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Enhancing Undergraduate Learning and Employability by Adopting Professional Practice from the Creative Industries

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# **Enhancing Undergraduate Learning and Employability by Adopting Professional Practice from the Creative Industries**

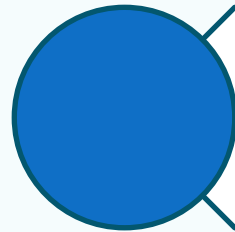
**Jo Conlon & Andrew Taylor**  
University of Huddersfield

**Flexible Learning Through Professional Practice Conference**

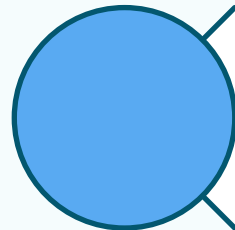
Bath Spa University, 12<sup>th</sup> July 2013

# This project explores the future of fashion business education

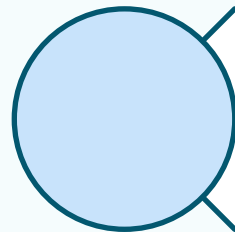
This  
presentation  
is in three  
parts:



What triggered the  
research



How things worked out



Useful models

# Trends in Education



Inspiring tomorrow's professionals

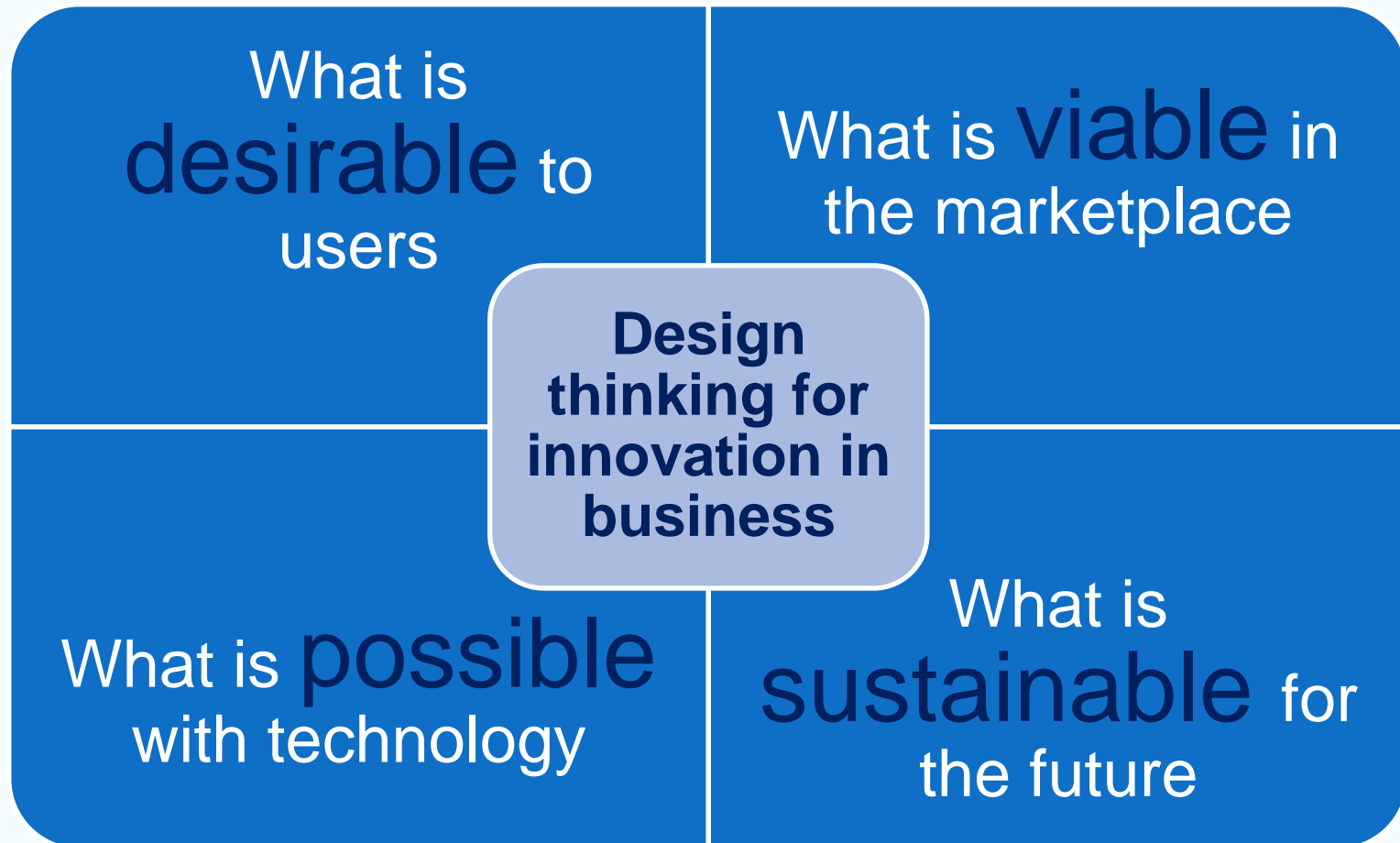


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# Background on the module: Global Sourcing for Fashion & Textiles

- Cohort of 90 intermediate level students (UG Y2)
  - Subject area: Textiles
    - Design x2
    - Business management
- Insight into the processes & practices
- Diverse programme of topics and speakers
- Well supported by external industry specialists
- **On paper it works...**

# Trends in Industry



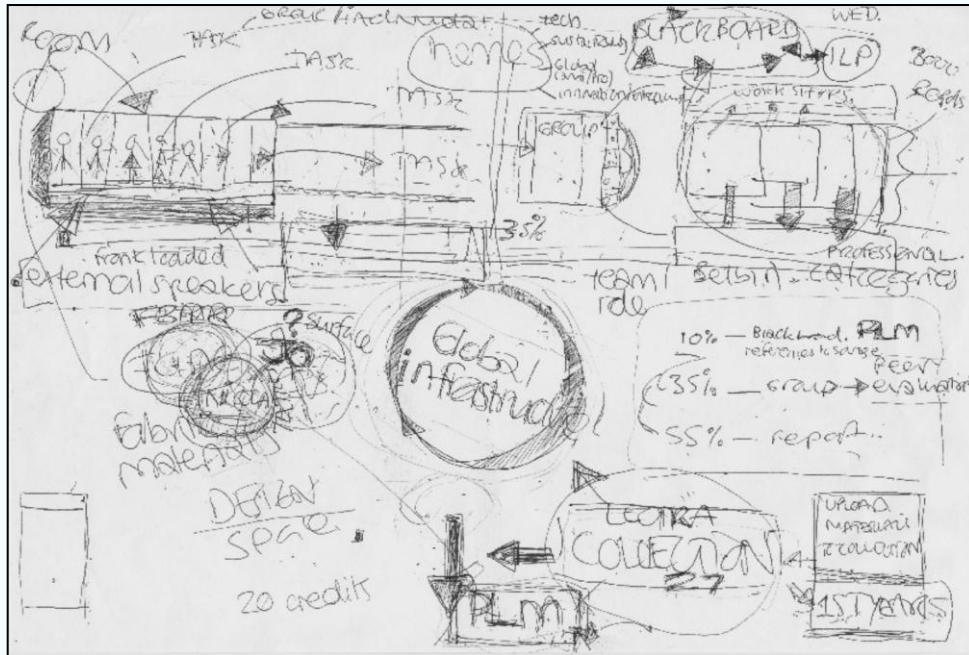
Inspiring tomorrow's professionals

# Background on the module:

## Global Sources & Textiles

- Cohort of intermediate level students (UG Y2)
  - Subject area: Textiles
    - Design x2
    - Business management
- Insights into processes & practices
- Diverse range of topics and speakers
- Well supported by external industry specialists
- **On paper it was**

**OUTDATED**

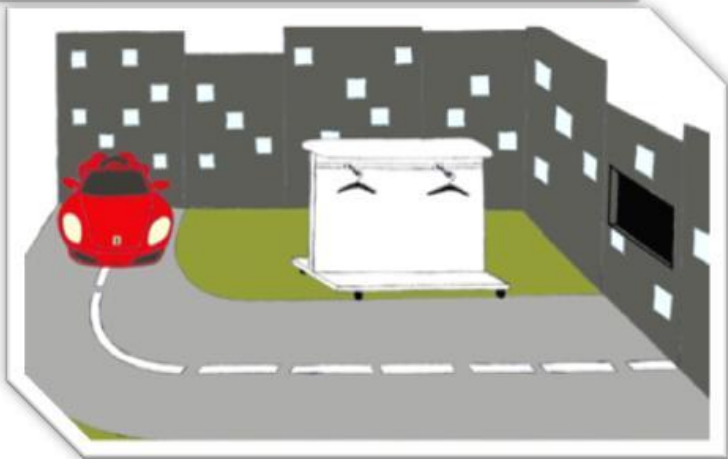


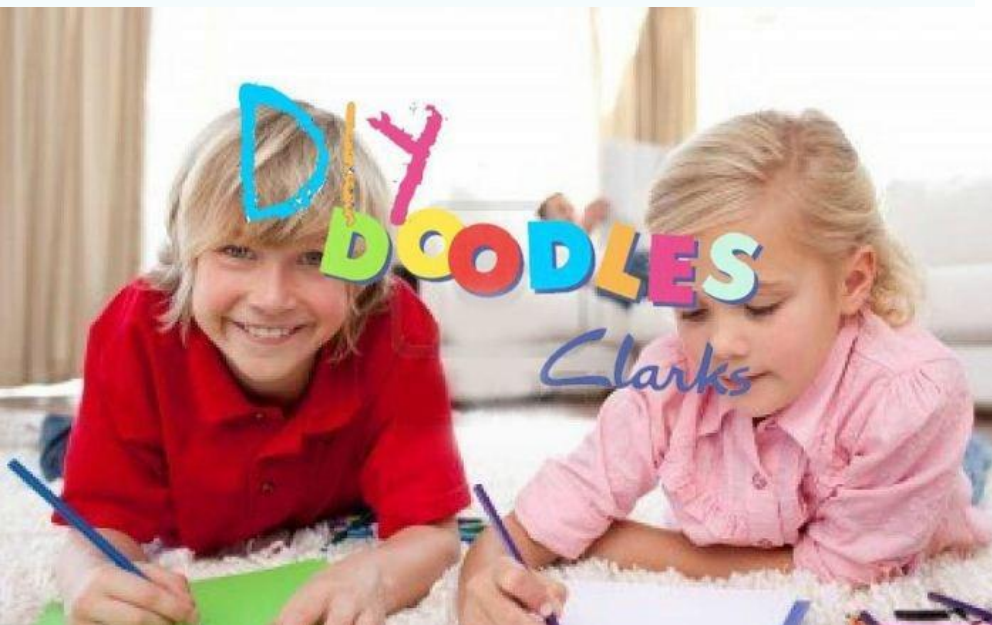
Chaos of a redesign

New conceptual model



GLOW  
BUGS

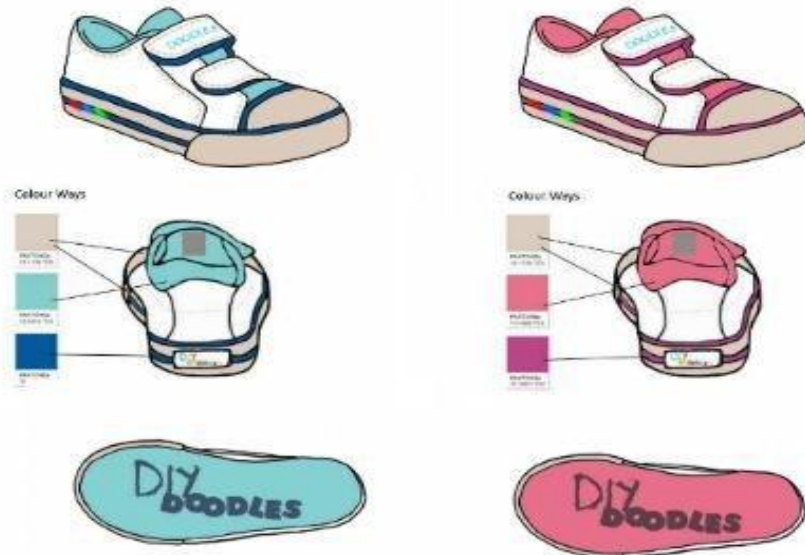




# Prototypes



# Final Product



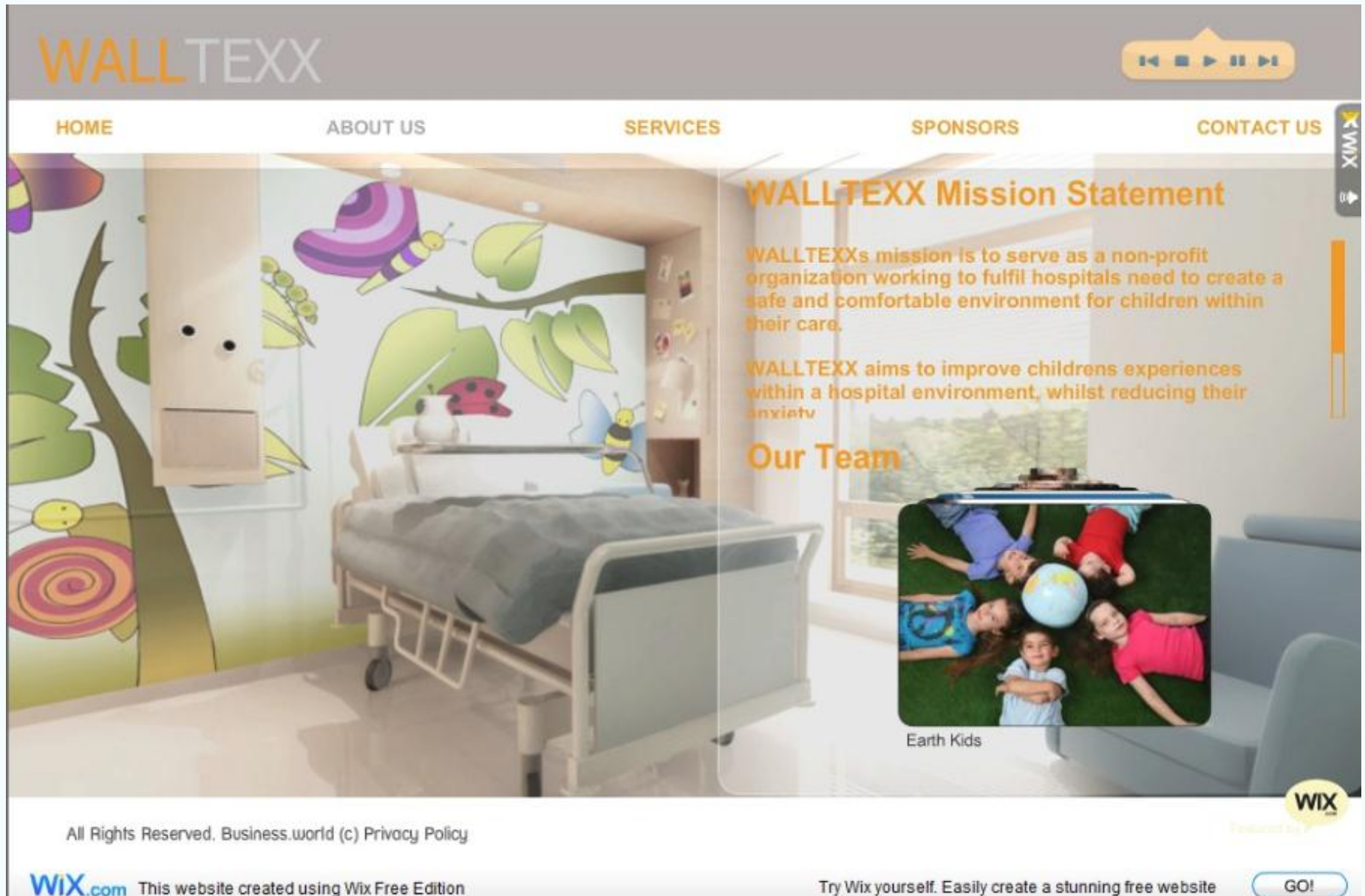
# Website



<http://globalstudiesclarks.wix.com/diydoodles>



# Walltexx





# Future

## Students as practitioners to local businesses



*Interface* **FLOR**®

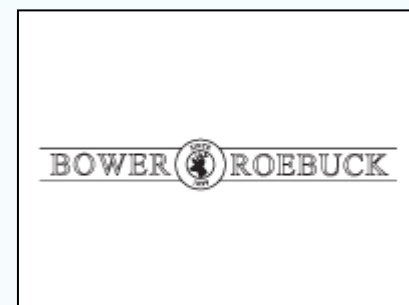
camira

GRAHAM & BROWN

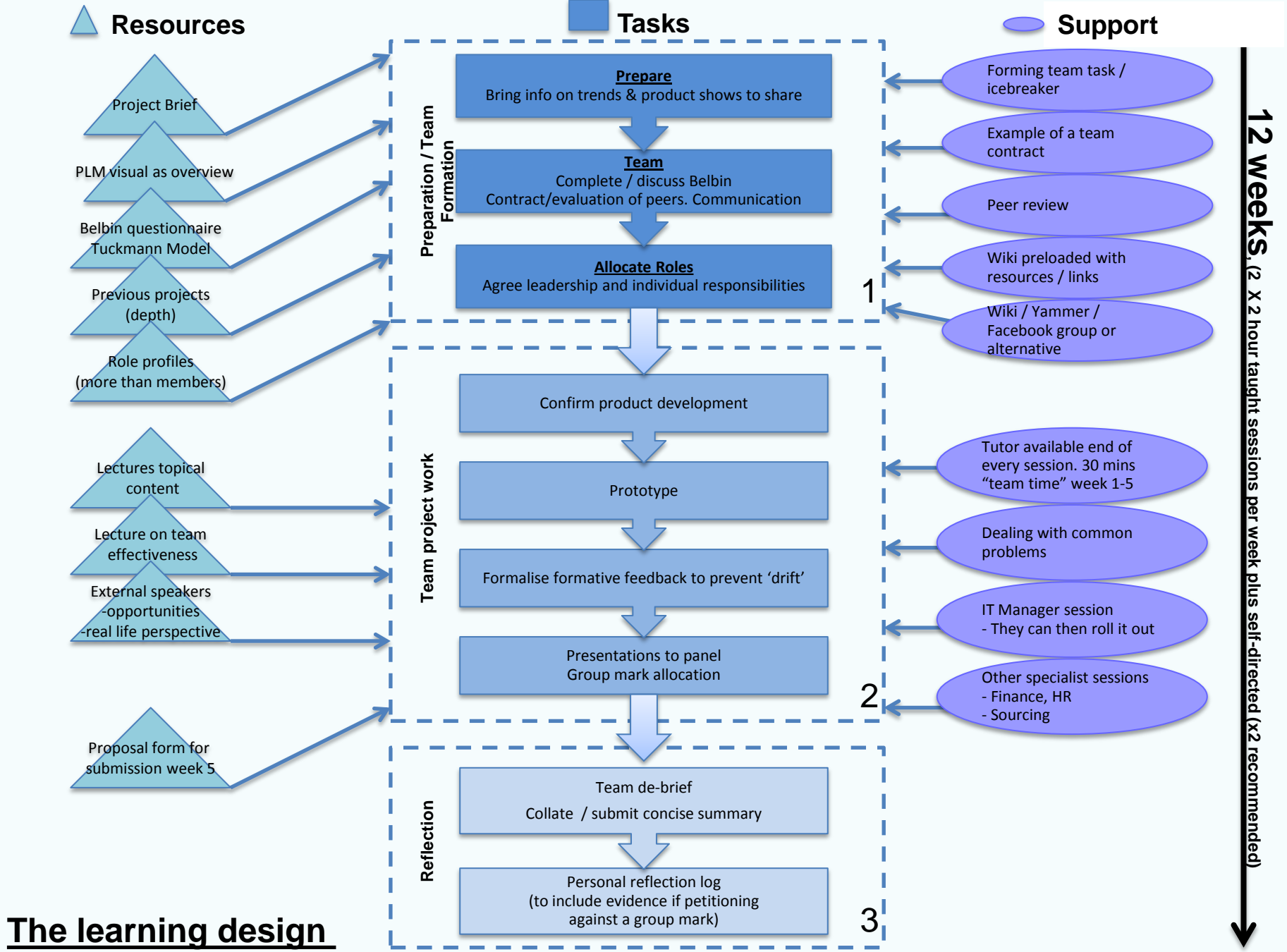
 **James Heal**™



SGS



Inspiring tomorrow's professionals



# Key Aspects



Resources

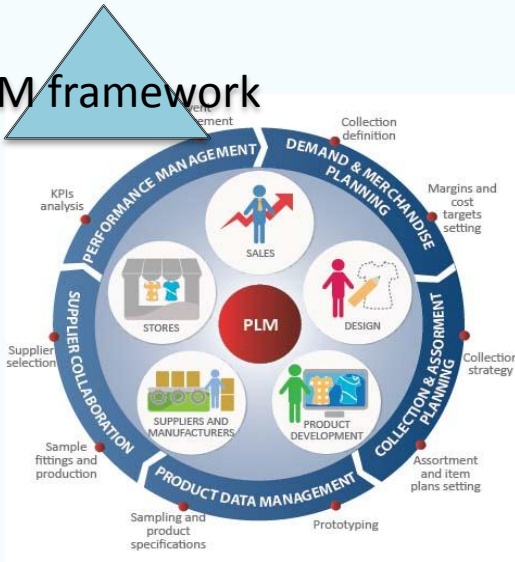


Tasks



Support

PLM framework



1. Planning and preparation

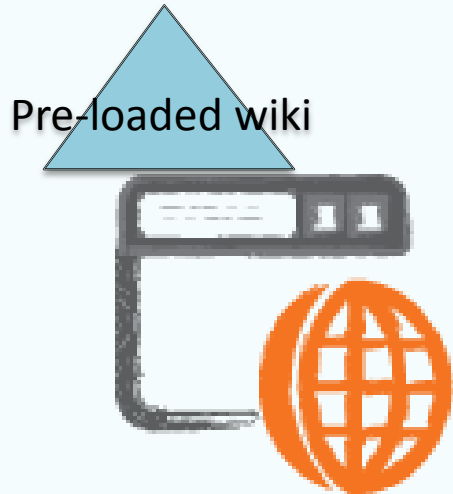


2. Team project



3. Reflection and evaluation

# Key Aspects



1. Planning and preparation



2. Team project



3. Reflection and evaluation



Authentic,  
autonomous



Resources



Tasks



Support

1. Planning and preparation



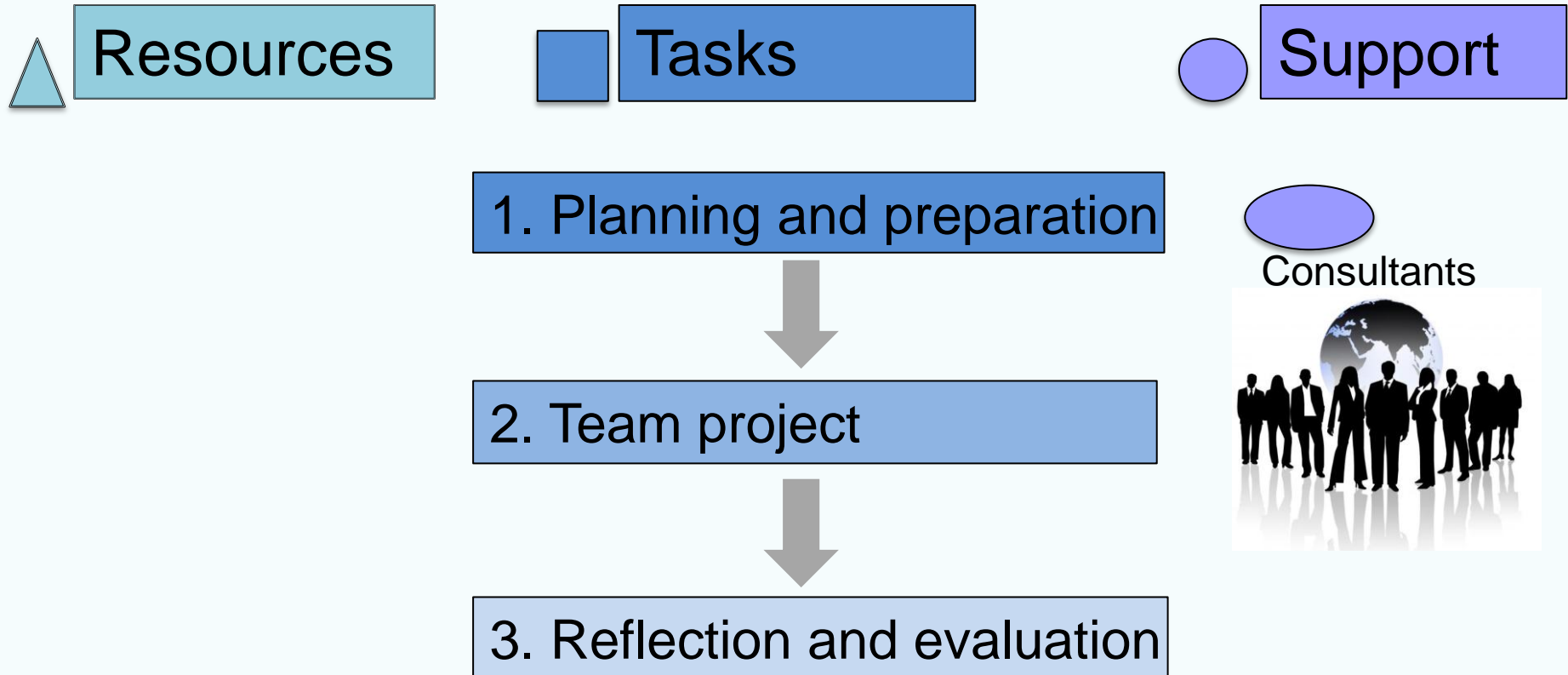
2. Team project



3. Reflection and evaluation



# Key Aspects



# Use of external consultants

Support via Consultation

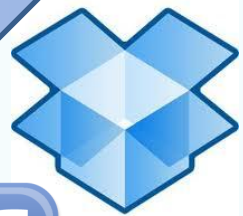


IT Managers meet with **consultant**

Overview of main providers **PLM** range of technologies in apparel/ soft products.

Students research cloud technologies as alternatives and then disseminate relevant lead their team from their position of 'expert'

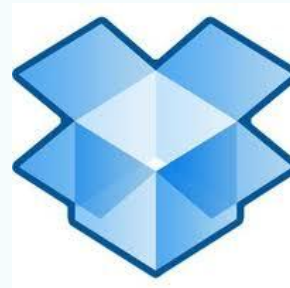
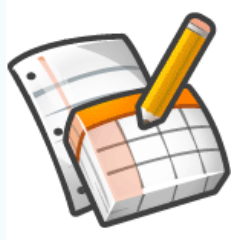
Lead their group to consider choices of social media for improving on and adapting on industry PLM software providers solutions.



# Software used



Support via  
Consultation



# Next steps



Support via  
Consultation

- Extend list of specialist consultants to cover all roles
  - Finance
  - Testing / Quality Assurance
  - Careers
- Include external businesses
  - As specialists
  - As clients

# Effective teamwork

- Must be assessed
- Belbin
  - Opens discussion
  - Awareness
  - Understanding to work effectively
- Further taught sessions
- Keep professional minutes
  - Evidence: attendance and actions
- Peer evaluation
  - Evaluating WebPA for 2013
- Personal reflection



Action	Social	Thinking
Completer Finisher 	Co-ordinator 	Monitor Evaluator 
Implementer 	Resource Investigator 	Plant 
Shaper 	Teamworker 	Specialist 



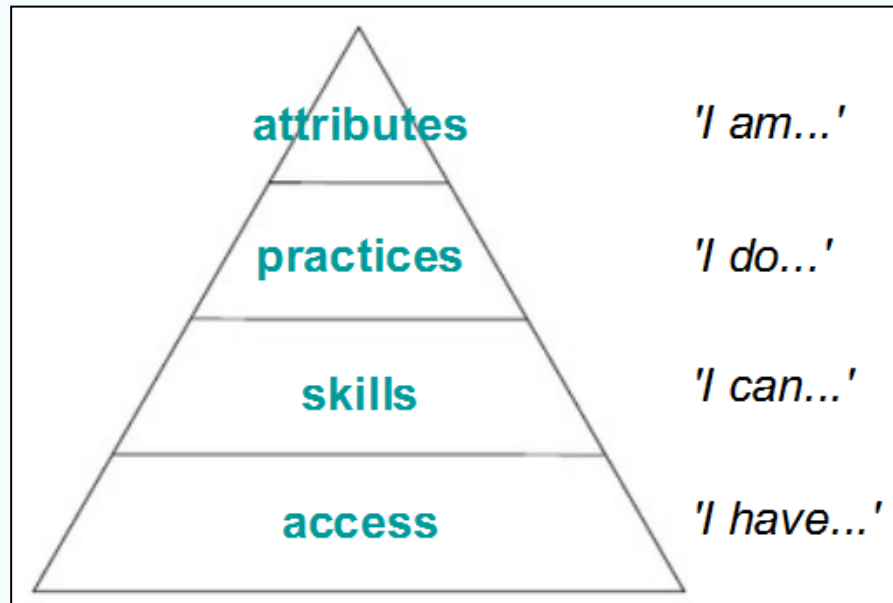
# Knowing, Doing and Being



Reflection



I aspire to  
be...  
Therefore I  
need to...



I feel that this experience has developed me as a person, in preparation for my role in industry. I now really enjoy working in a group and no longer daunted by working in teams L-7

'In industry, I will need to be able to work alongside people with other specialisms and different characteristics and attitudes. This module helped be realize this and help me notice that sometimes I have to adapt the way I work to work better within a team' L-23

*This project helped me grow, as a designer and as a potential employee [...] It has made me extremely interested in the administrative side of a company and I have applied for a partial administrative placement on the back of this project. To help me develop my skills I have been spending a lot of time researching product development and entrepreneurial skills in the library' L-18*

'I felt as though I really achieved something through this task as I reached out of my comfort zone [...] The assignment has also highlighted areas I would like to know more about [...] I feel I have gained invaluable knowledge of the industry I aspire to be part of' L-20

## Wiki Team 8 (permalink)

### The video - kitchen demo (permalink)

last edited by MELANIE LONGBOTTOM on Thursday, 12/02/2010 11:09 PM

Hope you like it! I used google sketch up and cyber link power director software. Its not perfect but its alright for a first attempt at software i had no knowledge even existed!!!!!!

Mel xx

Click play, you may have to double click it to make it bigger.



oh wow, yer thats really good! when u talk about it in the presentation you'll have to point out the changes as you go because some of the changes are quite subtle, which is good because people arn't going to make radical changes they will have a set idea and colour scheme in mind. well done! x

Thursday, 12/02/2010 11:18 PM by KERRI SHIMELL | [Delete](#)

This is so good Mel! I think its good how it shows all parts of the kitchen and we can say you can choose anything from the IKEA catalogue to add into your own design! x

Friday, 12/03/2010 3:21 PM by LINDSAY TAYLOR | [Delete](#)

I used Google sketch up and cyber link power director software. Its not perfect but its alright for a first attempt at software i had no knowledge even existed!!!!!!!!!!!!!!



## Team Aswome (a.k.a group 11)

Open Group



### Victoria West

Okayyy, so this is the one I want to use, I've done one with a tutorial as well but i reckon it'd be too long if were showing it in the lecture. Sorry i've only sent it last minute, been working 8 till 8 past couple of days and its killed me, should've done it before, lesson learnt! Also it turns out i have the rubbish version of imovie so my editing isnt the best.

<http://www.youtube.com/watch?v=U1k-jx15f5w>

longer video with a tutorial:

<http://www.youtube.com/watch?v=WDyX1B5hols>



### Urban Decay Day to Night Eye Pencil Review

[www.youtube.com](http://www.youtube.com)

New Urban Decay product review!

about 3 months ago

Grace Zhang likes this.



**Sally Hall** Vicky this is amazing!! Xxx

December 15, 2010 at 10:16pm



**Louise Jackson** awww well good, its gonna be ace!! thank youuuu

xxxxx

December 16, 2010 at 12:40pm

Okayyy, so this is the one I want to use....it turns out i have the rubbish version of imovie so my editing isnt the best

'Keeping in touch through Facebook group messaging was convenient, yet I feel using the 'wiki' could have been a more professional way of exchanging ideas and thoughts as Facebook could often be distracting'





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# Using REAP project rhetorical format

(Nicol and Macfarlane-Dick 2006)

- Problem domain
- Educational aspiration
  - Grander than the project itself
- Underpinning educational principles
  - Each principle is backed by research on how their application improves student learning

# 3 fundamental components

## Problem domain

- Learning spaces for the 21<sup>st</sup> century

## Aspiration

- Collaborative learning spaces that mimic and encourage professional practice

## Principles

- Digitally connected community
- Participation to seed engagement
- Autonomous learners
- Provide insight & opportunity
- Encourage enterprise
- Develop business language

# Conclusion

- Through the need to redesign a module, a collaborative learning space that mimics systems and roles of the industry was established to provide a realistic context so that learners gain experience of the industry by collaborating in this community of practice (Wenger, 1998) and can rehearse and affirm emerging graduate identities (Holmes, 2001).
- I strongly believe that the creation of collaborative, digitally-supported learning spaces has much to offer for the future development of teaching and learning in the 21<sup>st</sup> century.



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# Thank you for your time and attention

Contact: Jo Conlon  
[j.conlon@hud.ac.uk](mailto:j.conlon@hud.ac.uk)



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# Acknowledgements

I am grateful to Andrew Taylor for his contributions to this  
module and research.

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