IE
IMMERSIVE ENVIRONMENTS

SEMESTER 2, 2020-2021

In a world where technology is changing at a fast pace, designers need to keep up with the times. The physical world offers opportunities to create new immersive experiences, past the borders of interactive mobile or desktop interaction. In creating smart physical spaces, we can tell stories encompassing all senses using all kinds of technologies. These could be interactive spaces in musea, shops, festivals, events, trade shows, conferences or outdoor locations.
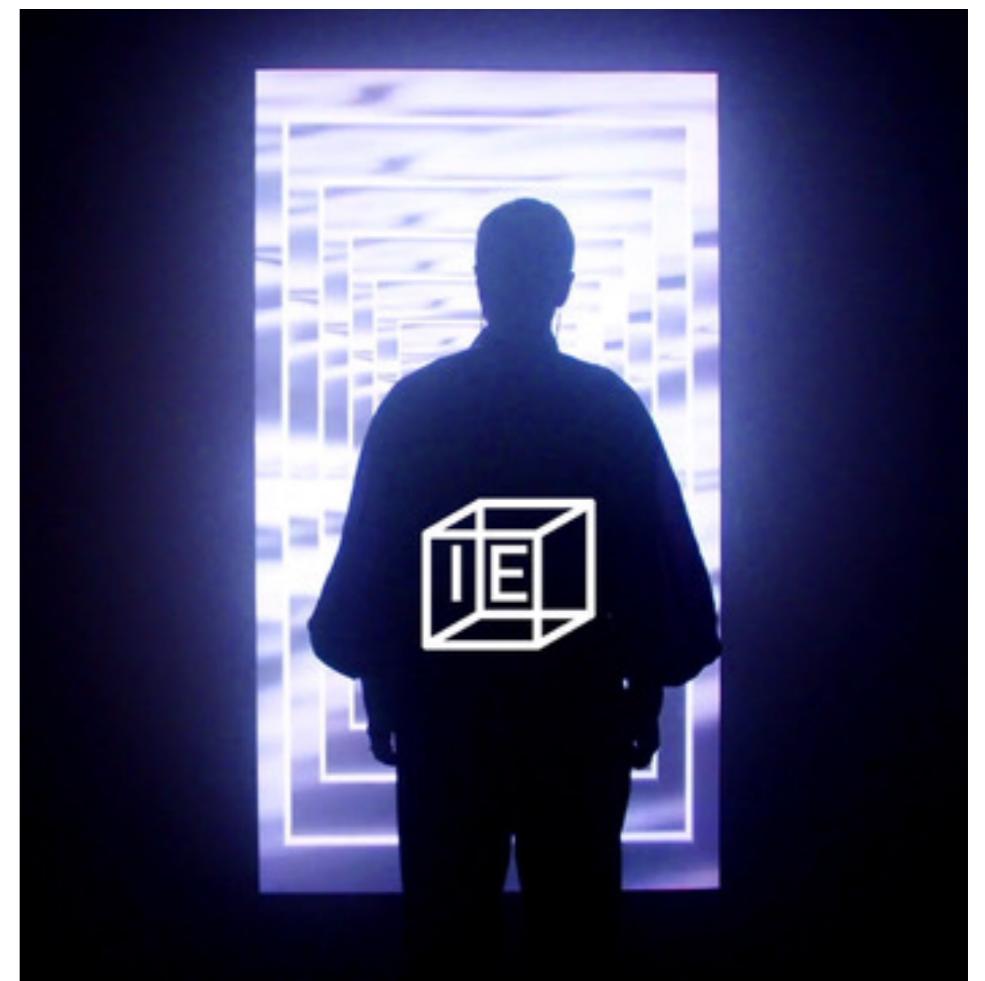
ADMISSION REQUIREMENTS
We strive to have a mix of students from different backgrounds:
Theater / Film/Branding / CMD / ICT / Spatial design / Product design / Exhibition design / Sound / Fashion / Light / ...
Interest in technology and creativity is a must.
Knowledge and skills on the following subjects is a plus: video, audio, animation, 3D, light, projection, arduino, sensors, AI, sketching, visualisation, prototyping tools.
Students should have a good command of the English language.
The teaching and examination regulations of the Bachelor programme apply.

Although it is not a formal requirement, you are requested to send an email explaining your motivation and attach your portfolio with examples of relevant work.

CONTACT:
Jaap Evenhuis: j.w.evenhuis@hva.nl
Bart-Jan Steerenberg: b.steerenberg@hva.nl
Frank Kloos: f.kloos@hva.nl

In this international Minor, you learn how to create an interactive multimodal experience for a physical space. "Storytelling through all senses" is a key subject. In a discovery period you will experiment with different technologies like sensors, light, interaction, video projection, movement and sound. During this period you will get workshops and inputs from experts.

After the discovery period students do a deep dive into a specific self determined skill, and will work together with other students on client-based projects to create physical experiences. Lecturers and researchers will coach the students on their design/learning experience and together you will discover this new area of design. Intrinsic motivation, the development of creativity, learning by making are at the core of this minor.

For examples of interactive immersive environments, take a look at this article:

https://www.toptal.com/designers/interactive/designing-for-interactive-environments-and-smart-spaces
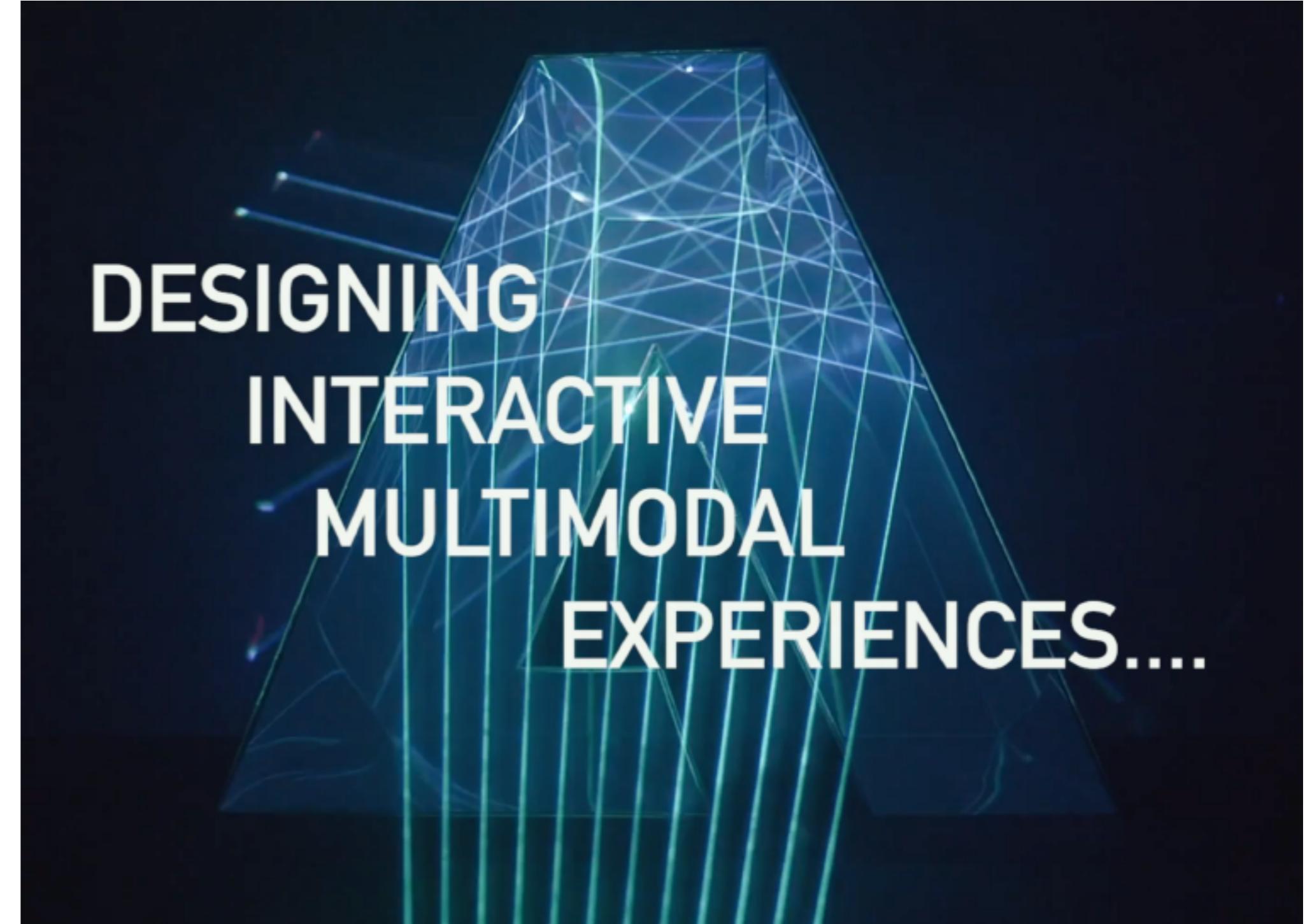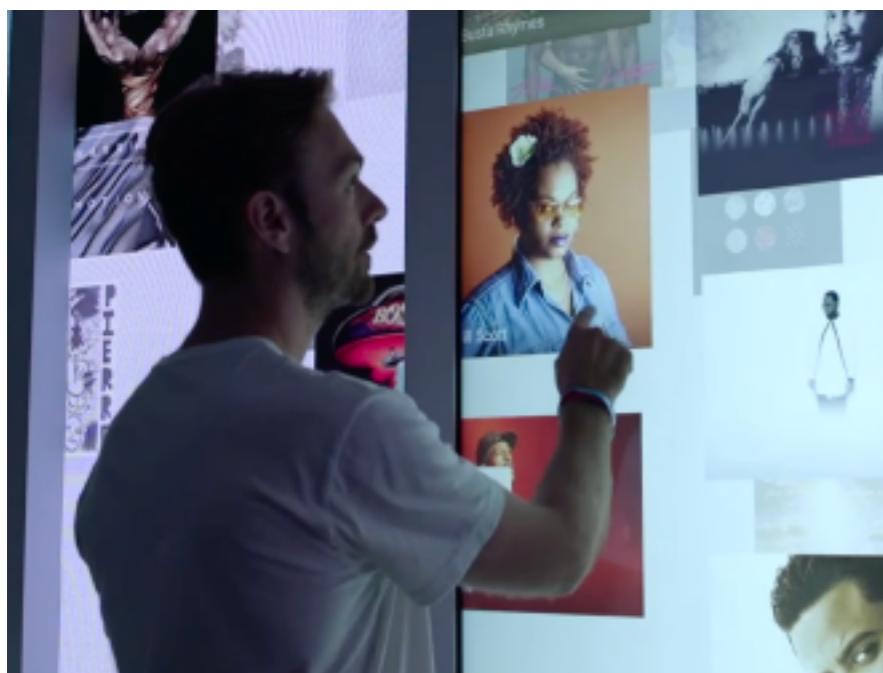
LEERDOELEN / COMPETENTIES

You can develop a concept for a multimodal multi-sensory interactive experience in a physical space, and know what aspects are important to create such an experience.
You learn how to make your ideas tangible, and work in a diverse team.
You know which technologies could be involved in creating these experiments.
You have had a deep-dive in a personally defined technological or design skill.
You become aware and get a grip of your own creativity and developed your growth mindset.
You are not afraid to experiment.

COURSE(S), STUDIEPUNTEN IN ECTS, TOETSVORMEN
This minor consist of 4 parts (30 ects):

Discovery & Skills intro (5)
Experience design / Storytelling for all senses / prototyping for physical space (5)
Personal project+Deep Dive (5)
Projects/Challenges (15) (size depends on clients)

Assessment
Students log their learning and feedback in a personal process book and will be assessed based on their personal learning goals and participation in challenges.

SEMESTER / BLOK
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