WORKSHOP ABAROMA _ 19-20-21 march 2025
INITIATION TO BLENDER ANIMATION AND SCENOGRAPHY IN WEB VR/AR
SHORT PRESENTATION OF THE ENSAAMA ART SCHOOL AND THE NUMERIC DEPARTMENT



ENSAAMA (public school, 900 students, diplomas Licence/Master, erasmus partnership)

- https://ensaama.net/site/
- https://ensaama.net/site/home/formations/dnmade/numerique-expriences-narratives-et-interactives
- https://ensaama.net/site/home/formations/dsaa/design-numerique
- https://ensaama.net/site/home/international/genralit-s
- https://ensaama.net/site/home/international/incoming-students

Positioning the Numeric Department

Difference between Digital and Numeric Design : the paradigms of the Numeric Department

- The premise is that **our reality today is as much a physical world as a numeric one**
- Numeric is considered as a **medium** and not a (digital) media, informational material to be shaped into representations.
  - ➔ That's why prefer "**Numeric Design**" as "Digital Design", even if it is not good English

- The position is delicate in a reality in which most digital technologies are used for the benefit of economic liberalism, population control, in commercials, security and military applications.
- The students' projects are designed **to denounce these negative virtualities**, and even more so to **highlight the positive virtualities** of the informational medium. This leads to **constant critical questioning** of the definition and nature of new technologies, as well as the positioning of the Department.

- The approach is therefore **more artistic, experimental and critical than design** (as applied to industry).
- We borrow from design the notion of the user scenario, but we're closer to the arts and crafts, firstly because **creativity comes from the material and the techniques for shaping it**, and secondly because **we produce the artwork** (and not images of what the project should be).An heavy technical training is a prerequisite for the design of digital representations.

- Representations based on 3 types of images:
  1. **captured images** (photo, video, 3D scan, etc.)
  2. **created images** (3D modeling, rig, animation),
  3. **calculated images** (generative design, interactivity).

- The training program is based on **3 strong technological poles** (using mostly free softwares except Adobe when it doesn't exist better alternatives)
  1. **technologies of static and moving images** (retouching, post-production, …)
  2. **3D technologies** (modeling, rig, animation with Blender and scan3D and 3D printing)
  3. **programming** (generative design, AR-VR, interactivity)

- It's exciting and exhausting too, because it's all happening so fast. The issue of AI is a new big topic !