masterclass – creative technology

Edwin Dertien, Angelika Mader & A. Eliens (2009)

theme(s) – public & private space(s)   narrowcast(s) & game(s) for public transport

- **context/setting** – screens in bus & tram(s)
- **assignment(s)** – create personalized information (using RFID)
- **exploration(s)** – narrative(s) involving multiple passengers
- **suggestion(s)** – think visual!

workshop(s) – design (y)our idea(s)   www.186ideeen.nl/spel.html / wiki

1. **question(s)** – who, where, what (magical powers)?

2. **self-representation(s)** – sketch (y)our avatar(s) with attributes, in context

3. **(associative) story-line(s)** – chain(s) in group(s)

4. **game map(s)/world(s)** – layout & decoration(s) of (y)our transport system(s)

5. **location(s)/representation(s)/game(s)** – design mini-game(s) in context

session(s) – 11, 12, 18, 19, 25 may 2008, 13.00-17.00

1. **introduction** – theme(s), **processing**, sensor(s)
2. **idea(s)** – context, narrative(s), game mechanics, smart technology
3. **development(s)** – hardware, software, assets, design
4. **development(s)** – hardware, software, assets, design
5. **presentation(s)** – pitch & demonstration(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**

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

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

random thought(s) – without thinking / inspiration(s)
- **the aesthetics of our time** – youtube **9/11**
- the medium is the message – flash (skip)
- **models of dissemination** – (...) / **viral**

- **creativity is contagious** – involvement
- attention vs impact – peripheral, subliminal
- conventional wisdom – surprise(s)
- **new media – personal expression(s)**

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

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

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