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Beyond the boundaries of Art & Design: The Innovative Creative Exchange

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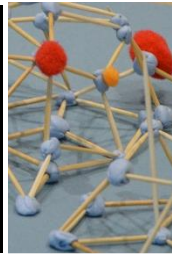
Beyond the boundaries of Art & Design

The Innovative Creative Exchange “ICE”



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Acting - HOD Fashion & Textiles

Design Led Innovation

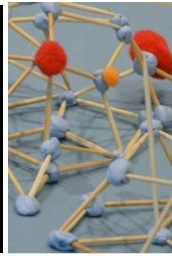


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ALBANY



Wicked solutions!



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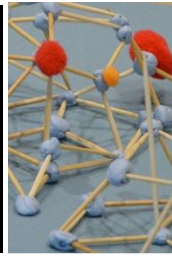
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Industrial Strategy

- Redefine A&D
- Support
 - Micro Enterprises
- Collaboration / partnerships
- Research
- Education

Wicked solutions!



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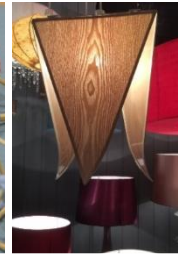
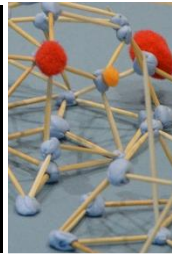
Innovative, sustainable and exciting developments – cross discipline boundaries



Industrial Strategy

- Redefine A&D
- Support
 - Micro Enterprises
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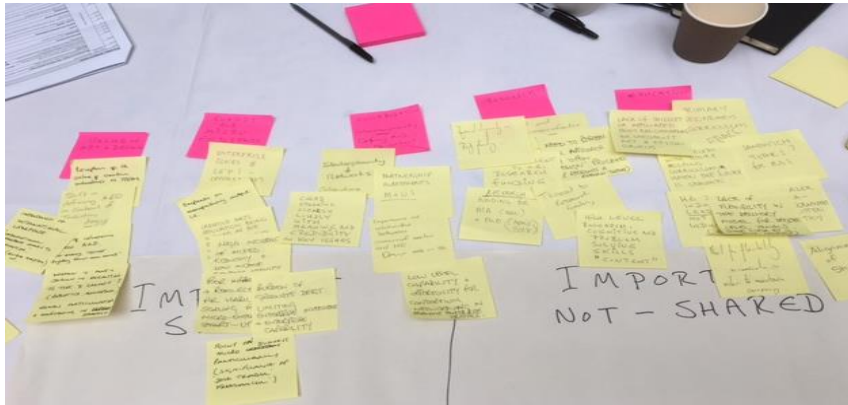
Wicked solutions!



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Innovative, sustainable and exciting developments – cross discipline boundaries



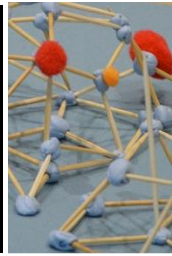
Interdisciplinary in HE

- Optimise learning
- Develop leadership
- Foster networks
- Build sustained knowledge communities

Industrial Strategy

- Redefine A&D
- Support
 - Micro Enterprises
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- Education

Honeypot | ICE

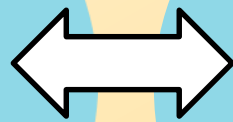


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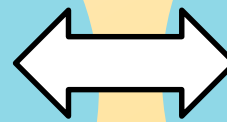
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>>>>INSPIRE>>>>INNOVATE>>>>IMPACT>>>>

Design
Challenges

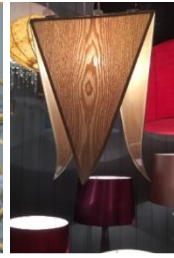
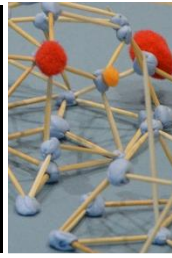


Industry
Challenges



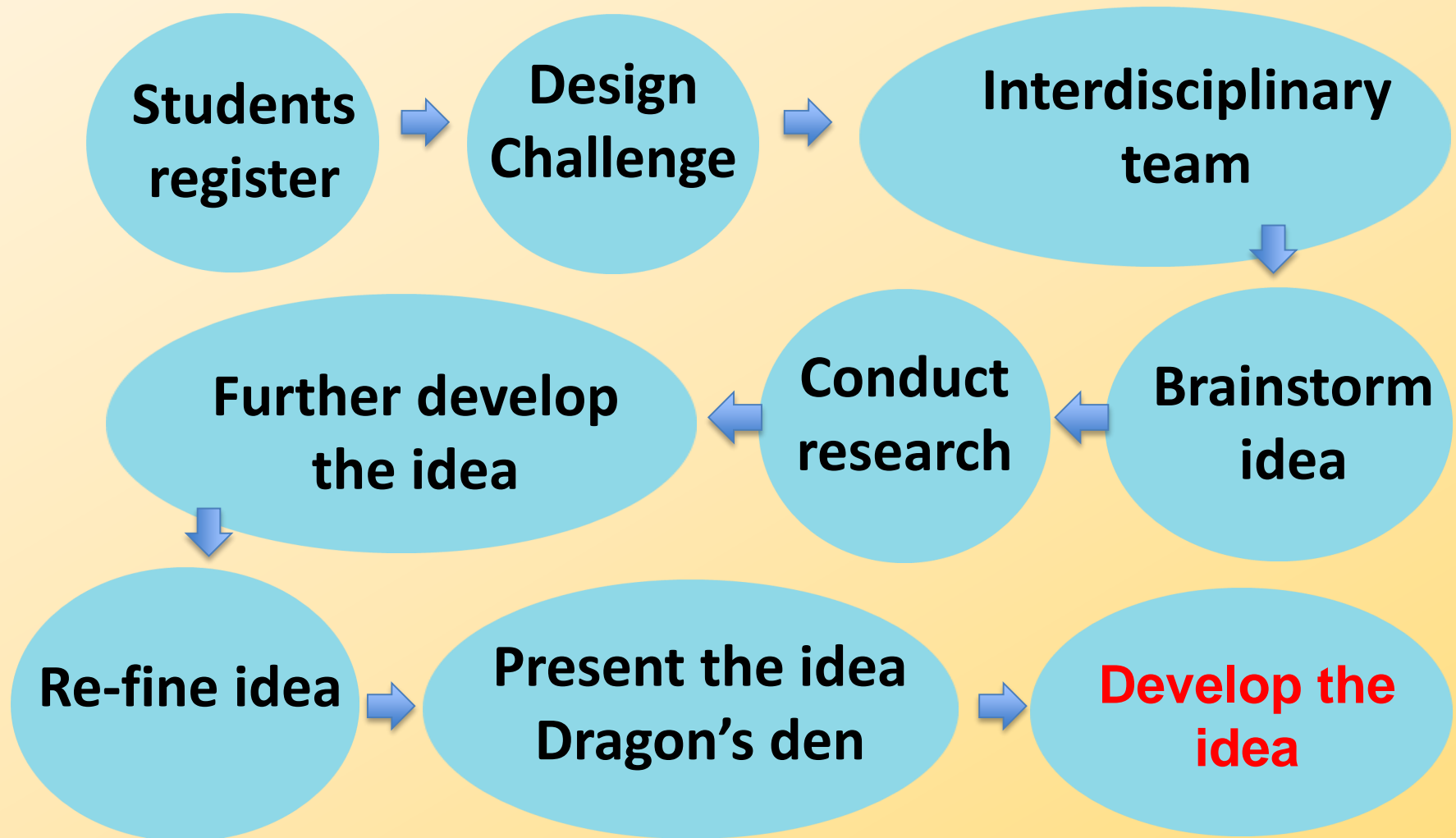
Discipline
hopping
interns

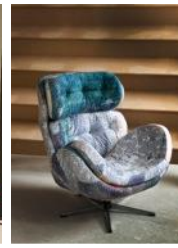
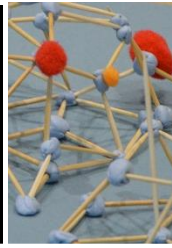
How does it work



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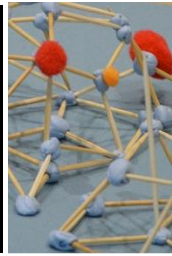


Why do we do this?

- Sparks of energy are created when disciplines come together
- Disruptive parameter to impact on learning
- Opportunities to work in interdisciplinary team
- Stimulated new methods of working
- Great design is in “teams”

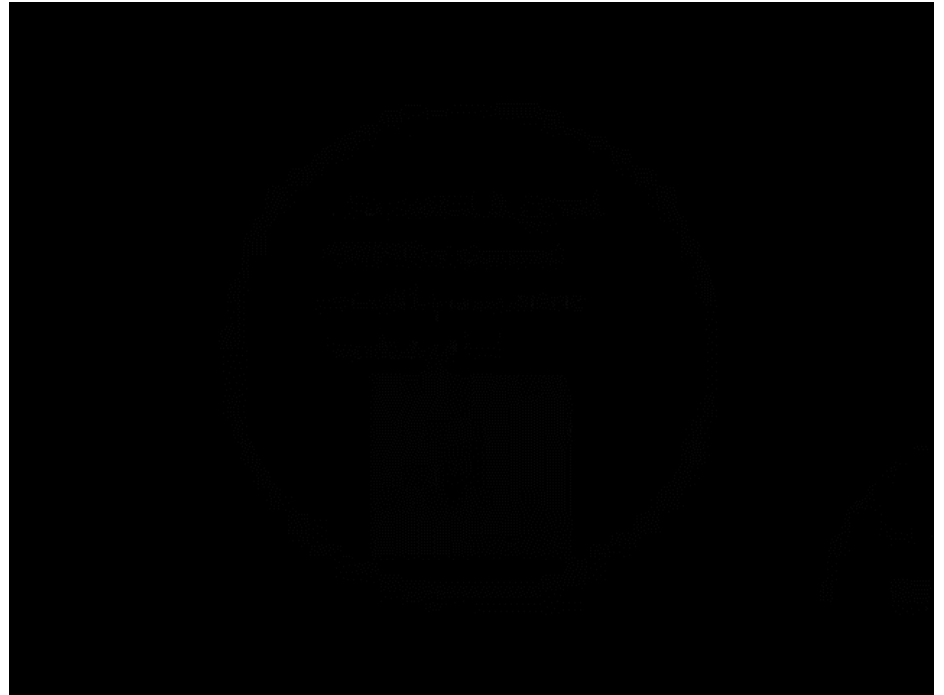
Bridging the gap between design & engineering through the creation of a network of exchange to develop a legacy of learning

24-hour Design Challenges



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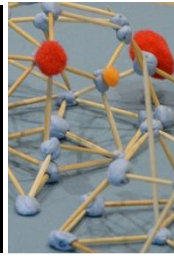
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“judging the 24-hour design challenge was a pleasure and revealed an impressive arsenal of talent the University of Huddersfield has amongst the students. When placed under pressure, right brain instinct coupled with pragmatic decision making, causes inventive and exciting concepts and solutions. Events like the 24hr Design Challenge are a great example of where you'll see this in action.”



7 hour Industry Challenges



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"It's a fun and creative event. I really enjoyed it. Very useful event, we should have more interdisciplinary activities to encourage the type of idea generation that has happened today."

Impact – case 1

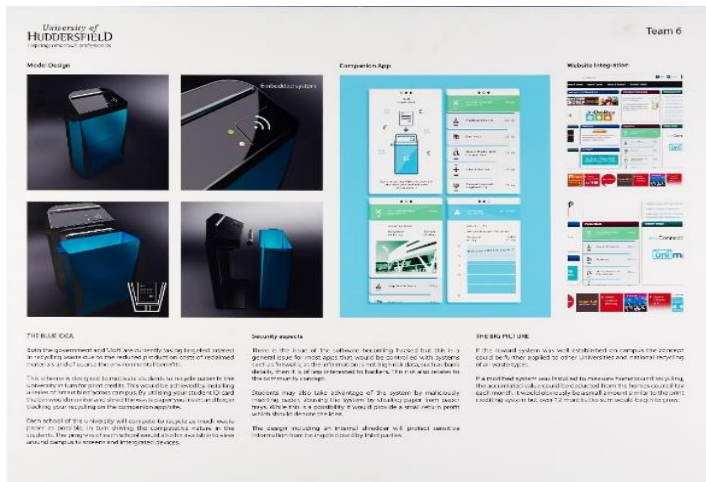


BLUE BIN

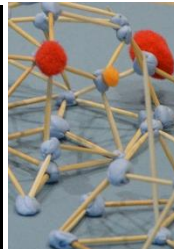
| | | |
|----------|----------|-------------------------|
| Heather | Braddock | -Interior Design |
| James | Betts | -Graphic/Animation |
| Philippa | Hazell | -Electrical Engineering |
| Alex | Li | -Product Design |

“ The ICE project for me has been such a beneficial experience. I’ve learnt skills which I would never have gained through my degree and I’m still being offered brilliant opportunities and meeting new people due to taking part in this project.” Philippa Hazell 2017

“It has been an unbelievable experience that has offered me the chance to not only meet new people ...but learn things in industries that I have no knowledge of at all. I would recommend it to anyone not only as a confidence building experience but also the chance to pursue an idea or concept that you wouldn't otherwise get the opportunity to even look at.” Heather Braddock 2017

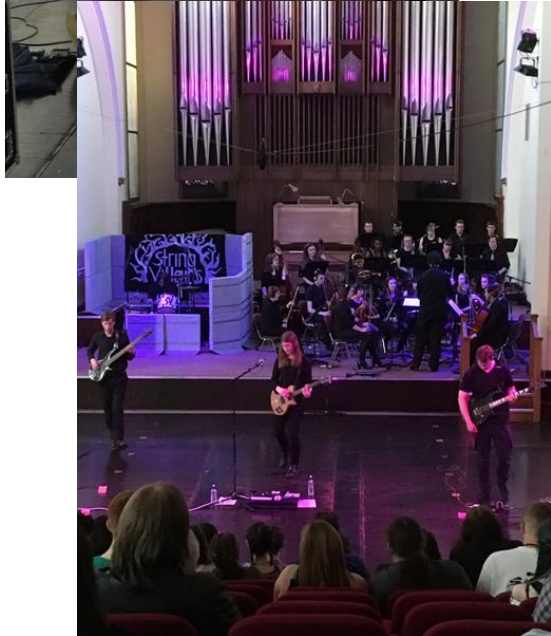
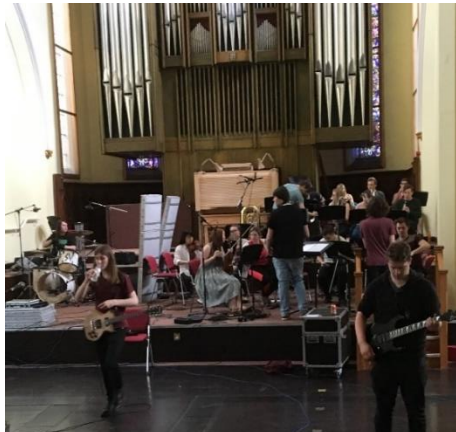


Impact - 2



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“The HoneyPot has not just helped with this project in granting String Villains with Orchestra. Landed his first gig as an arranger for an established band and offers the prospect of recording at a prestigious studio. I have the technology to create independently.” Andrew Johnston 2016

<https://www.youtube.com/watch?v=0SqqRVvjZoo>



Impact.....

"It has shown me what some of my lecture have been trying to tell us which is that collaboration and working with people from different specialisms is when design can really take off and become exciting".

"It was really helpful to speak to the different tutors... and pick their brains about our ideas, as I would never normally come into contact with tutors from these courses"

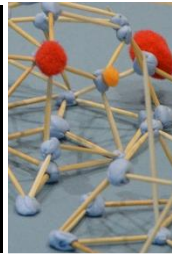
"I will be applying for placements again after almost giving up!"

"....in the 24 hours we were given I have been given a massive insight into how completely separate skill sets can come together to generate an idea" "It was an enjoyable challenge, bringing in different skills we have learnt throughout our time here so far. "

"We were told in a guest lecture how SPEED is crucial – so this is great practice and an awesome piece to put in my portfolio

"...today was thoroughly interesting and very relevant to my studies...I feel informed and [it] will leave me with a lot to think about, and a fresh boost of creativity"

Discussion Points



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- **Other interdisciplinary best-practice models?**
- **What are the key challenges regarding embedding interdisciplinary into A&D?**
- **How do we overcome institutional barriers in relation to interdisciplinarity?**
- **How do we develop the innovations further to ensure impact and reward?**