lost in science – design as art

what I talk about when I talk about *smart media*

A. Eliëns, 2009

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*?

> engineer(s) / dream(s) / product(s) / relationship(s) / _ / .
>
> twinkle(s) / difference(s)

structural engineering is the **science** and **art** of designing and making, with economy and elegance, buildings, bridges, **frameworks** and other similar **structures** so that they can safely resist the **force(s)** to which they may be subjected.

H. Petroski – To Engineer is Human   play / physic(s) / math(s) / cycle(s)

... / skin(s) / obstacle(s) / place(s) / failure(s) / culture(s) / _ / .

> twinkle(s) / difference(s)

form(s) / design = to initiate change in man-made things

> methods   / guide(s) / student(s) / parent(s) / teacher(s)
> play / game(s) / rule(s) / teaching(s) / visual(s) / project(s) / cycle(s)

definition(s) – creativity / challenge(s) / quote(s)
method(s) / dream(s) / vision(s) / dilemma(s) / _ / .

- the **product** of thinking has novelty or value, either for the thinker or his/her culture.

- the thinking is **unconventional**, in the sense that it requires modification or even rejection of previously accepted ideas.

- the thinking requires **high motivation** and persistence, taking place over a considerable time span (continuously or intermittently) or at **high intensity**.

- the problem as initially posed was **vague and ill-defined**, so that part of the task was to **reformulate the problem** itself.

Newell & Shaw (1962), from R.L. Glass Software Creativity 2.0

challenge(s) – the supposed maturity of engineering

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)

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

- 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/design in context

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

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

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

creative thinking
/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

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)

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)

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)

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[3]identity20.com/media/ETECH_2006

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]

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[4]www.cs.vu.nl/∼eliens/multimedia