

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

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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.