



DigiFest 2020 - Synergy

Promoting interdisciplinary practices across art, design and technology
(4th - 6th November 2020)

The 7th edition of the DUT's Faculty of Arts and Design Digital Festival (DigiFest'20) will hold as a virtual event from 4th to 6th November 2020. This event, themed, "synergy", will allow participants to discuss, showcase and celebrate cutting-edge projects, ideas and educational activities resulting from interdisciplinary collaborations and practices across art, design and technology.

Synergy, according to Cambridge Dictionary (2020), is the interaction or combined action of two or more things to produce a combined effect greater than the sum of their separate effects. From this basic definition, the event will interrogate synergy from interdisciplinary, creative and innovative perspectives. These will involve exploring practices that reflect harmonious interaction/merge of two or more discipline-specific skills, approaches, mediums, and techniques; with emphasis on the importance and role of digital technology in the practices.

Aim

The aim of DigiFest 2020 is to promote collaborative practices (creativity, innovation and interdisciplinarity) across art, design and technology

Objectives

- i. To showcase and facilitate creative projects that incorporate interdisciplinary skills and digital technologies
- ii. To interrogate the transformative vision of the future in arts and design fields
- iii. To demonstrate the economic significance of digital skills and technologies

Proposed Activities:

We have opened a call for submission of intended contributions that align with this year's theme "Synergy" and/or the special focus "Innovative response to COVID-19 and beyond." Contributions are welcomed across all disciplines from DUT students and staff, other institutions and industry. Below are the activities we are accepting contributions for:

- i. **Exhibition:** This virtual exhibition (using virtual gallery) will showcase and celebrate creative projects that align with the event theme (synergy) and/or the special focus "Innovative response to COVID-19 and beyond."
- ii. **Plenary Sessions/TalkFest:** We will be inviting guest speakers and panellists (internally and externally) to talk on relevant topics.

- iii. **Workshop:** There will be a workshop on Augmented Reality (AR) and Virtual Reality (VR) for interested students in the faculty. We are targeting between 20 – 30 participants for the workshop. The expected outcome of the workshop is that participants (students) will be able to apply the skills in their semester/year projects, which they can also exhibit at next year's DigiFest.

- iv. **Performances/ Demonstrations:** This will be in collaboration with some departments in the faculty that wish to showcase creative projects in the form of performances and demonstrations. These will be live-streamed across DigiFest social media platforms (Facebook, Instagram and YouTube).