Aaron Dworetzky
Advanced Standing Portfolio
Due: 10/18/2010

How My Future Will Benefit From New Media

As I move forward in the New Media program, I intend to continuously challenge my academic, as well as creative interests beyond the core classes. The core New Media classes are inspiring me to apply my creative abilities towards more mathematic and scientific applications. Beyond the core requirements of the New Media program, I want to challenge the skills and tools I have acquired thus far. Each course instructor has inspired me to apply my creativity, and academic interests towards my upcoming senior project. Graduating with a New Media degree will give me the tools to express my unlimited drive for creativity. But most importantly, the New Media program teaches me to question the tools I use, enabling me to approach creative opportunities in future courses, senior projects, internships, and my career goals with an open mind.

I am applying for advanced standing because I know I am ready to continue to challenge myself in the New Media program. I am very aware, however, that I have one remaining core New Media course left to take. "Computers and Culture," aside from being a mandatory requirement of the New Media program, it is a course I have a genuine interest in taking. My interest in taking Computers and Culture was inspired by Professor Olson's, "Basic Visual Literacy". Professor Olson, taught me semiotics (study of communication through symbols), to analyze cultural images. For my midterm, I applied semiotic methods to analyze an 1890's Coca Cola advertisement. Each texture, color, and object allowed the image to communicate a message to its viewers. Professor Olson's course ultimately gave me the skills to understand why images are so powerful to communicate messages. This course, in combination with my deep fascination with computer components, software tools, and computer generated imagery, prepares, and inspires me to take "Computers and Culture." I am aware that in order to continue with the New Media program, I must have completed, or be in the process of completing my remaining core class. I have tried very hard to include this remaining class before I applied for advanced standing; but

this course had conflicted with two other core classes I had enrolled in. And because completing the

core courses are such critical elements of the advanced standing application, I am making it my top

priority to guarantee I enroll in this course next semester.

Beyond the core courses of the New Media program, is an opportunity to push my creative

boundaries; and I intend to do so with my senior project. My ultimate interest is in telling stories

through filmmaking; yet I have recently become fascinated with programming simple hardware

components, inspired by Professor Joe McKay. Professor McKay has inspired me to take chances with

my work. I have since been thinking about what I would do for my senior project. I want to include all

elements of my creative abilities, while pushing the boundaries and go beyond the norm. As the

traditional film medium has shifted towards digital video making, the technical concepts are the same;

however, the computer is a tool which allows for limitless creativity. For my project, I want to create an

original short story, however, I want to allow the audience to physically interact and therefore affect the

plot outcome. The Arduino microcontroller, for example, would receive button presses, and signals from

various light sensors, and pressure sensors, to allow interactions between the viewers and the story. The

hundreds of pre-filmed segments would be triggered based on audience and environment feedback. The

screen would include prompts, such as "Would you like the character to (1), open the door to the

strange knocks, or (2), call the police?" Each decision would lead to one of several different endings. The

programming code will be the system which manages all inputs and clip playback decisions. There may

be hundreds of pre-filmed segments, all which allow for plot flexibility. I already have several good plot

possibilities in mind. Along with a strong story, I believe this is a unique and innovative system which

allows audience members to manipulate the outcome of the plot.

As I continue with the New Media major, I want to continue to challenge my creative potential.

My senior project is a great opportunity for me to combine many elements of my creativity into a

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unique project. It would also open my mind to explore new ideas, and create original works of art. The

New Media core courses so far have extended my understanding of new media, while giving me the best

opportunities to succeed as a creative individual.