

Auto-Creativity V1.5:

A slash and burn transmedia compression codec for artists and designers.

Mike Phillips: i-DAT: mikep@soc.plym.ac.uk

Auto-Creativity V1.5 develops a critical, analytical and deep understanding of the transformative qualities of digital media, which is developed in parallel with, and intrinsically linked to, practical production skills that question traditional media practice and explore new paradigms for a 'New Media' practice.

Auto-Creativity V1.5 embraces the paradigm shift that defines digital practice and enables the effective use of emergent methods and tools of digital media production. By integrating the theory and practice of digital media production within an On-Line synchronous and asynchronous mind-set Auto-Creativity V1.5 will fully embrace the potential of "being digital".

Auto-Creativity V1.5 offers a Twenty First Century "Vision in Motion" (©1946 Moholy-Nagy™) "-seeing, feeling and thinking in relationship and not as a series of isolated phenomena. It instantaneously integrates and transmutes single elements into a coherent whole".

Auto-Creativity V1.5 frees artists and designers from the cloying 2-dimensional gravitational pull of the 1990's multimedia model that defined the look and feel of products with a dogged determination to adhere to traditional media forms and production practices. Free from the surfeit of graphical pseudo-metaphorical interfaces, make the dimensional leap through the 3<sup>d</sup> and 4<sup>th</sup> to embrace the 5<sup>th</sup> dimension of transmedia interactivity.

Auto-Creativity V1.5 says: "Burning a museum today? Burn a CD-ROM tomorrow."

Warning: The illegal burning of anything is not supported by Auto-Creativity V1.5. This idea is protected by copyright law and international theories. Unauthorized reproduction or distribution of this idea, or any portion of it, may result in severe cultural and creative penalties, and will be persecuted to the maximum extent under the gallery system. It is licensed to you only for the production of non-copyrighted materials, the theft of all property, or materials you are authorised or legally permitted to produce. If you are uncertain about your right to produce any material you should contact your legal advisor or regional arts council.