

## Center for Transformative Media

The **Center for Transformative Media** is an interdisciplinary research network dedicated to investigating the potential of emerging media technologies for creativity and social change. Research conducted in the CTM explores the potential of emerging technologies to transform society — and our potential to develop new media technologies — as well as how people and communities use existing and emerging media in innovative and creative ways. We enable such research through activities including monthly research jams, research mini-grants, and fellows programs.

The Center for Transformative Media challenges race, gender, and socioeconomic inequalities both locally and globally through creative engagements with networked media. We are committed to empowering communities with the use of and access to networked media by facilitating forward-thinking research. Specifically, we aim to enhance technology and media engagement, promote mobility/data justice, and create the conditions for sustainable cities. We aim to accomplish our goals by encouraging new faculty collaborations and new types of community connection.

### Our Goals:

- Create global, interdisciplinary, and inter-institutional collaborations to challenge socioeconomic, gender, and racial inequalities related to the use of and access to emerging media and networked technologies;
- Engage with emerging media and networked technologies to improve lives and empower marginalized communities, leading to mobility/data justice, sustainable cities, and health equity.
- Support engaged research that creatively challenges traditional disciplinary boundaries and conventional technology design/use through play and games.
- Provide a platform for open-access and community engaged research projects that are both historically informed and futuristically oriented;
- Encourage public dialogue around the role of emerging technologies in shaping equitable and sustainable futures.

Center affiliate research projects aim at understanding how to creatively engage with and design emerging media and technologies (including AI, mobile, VR/AR/XR, “smart” technologies and urban infrastructures) that empower and give visibility to marginalized/minoritized communities (including LGBTQIA+, women, youth/children, migrants, BIPOC) and promote sustainable living spaces.

Our interdisciplinary group of core and affiliated faculty employ a mixed methods approach that includes, but is not limited to, critical and interpretative approaches, archives and archaeology, network analysis, experience and co-design, computational methods and visualization techniques to tackle the most pressing sociotechnical issues in contemporary society and cities.

## **STRATEGIC RESEARCH AREAS**

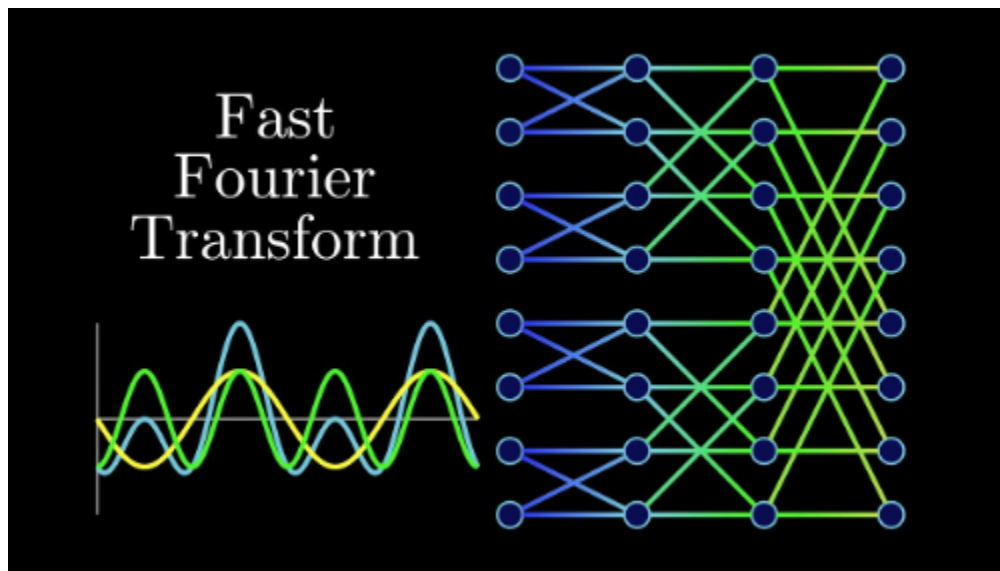
These areas are not meant to be exclusive; rather, they represent overlaps, directions, and connections among research interests, with the aim of leading to future collaborations and new research initiatives. Rather than fitting existing research into bubbles, we want to find connecting points.

1. Histories and Futures of Emerging Media
2. (Mis)Information, AI & News Storytelling
3. Health, Access, and Sustainable Media Futures
4. Social Networks & Data Justice
5. Grass-roots creativity, Play, & Learning
6. Urban Mobilities, Justice & Civic Engagement

## Guidelines for Visual Identity

### *One Logotype / Logo Ideas*

The Fast Fourier Transform (FFT) is a signal processing algorithm that performs what, mathematically, is called a transform. It is very widely used and considered an exceptionally elegant algorithm. Searching for visual materials related to it may help to inspire logo creation. The main advantage of a FFT-inspired logo is that it could be highly abstract and made to scale well, without competing with the text. The disadvantages include the abstract and mathematical image possibly being too sterile.



### *Style Guide Suggestions*

The long form of the name, in running text, is “the Center for Transformative Media” and should have a lowercase “the” unless it appears at the beginning of a sentence.

In a logotype, at the beginning of a heading, as a Web page title, and in similar contexts, use “Center for Transformative Media” without the article, just as the other CAMD Centers do with their names:

<https://camd.northeastern.edu/center-for-the-arts/>

<https://camd.northeastern.edu/center-for-design/>

The abbreviated form is the initialism “CTM” without the lowercase “f” that the other CAMD Centers use. (An *initialism* is an abbreviated form of a name using the initial letters of words; an *acronym* is an initialism that is itself pronounceable as a word.) This gives the Center for Transformative Media a three-letter initialism, as with the CfA and the CfD. Although “f” does not

appear in the initialism “CTM,” closed-class words including “for” do not have to be represented in initialisms. The word “the” in “Center for the Arts” has been omitted in the initialism, or it would be “CftA.” At the University of Bergen, “the Center for Digital Narrative” is abbreviated “CDN.”

The full name should be used and emphasized in all external communications. On first mention and at least once a paragraph, “Center for Transformative Media” should be spelled out. When the Center for Transformative Media is mentioned more than once in a paragraph, it can be abbreviated “CTM.” When possible, this abbreviation should first be used when the CTM name functions as an adjective (“CTM fellows,” “CTM micro-grants,” etc.) rather than when it designates the organization/network itself.

This document discusses “the Center” that you direct and the transition from the name “the Center for Communication, Media Innovation & Social Change (CCMISC)” to “the Center for Transformative Media (CTM).” Because this report is about an organization whose name is changing, at times I have referred to “the Center.” This term should be avoided in other communications and in internal documents. The full name or “CTM” will make it clear to external readers and to those within the CTM that your organization — not some other research center — is being discussed. Generally, if you are beginning to write the capitalized phrase “the Center,” you should stop and correct that to “the CTM.”

When writing about the three CAMD Centers at Northeastern University, “the CAMD Centers” (capitalized in this way) can be used.

In the rare case that research centers in general are being discussed, phrases such as “research centers,” “this university’s center,” and “the former center” are not capitalized.