
- business – marketing, planning, project management

slogan-truth(s)

slogan(s) – truth(s) / all truth passes through three stages / event(s)

expression(s) / politic(s) / creativity / _ / .

- first, it is ridiculed.
- second, it is violently opposed.
- third, it is accepted as being self-evident.

Arthur Schopenhauer