lost in science – on the emergence of creative technology

from a new media perspective

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abstract In this presentation, we will look at developments in computer science and engineering and argue 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

concept(s)

• everything is miscellaneous – site

model(s)

• business model – what is web 2.0? (article)

problem(s)

• identity 2.0 – who is the dick on my site(s)

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?

rhetorics

of ←-- personal challenge
material

1 www.everythingismiscellaneous.com
3 identity20.com/media/ETECH_2006
model(s) – the creative process

model(s) of dissemination – dialectic(s) of awareness
• 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]?
• craftsmanship – discovering rhetorics of the material [X]

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

\footnote{www.cs.vu.nl/~eliens/multimedia}