

Thinking Machines radically transforms designer workflows by revisiting the concept of “personal computers” in the age of neural networks.

THINKING MACHINES

A human ↔ machine collaborative publishing system for generating bespoke narratives.

The second year is centred on your MA graduation project which includes a research paper and a practical project. Supervised by a tutor, you will carry out the project from its exploratory to production phase, while reflecting on its related exposure and communication. At the end of the programme you will master the practical, playful, critical as well as experimental aspects of the profession. You will thus be ready to consider career prospects in creative industries, research and entrepreneurship.

The MA in Media Design offers a two-year professional programme based on learning about interactive design for scientific and social innovation. Whether you are a graphic or industrial designer, a general engineer or computer engineer, you will address the technological and societal challenges generated by artificial intelligence and new interfaces.

The first year focuses on workshops, practical courses and work in the laboratory. You will learn to prototype interfaces, smart devices, video games and interactive experiences while broadening your understanding of the issues of user experiences. You will get to familiarise yourself with virtual reality, augmented and mixed reality, machine learning, creative programming and electronics. Some of the workshops take place in collaboration with professionals who will guide your work, and form the basis of your future professional integration network. Theoretical and introductory seminars to research methods complement this programme.

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→ Master Media Design website

→ mastermediadesign.ch

→ Distortion website

→ distortion.mastermediadesign.ch

→ Master Media Design HEAD – Genève website

→ mastermediadesign.ch/head



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A LOOM TO GENERATE STORIES

The Loom is a human <--> machine collaborative publishing system for generating bespoke narratives. It uses punch cards, text transformers, hand shadows, voice recognition, machine learning and web publishing tools to build these singular tales.

It all starts with a punch card, and a series of (not so innocent) questions. To begin the process, carefully fill in your answers and place the card into the machine. The machine analyses your choices, and leads you from station to station through each of the steps required to generate your tale. Each station unlocks its own form of interaction, allowing you to collaboratively guide the AI: a felt-tip pen allows you to draw your layout freehand; illustrations are selected by interpreting your hands over

Not without a certain sense of irony, The Loom outlines a stark, even dystopian view of the future of visual communication. But it also suggests a possible alternative, as we return to many of the principles that animated early computer science, the personal computer revolution, open source communities, and a world-wide web of collective forms of knowledge production. The old becomes the new becomes the old – and round and round again.

and forth with the machine as it asks you to help it flesh out the details of your narrative. The result is a hand-made, chine-crafted booklet, co-created by you and a series of digital assistants.

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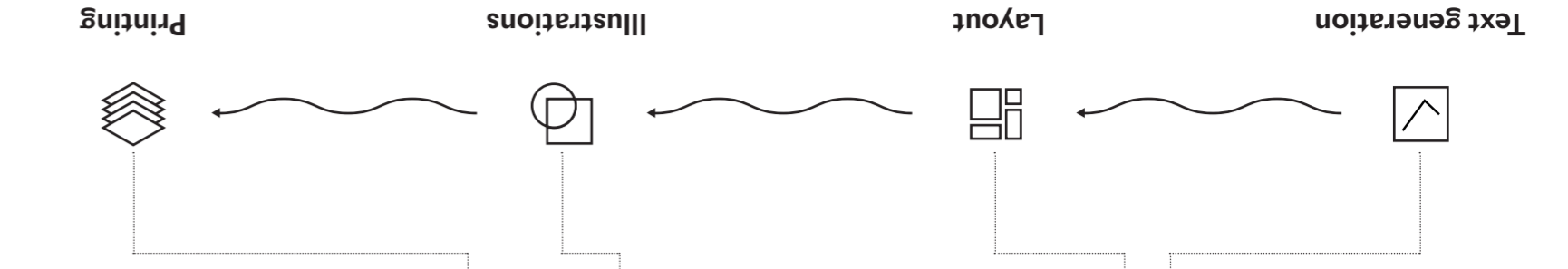
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Genève

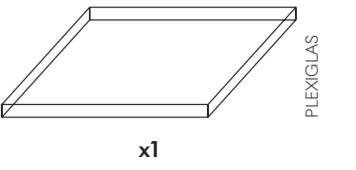
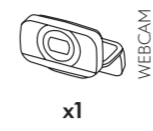
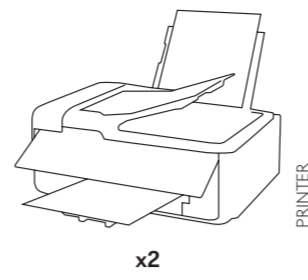
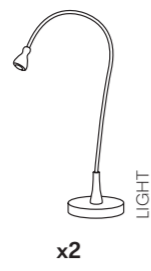
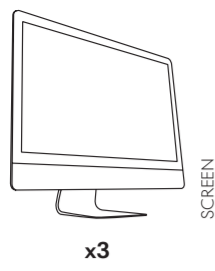
While industrial automation finishes the final touches of replacing physical labor with computer-controlled machines, it is now the turn of the “white-collar” jobs to be replaced by software robots. Writers, mid-level managers, commercial vendors, medical analysts – all of these fields, along with many others, are in the process of being automated by machines.

DESIGN IS AN OBVIOUS “NEXT TARGET” OF THIS AUTOMATION PROCESS.

This collective project, realised by first year students from Media Design Master at HEAD – Genève asks what new design strategies could re-engage us with the humanist principles at work from the beginnings of computer science.



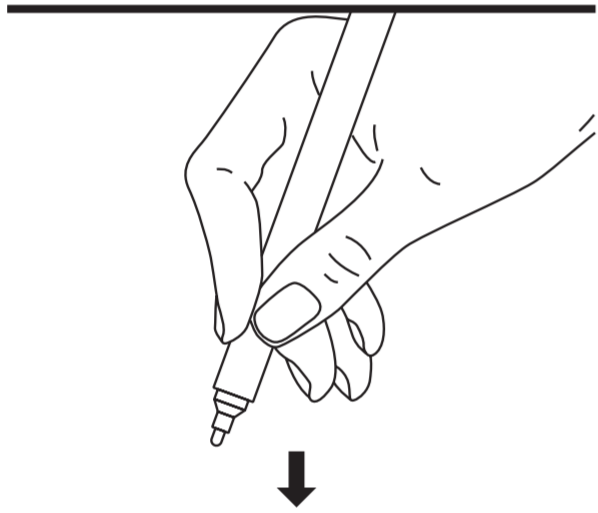
MATERIALS



1 Read the instructions on the screen

2 Take a card

3 Complete the card



- If you were dying would you rather have food an antidote vervain ?
- As a gladiator, what would be your favorite weapon, a knife some stones a hammer ?

4 Scan the card

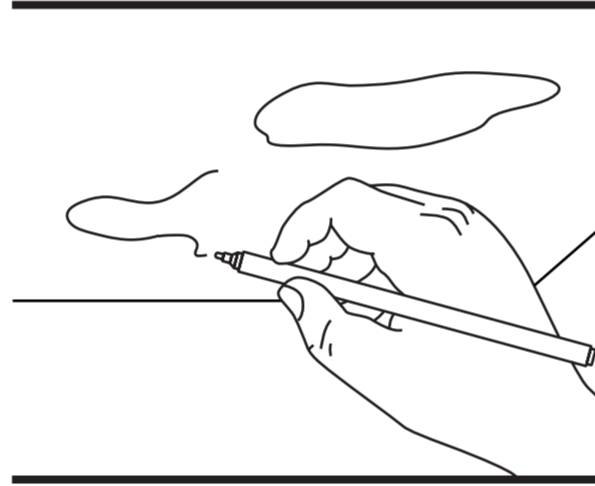
5 Answer the questions asked by the AI

GO TO STATION 02

1 Read the instructions on the screen

2 Take the pen

3 Draw closed geometric shapes



4 Press the foot pedal to confirm

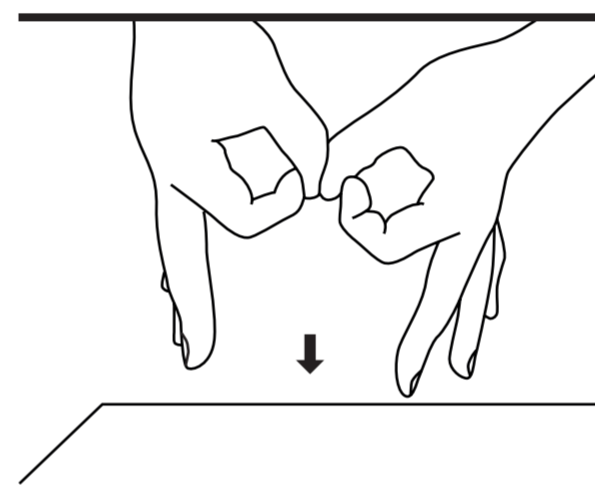
5 Repeat this action to format all the texts

GO TO STATION 03

1 Read the instructions on the screen

2 Position your hands above the backlit surface

3 Use your hands to replicate one of the shapes

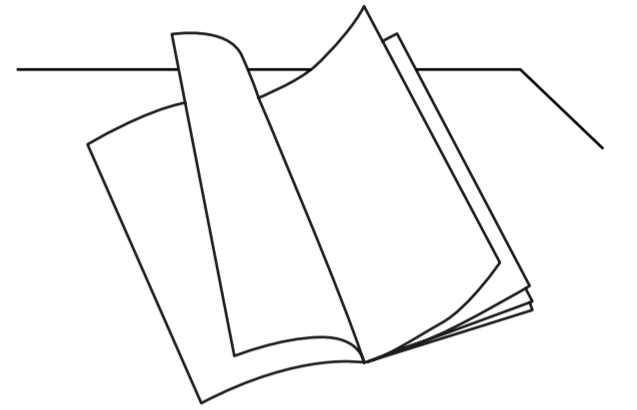


4 Press the foot pedal to confirm

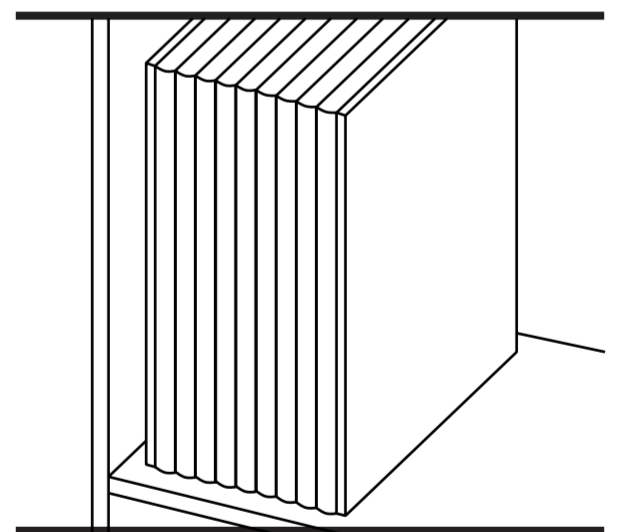
5 Repeat this action to fill all the pages

GO TO STATION 04

A Retrieve your printed booklet



B You can consult the archives of previous publications



STATION 01

TEXT GENERATION

STATION 02

LAYOUT

STATION 03

ILLUSTRATIONS

STATION 04

PRINTING & ARCHIVING