

המעבדה לחדשנות במדיה, ביה"ס ע"ש סמי עופר לתקשורת, המרכז הבינתחומי הרצליה

מרכז המחקר לשילוב טכנולוגיות בהוראה ע"ש צ'ייס, האוניברסיטה הפתוחה

Preparing for a Creative Society

הציבור מוזמן להרצאות אורח של

Prof. Mitch Resnick and Karen Brennan

MIT Media Lab

פרופ' רזניק הוא חוקר בעל שם עולמי בשילוב תחומי הטכנולוגיה, הלמידה, והיצירתיות הדיגיטאלית. גברת בראנן היא סטודנטית לדוקטורט בקבוצת המחקר של רזניק ב-אמ.איי.טי.

ביום חמישי, ה-11 ביוני 2009

10.00 - 11.45

אולם איבצ'ר

המרכז הבינתחומי הרצליה

10.00 - 10.15 Gathering

10.15 – 10.20 Welcome by Dr. Oren Zuckerman and Prof. Yoram Eshet

10.20 – 11.00 Lecture by Prof. Mitch Resnick

11.00 – 11.20 Lecture by Karen Brennan

11.20-11.45 Q&A session

Prof. Mitch Resnick: Sowing the Seeds For a More Creative Society

In today's rapidly-changing world, people must continually come up with creative solutions to unexpected problems. More than ever before, success and satisfaction are based not on what you know or how much you know, but on your ability to think and act creatively. Unfortunately, few of today's classrooms focus on helping students develop as creative thinkers. In this presentation, I will discuss and demonstrate new educational technologies designed specifically to help students learn to think creatively, reason systematically, and work collaboratively, so that they are prepared for life in the Creative Society. I will focus especially on our experiences with Scratch, a new authoring platform that makes it easier for students to create and share their own interactive stories, games, animations, and simulations (<http://scratch.mit.edu>).

Karen Brennan: Broadening Participation in the Creative Society

Since its public launch in May 2007, Scratch has attracted an enthusiastic community of educators and students around the world. Nearly 1,000,000 people have downloaded the Scratch software, and more than 400,000 Scratch projects have been shared on the community website. But in many ways, the current Scratch community is composed primarily of early adopters who already have significant familiarity and experience with these types of computational tools and activities. In this presentation, I will discuss our approaches to broadening participation with Scratch, with a particular focus on educators, female Scratchers, and the affordances of online/offline spaces.

המרכז הבינתחומי הרצליה, רחוב כנפי נשרים פינת רחוב נתן אלתרמן, הרצליה

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