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**LBI**

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# ALT/S—HIFT

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**celebrating creative education led by emerging  
methodology and real world connection**

Derek Yates  
Camberwell College of Arts  
\* [www.altshiftual.com](http://www.altshiftual.com)

**“All businesses, no matter what they make or sell, should recognize the power and financial value of good design... Perhaps Apple’s global dominance has elevated our design expectations, or Ikea’s vision to bring great design at affordable prices to everyone on the planet has finally taken effect, or perhaps the Internet has taught us what well-designed user experiences and good design really are. Likely, it is a combination of all. What is certain is that the design bar has been raised and design-oriented businesses are winning.”**

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**‘The UK design industry has grown since 2005, despite the recession. There are 232,000 designers, 29% more than in 2005 and earnings have increased by £3.4bn.’**

the Design Council

**“50% of new jobs in the UK economy  
in 15 years time will be in the creative sector”**

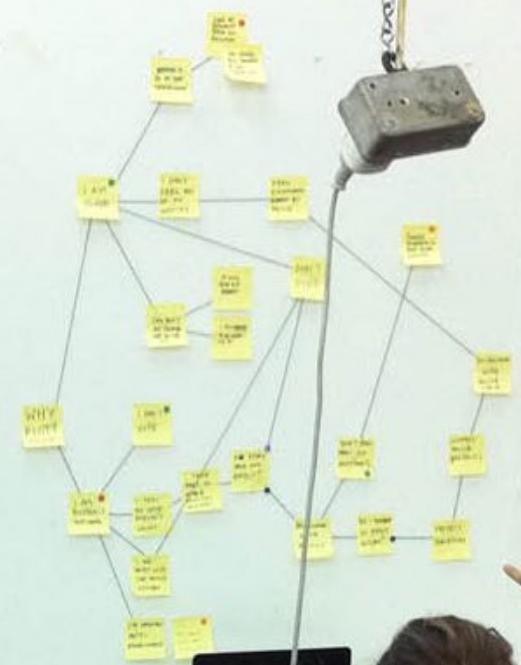
Christopher Frayling, quoting  
the UK treasury on  
'Start the Week' Radio 4

**“Singapore’s trade development body commissioned a report that showed that ‘investing in design represents a 26% better return than banking and a 20% improvement over investing in computing’”**

(MacLeod et al,  
Design as an Instrument of  
Public Policy in Singapore  
and South Korea, 2007)



**CONCRETE ANALYSIS**  
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**“Design Week reported how more than a third of art and design graduates are still without a full-time job more than three years after graduation. Research from a Higher Education Statistics Agency report showed those graduating from creative art and design courses were also more likely to be unemployed than most other UK graduates”**

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**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 university's and colleges leave there students woefully under prepared for the real working world.**

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**There is a perceived disconnection between  
our world leading creative industries and the  
educational institutions that feed them.**

**Maybe this is why David Cameron  
can get away with saying...**

**“We are determined that this [over-reliance on the financial industries] should change. That means supporting growing industries ... And all the knowledge-based businesses including the creative industries.”**

David Cameron,  
UK Prime Minister

**before ...**

cutting HEFC funding to arts subjects

removing art & design from the core national  
curriculum subjects

and refusing to include the creative arts in  
the EBACC – their new measure of GCSE  
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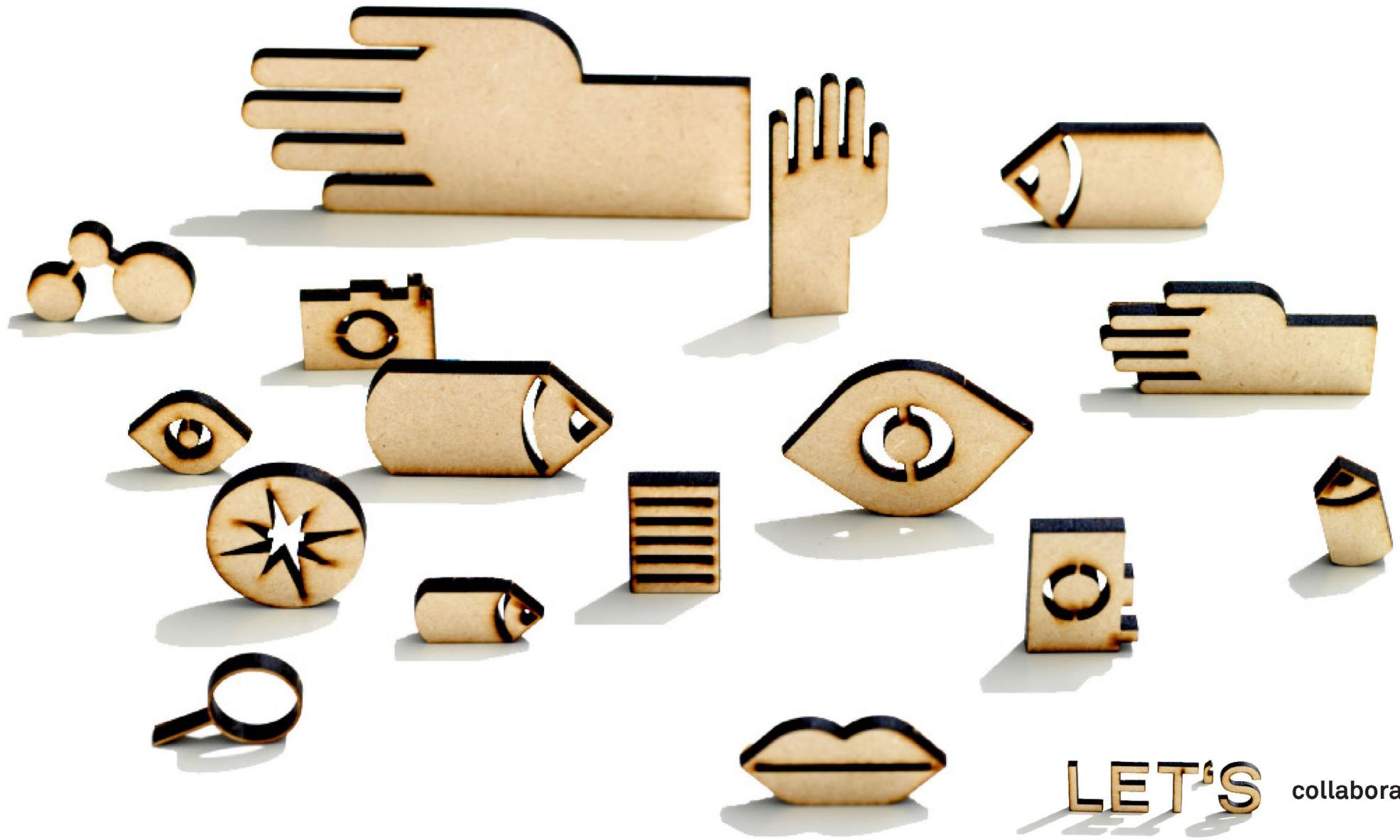
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**It is time to tell the story of how our subjects  
connect with and contribute to the development  
of the economy and the improvement  
of our society.**



LET'S

collaborate!

**'Learning with industry'**



22.07.2011

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**'Learning with industry'**  
does not mean replicating industry

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**The creative industries have to understand  
the cultural, political & social context as well as  
the economic one.**

Educators could benefit from this insight and use  
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**Educators could benefit from this insight and use it to design experiences that will better prepare our students to enter the world that the creative industries inhabit.**



**Maybe by working together we could create a series of parallel spaces where new ideas and methodologies could be examined, tested, and questioned...**



**These spaces would not only help nurture graduates that are more innovative, capable and prepared to enter the professional world...**

but also provide research and development opportunities that would support the creative industries into an uncertain economic future.

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<http://learningwithindustry.blogspot.co.uk>

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