

# Creative Technology - a proposed Bachelor at UTwente

Creative Technology is meant to be the first university Bachelor of Science curriculum in the Netherlands, dedicated in content and in teaching methods to develop creativity of young people on an academic level to invent novel technological applications. We expect the first students to start in September 2009.

## **Motivation**

There is an increasing need for new types of experts to invent novel applications for every-day life, who should not only have a creative and artistic mind, but also bear the signature of an academic education, with regard to their technological knowledge, the capability for an abstract and analytical approach to problems, and a scientific methodology to frame and test the feasibility and social implications of proposed solutions as well as to inventory the perceived need by possible users. Moreover, they should be able to identify if specific expertise is needed, and eventually collaborate in a multidisciplinary team.

## **Our mission**

We wish to develop creative minds capable of designing new concepts and applications for newly developed and developing Information and Communication Technologies. Artistic, technical and practical aspects in systems in the fields of new media and smart technologies are integrated with an academic approach and methodology. We nurture creative minds and offer theoretical, technical and practical training in a stimulating atmosphere. Creative Technology is a multidisciplinary curriculum, incorporating design, electrical engineering, computer science and mathematics in new ways, with a strong attention for the psychological as well as philosophical context.

## **Content and approach**

The program has four major components: Technology, Creativity, Design and Business. Technology covers the basics of Mathematics and Computer Science, and the themes New Media and Smart Technology. Students make a choice between the two themes as a track of specialization. The concept of just-in-time learning has not been adopted. The program is a mixture of disciplinary courses and project based study units. In the didactic concept the stimulus for creativity in study units Creative Applications and Creative Explorations is central. Students will build their portfolio, will demonstrate their works at festivals and in real-life scenarios, and are encouraged to start companies. The language of education is English. Study load of the entire program is 180 EC (in both tracks).

## **Expected students**

Students with any VWO profile may be enrolled. The intake procedure is elaborate. Every potential student who applies is thoroughly screened and gets an individual advice about the chances of success. This approach is chosen to meet the challenge of attracting more students and to educate the new type of engineer. The quality of this education will gain from the presence of students with all kinds of backgrounds. An intake of at least 60 students per year is expected.

## **The National ICT Strategy towards the Creative Industry**

In Spring 2007 the ICT Innovation Platform Creative Industry was formed, as a prominent and in the near future most influential action responding to ICT developments and the potentials of the Creative Industry in our country. In their Strategic Research Agenda it is explicitly stated that creativity is the white spot in academic education. The Creative Technology Bachelor of Science program offered by a technical university is a direct response to this need.

## **Contact information**

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