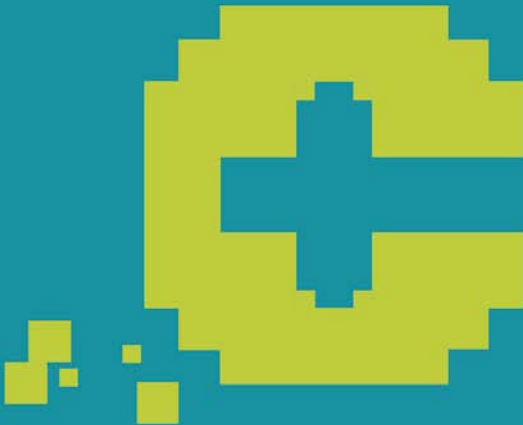




MASTER'S IN CREATIVE TECHNOLOGIES STUDENT SHOWCASE 2012

Institute Of Creative Technologies



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smooth (); } void draw () {  
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fill (175);}  
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Former Master's student Sally Hossack demonstrates her location-aware mobile app (sallyhossack.com)

This brochure showcases some of the exciting work produced by the IOCT Master's students of 2011-12. The students have a wide variety of backgrounds in technology, humanities, arts and sciences yet are united in their interest of creative technologies. All the work the students produce crosses traditional boundaries, demonstrating their wide range of skills as programmers, artists, designers and scientists.

As areas 'between' traditional disciplines grow, the modern Master's student needs a portfolio of skills and knowledge to enhance their employability. The IOCT Master's students are uniquely equipped for this future world, having gained an insight into a range of transdisciplinary methods and practices drawn from a number of Faculties across De Montfort University.

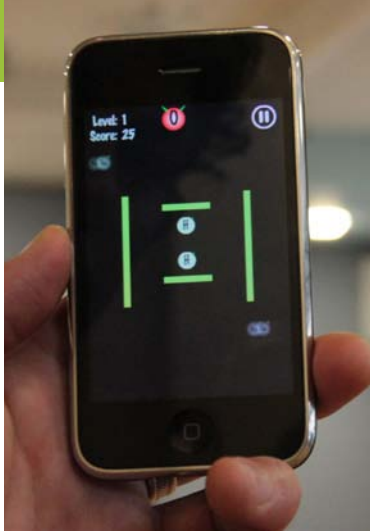
This has been an exhilarating year for all of us involved in the Master's programme, reflected in the exciting and innovative work showcased at the IOCT and sampled in this brochure. Please do use the QR codes printed in here to explore the students' work further.

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Joe began his career as a professional musician touring and recording with Record Labels V2 and Geffen. His passion for music and technology led to freelance web development and video editing work within this industry. Increasingly involved in emerging technologies, Joe began coding data for eye tracking studies, producing visual analyses of interaction within advertising campaigns, and has recently integrated this experience into the creation of responsive music environments.

Since joining the IOCT Joe has worked on creative projects combining HTML, CSS, Javascript and Actionscript to build innovative applications. He has developed a locative Augmented Reality iPhone app, and an edutainment game addressing shortcomings in curriculum delivery of valence bond theory.

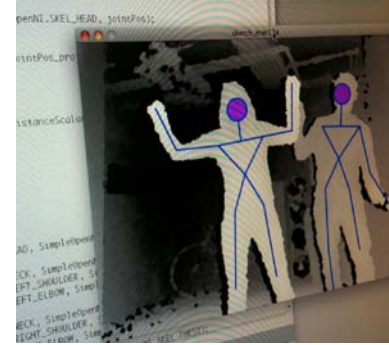
"I don't see myself as coming from a specific discipline area but rather as a Creative, Technologist, Academic, and the sum of any experiences already encountered and those yet to come. I enjoy the multidisciplinary of the IOCT as it allows me to play to my strengths while developing new skills. I look forward to continued work with Augmented Reality and other emerging technologies, and the release of my new album this year."

Noora Attia has previous work experience for the creative arts in areas of animation, multimedia and e-learning. She then continued to expand upon her interests by teaching 3D graphics, animation and interactive design to a new generation of creative professionals.

Noora continues to develop and expand her skills, recently having completed work for a client on a mobile phone application as part of her Master's in Creative Technologies. Noora plans to develop her skills in mobile technologies, performance arts and Flash as areas of interest.

"The IOCT has helped me to further enhance my expertise as an educator and creative designer, learning from new experiences, and putting my skills in context with the real working world. Currently, I am learning new skills in augmented reality and mobile design to develop applications for the next generation of devices. My ambition is to combine skills, both new and pre-existing, to create new applications that bridge the gap between different areas of design to build new forms of interaction with media."

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Curating future histories.

The technology we see today is tomorrow's history.

Still it is the now of our generation and the next.

Raising aspirations to a loftier place, off the humdrum ground of tears and toil.

Where are the common memories of today built and where is our image of tomorrow?

For the Institute of Creative Technologies masters exhibition MSc student Tove Dalenius is presenting multidimensional digital and analogue pieces reflective of developments in 3D technologies. She is unembedded at the meeting place of art and technology and is deciphering an understanding of their disparate and complimentary languages.

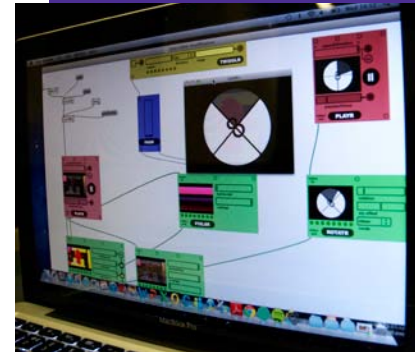


Melanie Moeller is a creative with extensive experience in teaching and training. She holds a BA and a Postgraduate Diploma (First Class Honours) in Educational Studies and has designed various language learning courses. Excited by new media, filmmaking and photography, undertaking the Master's has enabled her to combine her expertise in education with her passion for digital technologies.

She has developed an interactive language learning application for primary children using Adobe Flash and Actionscript 3, has been experimenting with 3D images and lenticulars and created various artistic videos. Her most recent documentary can be found on the website of Phoenix Square Film and Digital Media Centre.

"I have developed a strong interest in using interactive film and projection mapping to create digital artwork. One of my current projects is an engaging performance piece that fuses live-recorded video with interactive elements through dataflow programming in MAX/MSP. This piece, called 'The Other I', utilises real-time projection onto a mannequin to create a virtual performer."

In the future, Melanie would like to work across different disciplines either for a creative company or by setting up her own business.

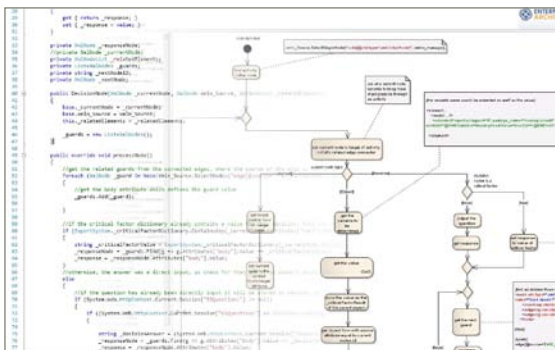
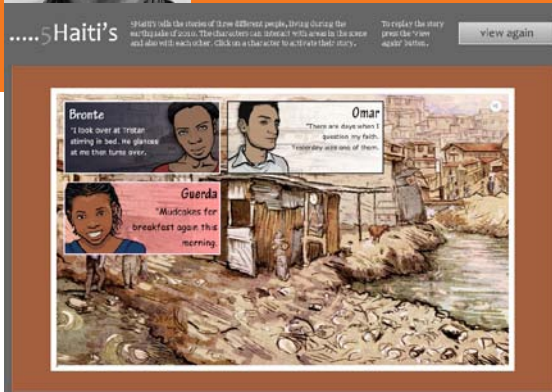


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As a web architect with over ten years of experience in industries ranging from computer games to education to local government, Simon combines creativity and technical knowledge to devise outstanding digital solutions. Simon achieved a first class BA (Hons) in Interactive Multimedia specialising in Flash and Java development. In his spare time he enjoys playing the cello, painting and studying Chinese. He says –

"The diversity of topics I've covered on the Masters puts me in a unique position, allowing me to appreciate key aspects of many different disciplines and combine them in new ways."

Simon's projects include an expert system generator developed in ASP.NET as well as a digital narrative documenting the 2010 Haiti earthquake. This was showcased at Leicester's Phoenix Square and later went on to win the New Media Writing Prize 2011 (student).

Simon's future plans include further work with digital storytelling as well as setting up his own e-business.



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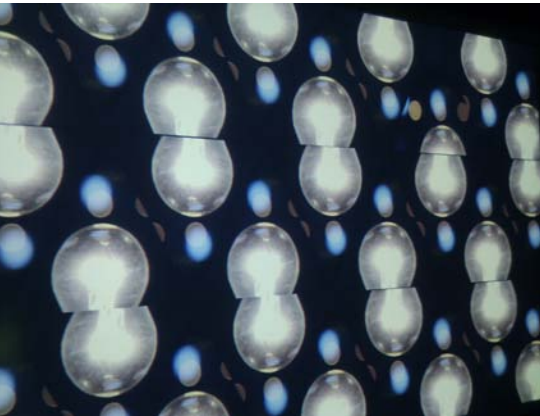


Teodora Zeyya is a fine artist and a specialist in Printmaking with a number of national and international exhibitions and awards. Her art stuns with high artistic and aesthetic quality and merit. She has been involved in international educational and collaborative art projects with research and design work. Teodora's current interest is in the sphere of multimedia and holography and she incorporates her exquisite artistic skills and high expertise into these mediums to create artwork which is inspirational, multimedia orientated and interactive.

"The IOCT Masters provided me with the unique opportunity to work across multidisciplinary areas and I developed a Flash based website application that teaches children how to draw, a mobile phone application for an eco fashion company, series of anaglyphs and lenticular prints. My placement as a Multimedia Developer, my enthusiasm in video production and knowledge of the professional editing software resulted in shooting, editing and producing documentaries, interviews and a video illustration of a poem."



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After graduating from the University of Leicester with a BA/Hons in Film Studies and the Visual Arts in 2009, Owen worked in film and television production. He combines studying with his work as an archivist for the Hammer Film Productions collection currently housed in the Cinema and Television History research centre at DMU.

Owen is undertaking the master's in Creative Technologies to develop new skills and is developing his research in the area of interactivity in cinema. Projects Owen has completed during his Master's study include an interactive Flash map that aims to bring awareness of child poverty, an iPhone application that connects Leicester to its Roman past, and a short documentary about citizen journalism which is due to be broadcast on Leicester's BBC big screen.

'The Master's in Creative Technology has exposed me to a wide range of experiences that aren't normally included together in a single course. I have developed a wide range of new skills that have inspired me to explore new and exciting disciplines'.

"The IOCT's groundbreaking new MA/MSc in Creative Technologies is both innovative and welcome. This commitment to bring together disciplines in new and exciting ways will help the UK's reputation as a leader in the creative industries."

Jerry Fishenden, Director of the Centre for Technology Policy Research and former National Technology Officer of Microsoft UK

"I am looking forward to the Master's in Creative Technologies Student Showcase. De Montfort University is exceptional in developing opportunities for students to explore technology and art. This interdisciplinary approach produces new creative possibilities and highly talented students. I look forward to seeing some of this work exhibited at Phoenix during the summer".

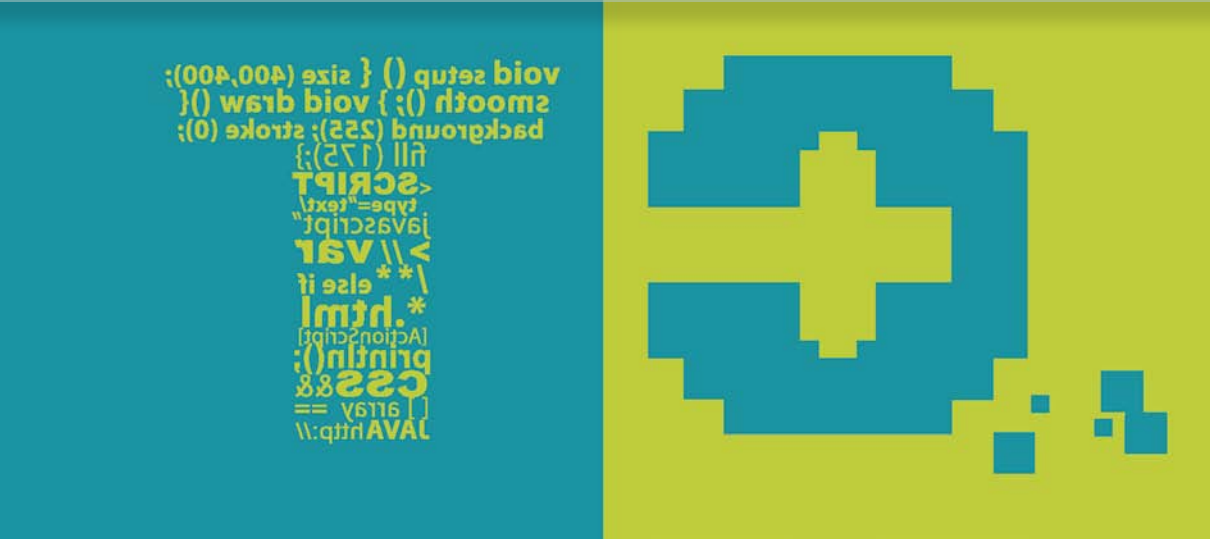
John Rance, Chief Executive Officer, PHOENIX

"I came expecting to see something I had never seen before and I wasn't disappointed. The talented students that emerge from the course are fluent in combining creativity and technology in new and exciting ways – the kind of skills that are vital for the creative future of our city."

Peter Chandler, Creative Workspace Development Manager, Leicester Creative Business Depot



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void setup () { size (400,400);  
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