The College of Art and Design is RIT’s creative hub where art, design, science, and technology intersect. Discover how artists and designers use critical thinking as a method of seeing, questioning, empathizing, analyzing, and expressing at the 2018 FRAM Signature Lecture and Events, co-hosted by the College of Art and Design. The three-day event explores the creative process in critical and analytical thinking through the use of art, design, photography, animation, visual storytelling, free-form drawing, and guided visualizations. Explore and harness the power of your imagination.

**Keynote**

**Marco van Hout**

*Design for Transformation, Needs a Transformation in Design*

We live in a world with plenty of people, plenty of passion, plenty of knowledge, plenty of skills, and definitely plenty of ideas, ready to change the world. Fueled by a critical attitude towards the status quo, curiosity and creativity, we seem to want to orchestrate a constant flow towards the new, the disruptive and the innovative.

However, what we don’t seem to grow is a culture of sharing and building upon each other’s work. Creating something new and therefore changing the status quo may disrupt some of the current issues, but does not have the desired longer-term effects. The effects we so desperately need in order to reach the Sustainable Development Goals as adopted by the UN by 2030.

Marco argues that there is not a real culture of sharing in the design field, that we suffer from ‘design waste’ and he has been on a mission to fight it for the past years, for example via Global Goals Jam and Design Across Cultures initiatives within the Digital Society School.

In this talk Marco will argue why we should not only create change, but aim for transformation. Psychologists state that change initially modifies behavior but that transformation will modify values and desires. Because in real transformation lies the change we are looking for in the world. In culture, behavior and in how we as creators/innovators will be able to really contribute to a better world by 2030. By being creative, but similarly by being critical about how we document, share and use that creativity: Transform the world. By design.

**Presentation**

Wednesday, October 24, 2018  
4:00 – 5:15 p.m.  
Webb Auditorium, James E. Booth Hall

**Reception (after presentation)**

5:30 – 7:00 p.m.  
University Gallery, James E. Booth Hall
Marco van Hout’s Biography

Marco van Hout (1978, The Netherlands) is co-founder and Head of Programmes & Impact of the Digital Society School, part of the Amsterdam University of Applied Sciences. He is a Community Liaison for the World Design Organisation focusing on the integration of the Sustainable Development Goals both in (design) education and professional practice. In 2007 he co-founded the experience-driven design consultancy SusaGroup and he has been a long-time board member of the international Design & Emotion Society between 2005 and 2017.

After initiating the widely used Design Method Toolkit, Marco is on a mission to improve the impact of the creative community on the world’s biggest challenges. As part of this mission, he works with the United Nations Development Programme and was one of the founders of the international programmes ‘Design Across Cultures’ and the ‘Global Goals Jam’.

Since 2004, Marco has been a known advocate of ‘emotion- and experience-driven design’. Marco sits in the advisory board of Spanish creative agency DOT. He is a design faculty member at IE University (Madrid) and lives in a small Dutch town with his family where he occasionally picks up abstract painting.
Critical Thinking Collaborations
Hosted by Marco van Hout
Tuesday, October 23, 2018
University Gallery, James E. Booth Hall

Gain practical critical thinking and creativity skills and tools in an inspiring, interdisciplinary learning environment. Marco van Hout will host three (50-minute) workshops focusing on critical thinking, making, and critique. These collaborative workshops offer RIT students the learning and direct experimentation of creative processes, methods, and techniques to visually synthesize a possible solution to one of the Sustainable Development Goals adopted by the UN by 2030. These goals include: People, Planet, Prosperity, Peace, and Partnership.

Collaboration Schedule (approx. 30 – 40 students per workshop)
9:00am – 10:00am School of Film and Animation
11:00am – Noon School of Design
2:00pm – 3:00pm School of Photographic Arts and Sciences

Critical Making Workshops
Presented by the College of Art and Design
Thursday, October 25, 2018
University Gallery, James E. Booth Hall

Kick-start your creativity. Producing art, rather than simply experiencing it, benefits students’ ability to critically and creatively solve problems. The College of Art and Design offers three critical making workshops that allow students to participate in the creative process and critique in a convenient, shorter format. Taught by professors within the College of Art and Design, the workshops are available for RIT faculty and students at all levels of experience and explore their creativity.

Workshop Schedule
9:00am – 10:00am Collaborative Life Drawings
Presented by Prof. Amy McLaren from the School of Art
Experience where critical thinking meets creative expression. The School of Art offers clothed life drawings (not nude) to study human form, perspective, highlights and shadows, proportion, and anatomical structure. By regularly performing gesture drawings from live figures artists sharpen critical and creative skills and ultimately improve in their ability.

11:00am – Noon Designing with Light
Presented by Prof. Marla Schwepp from the School of Design
Apply the principles of LED lighting to design problems. LED Light Modules are easy to use when it comes to artwork and mixed media applications. With lead wire between each module, the LED can be used as a single light or as a string...
This workshop combines design principles with the use to light, back light, or lighting accents for artwork.

1:00pm – 2:00pm  **Visual Storytelling in the 4th Dimension**  
Presented by Prof. Mari Jaye Blanchard from the School of Film and Animation  
The combined power of engaging narrative, effective visuals, and movement is a tried and true way to communicate ideas and engage people. This workshop introduces visual storytelling and animation techniques that will help students connect with, convince, and call an audience to action.

**College of Art and Design Showcase**  
Presented by the College of Art and Design  
Tuesday, October 23, 2018 from 9:30am – 2:30pm  
Thursday, October 25, 2018 from 9:30am – 1:30pm  
University Gallery and Bevier Gallery in James E. Booth Hall

Experience the intersection of art, design, science, and technology. Students from the College of Art and Design will demonstrate and highlight their work to foster a creative culture that sparks inspiration, collaboration, and innovation.

**Showcase Presenters**
- The Charrette Project (Freshman Students in the College of Art and Design) | Bevier gallery  
- RIT Big Shot: Behind the Scenes (School of Photographic Arts & Sciences)  
- Hope for Honduras Interdisciplinary Project (School of Design)  
- Game Arcade (School of Design)  
- Animation Screenings (School of Film and Animation)  
- Artists at Work (School of Art)  
- Science + Art Alliance Projects (College of Art and Design)

**College of Art and Design “Concert” Projection**  
Presented by the College of Art and Design  
Tuesday, October 23, 2018 at 7:00pm (weather permitting)  
Wednesday, October 24, 2018 at 7:00pm (weather permitting)  
Projected onto the James E. Booth Hall building

See how artists add extra dimensions, optical illusions, and notions of movement onto previously static objects. Video projection shifts the perception of an audience to a more expressive relationship between viewer, image, sound, and environment. The projected piece combines student work from the College of Art and Design, music, and projection mapping. Projection mapping is used to turn complex industrial landscapes, such as buildings, into theatrical stages.