

MASTERS

IN CREATIVE TECHNOLOGIES

IOCT

Institute of Creative Technologies
De Montfort University
The Gateway
Leicester
LE1 9BH

T: 08459 45 46 47

E: dmu.ac.uk/enquiry (via the web)

www.ioct.dmu.ac.uk/masters.html

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STUDENT SHOWCASE 

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STUDENT SHOWCASE 2011

This brochure showcases some of the exciting work produced by the IOCT Master students 2010-11. 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 Masters student needs a portfolio of skills and knowledge to become employable in the future. The IOCT Masters 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, exploring new ways of working and broadening their future horizons. This has been an exhilarating year for all of us involved in the Masters programme, reflected in the exciting and innovative work showcased in this brochure

DR SOPHY SMITH

Programme Leader

E: ssmith05@dmu.ac.uk

T: 0116 255 1551 (ext 6864)

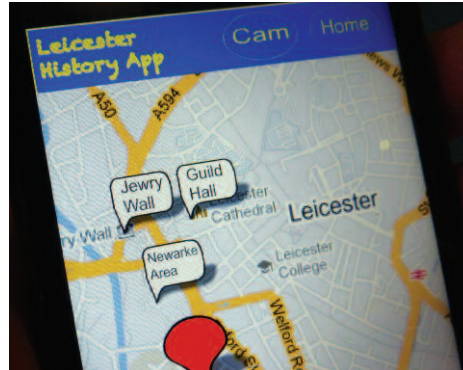
SAM WOOLDRIDGE



Sam Wooldridge is a creative, specialising in emerging mobile technologies and audio production. Originally from Eastleigh near Southampton, he is a keen musician and sportsman, and his interest in music led Sam to study BSc Music, Technology and Innovation at De Montfort University (DMU). After graduating in 2008, he went travelling visiting Australia, New Zealand, California and the Cook Islands. Upon his return he accepted a job offer to become an IT Trainer and Assessor at an adult education provider.

"In late 2010 I returned to DMU to undertake the Master's in Creative Technologies at the IOCT. Since then, I've developed my first mobile phone application using ActionScript and am currently working on my first commercial project to co-design a website."

E: sjwooldridge@live.co.uk
M: 07545 230 916



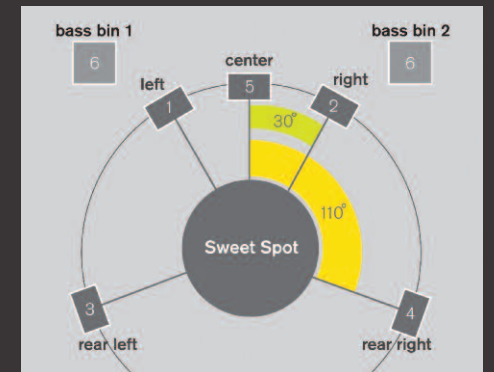
JOZEF ŠTEF



It is difficult to describe Jozef's area of expertise, due to his varied skills. He graduated with a high Bachelor of sciences degree in Music, Technology and Innovation and has since continued to further his knowledge in many areas. He describes himself as a competent musician and composer, radio DJ, published music journalist, computer programmer, studio technician, loudspeaker designer, engineer and a wonderfully untalented naïve artist. He is a keen sportsman (playing and watching) and a social butterfly. His other areas of interest include physics, electronics, musical equipment (and dismantling it) and minimalist and surrealist artistic composition.

"My showcase piece focuses on a Dolby 5.1 Surround Sound mix. The intention of the piece is to use soundscaping and sound design to add another dimension to a minimalist piece of creative writing. Also on display is some lenticular work based around a theme of light and reflection."

E: geotriglav@hotmail.com
M: 07824 861 063



ALISTAIR HENRY



Alistair has a passion and aptitude for usability and cites his greatest achievement to date as writing and delivering an Introduction to Website Usability workshop for the University of Derby's Adobe-certified Creative Exchange department. He said: "This workshop enabled me to research the topic extensively and present my findings through the university's B2B arm.

"As a part-time master's student, I am already planning my major project, which will experiment with conscious and subconscious reactions to products and websites. The conscious elements will be studied using traditional methods (eye tracking and questionnaires) whereas the subconscious will be monitored using EEG to study brain activity.

"My undergraduate degree was in technical writing, which enabled me to gain international experience writing end-user documentation for a franchise consultant in Canada, recruitment firm in The Netherlands and an online radio station in the UK."

E: AlistairJHenry@gmail.com
M: 07585 006 872



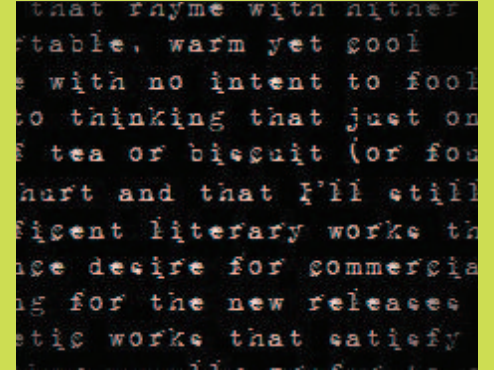
CAROLINE JACKSON



Caroline Jackson is a writer excited by the possibilities offered through digital media. Her work crosses the boundaries of traditional narrative delivery into the challenging sphere of new media. She produces digital stories and poems for access online and on mobile devices. Her major project is a locative piece, which combines original fictions with mapping and geo-tagging technologies relating to journeys by train. It will be for use by the travelling public.

"The IOCT master's course has stimulated my interest in this area of creative writing and I have formed a collaborative creative practice with a web developer colleague. The creative studio produces interactive digital narratives and one of its key aims is to bring this exciting medium to a wider audience. I am also interested in lenticular as well as traditional photography and I want to continue developing my images for show in galleries."

E: info@poemic.co.uk
M: 07968 345 721
W: poemic.co.uk



BEN WARD



After achieving a BSc (Hons) in Media Productions at De Montfort University, Ben went on to study a master's in the Institute of Creative Technology. "During my time here I have developed a passion for solving problems using digital solutions and I have learnt many new skills including creating lenticular and holographic designs, producing interactive media and designing using CAD software. I am particularly passionate about using digital solutions to solve problems or to enhance the technology.

"I have held numerous jobs abroad (mainly in California) including print-based jobs at Hewlett-Packard and Ricoh, which have taught me the process of creating good print-based media. I have also held a software testing job at Sony where I learnt the value of thoroughly testing a project before submitting the final version.

"Currently I am working on a project to reduce the environmental effect and carbon footprint produced from the usage and manufacturing of receipts in shops. From these experiences, I have established an appetite to enhance my personal skills to the highest possible level."

M: 07977 499 385
E: ben@bwardportfolio.com



ZIHUI ZHAO



Zihui Zhao is from Beijing, China and graduated from BSc (Hons) Software Engineering at De Montfort University in 2009. Currently he is studying a master's degree at the IOCT.

"I am interested in programming and 3D modelling. I can programme in many programming language, such as C++, Java, JSP, PHP, JavaScript and ActionScript. I developed an automatic attendance registration system for my undergraduate degree project, by using RFID, Java, PHP and AJAX. I used several technologies to simplify the complicate tasks.

"I am going to develop a game for my major project by using ActionScript and other contemporary technologies. I am looking forward to find a creative way for people to play this game."

E: suddenzzh@hotmail.com
M: 07587 985 275



RUPERT WATERS

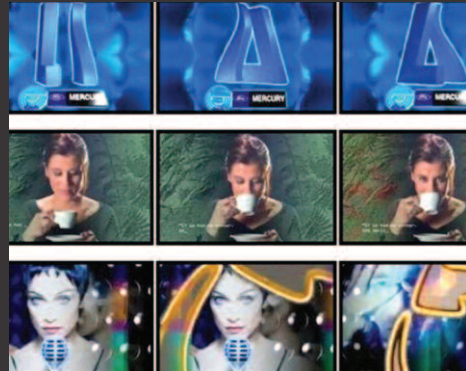


With over twenty years experience working professionally within broadcast television as a designer I have varied study interests within graphic design, abstract animation and immersive environments.

Within my Masters studies at DMU I have found working on course modules that have had some sort of medical application the most rewarding and they have opened up rich new vistas of research possibilities. For my major project I would like to combine an existing interest in abstract animation with research into how certain color, light and repetitive visual triggers affect users within broadcast, video game, immersive environments and driving and flight simulators.

In other areas of my design practice I have spend time exploring social media, working as a part-time Internet marketer, attending industry events in mobile web design, media development and teaching part time. Until recently based in Rome, Italy, I have now returned to the United Kingdom to complete a Masters and continue working as a design freelance.

E: rup@rupertwaters.com
M: 07988 353 865
W: www.rupertwaters.com



GARETH MORGANS



I joined the IOCT after achieving a First Class in Media and Creative Industries BA (Hons) in order to explore interdisciplinary practices from a creative point of view. During the course, I have been able to entertain my passion for knowledge by honing my research proficiency and developing new and existing cross faculty skills in design, business and technology.

I became involved with the Virtual Romans Project which is an IOCT lead venture in conjunction with Leicester's Jewry Wall Museum. My part in this was creating two 3D Roman children, from the point of research and conception through to modeling and animating. These creations will appear in the Jewry Wall Museum when the overall project is completed.

My major project will take the form of a real-world research proposal. Muvizu is an innovative animation tool which utilizes game engine technologies to provide users with the means to produce short animations in relatively simple stages. The brief aims to discover how to increase the target user population by utilizing web 2.0 and new media strategies. My research proposal endeavors to explore creative online environments and how companies can aim to facilitate creativity within their online communities.

E: garethmorgans@live.co.uk
M: 07932 976 617
W: www.elephantjuice.blog.co.uk



SALLY HOSSACK



Sally Hossack is a musician, video producer and designs multimedia content for digital platforms. She graduated from De Montfort University in 2000 with a BA Honours in Media Studies, her experience since has been in television, teaching and workshop leading as well as commercial and creative production. The IOCT masters has provided a development period in which to learn new process's to propel her band and business, forwards. She hopes to start a business partnership, Media Honey, to introduce an illustrative element to her current business and thus expand and develop into new markets and premises.



Her musical presence in Leicester is well known as a part of the band Free Control but also as a solo performer. Her major project will be project led research, based on the recording of her own album. Sally would like to research ways of maintaining an original acoustic from a space, while keeping recording quality high. Sally has had much traditional studio experience and would like to focus her own album around newer digital recording techniques and site specific performance, as with the reduction in size of current recording technologies this is more possible than ever before.



E: sallyhossack@gmail.com
M: 07980 646 967

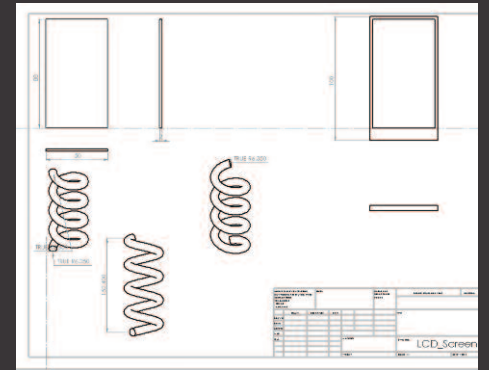
AMINU DAHICHALEW



With a keen interest in technology, I embarked on a computer science degree at De Montfort University and I focused most of my research on computer and mobile (cellular) networks. Most of the research in these areas involved network design and performance analysis using simulation software, and most recently I investigated the performance of a new network protocol that is intended to replace an existing and unreliable protocol. However my technological background has not restricted my interest in other areas of academics and I have researched on certain areas of creativity and how it combines with technological ideas, which lead me to enrolling onto the IOCT course.



My current work involves researching, designing, simulating and producing creative designs using product development processes that are facilitated using computer-aided design software. I am involved in developing an Electronic notepad/sketchpad for enthusiastic writers and artist that need a quick tool on the move.



My experience on the IOCT course has been phenomenal, as the course has introduced me to different disciplines that have broadened my knowledge in areas that I could not experience during my previous academic studies.

E: Aminu85@yahoo.co.uk
M: 07577 566 880

HONEST
DAVE
SODEN



Honest Dave hopes to create work that lingers in the minds of the audience and that reaches audiences for whom art is not their usual chosen interest. He is interested in the creative treatment of actuality. He takes true stories and incorporates them into songs, photographs, films and installations in an attempt to make sense of the world, but with the understanding that the world is NONsense. With work that often involves collaboration and interaction he explores themes of tragedy, sexuality, compulsion, play, humiliation, voyeurism, entertainment, mass media and the joy of living.

Dave Soden, (true name), has been working with sound, song and moving image for film, television, theatre, gallery and live performance for over 20 years and is a senior lecturer in video at DMU.

Honest Dave realizes that in the pursuit of originality and creativity he is without doubt, a piss in the ocean. Not so much one IN a million as one OF a million, yet he hopes to be seen as someone with some interesting ideas.

E: dsoden@dmu.ac.uk

M: 07837 088 721

W: www.honestdavesoden.blogspot.com



quotes to add in