



CIGN

CREATIVE INDUSTRIES GLOBAL NETWORK



Funded by the European Union
within the ERASMUS+ Programme

The consortium

- **CIGN pools the expertise of 5 HEIs from 5 different countries:**
 - University College Artevelde (Belgium)
 - Stuttgart Media University (Germany)
 - Linköping University (Sweden)
 - Ryerson University (Canada)
 - University of the West of Scotland (UK)



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Background

- A long history of cooperation:
 - ICDC
 - <http://www.designcamp.eu>



About

Contact

ICDC 2013

Project Work 2013

Previous ICDC

30 STUDENTS
4 COUNTRIES
2 WEEKS

04/08 - 18/08/13



Apply before
February 24th 2013

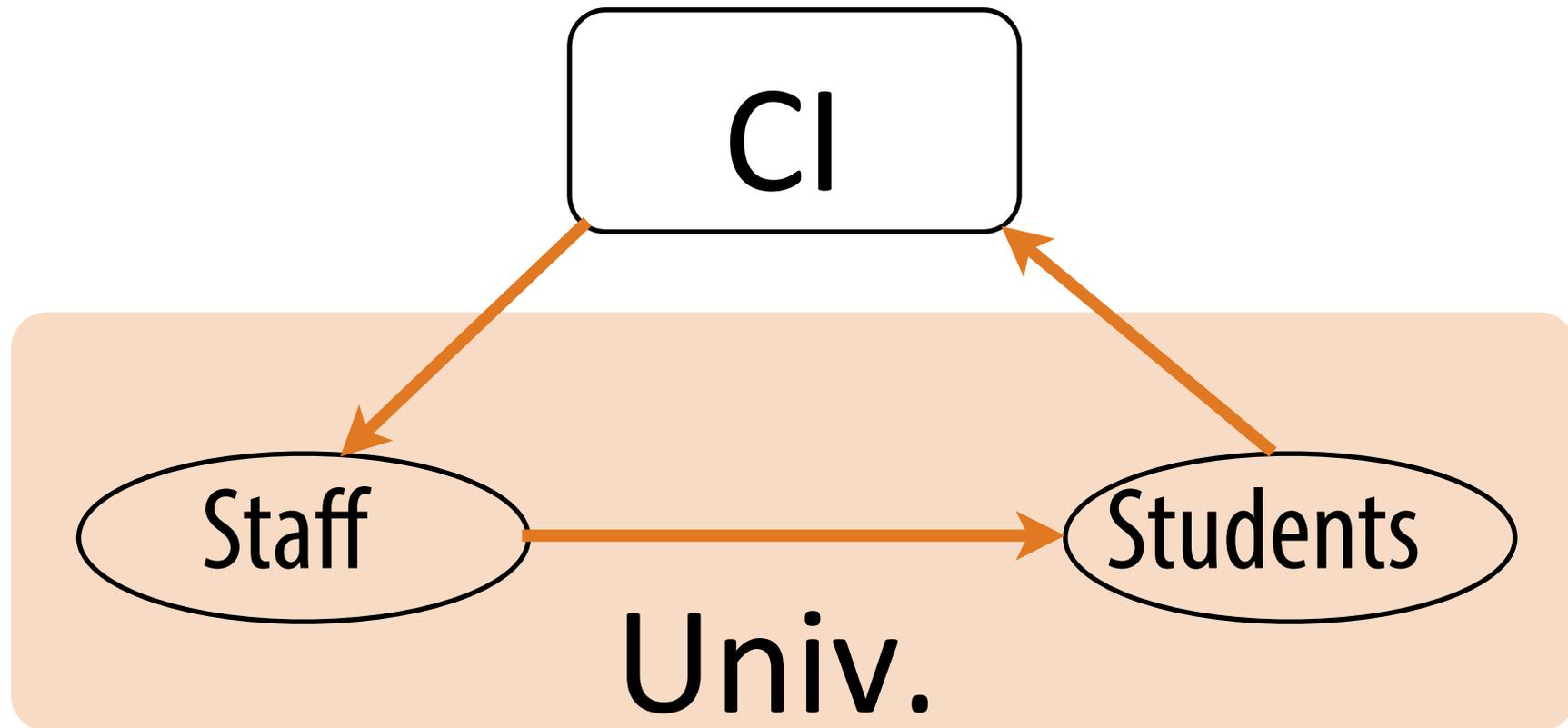
Change is here to stay

- **New applications, consumer trends, business models... generate new services, new products, new demands;**
- **The way to communicate through various media has changed and continues to change**
- **This requires new skills and attitudes among teachers and program coordinators in graphic communications**

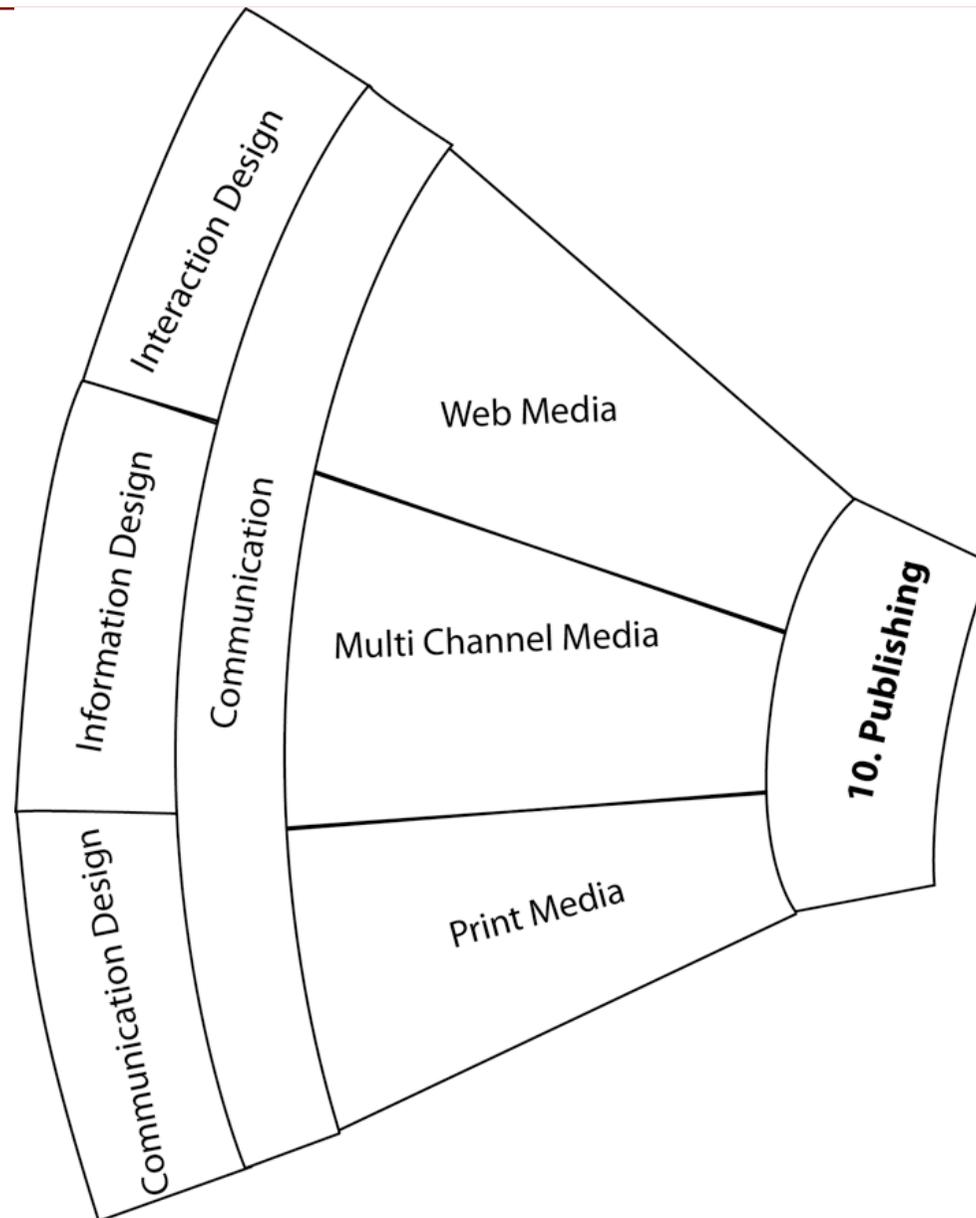
Knowledge transfer

- **This project aims at bringing the worlds of education, employment and training together;**
- **Further professionalization of staff of HEIs;**
- **And a more effective use of information technologies by HEIs**
- **Create opportunities for further collaboration with the creative industry**
 - AIM: To better match the skills demand with skills qualifications

Knowledge transfer



Cross Media Design & Production



Phases

- **Research**
 - Identification of Skills Gaps in Cross-Media Design & Production in the Creative Industries
- **Policy recommendations/guidelines**
- **Development and writing of course modules and learning and teaching materials**
 - Developing practice based course modules 1-4 based upon research findings.
 - Developing theory based course modules 5-8 based upon research findings.
 - **Delivery and testing of two on-line practice based modules, (one blended, one MOOC)**
 - **Delivery and testing of two on-line theory based modules, (one blended, one (MOOC)**

Phases

- **Evaluation of practice-based course modules**
- **Evaluation of theory-based course modules**
- **Dissemination and feedback**
 - Publications
 - Website
 - Facebook
- **Preparation of Communication platform**

How can CIGN help us?

- **The areas and objectives:**
 - Identification of sectoral gaps and new competences needed;
 - Development of new curricula, learning methodologies and quality enhancement programmes;
 - Develop online and blended learning crossmedia design and production materials.

Development of new curricula and methodologies

- **the exchange of best practices**
 - Course development
 - Competence assessment
 - Quality enhancement
 - by setting up jointly developed courses
 - AIM: to enhance the quality of training, improve trans-national recognition of qualifications, and provide opportunities for mobility and skills training of professional staff.

Where are we now?

- **In the start-up phase;**
 - During our first managerial meeting we agreed on the responsibilities, the timeframe and the deliverables;
 - As dissemination is an important aspect of the project, we will continue to update you on any progress made;
 - We welcome other institutions, companys and organisations to interact with the project
 - Need more info?
- **www.cign-education.eu**
- **<http://www.facebook.com/CIGNeducation>**