

MASTER'S IN CREATIVE TECHNOLOGIES

Showcase 6-7 May 2010

**IOCT**

Institute  
Of  
Creative  
Technologies





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TECHNOLOGIES

SHOWCASE  
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## MASTER'S SHOWCASE

This brochure showcases some of the exciting work produced by the IOCT Master students 2009/10. The students come from a wide variety of backgrounds across Art & Design, Technology and Humanities, all united in an interest in the trans/multi/inter-disciplinary potential of creative technologies. None of them sit solely within traditional disciplines – they may be technologists with a creative dimension, artists working with technologies, designers with programming skills, or any one of many more 'crossovers'.

As areas 'between' traditional disciplines grow, the modern Master's student needs a portfolio of skills and knowledge to become employable in the future. The IOCT Master's students will be uniquely equipped for this future world, by gaining an insight into a range of methods and practices, research and development, knowledge and understanding, uniquely drawn from a number of faculties in De Montfort University.

Throughout the course the students have developed and strengthened their individual creative technologies practice, bringing together e-Science, the Digital Arts and Design and Humanities to cross traditional disciplines and boundaries, explore new ways of working and learning and broaden their future horizons. This has been an exhilarating year for all of us involved in the Master's programme, reflected in the exciting and innovative work showcased in this brochure.

**Dr Sophy Smith**  
Programme Leader



## alex humphries-french

"My focus was originally within music and performance; gaining a music scholarship to St. Columba's College, St Albans, as a singer, violinist, guitarist and actor. Performing and acting in classical, musical theatre, and TV and video. Venues include Drury Lane Theatre, St. Albans Abbey, and local theatres and schools.

"I have worked for leading casting directors in London for film and television and forged a career as an assistant theatrical agent at Pinewood Studio, Iver Heath. Work experience also includes second assistant director for a British film company and technician at a media investment company.

"In July 2009 I received a 2:1 in Media Technology BSc (Hons) at DMU, giving me skills in photography and video production, audio post-production, theory of digital cultures, computer systems and 3D imaging (stereoscopic and lenticular).

"Being part of the IOCT studying Creative Technologies is an excellent opportunity to gain skills in my current areas of interest and research. 3D lenticular and holographic imaging is something that I would like to incorporate into my final year project along with social media and applied computational intelligence (artificial intelligence)."

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## steve neale

"I entered the field of media production with a strong interest in video, and as my interests in different techniques and technologies grew, visuals have always played a major role in my work. In the past, this has included short films and videos, motion graphics sequences, interactive DVD menus, 3D models and animations, simple interactive games, and interactive web applications in Flash.

"After gaining a First in Media Production at DMU, I began working as an online video producer for Nottingham Forest Football Club, producing daily video news content for the club's official online subscription service. I then worked in London in the film and TV post-production industry, first as a runner before progressing to a VT Operator role in a machine room and finally spending time working as a Rushes Colourist on a variety of projects, ranging from TV dramas such as Spooks and Merlin to feature films and TV adverts.

"I left post-production to move back to DMU in September 2009 to take part in the Creative Technologies Master's course. I'm currently working on interactive web design using Flash and HTML, building online portfolios of my work to date, and also experimenting with Augmented Reality (AR) applications in Flash with a view to producing a series of Mixed Reality AR board games for my Major Project. My research interests are in Human-Computer Interaction, ranging from physical interactive interfaces and technologies to the psychological metaphors of HCI, particularly in relation to social media, and I'm hoping to follow the IOCT course by doing a PhD in this field.

"I am also a member of an independent filmmaking troupe in the Loughborough area – LSC Productions. We have created a range of videos in different styles from short films to adverts, trailers and motion graphics sequences, purely for our own enjoyment. You can view our work at lsc-productions.com, and my own portfolio at steve-neale.com."

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## christian cornwell

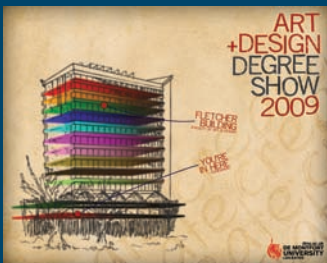
"I have an addictive personality, I'm competitive and I always achieve what I set out to. I'm also usually modest, but I'll forget that for the time being. Utmost of all I consider myself creative by nature. I believe that my creativity stems from my musical background. Growing up I was playing drums at five, piano at seven, studying musical theory at nine and playing guitar and singing in a band at fifteen.

"Having a strong interest in multimedia I took an undergraduate degree in Interactive Design. Over the three year period I won several competition briefs, including the DMU Art & Design Degree Show 2009 interactive touch screen map as well as Flash websites for external companies. After graduating with a First I began working as a designer for the interactive media company Working Solutions based in Leicester, a position I continue to hold part-time while studying on the IOCT Master's.

"I regularly carry out freelance work covering a variety of digital media. Last summer I was approached to create an animation for Global Cool which was played on all major London Underground projectors over a three month period. I also worked as part of a young creative marketing team for the mobile phone company Blyk in November 2008. The portfolio of freelance work I have built up over the last three years has given me the knowledge and confidence to form my own creative marketing company – Fishbulb.co.uk.

"My research interests at the IOCT lie in the use of interactive applications within the area of online marketing using Flash, plus iPhone and iPad application development influenced by an undying passion for the Apple Corporation."

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## maxine armstrong

"I'm interested in developing interactive distance learning materials, particularly for use in universities. In recent years my depth of knowledge in creating traditional learning materials has encompassed e-learning. As a graduate of Graphic Design I have been able to apply my creative and typographical expertise to digital mediums. Being part of the IOCT has enabled me to further develop my technical and literary skills. From the experience I have gained, I hope to further enrich the student experience on the courses that I'm helping to develop. My current research involves creating an interactive resource to help raise deaf awareness in families with a deaf child."





## fania raczinski

"I am fascinated and proficient in OO, logic and functional programming and several natural languages. I joined the IOCT to explore more creative interdisciplinary uses of technologies. So far whilst studying, I have especially enjoyed working with different types of information and a variety of creative content. For my Major Project I am using my skills to develop an interactive application for use in public spaces such as the BBC Big Screen in Leicester. In the future, I'm hoping to work with museums to bring cultural heritage online in ways that enhance its accessibility to new audiences. I am also hoping to do a PhD in this area at some point."

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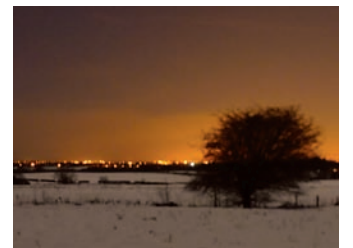
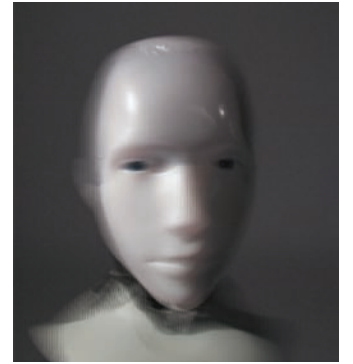
## mat mortel

"Since graduating in 2008, with a First in Radio Production BSc (Hons), I have been working in collaboration with Chill Enterprises to develop, manage and tutor a series of educational projects within the audio and multimedia production disciplines. My talents in these fields have also led to commissions for interactive websites and a series of award-winning podcasts for The Leicester Comedy Festival.

"I joined the IOCT to explore and develop new skills, enabling me not only to advance my talents within interactive media production but also to become adept in fields such as lenticular production and the development of CAD models.

"My current area of interest is in the implementation of CAD models and rapid prototyping technologies in the production of 3D figures, plus the development and utilisation of lenticulars as a form of marketing. I hope to eventually progress into a management role within a creative and dynamic company."

[www.matmortel.co.uk](http://www.matmortel.co.uk)







## david lane

"I'm interested in exploring a new field – the use of ceramics in high-end spherical loudspeaker design. Sound quality to me is always critical, but there is also something I prefer to call sound qualities, that is, acknowledgment of a wide variety of subjective experience of sound as opposed to the orthodoxy of "accuracy" which, in my estimation, is a false truth at some point. By extension, the complete aesthetic experience – from tone to visuals to the tactile – also play a very valuable role. The smell of a new vinyl record hits our receptors and triggers a memory that transports us. I'm interested in the whole package – the special qualities – which lead us to love a product or object.

"I also manage an independent publishing entity, Atara Press, specialising in memoir and works in translation. The Press was the culmination of a year-long effort to translate the memoirs of a German-Jewish émigré to British mandatory Palestine. The latest title is the autobiography of one of modernism's most influential architects, Richard Neutra, with a new foreword penned by Neutra's son for the Atari Press edition. While at the IOCT, I'm endeavouring to convert Neutra's autobiography into an ebook format for the first time plus further my venture in spherical ceramic loudspeaker design to a fully market-ready state. In the IOCT, and as a North American living in the UK, the experience has been an opportunity to collect knowledge and influences which later appear in my work – a personal theme over the years in settings as diverse as Japan, Israel and Germany."

orbakustik.com  
atarapress.com



## troy grant

"I am a Midlands-based video artist and photographer, with skills in areas such as video production, still and 3D imaging plus audio production and media technology theories.

"I have a great passion for music, film and visuals but am currently working to expand my portfolio in the photography field. With a broad imagination and spectrum of ideas, the work I produce spans from music videos, short films, documentaries and adverts to name a few. I am currently developing my second short film project, and also in the process of writing an online TV show with a small group of friends. Once I have completed my Master's I plan to embark on a photography and video-based project that will give me the freedom to explore parts of Europe and understand and embrace its cultures.

"I have a BSc in Media Technology and am now currently undertaking a Master's in Creative Technologies. Being part of the IOCT is a great opportunity for me to further my skills in key areas. I have an interest in lens based media and performance technologies as well as developing new skills in applied computational intelligence and virtual prototyping.

"My creativeness is represented both on and off screen, with a desire for creative and screen writing, directing and editing as well as management based activities such as organising events.

"I have a strong sense of diversity and imagination, with the drive and determination to always to do better and be more expressive. I have worked in various positions, such as events manager, club night video/photographer, journalist for arts magazines and collaborating with local musicians and arts councils. I am a very open-minded individual and this is reflected in my work. The work I produce covers various disciplines, demonstrating the freedom and expression of art combined with the use, skill and precision of technology."

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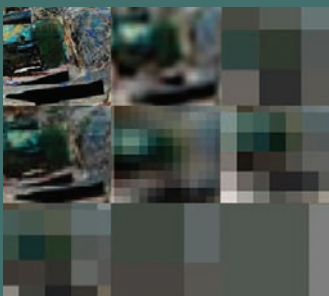
## dominika dronska

"Having graduated from Fine Arts, I am an artist in transition from traditional mediums to digital or even postdigital ones. Constantly rearranging emotional landscapes through endlessly modified paper sketches, I am now looking for new ways of expression.

"My artwork typically features petite forms, a narrow and low-key colour range and a repetition of themes and compositions. This intimate universe I'm currently attempting to translate into languages of code. The shift, driven by an ongoing fascination with Plato's allegory of the cave (contradictions between the material world and its immaterial idea) leads to mainly conceptual work in multimedia installations.

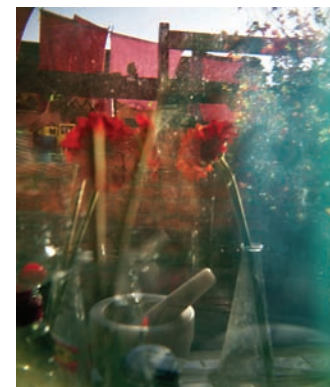
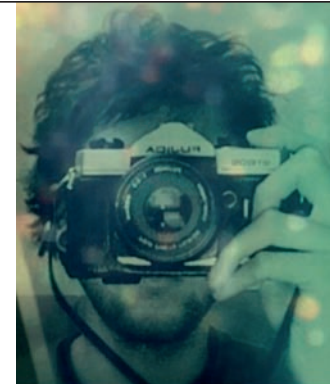
"Digitalisation of sketching processes allows digression from the constraints of dimensional pictorial form towards the primary, untranslatable idea."

[www.dominikadronska.co.uk](http://www.dominikadronska.co.uk)



## chris spearman

"My main discipline is in music technology and I am a practicing composer and sound artist. Previous and current projects include live art performances and composing for moving image, alongside record releases on labels based in the UK and overseas. Through an increasing interest in art as a whole, I am taking action in translating ideas into different mediums such as photography, graphic art, holography and mixed-media installations in order to find new platforms for my work. My work embraces experimental and abstract forms striving to evoke a specific atmosphere for a particular audience. Further information and examples of my work can be found on his website [ibreathefur.com](http://ibreathefur.com)."



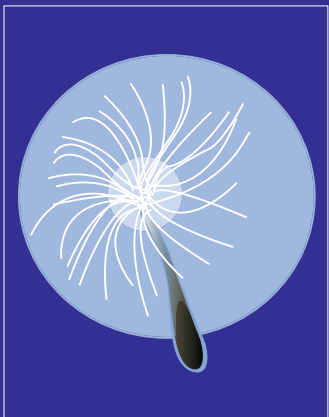


## mandy sellers

"With a BA in Biology and eight years working in a lab, I have a long history working with technology. First inspired by the use of animations to present complex biological processes, I decided to return to education to pursue a second Bachelor's in New Media. Then, after meeting my husband, I moved to England and became an IOCT student.

"I now work for a creative agency as a web designer/developer, creating animations, databases and user interfaces. Primarily interested in art and design and user experience, my projects strive to find the middle ground between a work of art and a functioning but aesthetically-challenged website, while also taking into consideration the user's experience. Animation's ability to communicate complex information simply and quickly is also an area of interest, particularly when applied to the areas of medicine and the life sciences."

[www.mandysellers.com](http://www.mandysellers.com)



"This Showcase is a preview of the future of creative technologies, starring real talent in innovation. We look forward to seeing this local talent displayed in Phoenix Square. The future looks bright, indeed!"

**Ted Cassidy MBE, Chair of Phoenix Square**

"The IOCT's groundbreaking new MA/MSc in Creative Technologies is both innovative and welcome. This commitment to bringing together disciplines in new and exciting ways will help develop 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 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, Leicestershire City Council**

### Alternative formats

Where possible DMU publications or specific sections can be supplied in alternative media. For further information on how we can help, please contact the Enquiry Centre on 08459 45 46 47 or +44 (0)116 257 7513, [enquiry@dmu.ac.uk](mailto:enquiry@dmu.ac.uk) or text phone +44 (0)116 257 7908.





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[ioct.dmu.ac.uk/masters.html](http://ioct.dmu.ac.uk/masters.html)