

Oswin and the Algorithm

Fusing Frontiers: Coding the printed page

Oswin Tickler

What?

Practice based research that started from a request to design a print publication for the London College of Communication's 2019/20 Public Programme entitled 'Our Algorithmic Lives'.

The cutting edge of print?

Knowledge

+

Curiosity

+

Naivety

+

Collaborators

=

HP Spark

Where are we now?

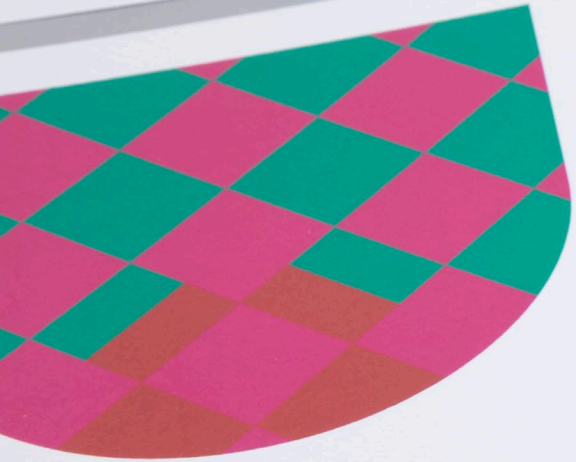
- Fusing Frontiers Launch event at Fedrigoni's showspace in London on 14th July (tbc)
- Workshops at Fedrigoni event – encouraging industry, students... to explore it in more detail
- Training HP Indigo staff to use HP Spark



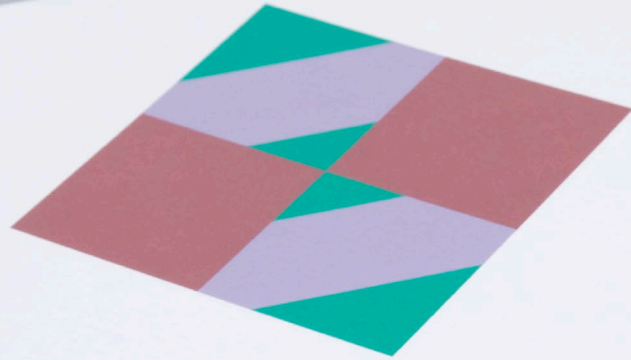
valour
over
nature

humanity
among
valour

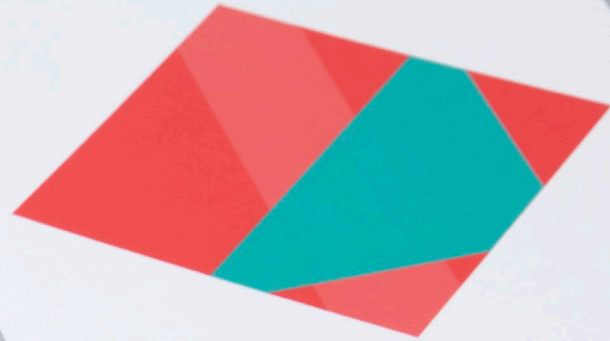
and
wisdom



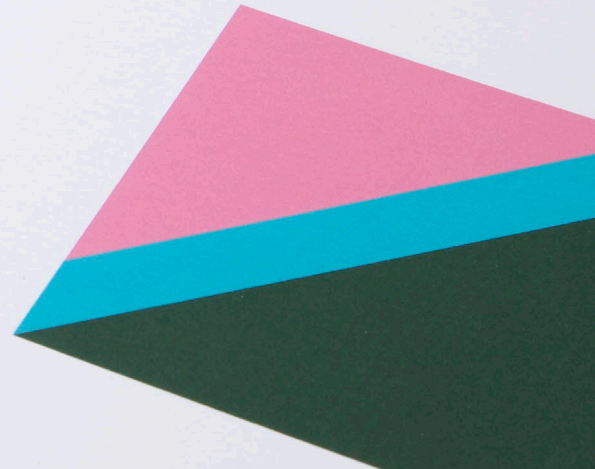
strength
and
defiance



beauty
among
art



defiance
and
art



What the software can do is so open, that it is now a matter of trying to pin down how people might use it commercially.

What might this mean
for **education**?

- HP Spark runs on the open-source creative coding language P5.js with added functionality for print.
- Aspects of p5.js are already explored in courses and ways of working (just not in combination with print technology)

So my hope is that this can...

Encourage cross disciplinary practice

Between:

Designers, coders, artists, illustrators, mathematicians,
engineers,

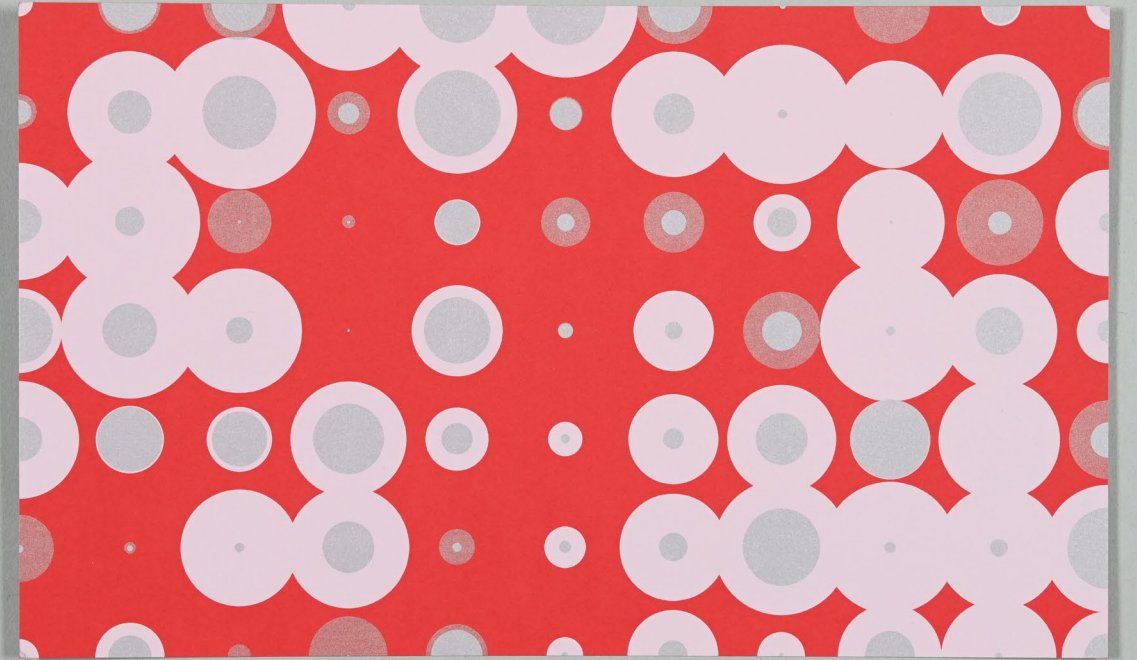
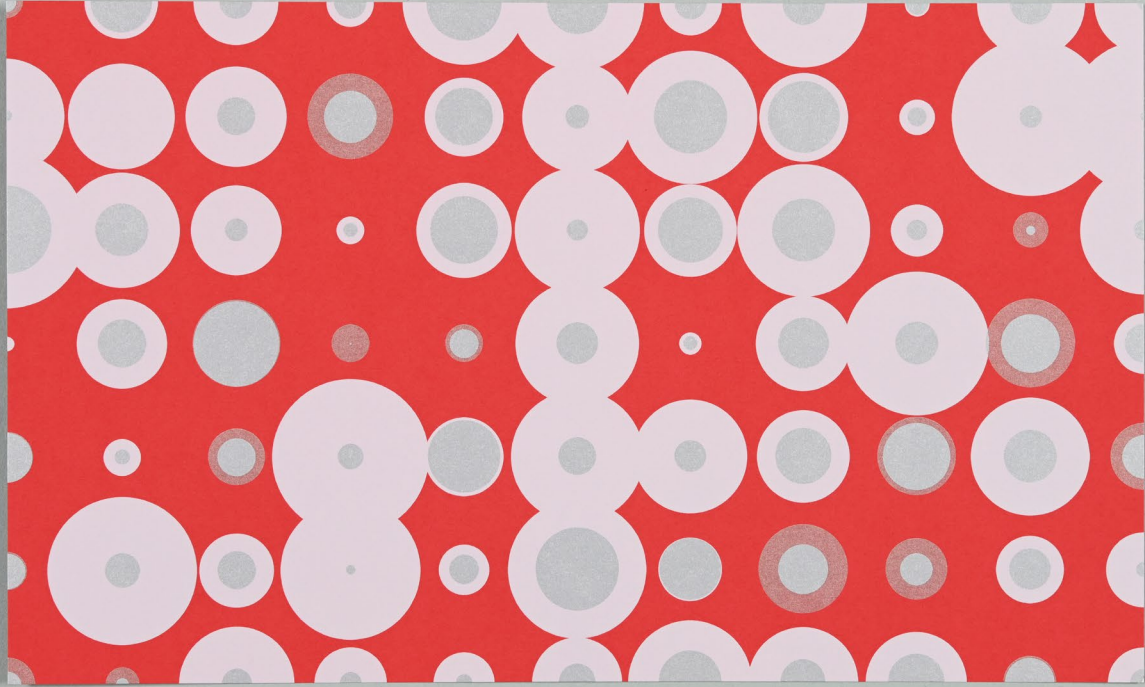
+ ????

It presents a genuine opportunity to shape what this technology can offer publishing and other industries.

There was no strategy to this from my point of view – beyond exploring it as a way to solve a conceptual challenge, and HP Indigo picked this up with a view to the possibilities, but without a clear handle on where to place/market it.

Whereas my approach (HP Spark),
enables the designer to create a single script
(source code/algorithm), which can then run an infinite number of
options within the parameters



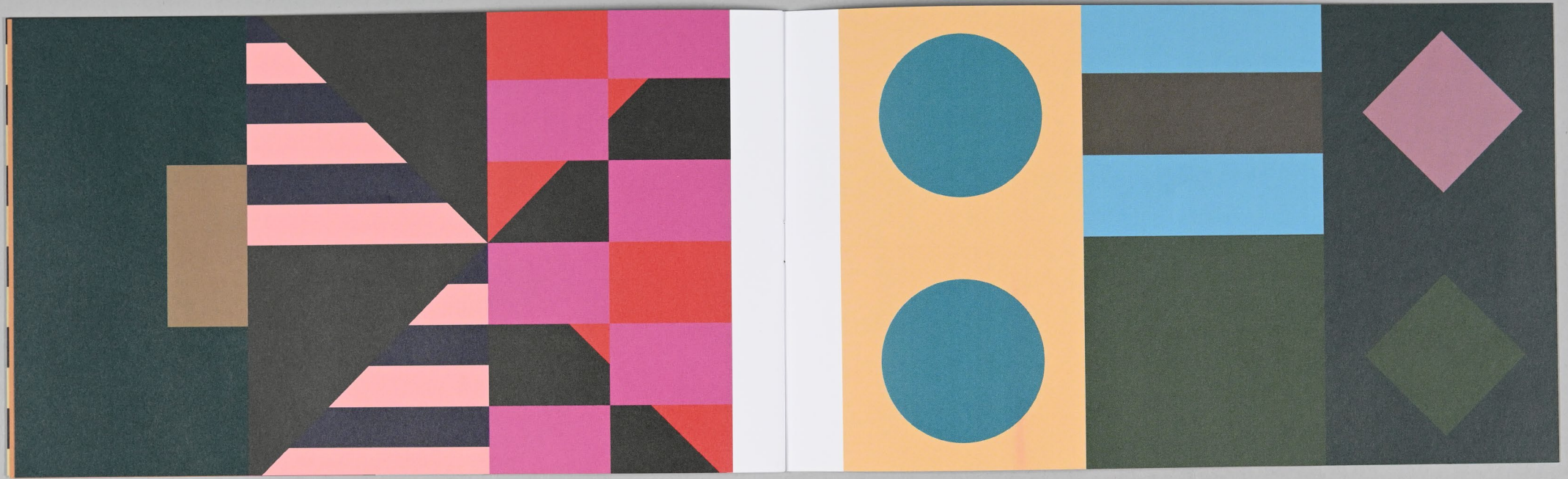


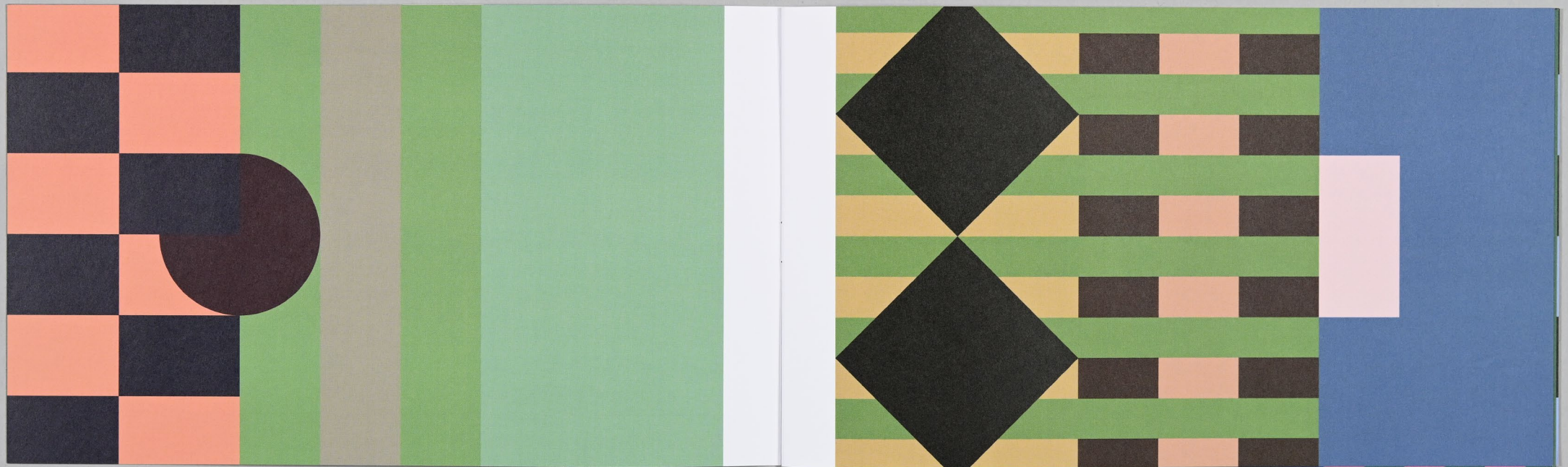
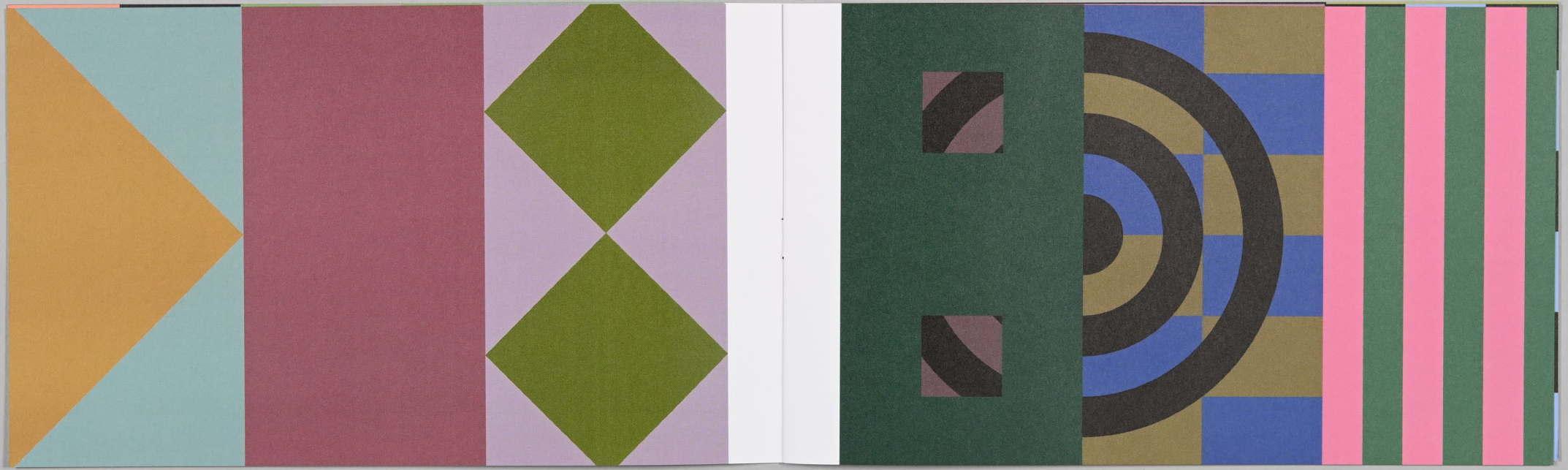
It provides other ways for print publishing to add value,
to make the mass-produced unique, to individualise.

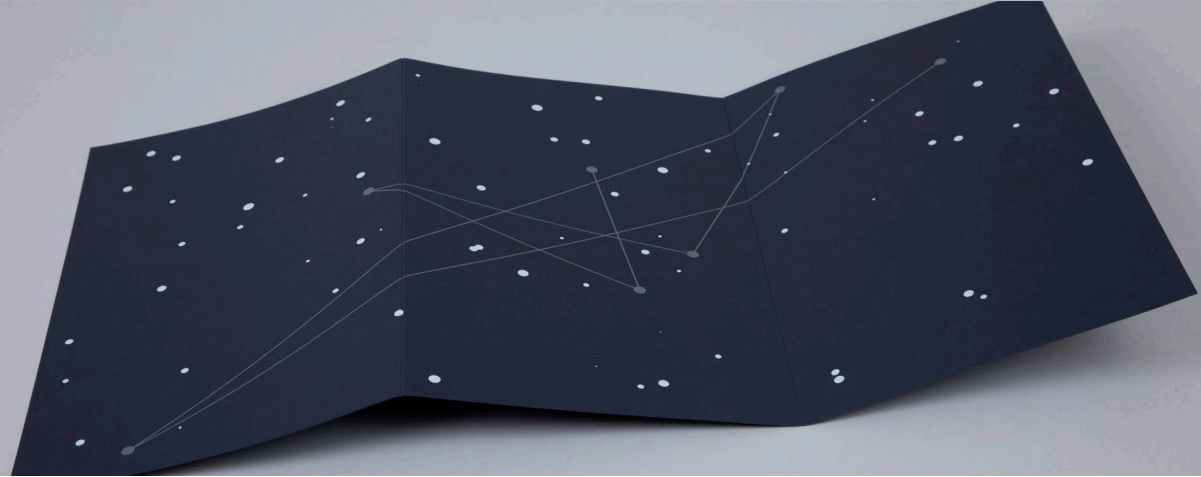
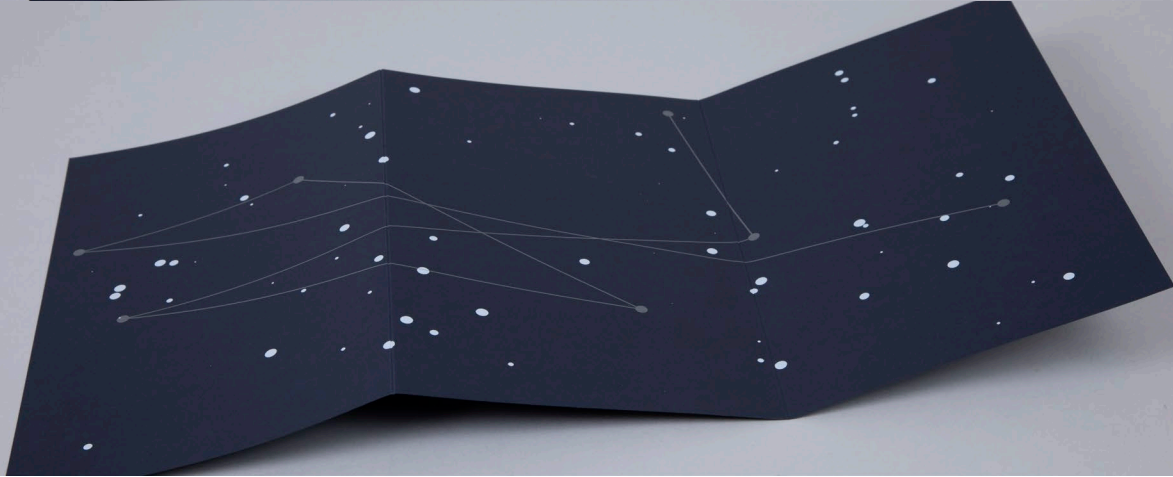
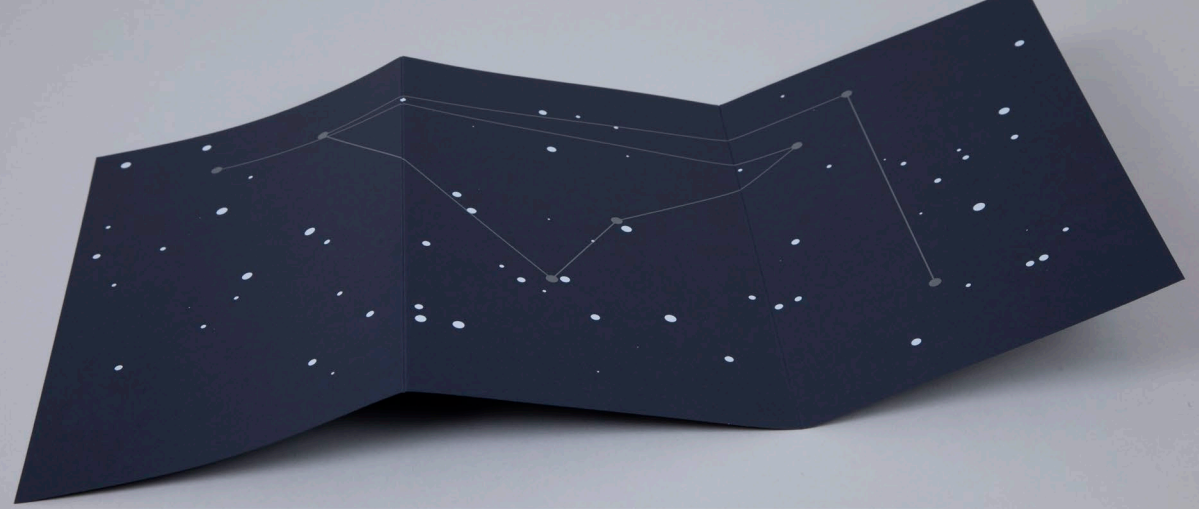
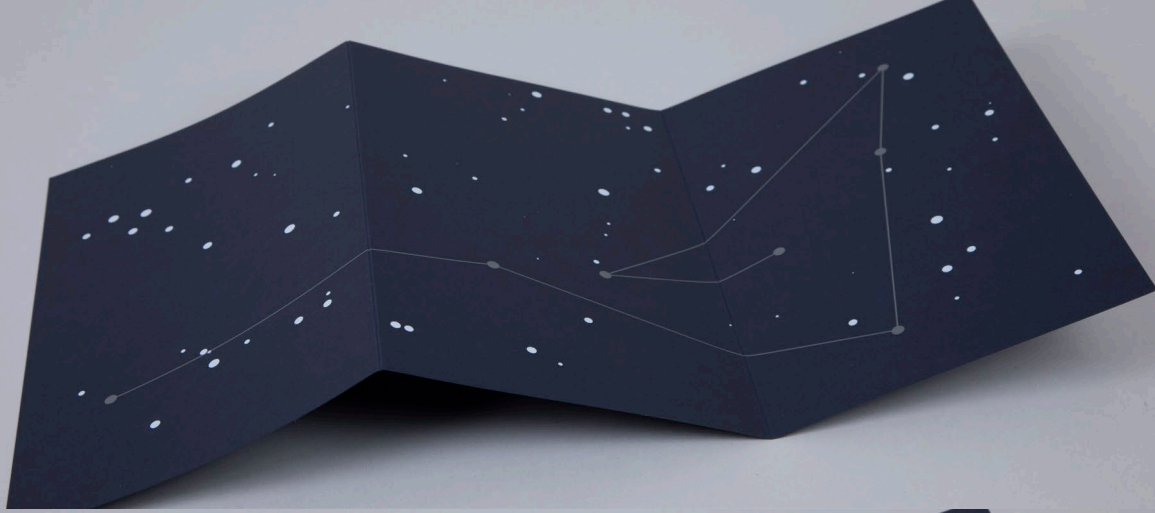
Phygital

“using technology to bridge the digital world with the physical world with the purpose of providing unique interactive experiences for the user”

(According to Monash University's Business School Marketing Dictionary)







This approach can give a more truly unique and individual experience to the user/reader/viewer, because there are so many more variables that can now be utilized in print.

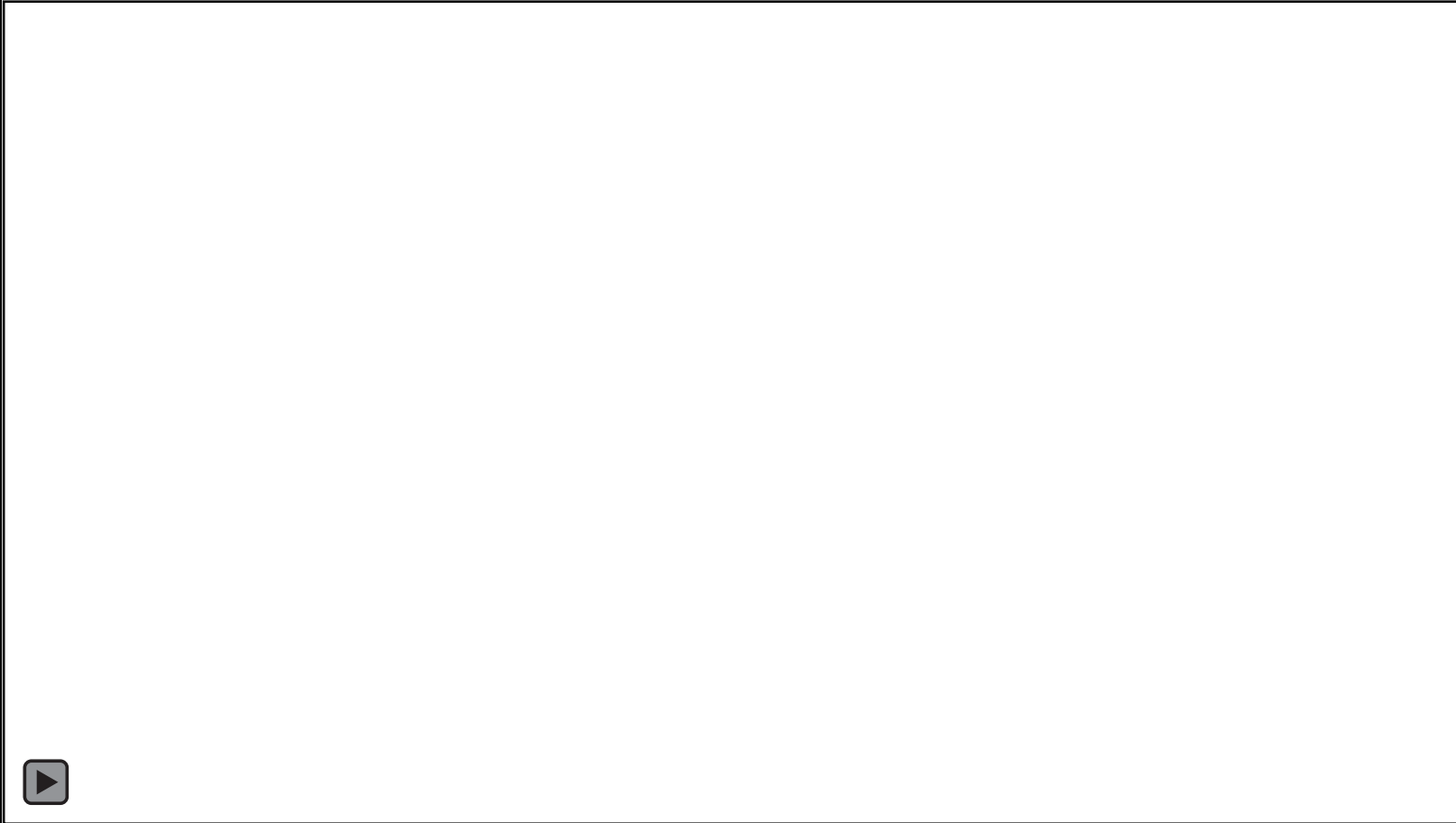


And because the designer hands control over to the algorithm – this can create truly unexpected outcomes.

But:

- Is this too complicated for its own good?
- Is there wider value in this approach, or is it simply a niche concept that's gone too far?
- Are there obvious directions I should be exploring further in relation to how/where this might be used?

Thank you



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