



PROJECT SEMESTER FALL 2014 - 2015

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MediaLAB Amsterdam will start
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Start date MediaLAB

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Applied Research

MediaLAB Amsterdam is conducting applied research on innovative interactive media applications together with partners from creative industries and education. The research projects focus on a variety of topics, such as gaming, interactive media in public spaces, locative media, data visualization, interactive TV, future of publishing and elearning. The core objective of all the research projects is the innovative character of the digital applications.

Students

Students work in multidisciplinary teams guided by experts from the industry and the Amsterdam University of Applied Sciences. Each team consists of a mix of designers, programmers, social/ digital media experts, researchers, copywriters and storytellers. In twenty weeks (one semester) every team develops a working prototype in close collaboration with the client and the MediaLAB team. Team members work five days a week either in Studio HvA, the client's office or in the field. Each student is allocated one day a week to work on the documentation of his or her internship or graduation project. The program is in English and available to all final year students from (Applied) Universities.

Apply!

Go to medialabamsterdam.com/join-us to upload your CV, portfolio and motivation to apply for the fall semester of 2014.

Process

MediaLAB Amsterdam works with the principles of Design Thinking, a way of using practical and creative tools to solve problems or design new products and services. The method combines empathy for the context, creativity in finding solutions and rationality to evaluate the solution with the aim to add value and fulfill the needs of the user. Within the period of one semester MediaLAB students follow a strict process of (design) research & analysis, concepting, design & prototyping, development, testing and implementation.

The MediaLAB offers its students the tools and methods to support them in each step of the process. This consists of: a workshop program, a toolkit with multiple research and design methods, and the input and support of several (external and internal) experts. The usability lab can be employed to test design concepts and prototypes.

Studio HvA

MediaLAB is based in Studio HvA. Together with the Amsterdam Center for Entrepreneurship and Urban Management, MediaLAB Amsterdam is in the center of the Amstelcampus Amsterdam. Within the studio, MediaLAB Amsterdam facilitates creative workshops and involves students in seminars and festivals taking place in the creative industry.

Knowledge Center CREATE-IT

MediaLAB Amsterdam is a part of CREATE-IT, the knowledge center of the School of Design & Communication from the Amsterdam University of Applied Sciences. Students, teachers and researchers work together on applied research with the creative industries and the ICT sector. The results will be used in curriculum development and for consulting the industry.

Hybrid Design Processes in Fashion

How can we improve the expressive power of virtual fashion garments that haven't yet been physically produced? The aim of the project is to create the optimal visualisation and documentation of 3D fashion designs (made in Lectra Modaris) that are accurate enough to assess the physical power of the collection/the garment. The output may be on devices like iPad or phone but also a powerpoint or film etc.

PARTNERS  AMFI
AMSTERDAM FASHION INSTITUTE

TAGS CRAFTSMANSHIP, HYPERCRAFT, DIGITAL/PHYSICAL DESIGN, 3D

WANTED Fashion designers with interest in hypercraft, researchers, software engineers, interaction designers, 3D modelling gurus.

Glass KIT

Installers and constructors need a lot of information, instruction and functions necessary to properly carry out their work. Technical installations are becoming more and more complex. The needed information is different at each situation and should be easily accessible without hands. How can an intelligent Google glass interface add value for the installation and construction industry? What methodologies are useful in creating successful solutions for techpush opportunities?

PARTNERS   Smit
installatietechnik b.v.

TAGS GOOGLE GLASS, ALTERNATIVE INTERFACES, ENGINEERING, CONSTRUCTION INDUSTRY

WANTED Software engineers (Android 4.4, GDK), researchers, interaction designers

Interactive Cinema

How will the evolution of both videogames and the more interactive possibilities of digital storytelling in filmmaking change both industries? In this project we will experiment with Oculus Rift (<http://www.oculusvr.com/>) and find ways to simulate haptic and multisensory feedback using the power of suggestion. What new possibilities can this virtual reality offer videogames and movies?

PARTNERS   WE MAKE VR

TAGS VR, GAMES, OCULUS RIFT

WANTED software engineers (C++), interaction designers, researchers, designers

Games 4 Amnesty

Although pressfreedom is best protected in the Netherlands, Sweden and Denmark, other countries still suffer from censoring news. This may, ultimately, lead to dictatorship. What if our press-freedom was less protected. What if, you cannot say what matters to you? We will develop a game that let's players experience how it would feel if YOU were censored?

PARTNERS  AMNESTY
INTERNATIONAL

TAGS SERIOUS GAMES, HUMAN RIGHTS, FREEDOM OF SPEECH

WANTED Game designers, software engineers, interaction designers, researchers

City Rankings and Open Data

City rankings such as Mercer's "Quality of Living Survey" are often subject to critiques in a lively debate that questions their methods, transparency and unwanted side effects. How can we develop better strategies, methods, models and tools for dynamic city ranking and thereby create more sustainable citizen engagement to improve the city, whether by changing it physically, or influencing planning and policy.

PARTNERS   Fields of View

TAGS CITY SENSORS, OPEN DATA, MICROCONTROLLERS

WANTED Programmers, electronic engineers, interaction designers, researchers

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