



RECRUITMENT DOCUMENT

Professor Artistic Extended Realities (0,8 fte)



Description of vacancy for a professor within the research area

Creative Processes and Technology

December 2021

the art of **HKU**

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HKU University of the Arts Utrecht, The Netherlands

HKU is a University of Applied Sciences and distinguished by its arts and media education. The institution is a driving force in training and innovation for the creative industry and one of the largest education institutions for art and culture in Europe. HKU has nine schools totalling 4,400 students: Fine Art, Design, Music and Technology, Games and Interaction, Art and Economics, Media, Utrechts Conservatorium, Theatre and Creative Transformation.

Through art, we contribute to innovation – in established and emerging professional practices, in the creative industry and in the cultural sector. This is reflected in our slogan: ‘The art of HKU: new practices, new solutions’. The world is changing rapidly. We believe that collaboration between art disciplines and between art and other domains contributes to innovation. It also increases our ability to adapt in times of social change. For over 30 years, this belief has inspired our major contribution to innovating the professional creative sector and our response to topical social issues.

Creative makership is key

We prepare students for a future where they create value through their talent for making, their professionalism and their autonomous way of thinking. Creative makership is one of our core values. Making, learning and investigating all come together in our education and research, with an important focus on the use of innovative technology. This is reflected in our education content and in the way we create courses and set up facilities. We believe that our knowledge and expertise in creativity, making and designing continually enables us to enhance and accelerate innovative processes in society.

The learning organisation

The current situation makes huge demands on the organisation of a university of applied sciences. To keep pace with changes and respond to them in a significant way, the universities themselves have to be able to adapt. So in recent years, the focus has been on setting up an organisation that is continually dynamic. The key concept here is ‘the learning organisation’. The HKU Academic Plan 2019-2024 formed the guideline in 2019. Students, staff and stakeholders from HKU and elsewhere worked together on drawing up this plan, addressing important themes for HKU in the coming years: learning from one another, professionalism, social relevance, innovation, collaboration, multivocality and respect for a different perspective.

For more information, see the Academic Plan 2019-2024¹.

¹ <https://www.hku.nl/en/about-hku/policy-and-quality/academic-plan-2019-2024>

The higher education system and practice-based research in the Netherlands

The higher education system in the Netherlands is based on a three-cycle degree system, consisting of a Bachelor's, Master's and PhD degree. The Netherlands has a binary higher education system. Binary in this context means there are two types of higher education: research-oriented and profession-oriented.

- Research-oriented education is traditionally offered by research universities.
- Higher professional education is offered by Universities of Applied Sciences

HKU University of the Arts Utrecht is a University of Applied Sciences. A University of Applied Sciences (UAS) is a higher education institution with profession-oriented study programmes. Work placements and internships in (inter)national companies often form an integral part of the degree programmes offered at our universities. Students at these institutions learn how to apply their theoretical knowledge in practice.

More information on Universities of Applied Sciences in the Netherlands can be found on:

<https://www.vereniginghogescholen.nl/english>

<https://www.vereniginghogescholen.nl/kennisbank/thema-s-en-subthema-s/artikelen/internationalisation-at-universities-of-applied-sciences>

<https://www.vereniginghogescholen.nl/uasnl>

Research at HKU

HKU research is distinctive and useful. Distinctive in focusing on creative processes and the link between research and education. Useful because it is important and meaningful for society.

The objectives of research and innovation at HKU are:

- Reinforcing, broadening and deepening education
- A productive research learning environment for education, research and innovation
- Meaningful collaboration with the professional field and knowledge domains
- New directions for solving complex social issues

Policy context

The research policy of HKU is laid down in the HKU Research Policy 2018-2023.² The research policy is inextricably linked to the HKU Academic Plan and other guiding policy documents. Together, they determine HKU's course and ambitions for the coming years. The HKU Academic Plan³ assumes that both education and research at HKU have relevance for society. Education continually searches for different contexts and research is always practice based. Creative sectors may boost innovation in other sectors, thus increasing relevance. Research contributes to deepening and innovating the practice of creative professionals, by focusing primarily on creative processes.

Emanating from the core of creativity, education and research at HKU are naturally intertwined. The integration of creating, learning and investigating forms the foundation of both education and research. Research and education policies

² We are in the process of translating our website to English. If you need certain documents in English that you can not find online then please contact us.

³ <https://www.hku.nl/en/about-hku/policy-and-quality/academic-plan-2019-2024>

AND <https://www.hku.nl/en/research/expertise-centres/research-innovation-and-internationalisation>

are in line with each other. This is why, in the coming years, we will be intensifying the relationship between research and education (BA, MA and PhD) in a research learning environment, in which research and education collaborate, Master's research is linked to concrete real-life issues, and BA, MA and third cycle education can enrich one another and are directly linked to the research within the professorships.

HKU research comprises five interconnected overarching research areas, with dynamic space for urgent issues (emerging research).



A research area serves as an overarching umbrella and (virtual) space for research and researchers based on the aforementioned spearheads. A research area is not a professorship topic; it only indicates a direction or line for the research it encompasses. The research areas are general, while professorship themes are specific.

In each research area there is at least one professorship to ensure the quality of the research, but it can (also) be given various interpretations (with post-docs, PhD/third cycle researchers, lecturer-researchers, students, professional field). In addition, it can incorporate other research groups or units affiliated with one or more schools and/or expertise centres.

It is the (possible) connections between the research areas that are particularly important; here, themes and focal points can find a place.

Each professorship has its own advisory committee with representation from HKU education, the knowledge domain and the professional field or social partner.

Research environment

An HKU professorship conducts practice-based, education-relevant research with existing and new collaboration partners, involving lecturer-researchers and students. Research programmes and projects are developed and supervised under the direction of the professor. Students are always involved. Research within HKU also plays a major role in the professional development of our staff. HKU offers lecturers and staff the opportunity to participate in research activities.

As leading researcher, a professor is responsible for the quality of the research in the professorship and the relevant research area. In addition to designing, acquiring and conducting their (own) practice-based research with partners in the professional field and society, a professor also has an important task in supervising other researchers (post-docs, PhD students and lecturer-researchers) and reinforcing the connection between education and research. Professors are responsible, in close cooperation with the schools, for both conducting research and linking the results to relevance for HKU students.

An environment, perhaps digital but certainly physical, is indispensable for interpreting a research area. In lab situations (such as our own research and meeting place within HKU), but also with the addition of embedded researchers in other practice-based environments (fields labs and Centres of Expertise (CoE's), for example).

It is HKU's ambition, together with other universities, to develop a fully-fledged third cycle for higher professional (art) education (PD or PhD) in the future. In the coming years, we will also be consolidating quality assurance and strengthening both the national and international positions in research, of which the acquisition of resources from the second and third flows of funds is an important part (NWO-SIA, EU funding and NWA).

Together with other universities, HKU has committed to working in accordance with Open Science. We have had our own publishing house, HKU Press⁴, since 2018, for publishing the results of research and innovation and making them available to a broad public. This enables us to share innovative insight and contribute to important themes for artists and makers.

The Creative Processes and Technology research area

Creative Processes and Technology is one of the research areas. As an educational and knowledge institution, for us it is important not only that technology has an important place in education, but that we also conduct practice-based research in this area, research that is not only relevant to education but also contributes to the professional field, society and the knowledge domain. From within the research area, we aim to gain and share new insight into creative applications of (digital) technology and encourage a professional practice for artists and creative professionals, making a unique contribution to social issues now and in the future.

Within the Creative Processes and Technology research area, in the coming years HKU will be focusing professorship research on the theme of [Artistic Extended Research](#).

The borders between physical, digital and virtual worlds are blurring. In our daily life, in our work and in our education, we continuously and effortlessly switch between realities in our social interaction with each other and between various systems. There is a shift underway from autonomous, linear art to more open worlds and emergent art forms. We are seeing environments appearing in which artists are creating 'possible worlds' and in which, at the same time, users or audiences can, themselves, also make, contribute and build. These are new contexts, in which technologically-mediated culture, interaction between the maker/user and the live performance/setting co-exist and intermingle. The existence of these fluid worlds has far-reaching implications for our teaching and the professional fields both within and outside the arts and creative industries. New knowledge of and insights into AR/VR/MR and artificial intelligence are needed to be able to produce a new generation of (new) artistic and designing makers. We are therefore conducting research into and for XR, including design strategies for meaningful experiences, developing and using narrative methods and creating interactions

⁴ <https://www.hku.nl/en/research/more-research-and-expertise/hku-press>

in hybrid collaborations. This is being done with partners in the cultural and creative professional fields but also in other contexts, such as healthcare and sustainability.

Professorship assignment and professor profile

Professorship assignment

To enable us to properly align with our ambition as HKU to achieving social impact, the new Artistic Extended Realities professorship will be focusing on creative processes and design strategies in relation to new, digital, open and public worlds. Technology plays a key role in this, in both exploring the possibilities that technology offers in interdisciplinary creative processes and in adopting a critical attitude towards the role of technology in the arts and creative industry as well as in society. We are seeing new disciplines emerge in making and designing with technologies but also critical, innovative artistic practices addressing digital technology. Topics to which the professorship may devote attention include research and the development of labs as experimental technological ecosystems for makers and users and technological co-creation processes. In addition, there is a focus on the impact of technological developments on creative processes and teaching didactics, and on learning capacity in relation to technological developments as part of the professionalisation within and outside HKU.

In 2021, we completed our exploration of the Creative Processes and Technology research area. Professionals from HKU, the professional field and other platforms and knowledge institutes made a valuable and decisive contribution. HKU's profile and mission provided direction. The result constitutes the basis for a new professorship.

In the research, in which collaboration between HKU education and HKU research is self-evident, this professorship focuses on collaboration with the schools of Games and Interaction, Theatre, Music and Technology, and Media, as well as the Creative Technology programme. Creative processes, technology and creating social impact are issues for all students and their (future) professional practices, so the theme is also relevant for all the other schools.

HKU is an internationally-oriented university of the arts; on the cutting edge of art, design and technology, in particular, an international perspective and network are essential.

The definitive title of the new professorship will be decided in consultation with stakeholders within HKU and the selected candidate.

Professorship research agenda

It is emphatically the idea that any research questions within the research area will interact with and reinforce one another. Below are a number of possible research questions to give an impression of the kind of questions and the direction of research:

- With which design strategies do physical reality, digital reality and virtual or extended reality converge or collaborate?
- How do you articulate/design your possible future open/public environment? But also: how do you design contemporary worlds with current technology?
- How do you design hybrid environments in which making and using flow one into the other? In which co-creation, interaction, temporality, diversity and fluidity play a major role?
- How are artistic making practices impacted by the fact that technology is both a cause of and part of the solution to societal and sustainability issues?
- In which systems are making, production and power important factors? How does that affect (the emancipation of) makership? And how can we understand and influence these concepts?
- What potential do mixed or extended realities offer for artistic work or creative products and how do we develop and stimulate this in our teaching and for professional practice? Using the possibilities of immersive technology and interactive narrative design as an empathy tool, for example?

A conscious choice has been made to invite applicants to provide an initial concretisation of their direction and ideas for the future professorship agenda on the basis of their expertise. The principle here is that, where possible, the research aligns with national and international policy agendas, with top sector policy for the creative industry and, based on makership, contributes to addressing social transition challenges. Part of the assignment is the acquisition of research projects and programmes in relevant consortia from indirect funding and contract funding. In addition, the research is always relevant to education and contributes to our Lifelong Learning objectives and, consequently, the professionalisation of our HKU staff, including lecturer-researchers in the schools.

Shortly after appointment, together with the schools with the strongest affinity with the research theme and a relevant programme, the new professor will compile a joint educational research agenda. Directors (who are responsible for the schools and centres) and the professor form an internal coalition as a task-oriented team. The joint agenda will form part of the professorship plan and the teaching plans.

Professor of Applied Sciences profile

This describes the new professor of applied sciences profile in Artistic Extended Realities (0,8 fte) : you are a team player and connector, firmly anchored in research in creative professional practice. Using your communicative skills, together with the directors of relevant schools, you are able to establish a link with education and bring in an extensive (national and international) network, both from the professional practice and in relation to possible social partners. You are able to collaborate with other researchers, students and diverse stakeholders within an experimental lab environment. Didactic skills are an advantage and experience of blended learning is a plus. Collaborating with lecturers and researchers from HKU's other research areas is an essential principle. You contribute to the further development and connection between education and research in HKU, based on the established research area and the recommendations of the latest research evaluation following the audit in November 2019. HKU welcomes developed ideas on new forms of knowledge management and the production of academic output that fit within the practice-based objectives of higher professional (arts) education. You must be capable of organising and overseeing sustainable collaborations within and outside HKU. Managerial qualities are required and knowledge of managing collective research processes is an advantage.

What do we require?

- You have a PhD in a subject relevant to this research area, and you have a natural curiosity for other related topics
- You can lead effectively, with an emphasis on sustainable collaboration and connection. You can coach post-doc researchers and third-cycle candidates, including as doctoral supervisor for PD and PhD candidates linked to the research area and pursuing a PhD at a university with which HKU collaborates
- You have a network of national and international partners eager to explore or utilise the potential of creative professionals in designing with and for XR
- You will contribute to curriculum development, teaching activities and educational innovation in collaboration with the schools. You have didactic skills; experience of blended learning is an advantage
- You are experienced in raising external financing (indirect and contract funding) to ensure that research projects and research capacity can be realised
- In addition to this part-time position, you remain anchored in or strongly connected with (professional) practice, for mutual interaction
- You keep abreast of international developments in the research area and see it as an opportunity to be able to use and expand this knowledge and your network in international consortia and collaborations
- You contribute to the (international) profiling of HKU research by publishing and disseminating research results innovatively on various regional, national and international platforms
- You play a major role in the professional development of HKU staff by (assisting in) developing professionalisation offers, creating career prospects for (young) lecturer-researchers and talent development
- You have excellent expressive skills in both English and the willingness to learn Dutch

Job title, scope and scale (employment conditions)

Professor (m/f/x), a 0.8 FTE post, PhD in a relevant subject. For this post, we are offering a salary in accordance with the higher professional education CBA⁵ (max scale 15). The gross monthly salary for a full-time post is a minimum of € 5363 a maximum of € 7486 gross per month, excluding an 8% holiday bonus and a year-end bonus(8,3%). Appointment for 4 years, evaluation after 1 year.

Organisation

Place in the organisation and management

Within HKU, professorships fall directly under the scope of the Executive Board and work closely with the knowledge staff and support staff in terms of quality assurance, the recruitment process, organisation, coordination and execution of research projects, publication, dissemination and the like.

The Executive Board is the professors' hierarchical superior.

Each professorship has an advisory board with representation from the three impact areas with which the practice-based research collaborates:

1. HKU education (director or MA course leader) as chair
2. the professional field/practice
3. the knowledge domain (higher professional education/university)

The advisory board monitors the general progress and results of the professorship in the impact areas and issues recommendations.

As chief researcher, an HKU professor is responsible for the quality of the research in the research area with which the professorship is affiliated, in this case Creative Processes and Technology. In addition to designing, acquiring and conducting their (own) practice-based research with partners in the professional field and society, they also have an important task in supervising other researchers (post-docs, PhD students and lecturer-researchers) and reinforcing the connection between education and research. They have joint responsibility with other lecturers, researchers and knowledge and support staff for the coherence and quality of HKU research.

Professors have the challenging and essential task of connecting the activities and results of the research to relevance in/for education. The professor leads and directs the research group in its research and liaises directly with the management/directors of the schools.

HKU has a growing community of researchers. Professors are expected to play a strong connecting and inspiring role in this developing research environment both within and outside HKU.

Application process

If you would like to know more or would like to apply

If you have any questions, please address them to Marjanne Paardekooper, director of the Expertise Centre Research, Innovation and Internationalisation (CvOI), at marjanne.paardekooper@hku.nl (HKU is closed between 24 December and 10 January; we will get back to you as soon as possible after that). You can apply up until 16 January 2022.

If you are at an advanced stage of a PhD that matches the profile HKU is looking for, then we invite you to respond.

⁵ <https://www.aob.nl/en/collective-labor-agreement-and-salary/higher-professional-education/>

In addition to a motivation letter and CV, we strongly advise candidates to include a [substantive vision of the role and significance of technology in art education, the professional field and society](#).

The first round of interviews will take place on 26 January and/or 2 February 2022. The follow-up interviews will take place on 9 February 2022. The selection procedure may include a pitch for a number of colleagues and students and a reference check.

Apply using this link: hku.homerun.co/lector-cm-technologie/apply