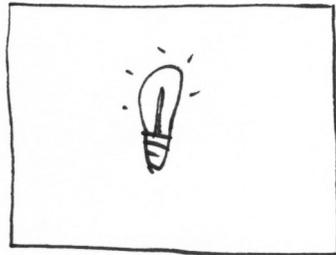
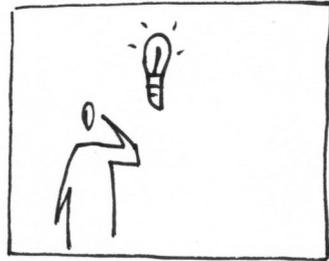


# ENSCIMATIQUE



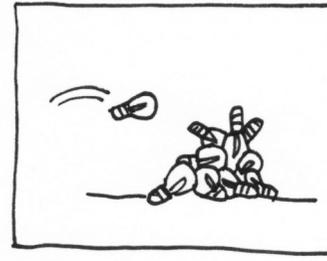
We all have ideas we like, ideas we believe in.



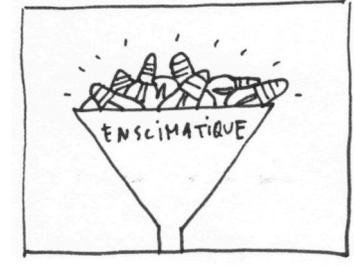
Sometimes these are our own ideas we want to further develop,



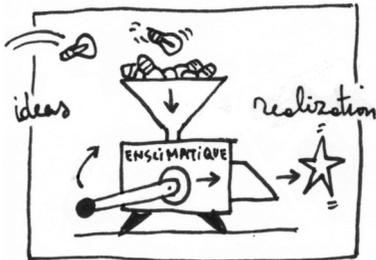
sometimes these are ideas of others we want to collaborate on.



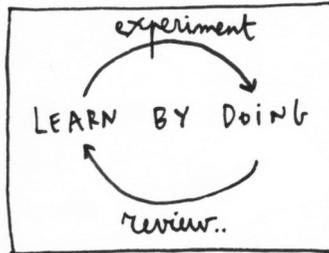
Way too often these ideas never happen because we lack the time or means to elaborate them.



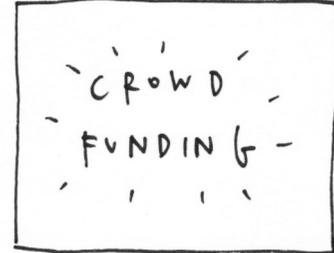
The Encscimatique wants to offer an environment for these kind of ideas.



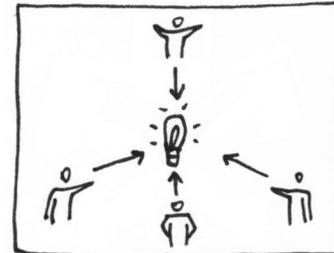
An environment in which they won't only be further explored but also realized.



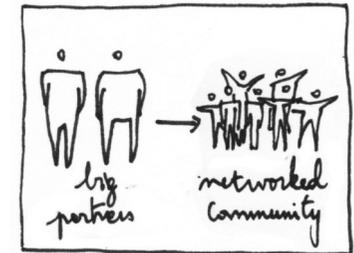
Project development will happen through experimentation ...



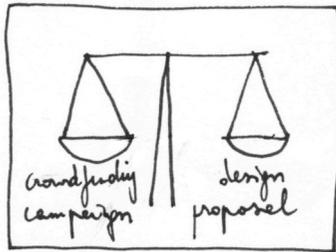
... realization through crowdfunding.



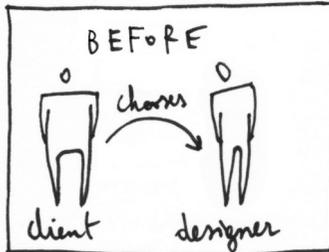
Crowdfunding is a service that enables people to post their ideas online in order to gather the support they need to realize them.



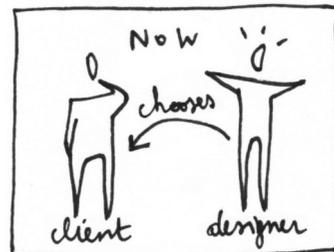
It's a funding model that taps into the potential of a networked community rather than addressing a few big partners to make things happen.



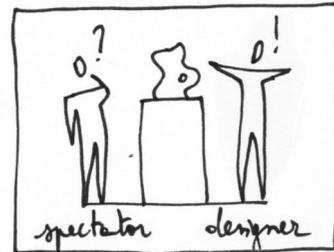
At the Encscimatique the design of your crowdfunding campaign will be as important as the design of the idea itself.



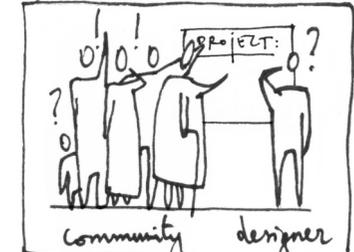
Because we believe that if you, as a designer, know how to set up your own projects; you will no longer have to wait for the perfect client to call ...



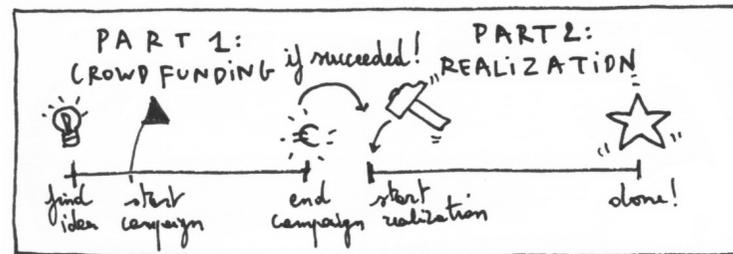
... but you'll be able to attract the people you really want to work with, yourself.



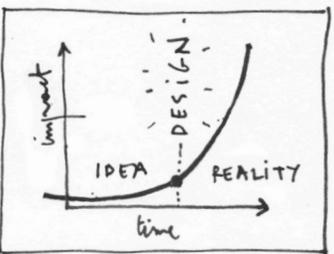
Apart from that, it will also force you to leave your comfort zone, to not only design things from a pure personal interest ...



... but rather through dialogue with a whole community.



Therefore the Encscimatique format will consist of two semesters instead of one. In the first semester projects and partners will be defined, a crowdfunding campaign will be set up and proposals will be designed. In the second semester, and if the campaign turns out to be successful, the project can then be realized.



Throughout the whole process you'll learn how to use design as a catalyst, a tool to draw people into your project, to make your idea more convincing, understandable and attractive to a wider audience so it can have maximum impact.