

## **creative technology – slogan(s)**

### **focus – to improve/embellish public space with innovative (media/sensor) technology**

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

### **metaphor(s) – towards a new curriculum**

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

### **student(s) – every student is trained as an artist**

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

### **profile(s) – in very scientist is a (hidden) artist**

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

### **scope(s) – learning goal(s)/approach**

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

### **identity – creative track**

- identity – as a group
- portfolio – as individual
- imagination – mixing science and art
- authenticity – as in no bullshit
- craftsmanship – in discovering the rhetorics of the material

### **slogan(s) – do you want to make a difference**

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

### **control(s) – layered mentorship**

- 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)

### **course(s) – principle(s)**

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

**element(s) – educational mechanism(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

**learn – to acquire/deepen skills & insight**

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

**platform(s) – dynamic (virtual) culture(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

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

- new media – design & development
- sensor technology – engineering & deployment
- creative application(s) – innovation

**interact(s) – interactive entertainment – *facets of fun***

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

**art(s) – computer augmented artefact(s)**

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

computer augmented artefact(s)

**concept(s) – creative technology**

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

**target(s) – creative technology & industrial design**

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