

work-based/related learning

'redefining vocational education
for the Creative Industries'

Derek Yates
Course Director
FdA Design/ Illustration
Camberwell

*there were 55,310 undergraduate design students
in the UK in 2010 and yet only 51% of practising
designers have a degree!!?*

Design Industry Insights 2010. The Design Council.

I've given this a lot of thought and I think the problem stems from degree courses. The sad truth is that half the people—while maybe having a good student portfolio—do not possess the skills required to do the job. Many do of course, but it's always a gamble. If people are not taught key industry skills on their degree, how else are they going to learn until they are equipped enough to become a junior designer?

James

2009-08-12 16:41:06

CR Blog (<http://creativereview.co.uk/cr-blog/2009/august1/question-of-the-week-110809#feedback>)

PS - I agree with James that universities and colleges leave their students woefully under prepared for the real working world.

Trevor Collins

2009-08-12 17:12:57

CR Blog (<http://creativereview.co.uk/cr-blog/2009/august1/question-of-the-week-110809#feedback>)

I graduated this year at LCC ...

I think that graphic design really isn't suited to a degree and the university way of working. University demands you to do everything yourself on your own. While graphic design needs lots of group work, crits, plenty of tutor contact time.

Perhaps a better solution would be to scrap degrees for graphic design and have an apprentice based system. You spend a year doing an intensive 1 year course in the basics of generating ideas to final results and being trained how to use Creative Suite properly. After that you could spend 2 years working for a studio. The money from the fees could go to the studios to help them pay for the interns.

I imagine this system would eliminate a lot of people from getting into graphic design but then it is probably a more realistic view on how many graduates are going to get a job in design anyway.

Thomas
2009-08-13 13:05:56



Future fit

Preparing graduates for the world of work



CBI on
higher education

Future Fit

a report commissioned by the CBI looking at how we can better prepare graduates for the world of work

“Almost every employer specifically referred to the advantages students bring to the workplace, new ideas and enthusiasm, and the completion of projects for which there was a real business need. Businesses should be encouraged to continue to increase the number of placement opportunities available.”

Futurefit. Preparing graduates for the world of work. CBI on higher education

Best Practice according to Futurefit:

- ~ Building employability skills into the curriculum through work-related learning — for example, using case study examples linking the subject knowledge to its application in the outside world.*
- ~ Adapting the way the curriculum is taught and assessed – for instance, ensuring students have the opportunity to give presentations or work in a team, and rewarding the demonstration of employability skills*
- ~ Offering compulsory – usually accredited – modules designed to help students acquire employability skills*
- ~ Making paid work placements of up to a year a key part of the university experience, often with a network of contacts with employers at departmental or faculty level and/or centrally.*

“Creativity - the base for innovation — has never been more important. For business, it holds the key not just to success, but to survival. And for society it is the key to solving the major problems that have to be addressed, whether these be in healthcare, urban planning, transportation, education or a sustainable way of life.”

Sir George Cox. On the Role Of Creativity.

we need to...

*build employability skills while at the same time
nurturing creativity and innovation.*

and to do this..

*we need to create a new definition for vocational
education that expands beyond a prescriptive focus
on technical processes and skills.*



platform



Wieden+Kennedy

Home | About | Join the conversation

CATEGORIES

platformers
w+k projects



@WK12 we're hooking up soon right?
31 days ago · reply

@bklynn they'll be plenty of chicks to come next year!
56 days ago · reply

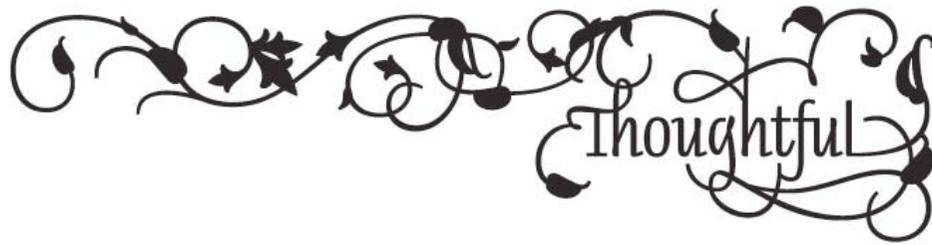


Join the conversation

We are Platform.
 We are not an internship or a school.
 We are a creative experiment.
 We are hand picked from all over the world.
 We have backgrounds in the arts, social sciences and technology.
 We tackle business problems with innovative solutions.
 We are a research lab, prototyping unit and craft workshop.
 We can animate your music video and Arduino your kitchen plant.
 We ask lots of questions.
 We learn by doing things with our hands.
 We have amazing Patrons to teach and inspire us.
 We are here for a minimum of 6 months and we are paid.
 We are season one, you could be season two.
 We can play nicely with others, can you?
 We can be followed on Facebook and Twitter.
 We will be opening submissions again soon.
 We work on a project basis only.
 We love a challenge and we would love one from you.
 We can be reached at sam.brookes@wk.com.
 We look forward to hearing from you.
 We are Platform.

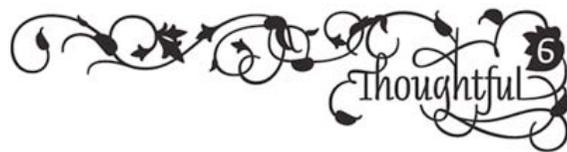
W&K Platform

*the graduate thinktank of Nike's
advertising agency*



« Back Soon | Main | Bubblesnaps »

The Thoughtful 6



The Thoughtful 6 project is finally up and running. We've moved our offices into Stockport College, and it's all going swimmingly so far.

We'd like to thank Mel Spooner, James Corazzo, Ian Parkin, Gary Spicer and Keith Alcock from the College for making this happen. And not forgetting our 6 new designers, Amy, John, Lauren, Ed, Carrie and Chris. We're really looking forward to seeing how you develop over the next 6 months.



Hello

Welcome to our blog.

Thoughtful are an ideas agency for the 21st Century, intent on doing a little good, and doing good work.

This blog is an area where we can put up thoughts, ideas, things we like and news.

For more information about us, please visit our main website. [Click here.](#)

Contact Thoughtful

hello@wearethoughtful.com

Monthly archive

April 2010 (1)
March 2010 (5)
February 2010 (1)
January 2010 (2)
December 2009 (3)
November 2009 (5)
October 2009 (8)
September 2009 (6)
August 2009 (3)
July 2009 (2)
June 2009 (2)
May 2009 (1)
April 2009 (2)

Education

Thoughtful 6

Year: 2009



In 2009 the design agency Thoughtful and Stockport College embarked on an experimental education project. We featured the project as part of our series of case studies designed to begin to uncover the vibrant network of people working on innovative education projects.

the Thoughtful Six

a collaborative project between Stockport College and the design agency 'Thoughtful'.



Onedotzero Cascade

<http://www.onedotzero.com/onedotzero-cascade-10/education/>

the education programme that supports the 'Adventures in Motion' Festival.

Flash player.



Sennep

Click here
to launch the
300million
main site

Bibliothèque
Corporate identity
Brand consultancy
Printed literature
Exhibitions
Interactive design

INTRO

Spin
Studio 2
33 Stannary Street
London
SE11 4AA
Tel: +44 (0)20 7793 9555
Fax: +44 (0)20 7793 9666
Email: patricia@spin.co.uk



onedotzero_adventures in motion

Approach
Static
Moving
Sonic
Responsive
Clients

Moving Brands®

BEAR ADVERTISING
BRANDING
DESIGN

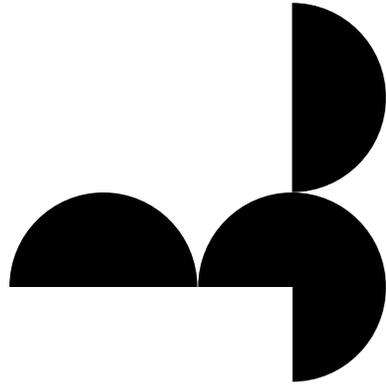
FdA at Camberwell

'for the Industry by the industry'



environment

FdA students work in a 'simulated design studio'



Moving Brands®
info@movingbrands.com
Phone/+44 (0) 20 7739 7700
London/Zurich/Tokyo/San Francisco

[RSS](#)
[Newsletter](#)
[Press](#)

Moving Brands is an independent, award-winning branding company with creative studios in London, Zurich, Tokyo and San Francisco. Through our unique approach to brand strategy, brand identity and brand experience we create powerful new ways for brands to connect with people, and people to connect with brands. Our aim is to redefine branding by setting new standards of creativity for a moving world.



partnerships

a joint project with 'Moving Brands'

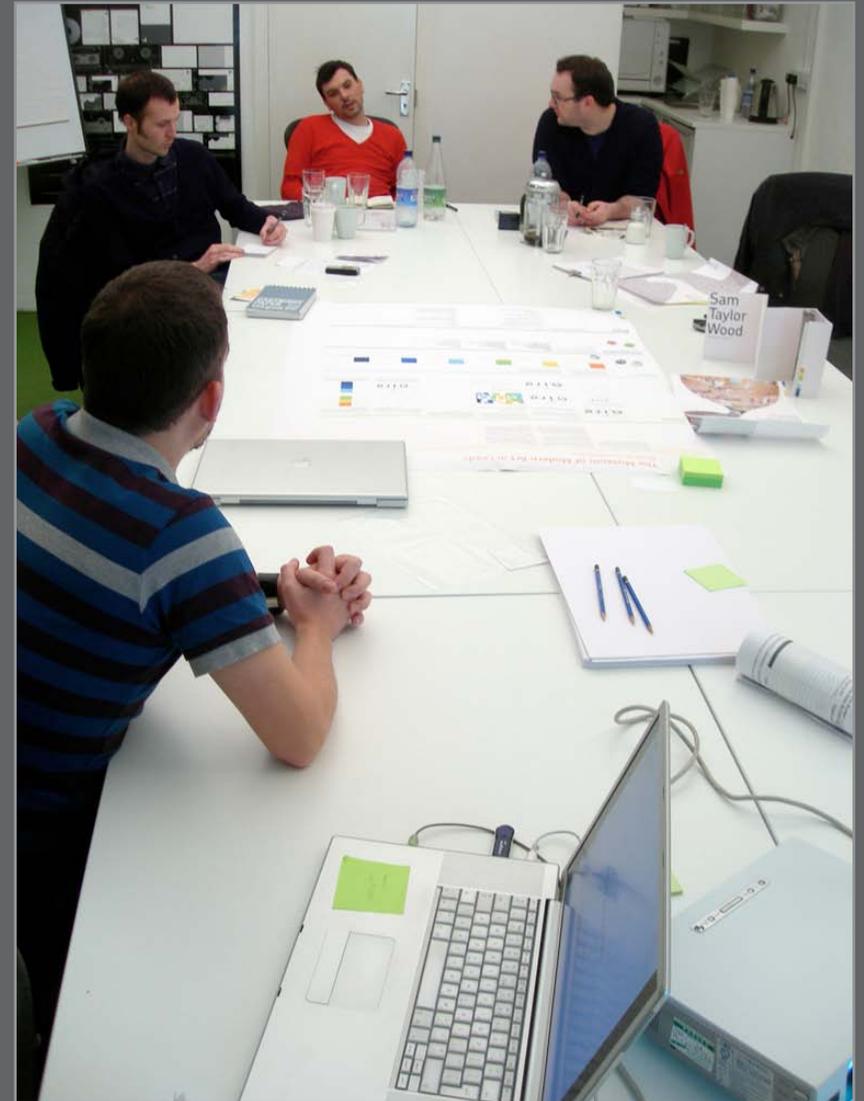


partnerships

*weekly meetings helped students define
a working process*



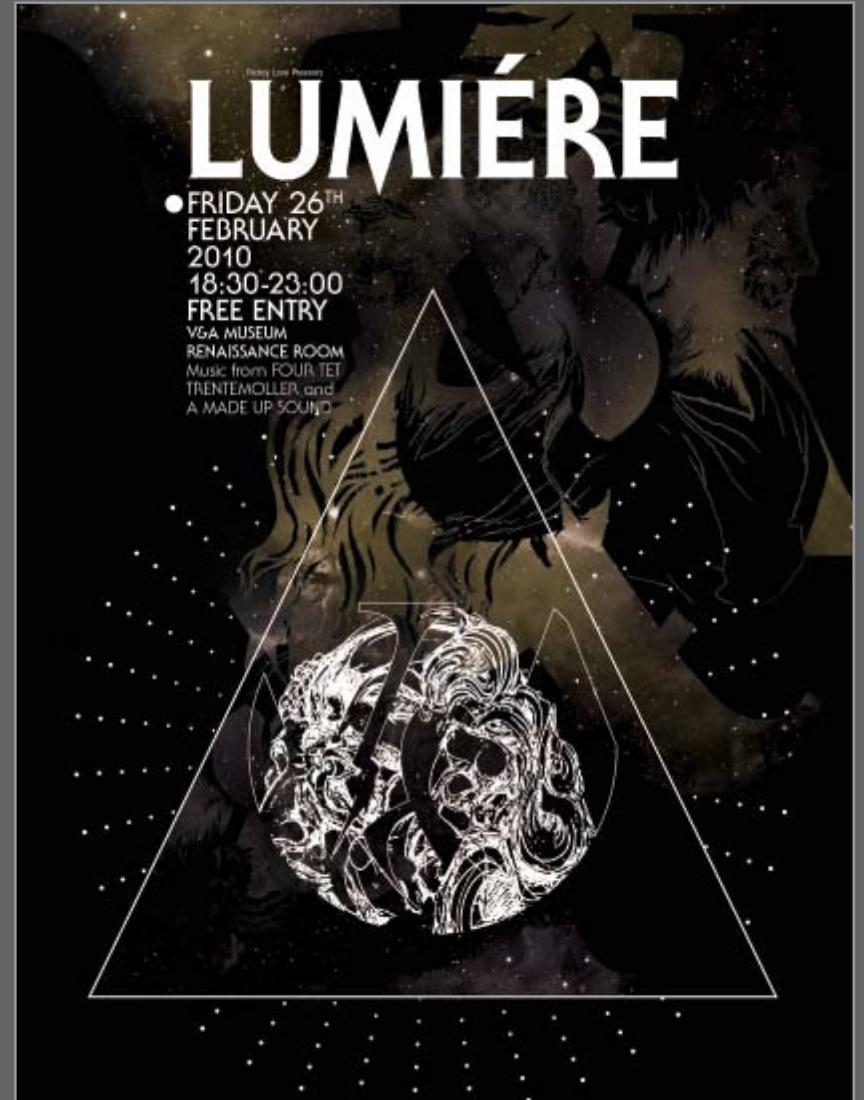
partnerships



final presentations helped students develop professional skills and first hand industry knowledge.



partnerships



with the Victoria and Albert Museum

V AND A: GROUP 2

THURSDAY, FEBRUARY 25, 2010

Finished V & A Video!



POSTED BY ELLIE AT 9:24 PM 0 COMMENTS

FRIDAY, JANUARY 22, 2010

The Quay Brothers



FOLLOWERS

Follow with Google Friend Connect

Followers (2)



Already a member? [Sign In](#)

BLOG ARCHIVE

▼ 2010 (13)

▼ February (1)

Finished V & A Video!

► January (12)

CONTRIBUTORS

Libbi

Ellie

Cal Fortune

girlintherain

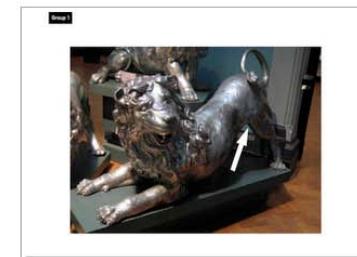
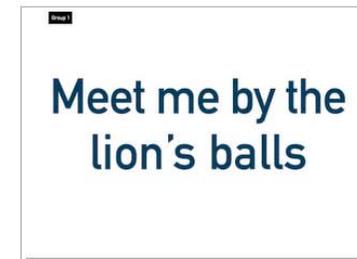
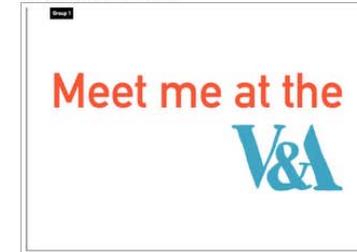
DIGITAL DAMES

THIS BLOG IS A RECORDING OF A LIVE PROJECT WE ARE WORKING ON WITH THE V&A AS PART OF OUR COURSE/S FDA DESIGN PRACTICE AND ILLUSTRATION AT UAL CAMBERWELL. OUR BRIEF IS TO CREATE A MARKETING CAMPAIGN TO ATTRACT 16-24 YEAR OLDS TO THE MUSEUM.

FRIDAY, 12 FEBRUARY 2010

IT'S OVER. THE END.

presentation snapshots...



BLOG ARCHIVE

▼ 2010 (83)

▼ February (23)

IT'S OVER. THE END.

Countdown to V-day

Presentation stuff...

Morning...

Flyers...

website example (less an 'at')

In response to cards..

FRONT AND BACK OF FLYER... (start point)

Potentially how business cards could look... need ...

Bus Posters... finished!

Poster, retouched

Yas' bus poster

Bus Poster: Hackney - South Kensington....

arrows anyone?

660 X 203mm BUS POSTER composition starting points...

Cards

Yas' cards

The Cards - **updated** another one added!

crazy curators!

anyone for a bit of burlesque-ing?!...

Presentation Background.

Meeting 2nd February

Where to now...

► January (60)

partnerships

encourage students to use blogs to record work in progress.



ILLUSTRATION BY
LOCAL STUDENT
DANIEL TURLEY



®

**Cards
Welcome**

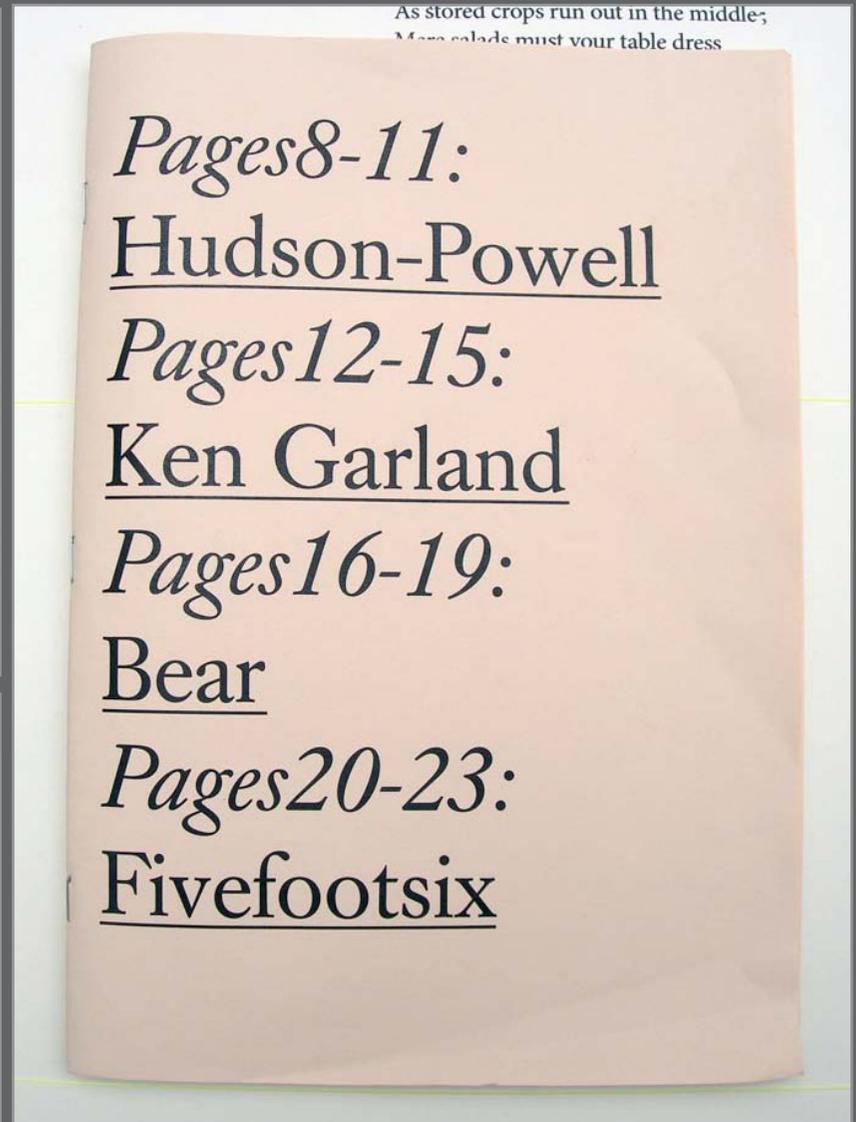
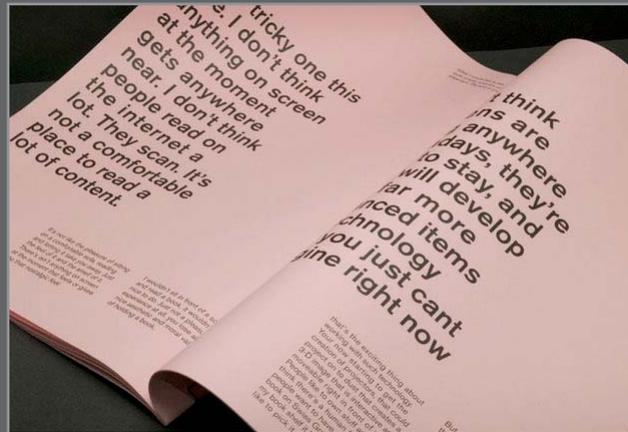
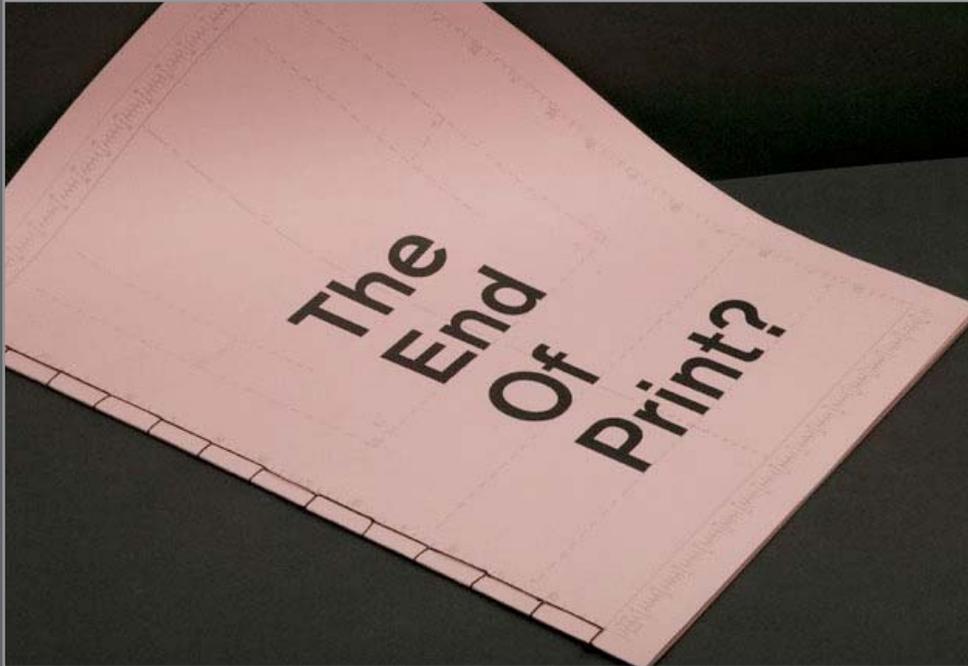
partnerships

a live project with American Express



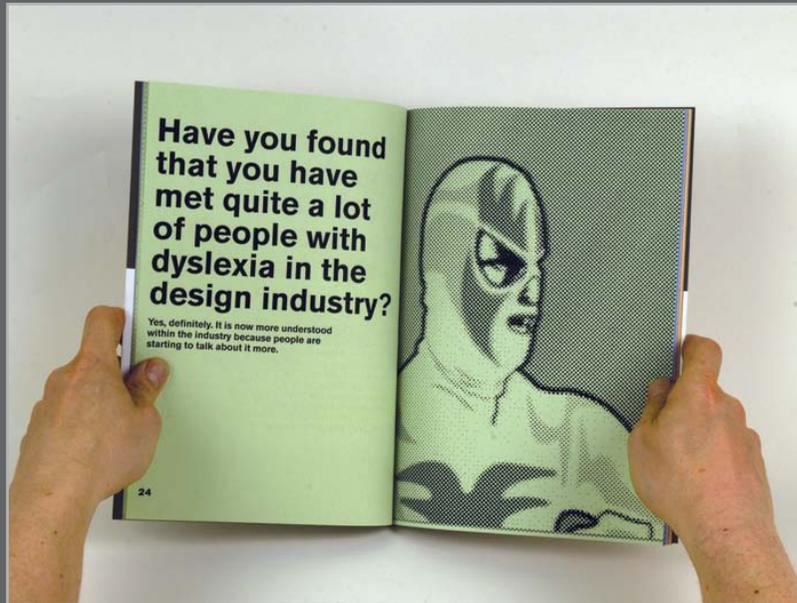
production

*giving students the opportunity
to work with printers and fabricators.*

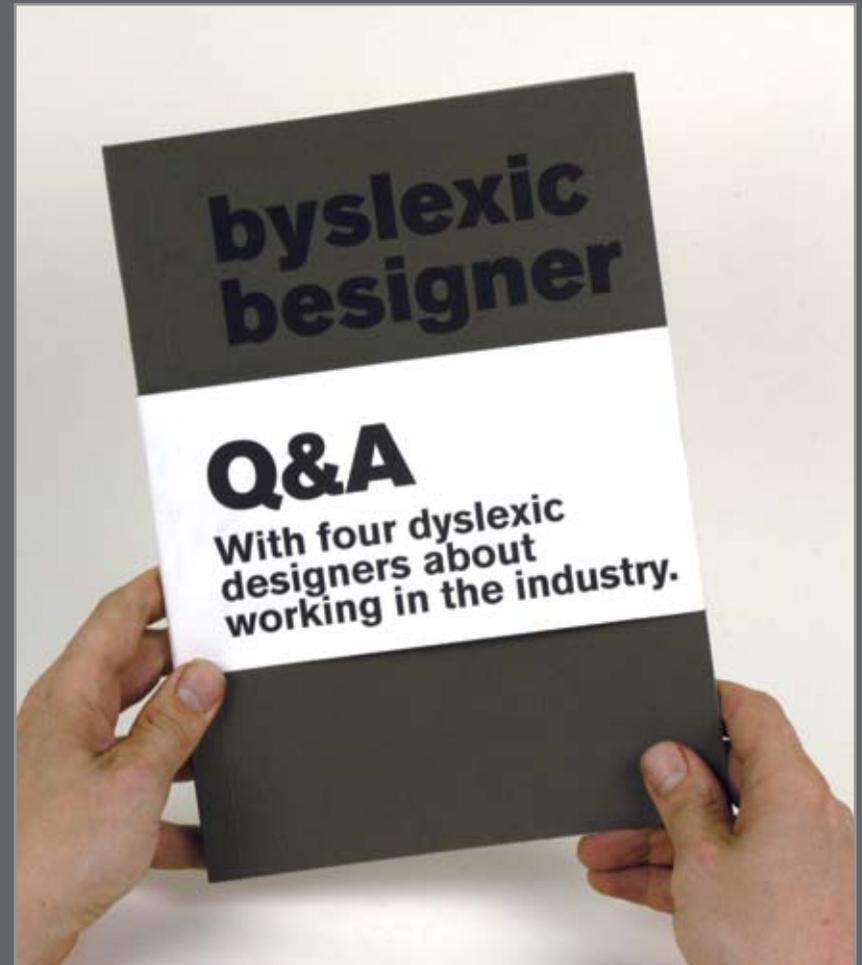


the industry
contexts report

academic research through industry contact



the industry contexts report



academic research through industry contact

“My suggestion is that universities run a module through which a placement is arranged by each student for themselves, and is carried out in term time. For a university to actively encourage students to go on a placement would surely be a good alternative to simply telling them about ‘professional practice’ in a classroom. This way the students have the guidance of tutors if needed, and could work for free as they still have the money from student loans for life’s costs.”

Matt

2009-08-11 17:17:53

<http://creativereview.co.uk/cr-blog/2009/august1/question-of-the-week-110809#feedback>



placements

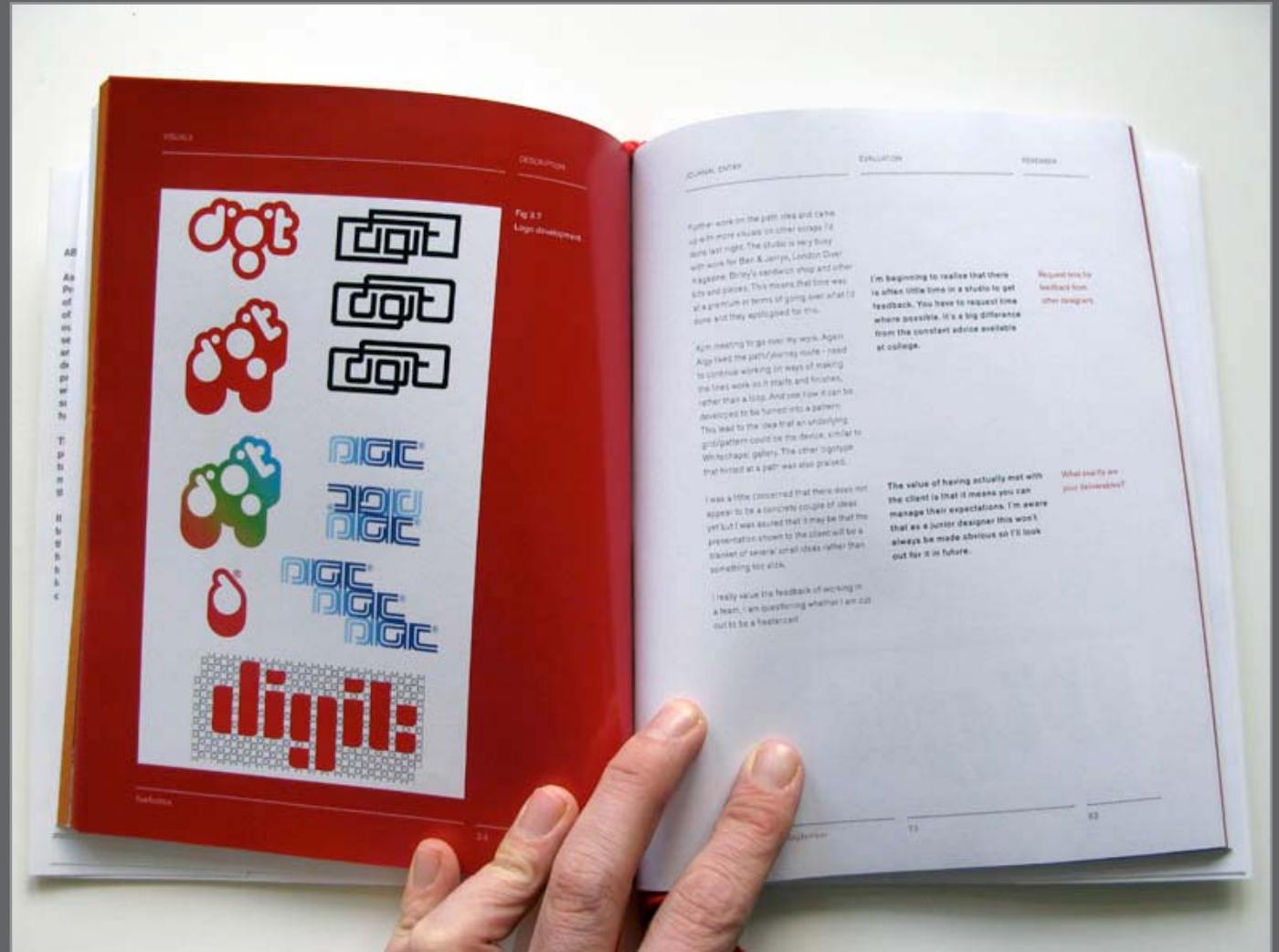
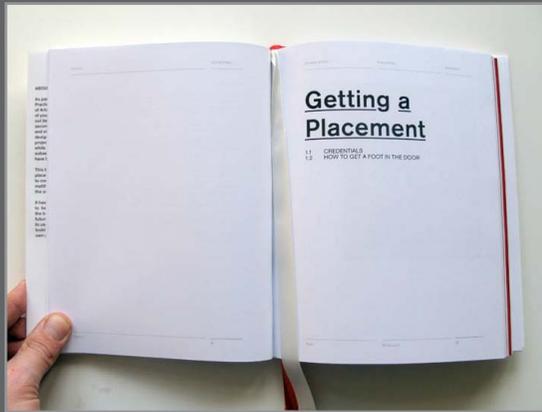
placements should be integrated into the curriculum.



placements

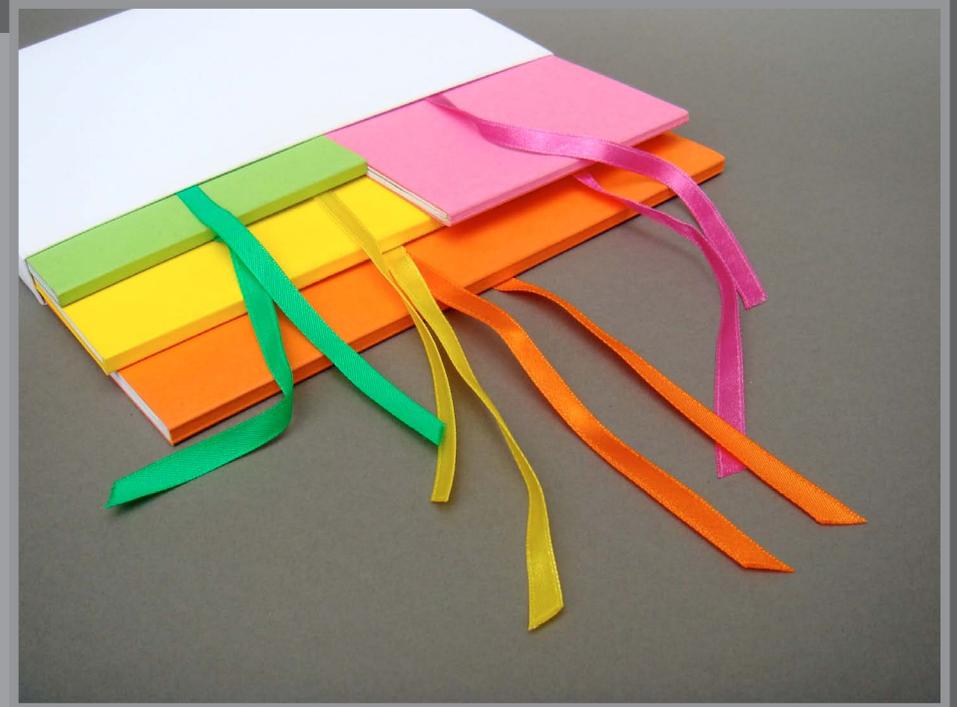


provide the opportunity for students to work on real projects with recognised clients.



learning journals

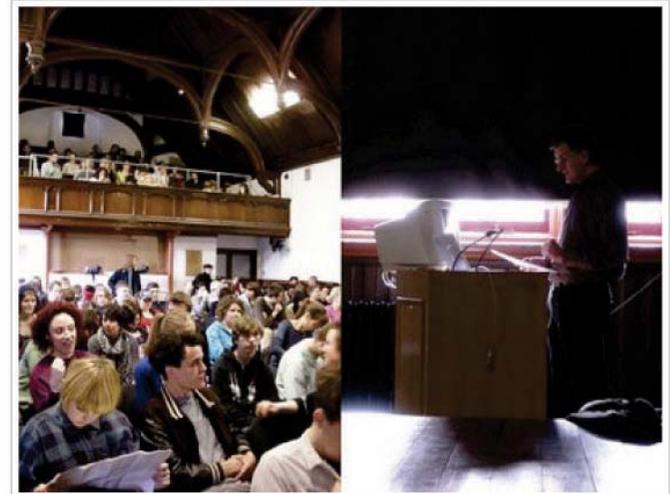
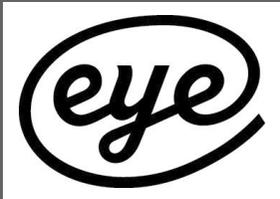
enable students to analyse and evaluate their learning



learning journals

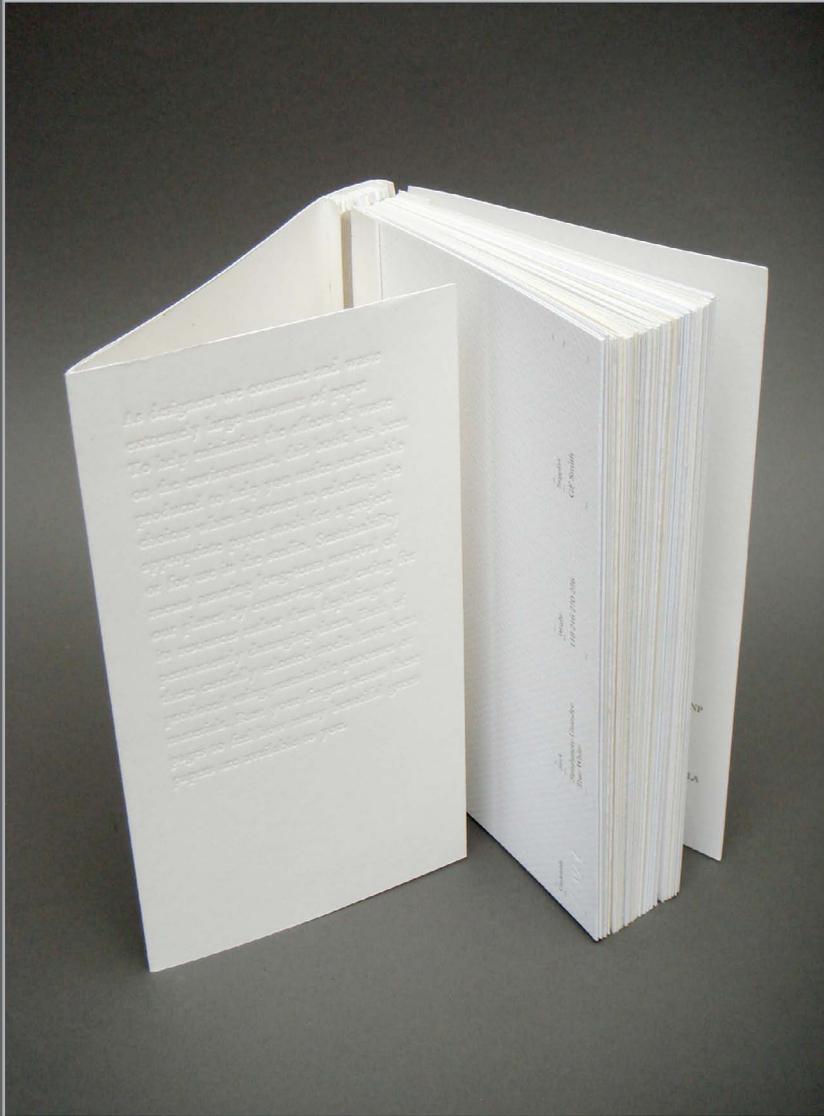
can perfect professional presentation skills

*first hand experience of work can enable
a critique of current industry practice...*



Eye Discussion Forum.

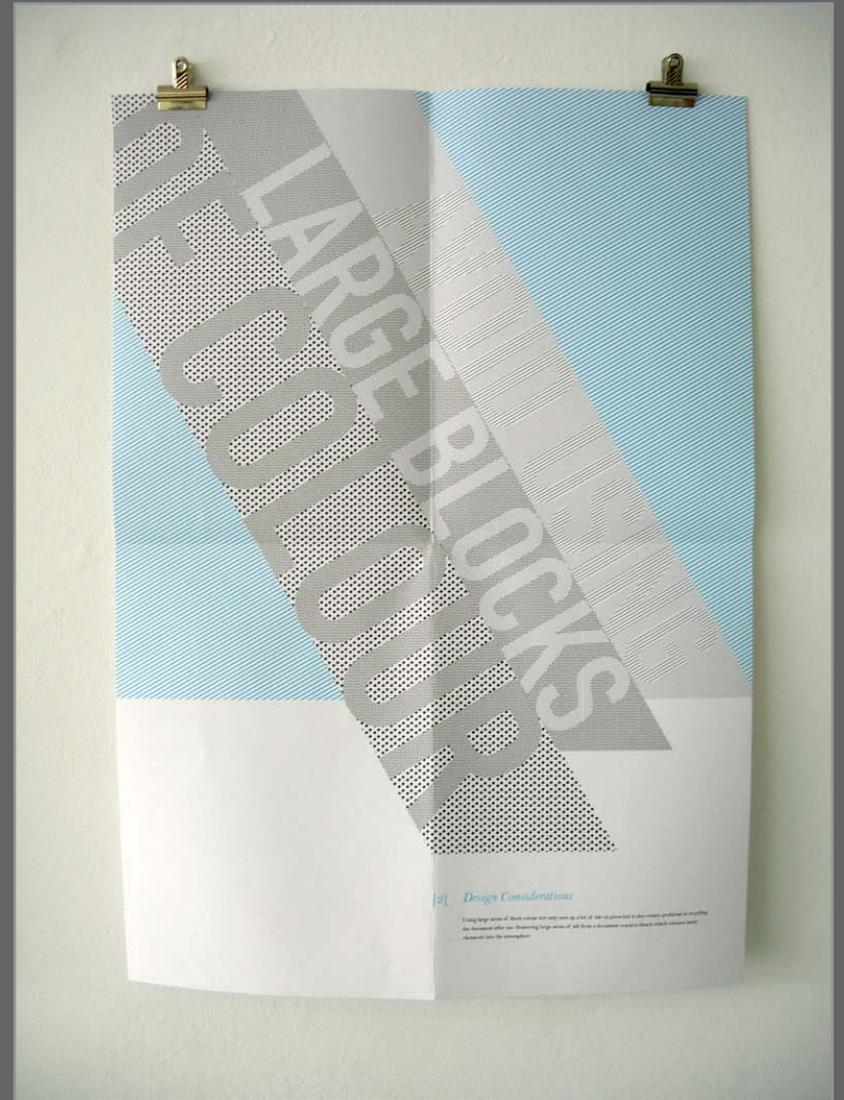
11th March 2008. Speakers included Ken Garland, Anne Odling Smee, Rick Poynor, Rathna Ramanathan and Noel Douglas.



sustainable design



attending the forum inspired Caroline Abel to a body of work exploring a more sustainable approach to design.



sustainable design

as featured in *Creative Review*



Key Ideas. Word

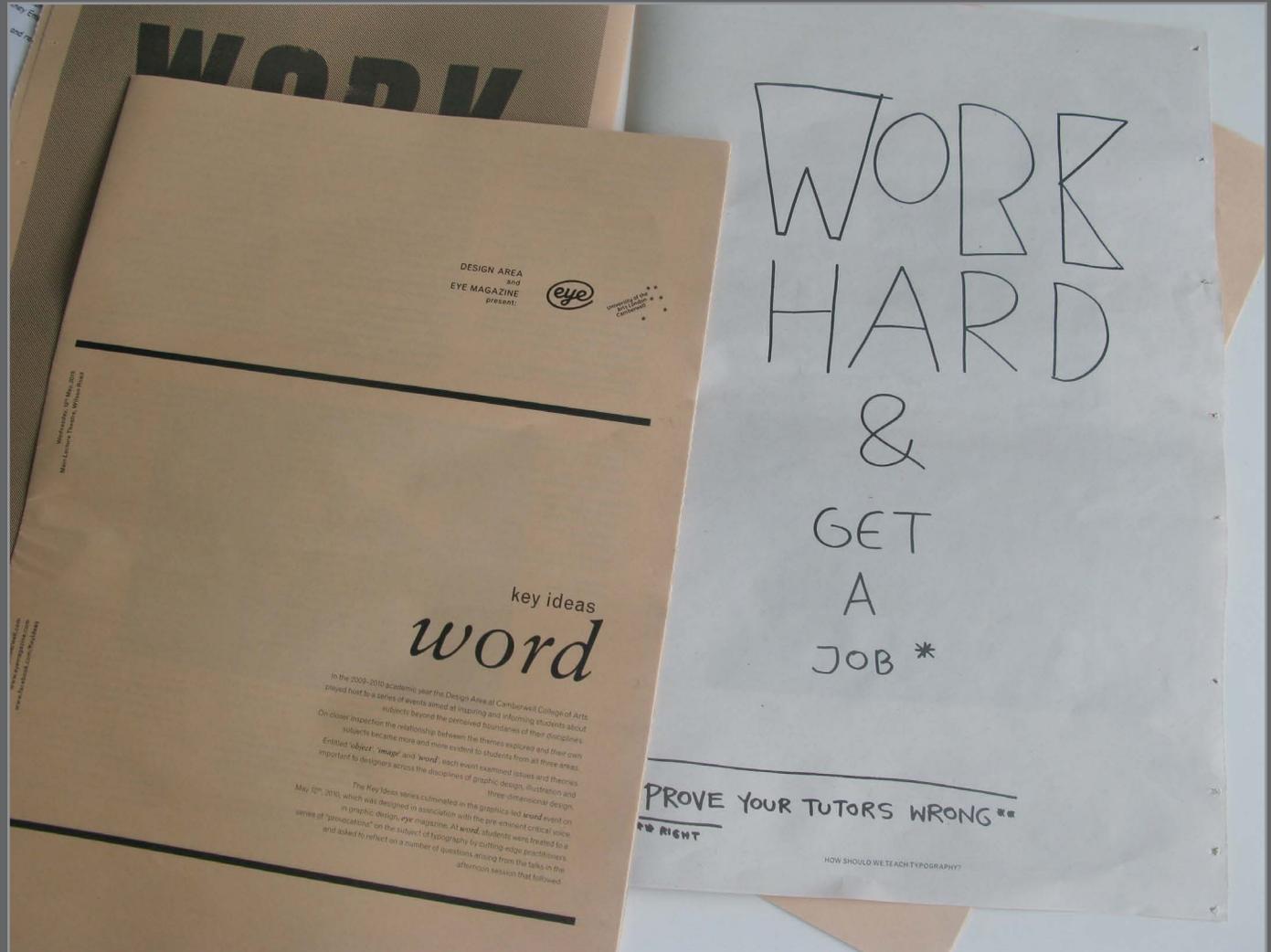
12th May 2010, speakers included Anthony Burrill, Marcus Leis Allion, Frazer Muggeridge and myself.



Say the Word.
'Provocations' prompt Camberwell students to think about type

Published on Thursday, 13 May, 2010 | 2:19 pm

Yesterday I spent some time at the Wilson Road annexe of University of the Arts London, Camberwell for the 'Key Ideas' discussion forum *Word*, organised in co-operation between *Eye* magazine and the college, writes *Eye* editor John L. Walters.



the Camberwell Press

the event led to the first publication from the 'Camberwell Press'

Hyperkit

Recent
Identity
Print
Publication
Editorial
Exhibition
Website
Product



HOME

OUR WORK

SUPERGLUE

THE TEAM / APPLY

NEWSLETTER

GET IN TOUCH

kin

Interaction, Art Direction,
Research, Design.



Latest news
Websites
Archive
Physical Interaction
About us
Recognition

Sennep Ltd.
7 Plough Yard
London EC2A 3LP
+44 (0)20 7375 1200
info@sennep.com

Subscribe newsletter
Flickr | Vimeo | RSS

further research

through conversations with leading agencies...

what they get out of working with colleges:

- ~ *New Talent/New Ideas*
- ~ *Research & Development*
- ~ *Online Profile*
- ~ *Marketing Material*

87% of Design businesses employ less than 10 people and 60% employ fewer than 5.

Design Industry Insights 2010. the Design Council.

*and businesses of this size need
structure/ co-ordination/ support & flexibility*

infrastructure needs to be built around
work-based learning experiences

~ *pre-selection of students to achieve the 'right fit'*

~ *a formal agreement between the institution
and employer in order to specify the intended
content of a WBL experience*

~ *a project to focus student activity*

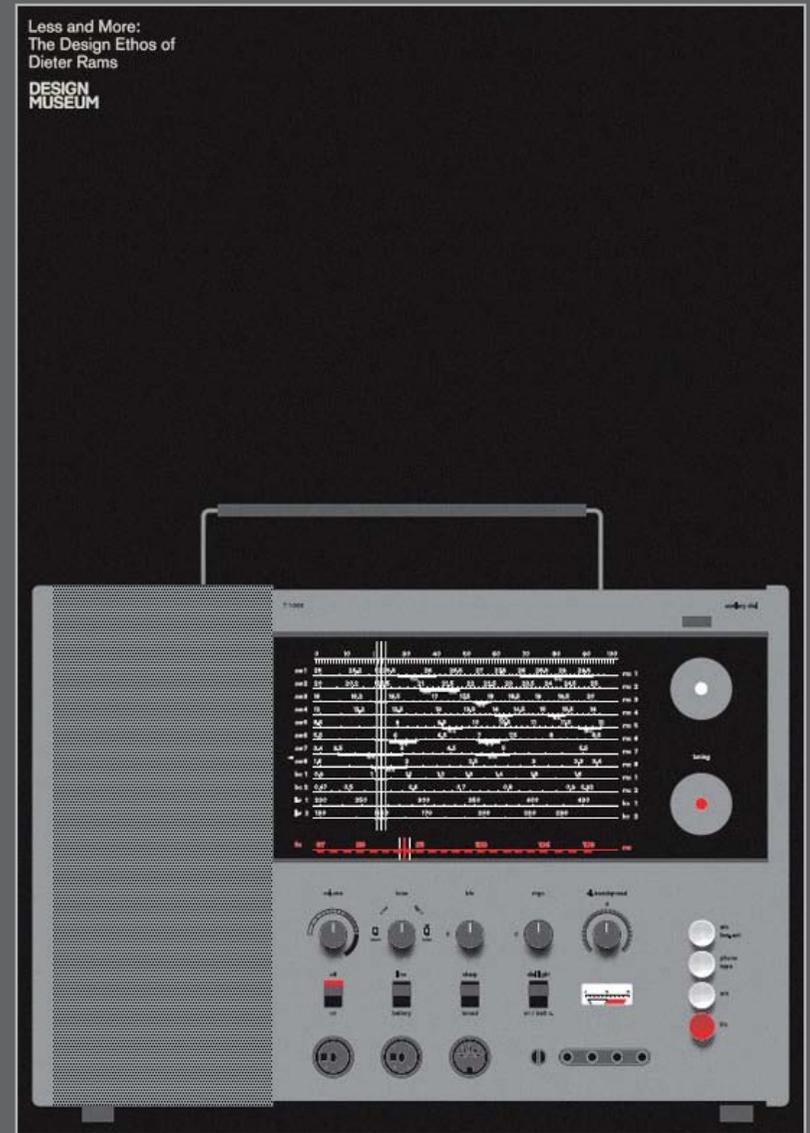
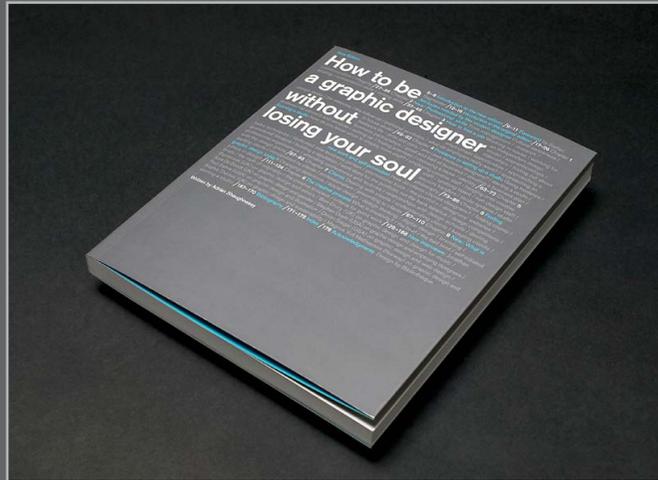
in short...

work based learning experiences need to be integrated and differentiated into a programme of study that develops and changes across the duration of any course.



Adam Barclay

demonstrates the benefits of this sort of WBL



Bibliothèque

Adam established an ongoing conversation with Bibliothèque throughout his FdA and this led eventually to the offer of a job.