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SAMPLE: Branding an Education.

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SAMPLE

Branding an Education

Nicola Perren & Penny Macbeth

University of Huddersfield

Sample 9



‘In an industry characterised by high levels of self employment and freelancing, the aim is to facilitate students’ development of creative learning and entrepreneurship as undergraduate practitioners.’

(Dyer 2009)

2006: the beginning



Sample 8

I judge the world by the way they tread.

Heel worn thick and soles worn thin, toes turned out and toes turned in.



DESIGNER MAKER

• embroidery
sarahkatuszonek@hotmail.co.uk

SARAHKATUSZONEK

Staff & Student: Collaborators



Learning and Teaching

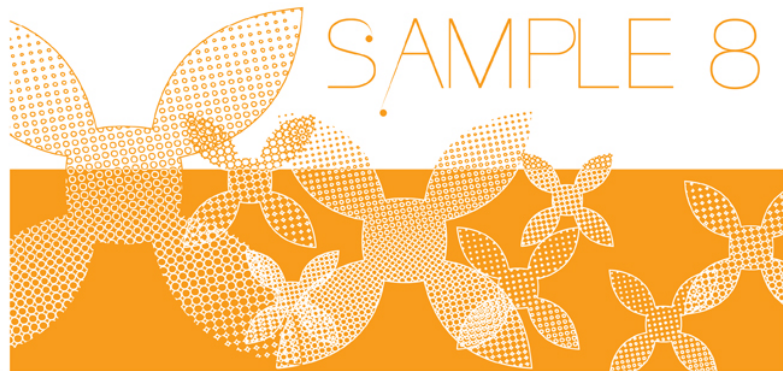
- Embed learning into practice
- Reflect on learning style
- Learn to negotiate
- Develop interpersonal skills
- Working in and directing complex teams



Student learning through interaction



Defining a brand: to define a course

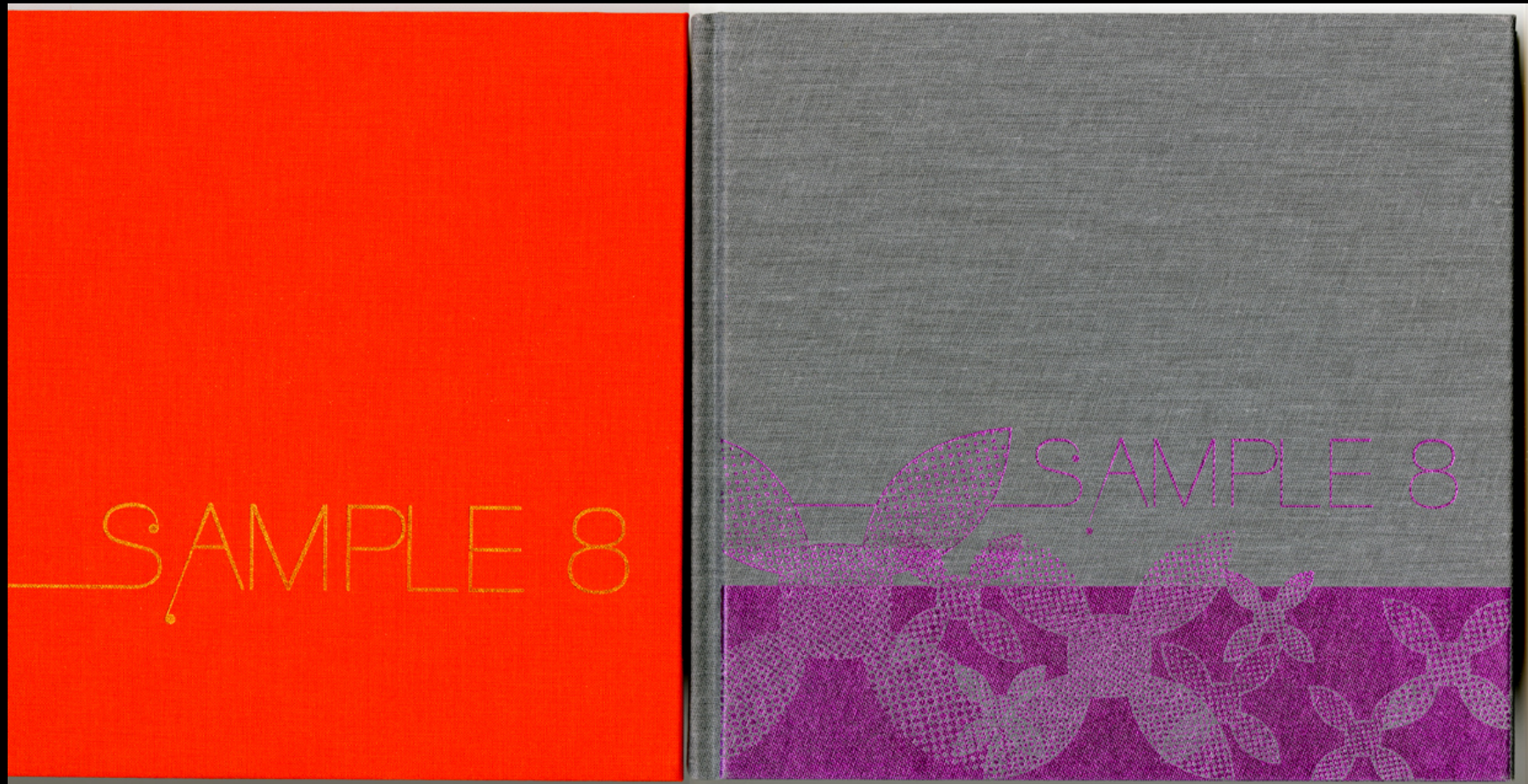


Aims & Key Characteristics

- Personality
- Bespoke
- Must Have Item
- Aspirational
- Longevity



The limited edition.



Customised Catalogue



Self Formatting



I have a great passion for creating luxurious and sophisticated printed textiles suitable for interiors and upholstery. I take my main inspiration from natural and botanical sources, mainly tropical flowers. I feel these natural forms have unique texture and form, and generate beautiful organic shapes which I translate into my designs. Textures and patterns stem from these tropical flowers which I then transform into repeat, stripe and placement designs on soft and sensual, tactile fabrics.

Using the bright and tropical colours from my art work I explore the aesthetic qualities possible through a combination of screen printing and hand painting. I aim to create opulent and sophisticated designs whilst maintaining a contemporary feel.



DESIGNER MAKER

• print
cerysdarch@googlemail.com

CERYSDARCH

Sample 7: eco direction

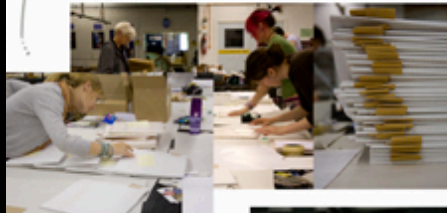
Fundraising Event.

Carrie sells SAMPLE work at HOST 07 in the NORTHLIGHT Gallery, Huddersfield.



Wrapping & posting day.

...some of these volunteers began to regret going to bed at 4am after nearly 8 hours of wrapping and taping last years catalogue.



PRINTING DAY.

A long drive to Norwich to visit our amazing printers: Gallpen is required but is worth it to see our hardwork going through the printers.



Catalogue Compilation.

Linda spends hours working with individuals on the computer to get the best quality finish.



Fashion shoots. These took place over 2 long afternoons. It was a great learning experience for everyone with Andy our photographer.

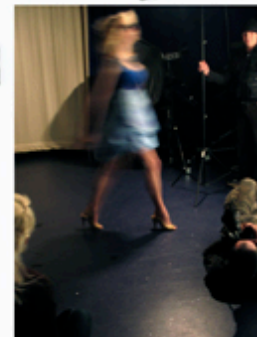


Natalie models for Rebecca.

Linda stands on a table for Kirsty.



Teresa struts for Cense.



Aspirational Forwards

‘Their aesthetic judgement has been informed by their tacit knowledge. In this, they can be seen to have retained or regained something that too many in today’s society have lost; material awareness through the touch of the hand.’
(Millar 2009)



Students critical texts

‘My work examines the effects of insulating ourselves from nature, the effects of our failure to understand that in damaging nature we are damaging ourselves. Aptly put by Roger Deakin, who on watching the antics of a hoverfly on a clematis flower observed that *“Unless we realise we share a single world with the insects, and that if we harm them we harm ourselves and the rest of nature we will end up destroying ourselves – committing suicide in fact”*’

(Carthy 2009)

‘Forming my own language has been a key factor in my creative development, in which the sketchbook plays a central role.’

(Cotrufo 2009)

Student community sharing



Social enterprise

‘ To recognise that we all need to give as well as to receive and to appreciate that those who experience a problem understand it best. To act local but to think global, teach but never stop learning.’
(Robinson 2008)



New Developments



Funding

- Fee paid by the student
- Fundraising
- Sponsorship
- Sales
- Course contribution



SAMPLE: Enterprise



Sustaining & Developing



Contact

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SAMPLE Director

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