



Initiating Projects in the Project „The Generative Principle in Digital Media“ 8 July 2014

Besides, hopefully, being a bit interesting for you in its own right, our current seminar "Aesthetics vs. Algorithmics in Digital Media" is also meant as your preparation for the so-called Master Project of the coming winter term 2014/15. In an attempt to better concentrate, during the last third of the seminar, on the project preparation, we have changed the seminar's outline to some degree. With an Ignite! session on 24 June, we have started into this task. We continued this work on 1 July, and still have meetings on 8, 15, and 22 July dedicated to the same goal.

What is this goal? The goal is that, by the end of July,

- (1) every one of you has formulated a first idea and plan for his or her particular subject matter that you want to work on during the winter term. Call this your **individual project**.
- (2) as a group, we have formulated principles according to which we want to conduct the common parts of our work. Call this our **joint project**.
- (3) we all know what to do until the project start on 15 October at 10 a.m. in Linzer Str. 9a.

This means that we will be working on those documents ("proposals") from now on. You will be responsible for your individual projects. I take responsibility for the joint project's document.

Conditions for the individual project proposals are:

- a) Your individual project must have a clearly defined topic and goal. You describe it by giving a (preliminary) title, an outline of what you want to do, and the form of the final result.
- b) You may work alone, or as two or three.
- c) You indicate what you hope your contribution will be to the "Generative principle in digital media".
- d) You indicate some of the work packages that you expect must be done.
- e) You write about everything else that comes to your mind.

Working as a collective of individuals under one thematic roof and doing this mainly as a learning activity, requires that each individual project gets as much support as possible, but also that we establish a common fabric that expresses commonalities. We engage in a dialectic of activities. All of

us will contribute to the exploration of the generative principle in digital media. We should strive for the best quality attainable by us, and make a contribution to HfK's Hochschultage 2015. (We should also keep in mind that FN is preparing an exhibition for the year 2015 that is commemorating fifty years of the first exhibitions of computer art. Perhaps, we can generate some contributions to this show.)

During your third semester in the Master program Digital Media at University of Bremen, the Master project is the only activity of study required from you. Therefore, you can collect 30 credit points. The project's activities are taking place Monday through Friday, from morning to evening, and beyond. We will decide for one day per week to be the **common project day**. Which day of the week this will be, we will decide to the best of all interests. What we do during this day will also have to be agreed upon. Generally, our bouquet of activities will be a change between individual and joint work, work at home, at the university, at other places in Bremen and elsewhere.

The general frame of the project is a group of individuals coming together in pursuit of a shared interest and, therefore, establishing themselves as a group enjoying their individualities. They will keep their individuality and, in fact, develop it further for their own best and that of the group.

On 24 June, we had a session of Ignite! presentations. Each person was asked to talk for five minutes about what she or he would like to do as a member of the "Generative Principle in Digital Media" project. In an attempt to very briefly characterize your contributions, I create this list (which should be corrected by you). The words are definitely picked up from what you said. But they may totally miss the point you wanted to make.

Sukanya – Shadow art and dance. A way of telling stories

Zhuoyun – Fantastic jewelry and technology

Yuxin – It is impossible to translate a novel

Tami – I want to take something home ...

Todor – Space tourism and colonization

Andrej – The digital cow and Tito

Efe – How does sand want to be expressed?

Ziheng – It's good sometimes to get lost

Marek – "I am enough"

Despite the fact that these lines may appear odd to you, they may serve as incentives for what we must do now: Getting closer, much closer to your proposals!