



# University of HUDDERSFIELD

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Evaluation of the 'Be Innovative' Design and Electronic Engineering Challenge 2014 and Chinese students' response

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**Be Innovative: a design + electronic engineering  
project delivered by 6 UK universities in  
partnership with the British Council China**

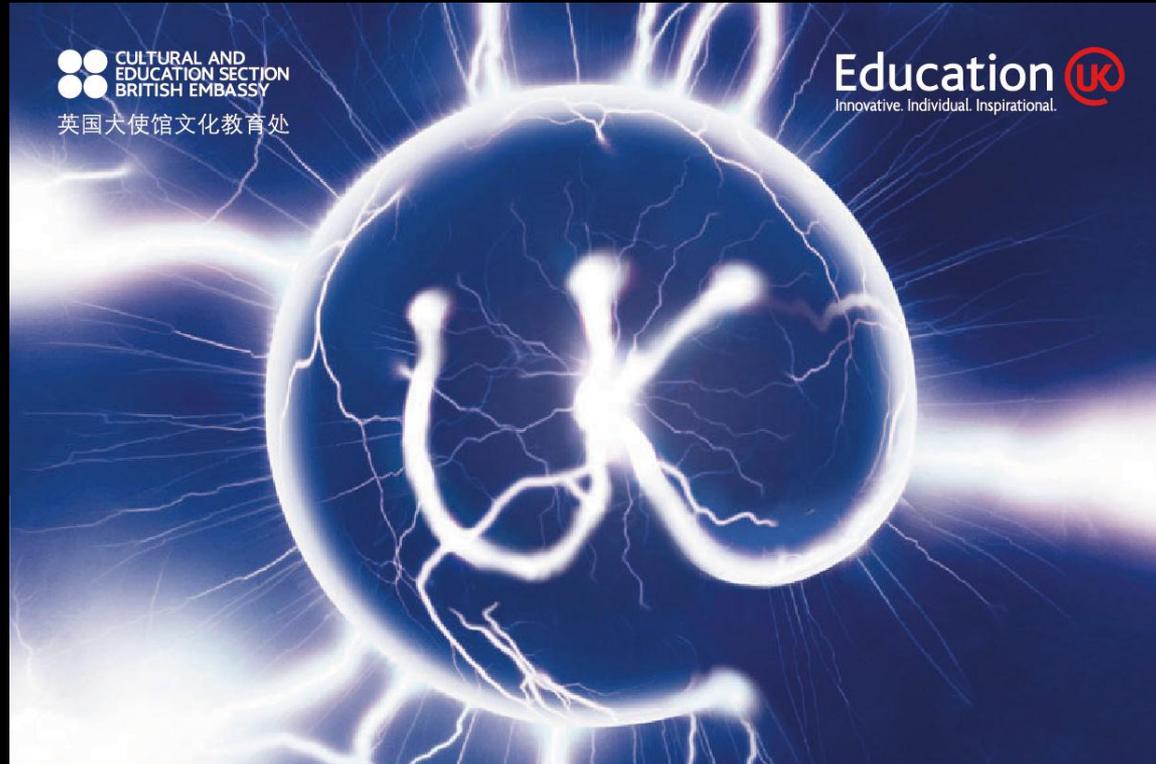
Professor Paul Atkinson

Dr Violeta Holmes

Professor Catherine McDermott

GLAD Conference 2015

# What were the main objectives in running international projects at this scale?



CULTURAL AND  
EDUCATION SECTION  
BRITISH EMBASSY  
英国大使馆文化教育处

Education   
Innovative. Individual. Inspirational.

Be Innovative!

An electrical engineering and design challenge

[www.educationuk.org/china](http://www.educationuk.org/china)

In partnership with:



Media partner:



Previous projects explored Design + Science  
interdisciplinary practice with university partners and  
the Science Museum

2009: The Science of Sleeping    2012: The Future of Eating

# How did a partnership with six universities support the development of collaborative practice?



From the perspective of the project are there different understandings of interdisciplinary practice across China and the UK?



# What are the limitations of Virtual Learning Environments for future (long) distance learning projects?

British Council China Challenge 2014

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## British Council China Challenge 2014



The Judges warmly welcome you to the 2014 Dream Lab competition. The project brings together a team of leading UK Universities, designers and museums who have developed a brief that highlights one of the most exciting new developments in the UK, collaborative practice between the ideas of art, design and science. So lets meet our judges, to do so click on the link below.

[Meet the Dreamlab team](#)

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# What is the potential legacy of the British Council project for electronic engineering and design practice?

