

CREATIVE TECHNOLOGIST

When checking your application, we are looking for your creative potential. To have a reference point, we're asking you to bring in creative samples and to work on some briefs. Select any two of the exercises below, please—let's go:

A. CREATIVE SAMPLES.

We want to know who you are as a creative person. Please share five of the favorite things you've created. You can include: photography, advertising, illustrations, designs, poems, paintings, comedy routines, sculptures, cards, games, videos, websites, short stories, comic strips ... you get the idea!

B. VIRTUAL REALITY BRAND EXPERIENCE

As a creative technologist, your approach is part right brain, part left brain, building bridges between ideas and technology. You'll come up with creative ideas and translate them technically and practically afterwards, providing innovative, technology based solutions. So... give this task a try:

For a brand or a product of your choice, create an engaging experience in Virtual Reality that makes the user understand the brand and its product. Describe, code, paint or scribble your idea and approach. It's the idea that counts, not the execution. Find some samples here:

<https://www.youtube.com/watch?v=hlplIEj1-M8>

<https://www.redbull.com/int-en/projects/vr>



C. EXPERIENTIAL MARKETING

Imagine an interactive wall that could be operated with an app on your smartphone. Sketch, photograph, describe, paint or collage an idea what could happen on this interactive wall for marketing purposes. You can choose the field this idea might take place in—e.g Sports, Arts, Fashion, Games, Automotive, or Music Industry. Check here:

<https://www.youtube.com/watch?v=AZA6X3mPdtg>

