

## argument(s) – *design*

### **Q: Why bring CreaTe and IDE together?**

**A:** In a changing world, where the physical reality in which we live becomes increasingly influenced by the digital reality of a networked infrastructure, the design of physical objects needs to be expanded into the design of objects and services that link these two realities. Designing objects and services that support such dynamic interplay becomes crucial to adapt to the changing needs of living and working tomorrow.

### **Q: How does locating CreaTe with IDE fit in UTwente policy?**

**A:** Where UTwente aims for creating *societal impact* while focussing on *converging technologies*, joining *creative technology* with *industrial design* offers the unique possibility to bring together *industrial design technology*, which includes new educational approaches to project-oriented learning with both *smart systems technology* and *new media technology*, which are essential in creating, that is designing and developing, the applications of *tomorrow*, realizing the intertwinedness of real world object and the digital networked infrastructure.

### **Q: What are the benefits for CreaTe?**

**A:**

- experience with a project-based educational approach
- clear attention to human factors in a design context
- practical experience with teaching drawing and modelling skills
- training in visual presentation skills

### **Q: What are the benefits for IDE?**

**A:**

- expertise in the construction of computer-augmented artefacts
- presentation in rich-media web-based formats
- computational support for narrative structures and gameplay
- additional focus on the (he)art of mathematics

### **Q: What are the risks?**

**A:** Although there is significant overlap in both content, that is the topics in the curriculum, and educational approach, supporting projects and in-time learning, the difference between the realm of physical objects and the digital realm of our networked infrastructure(s) might impose irreconcilable constraints and result in divergent approaches to design and development. This might be due to intrinsic reasons, which is unlikely, or differences in culture and background between the *creative technology* and *industrial design* communities, that are equally unlikely to persist after an initial period of cooperation.