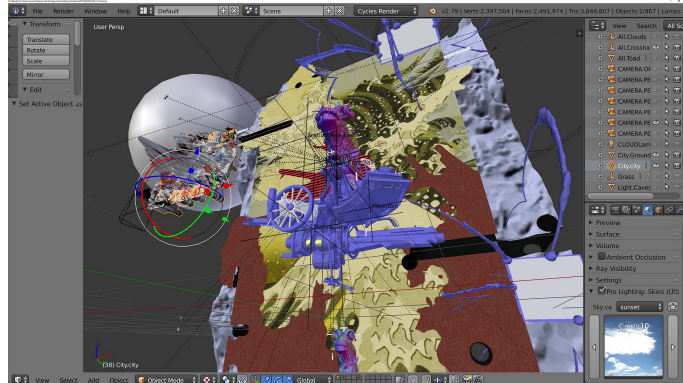


Getting Under the Digital Hood

Wednesday, 10:30 am- 01:00 pm

Winter 2024

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Getting Under the Digital Hood

Getting Under the Digital Hood, One Page Brief

Operating like an exploratory think tank, 'Getting Under the Digital Hood' will locate the ethics, values, practices, and operations of various software, probing hidden and emergent capacity in digitally produced, software realms. This, through the production of work that is framed, but not entirely predicted. We will interrogate emerging interests and work in this area: exposing the etymology of several softwares; interrogating the preferences/ biases of certain modeling and imaging software; identifying authorial relations to the various platforms; and cracking open the operational space of digital environments, their 'set ups', and outputs. We will contextualize and engage the gear we commonly use, particularly with respect to the design studio, without knowing where other potential might be discovered. We will consider the 'tools' we work with as negotiable. Collaborators, as it were, rather than simply reducing them to information shuttles that simply do things for us. The objectives are to increase knowledge, discretion, and to pry open the potential of digital workspaces, perhaps leading to innovative ways for working, to finding curious qualities and perhaps discovering 'content' generators in a body of work. We will augment, and even hijack what is expected, to discover what might be possible. This is speculative experimentation. Full tilt. No brakes.

Key motivations for this seminar are linked to augmenting default positions frequently practiced in the space of digital working. There is much undiscovered potential in the deep fissures of digital logics, in the play of 2D imagery + 3D modeling, scripting, coding, processing, animation, scanning, photogrammetry, and so on. We will burning curiosities about things like: the interplay of 3d modeling toward the production of an image; chasing the lack of depth in the images; might shadows and light be configured in render space and thus become key in their manipulation of 2D imagery; might light sources negate shading and shadow effects, and thus appear as flat objects; might shadows be turned off or altogether transformed, collapsing space, confusing relationships or producing novel effects such as shadowed lighting; could we model the digital 'work space', rather than seeking the figures that we normally do; might texture mapping and image mapping obfuscate or redefine our understanding of the 2D image or 3D space; what about files sizes and their contribution to digital production; CMYK in relation to RGB etc. We might also probe the potential of scanning, photogrammetry, and point clouds.

These kinds of curiosities, puzzles and conundrums will be explored in four 2- 3 weeks long, highly finished pieces of work, think tank-like. The work will be pursued using a range of digital platforms, from the Adobe suite (Photoshop, Illustrator, for ex), to digital modeling (Rhino, Blender, Maya, ZBrush, Mudbox, for ex), Midjourney, and perhaps scripting, coding, and processing. Things like AI, and machine learning may be up for grabs for those with an appetite.

Each student will have a set of highly finished images. Akin to robust species in dynamically charged ecologies we will broaden the performative potential of digital realms.

Amongst other things Getting Under the Digital Hood will augment the default implementation of software as an end game. We will ask open ended questions, chasing curiosities about what other kinds of things working with software might get up to. We will think behind, in front of and through the surface of representation, acting like forensic acupuncturists in the x-rayed surface of visualizing. The seminar will indulge in the pleasures of the digital imagination, where the possibilities are extraordinary. When the whistle blows, how will you respond?