lost in science – on the emergence of creative technology

from a *new media* perspective

A. Eliëns, 2008

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.*

http://create.eliens.net

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*?

challenge(s) – the supposed maturity of CS

engineering / ICT challenge(s) [3/5]

concept(s)

- everything is miscellaneous – site[1]

model(s)

- business model – *what is web 2.0?* (article[2])

problem(s)

- identity 2.0 – who is the dick on my site(s)[3]

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
```

---

[1] www.everythingismiscellaneous.com
[2] www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html
[3] identity20.com/media/ETECH_2006

model(s) – the creative process

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

- **viral game(s)/clip(s)**
- creativity is contagious
- **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 – full (globe) video
- etcetera – **visual quilt**, **PANORAMA**, ...

issue(s) – 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]

<div style="text-align:right">play / game(s) / project(s) / experiment(s) / cycle(s)</div>

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.eliens.net
- (intelligent) multimedia technology – www.intelligent-multimedia.net
- **creative technology / new media** – create.eliens.net
- etcetera – **multimedia @ VU**[4]

---

[4]www.cs.vu.nl/∼eliens/multimedia